

How to showcase impacts and effects of projects - Asi@Connect experience -

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Asi@Connect is...

Asi@Connect provides a dedicated regional high capacity and high quality Internet network, Trans Eurasia Information Network (TEIN), for research and education communities across Asia-Pacific and Europe, and leverage e-infrastructure developed for public service projects.



Connecting partners faster

One of the most successful ASEM initiatives to connect ICT infrastructures and cooperation through more effective, faster and powerful dedicated Internet connects, Trans-Eurasia Information Network (TEIN), between Asia and Europe.



Global societal benefits

TEIN is dedicated for societal benefits by application activities, such as tele-medicine, earth observation and agricultural researches based on global cooperation.

Over the last 5 years, with the development of local network infrastructure and geopolitical expansion, TEIN has more than doubled the traffic and bandwidth.



Collaborative development

Academia and researchers can have extensive global collaboration opportunities through Asi@Connect programs, which give more chances of the knowledge sharing and the capacity development activities.



Where Asi@Connect is on now?



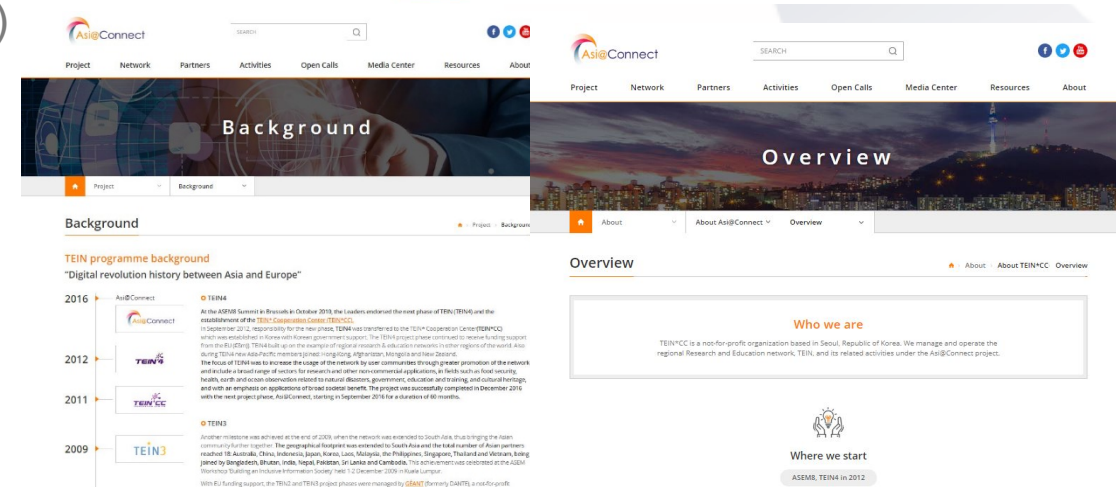
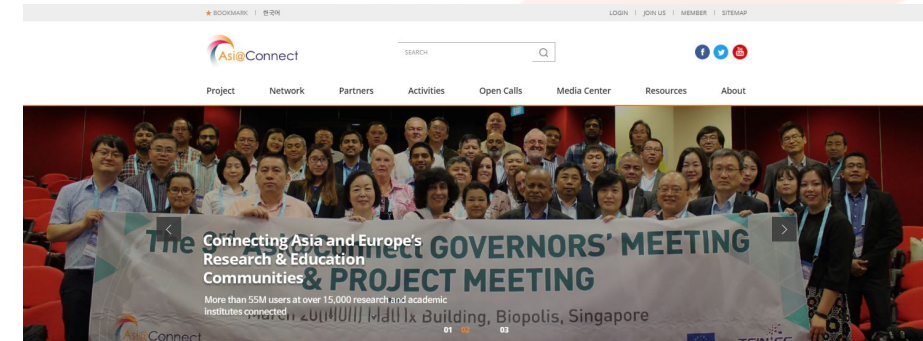
- ❖ Beginning : focusing on launch of Asi@Connect (project and local level) and Branding
 - To raise awareness new project and continuation of TEIN initiative
 - To promote project targeting to stake holders, funding bodies, academia and users
- ❖ For activities: Call for proposals
 - To provide more opportunities to NRENs and their community including users
 - Year 1 and Year2 : two times call for proposals
 - 1st Call: 12 activities (2017)
 - 2nd Call: 17 activities (2018)

Now, it is the time
to produce activity
outcomes!!



Main platform : Website (www.tein.asia)

- Branding and Blending
 - Previous: TEIN*CC (www.teincc.org) and TEIN4 project (www.tein4.net)
 - One website for project, network and organization
 - : Asi@Connect project, TEIN network & community, TEIN*CC
 - Link to SNS pages (Facebook, Twitter and Youtube channel)
- Flexible to make structure and contents
- Show windows (Main)
 - Flash banners for main theme and announcement
 - direct access to news, events and open calls (call for proposals)
- Document archive (Resources and intranet)
 - Meeting documents for members only(closed)
 - Presentation files and visibility resources (open)
- Link to global external partners



How to draw project impact

- ❖ We have 29 selected activities through the Call for Proposals
 - Capacity building workshops, application research activities
 - Draw stories from the activities, the Programs leaders and users
- ❖ Challenges to show the project impact
 - The activity completion report does not contain enough information
 - Lack of perspective of the PR and marketing in program organizer
- ❖ Solution
 - Contacted NRENs and requested coordination with program leaders to get Interview from participants
 - Program leaders were requested to update the impact of the program

 We could have vivid stories from the fields and community !!



How to draw project impact(case)

“ Participants interview ”

Network and Information Security Workshop in Bhutan
(August 2017)

Workshop results (in report)

“ The participants gained latest know-how(s) on cyber threats, and acquire the necessary skills to prevent and respond to these threats.”

Focusing impact (Profiling)

“ As most of the tools introduced during the workshop were **free tools**, the participants were able to **immediately use them without any financial implications**. To some extent, part of knowledge and skills gained during the workshop were **imparted to colleagues and students back in the universities.**”

We could implement the best practices in some of the existing systems. Example would be the structured network we implemented in few areas and the planning we are doing. We intend to include in the future plans as well as the policies we are working on.”

– ICT Officer in the ICT Unit
(College of Science and Technology)

“ It definitely helped in imparting the current practices of network security to students besides. And I did talk to colleagues on its importance and to attend similar kind of PD programmes as it was directly related to the programme delivery in the College.”

– Lecturer of the Computer System and Network
(Jigme Namgyel Engineering College)



Challenges

- Website

- Encouraging partners and program leaders to produce contents in marketing perspectives
- Lack of information from the partners news at timing
- Promoting outreach to the global R&E Community

- How to hear the real stories from the fields

- Completion reports mainly describe administrative perspective (logistics, meals and event managements)
- Program leaders need capacity building in marketing insight, strategies and writing
- Lack of information of the on-site story and participants backgrounds, opinions, etc...
- Participants are shy about voicing out
- Language barriers



Closing



“ We all wish to become something
You to me and I to you
Wish to be an unforgettable meaning...”

Flower (Kim Chun Soo)



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