

# Communications in AfricaConnect3

Year 1 – a summary

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The AfricaConnect3 project receives funding  
from the European Union under Grant Contracts  
DCI-PANAF/2019/411-583/584/585/586



# Our mandate



AC3 seeks to unlock the **potential of education and research** through increased access of African R&E institutions to digital infrastructures and technologies.

## Communications is key to:


- Raise awareness of the value and positive impact of NRENs and RRENs to regional political organisations and donor agencies.
- Strengthen the AC3 community by building an active African-European communications network.
- Establish and develop a range of communications tools and channels for AC3 partners.

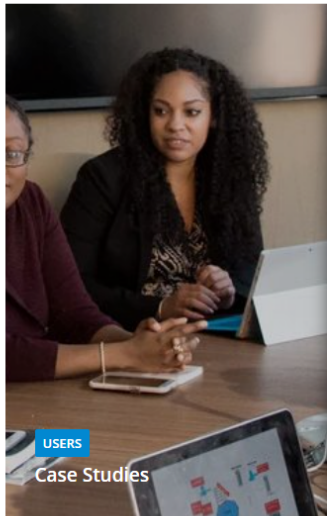


# Our activities



- PROJECT ▾
- WORK PACKAGES ▾
- PARTNERS ▾
- USERS ▾
- MEDIA CENTRE ▾
- COVID19 IN FOCUS**
- INTRANET
- FRANÇAIS ▾
- Q

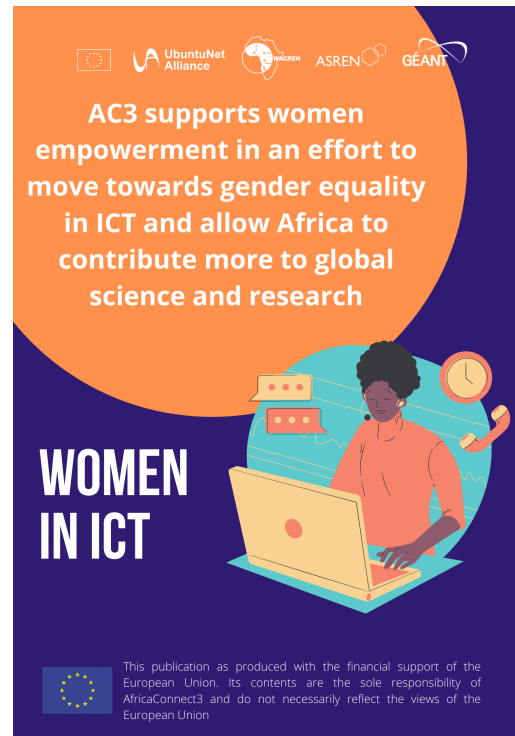
 AfricaConnect3 project is co-funded by the European Union  
The AfricaConnect3 project receives funding from the European Union under Grant Contract DCI-PANAF/2019/411-583.



Added a  
COVID19  
news blog!



# Social Media: the campaign



- Campaign centred on emphasizing how the work of NRENs and RRENs facilitates the narrowing of the global digital divide
- Pushed through **videos, posters and presentations** covering AC3 branding messages
- **Joint effort** Comms-Advocacy





## Social media: stats



@AC3\_news

**1,217 followers**

**+202 followers**

**80+ tweets**

**115K+ impressions**



@AfricaConnect3

**354 likes**

**+55 likes**

**40+ posts**

**7K+ impressions**



# Infographics

- More visually appealing
- Self-explanatory
- Concise, therefore quick/easy to read
- Are largely portable, can be used on socials, websites, presentations

**HOW DO NRENS ADVANCE HUMAN CAPITAL IN AFRICA?**

**ENHANCEMENT OF SKILLS AMONGST YOUTH**  
**Digitalisation of research and learning**  
 The enhancement of learning through increased digitalisation and the use of network services will equip end users with new digital, technological and IT skills; skills that can be readily used in an ever evolving job market.

**POVERTY REDUCTION AND MARKET STIMULATION**  
**Creation of new market sectors**  
 The increased access to digitalised learning systems will facilitate end-users to utilise their skills in different markets. This may encourage entrepreneurship among the youths, increase farmers' productivity, and bring more women into the labor force.

**JOB CREATION**  
**Job creation in new and improved digital sectors**  
 The digitalisation of learning, teaching and research may prompt a creation of roles in particular fields. This may include IT, software development and infrastructure development.

**AN IMPROVEMENT IN HEALTHCARE RESEARCH**  
**Quicker and more efficient data sharing**  
 Through improved modes of data sharing within Africa and between Africa and other continents, medical researchers could share vital resources and information to possibly eradicate some dangerous and life-threatening diseases.

**CURB BRAIN DRAIN AND NARROW GLOBAL DIGITAL DIVIDE**  
**Equal playing field created between Africa and the rest of the world**  
 The provision of research and education resources may enable researchers to easily execute their work from home, without having to travel anywhere to do the research. Access can now be local and cost-effective. The digital gap between the continent and the rest of the world may also steadily be narrowed.

The publication was produced with the financial support of the European Union. Its contents are the sole responsibility of AfricaConnect 3 and do not necessarily reflect the views of the European Union.



## Events participation



### PARIS PEACE FORUM Nov2020

- Selected among over 850 applications
- Online participation led by WACREN



### IST-AFRICA May2020

- Delivered video presentation about past project achievements and future prospects



# Our results



## Featured in...

### Advancing technology

EDUCATION UBUNTUNET (EAS) ZAMREN (ZAMBIA)

When universities due to the COVID-2020, the Zambia Network stepped in with its hi network to assist 22 of its member institutions deploy Moodle.

