

Engagement, Advocacy, and Outreach: Strategies for Optimizing REN Impact on International Collaborations

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Partners from the Networks for European, African, and American Research (NEAAR) project and the Africa-Connect2 project are working together to develop coordinated user engagement and outreach strategies in support of international research collaborations working in Africa. These strategies are designed to help identify research collaborations with data transfer requirements and to help improve researcher access to Research and Education Networking (REN) resources. Additionally, these efforts are coordinated to make users more aware of RENs, to make users more aware of peer communities available for collaboration, and to make funders more aware of REN value and impact. Together, NEAAR and AfricaConnect2 are enabling and enhancing international science and cultivating valuable partnerships around the world. This presentation will give a detailed look at these engagement strategies and provide an overview of the methods and tools available for promoting the use of global research and education networks. We will highlight real application use cases related to US, European, and African collaborations and data transfers and discuss specific communication strategies NRENs can use to increase engagement with relevant stakeholders.

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