



EU4Digital

INTRODUCING AND PROMOTING NEW SERVICES: EaPConnect example

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SIG-Marcomms online meeting, including TF-RED joint session

30 March 2021

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EaPConnect
eapconnect.eu

EaPConnect is...



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- 6 EaP & 8 EU partner NRENS
- 2 million users in the region

Bring together EaP & EU R&E communities

Bridge the digital divide!

Increase number & uptake of services

Strengthen EaP partners in national R&E ecosystems



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- Capacity building:
 - trainings, workshops for NREN staff & local users
- Visibility events:
 - Conferences, anniversaries, connectivity launches, external events etc.
- Marcomms:
 - Print / graphic material (roll-ups, leaflets)
 - website, social media
 - use cases/success stories (posters)



- Surveys
 - Capacity building needs identification (for NREN staff and their users)
 - User engagement

NEW!

- Research Engagement activity within the Services work package





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Thank you!
Any questions?

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