



A Proposal to Clarify and Strengthen the GREN VP

Presentation to the Global PR
Group

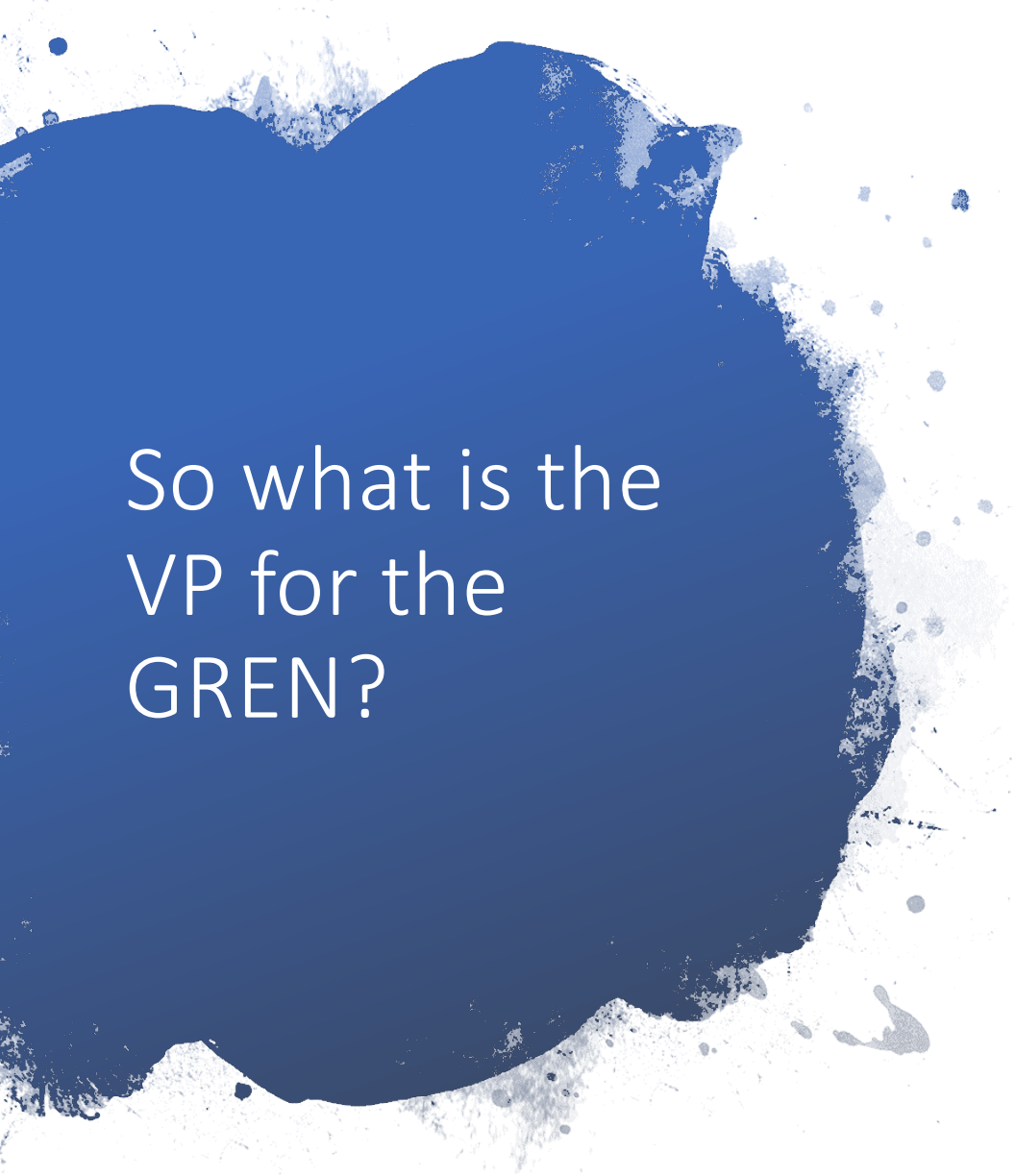
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What is a Value Proposition?

A VALUE PROPOSITION SPECIFIES WHAT MAKES THE COMPANY'S PRODUCT OR SERVICE ATTRACTIVE, WHY A CUSTOMER SHOULD PURCHASE IT, AND HOW THE VALUE OF THE PRODUCT OR SERVICE IS DIFFERENTIATED FROM SIMILAR OFFERINGS.

FOR THE GREN:

A VALUE PROPOSITION SPECIFIES WHAT MAKES THE GREN RELEVANT AND VALUABLE TO ITS STAKEHOLDERS AND ILLUSTRATES HOW THE GREN DIFFERENTIATES FROM COMMERCIAL NETWORK OFFERINGS.



So what is the
VP for the
GREN?

Is it a:

- a technology-focussed statement?
- a network-focussed statement?
- a collaboration-focussed statement?
- an investment-focussed statement?
- a services-focussed statement?

Yes, and...

Draft proposed GREN VP:

The Global Research and Education Network is a strategic and technical collaboration of 100+ not-for-profit organizations that enables and supports regional, national and global research and education.

Clarifying and strengthening the GREN VP

Why?

- To simplify and centralize compelling and relevant messages that illustrate the GREN value proposition
- To leverage the GREN VP to complement and amplify NREN value propositions





Clarifying and strengthening the GREN VP

For whom?

- Local, regional, and global stakeholders in government, research, education and innovation
- Other global NFP collaborations/associations in R&E&I (RDA, EOOSC, etc.)
- GREN partners
- General public/media



Clarifying and strengthening the GREN VP

What?

1. A lightweight and relatively static website that answers two questions (this content developed specifically for the site):

- **What is the GREN?**
 - Video
 - GREN Map
 - Annual investment
 - High-level description
 - Links to GREN partners
- **Why is the GREN?**
 - Succinct and accessible description of the model underpinning the GREN and why it exists.
- All other questions send guests to complementary sites:
 - **Can we peek behind the curtain?**
 - GNA-g.org
 - **How does that work in real life?**
 - Inthefieldstories.org
 - **How does it work in my country?**
 - Links to GREN partners



Clarifying and strengthening the GREN VP

What?

2. Complementary, collaborative communications to introduce the GREN: Wikipedia site, #GREN, customization and use of GREN video, etc.
3. Global PR campaign to support awareness of GREN



Strengthening the GREN VP

• **How?**

- Strike a GREN VP Communications Committee with the authority to develop and implement a project plan to strengthen the GREN value proposition
- Make updates on this committee a standing item on NREN CEO Forum biannual agendas