### Ensuring faculty h online re

TECHNOLOGY UBUNTUNET (E) NSAMB Uganda

The Kenya Ec collaborated v service provid discounted pr students and i

### Boosting online learning in Morocco during the coronavirus lockdown

EDUCATION ASREN (ARAB STATES) MARWAN (MOROCCO)

MARWAN, the Moroccan Academic and Research Network, has played a crucial role in supporting the remote delivery of higher education.

### Teaching moves o univers during

EDUCATION UBUNTUNET

Online teach of the COVID-19 pandemic would have remained a far-fetched dream for some Somali universities if it were not for the timely intervention of the Somali Research and Education Network.

# In The Field Blog

# CONNECT34





And...



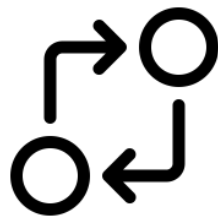
## De Nederlandse Grondwet





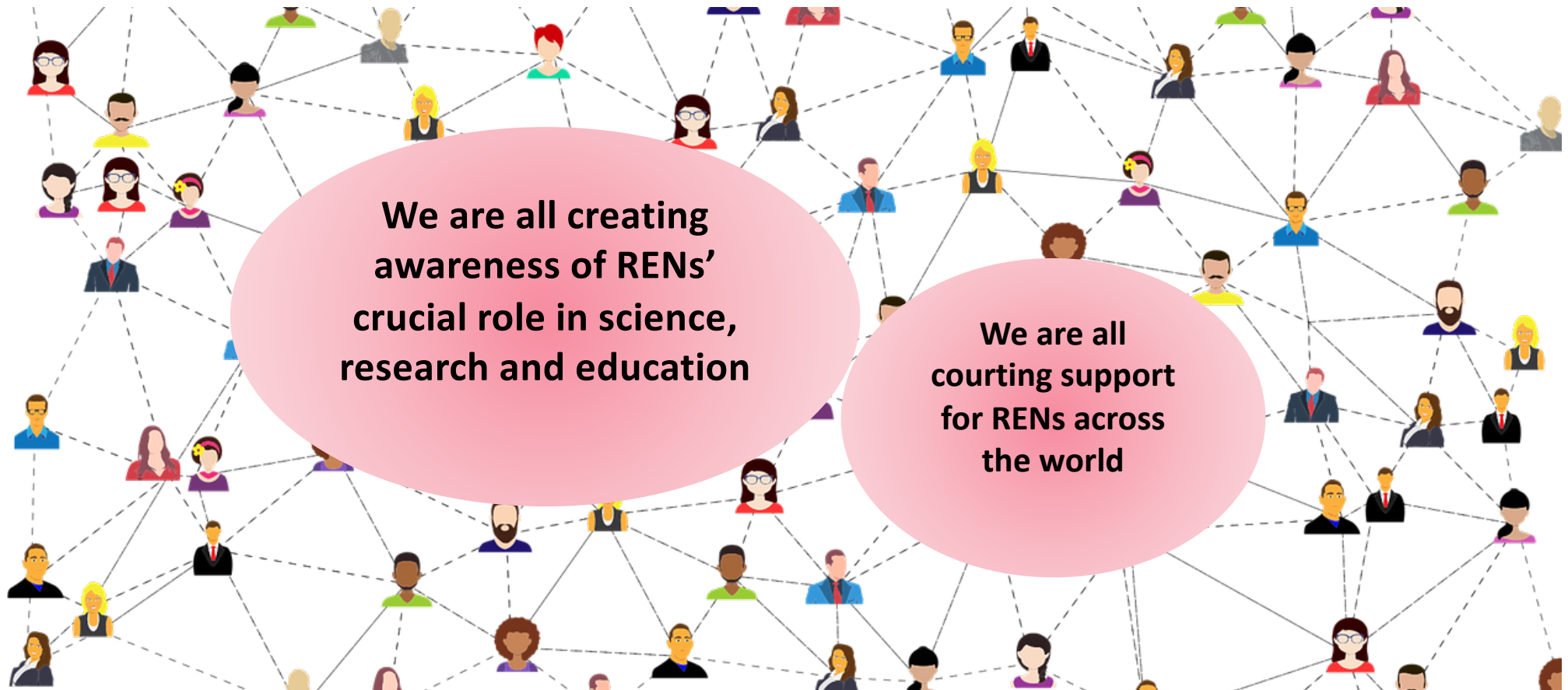
Stakeholders have become **more aware** of the importance of RENS to education, science and socio-economic development

AC3 has gained **more prominence** in the respective partner regions



Advocacy is a bit **more easy** due to the gains made by comms

# How do we connect to you?



# Our challenges

- Adapting material to accommodate virtual audience
- Lacking marketing comms, advocacy capacity and social media presence from some NRENs
- Channelling of info sometimes becomes a multiple step flow: bureaucracy is a bottleneck
- Re-branding the name AfricaConnect to include all phases of the project up to date



**We are working on:**

- A more efficient and straightforward communication flow with NRENs on the ground
- Networking with targeted regional and local blogs

# AC3 Comms Team at a glance



Communications



Advocacy



It's a shared vision

A shared commitment

A shared action...



# Thank you

Any questions?



@AC3\_News



AC3-Community



africconnect3.net



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