

EURAMET Communications

Status Update

G08.03.03 8th EURAMET General Assembly

Anne Trumpfheller, Communications Officer

Cavtat, Croatia
3 June 2014





Agenda

- 1. Review 2013
- 2. Actions 2014

EURAMET's Strategic Objectives



External:

- Engagement of key stakeholders
 (1)
- Influence European policy makers and National Governments (2)
- Further develop co-operation in R&D (3)
- Supporting quality infrastructure
 (5)

Internal:

- Further develop co-operation in R&D (3)
- Deliver high value to members and associates (4)
- Supporting quality infrastructure (5)

Position EURAMET as the gateway to Europe's integrated metrology community.

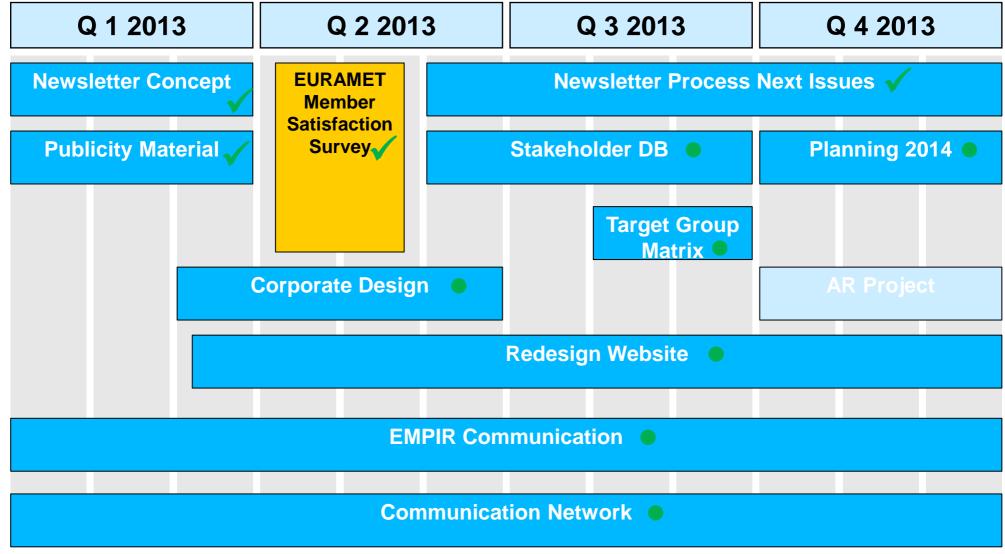
Communication Objectives



- Strengthen and Extend Awareness of EURAMET and its Impact
- Openness and Transparency
- Suitable Communication for Different Audiences
- Establish Communication Network
- Target-Oriented Distribution of Information
- Strengthen Community Feeling
- Make EURAMET Visible, Accessible, Understandable

Timeline - Phase 1





EURAMET Communication in a nutshell Oct 12 – Sept 13





Communications Network



EURAMET: Newsletter & Website

Delegates, EMRP Committee, Ministry Contacts, TCC





EC: Intranet

EP

NMIs: Websites

Krohne: Intranet & Facebook

► KROHNE at meeting with representatives from the Euro Parliament, the EC and EU member countries.

Organisation | Event Review



2013/05/24 | Schaap, Monique

This meeting was organized by EURAMET (European Association of National Metrology Institutes), to support them in their goal to establish a new research programme for European metrology: EMPIR (European Metrology Program for Innovation and Research).

Nobel Prize winner Prof. Dr. Klaus von Klitzing outlined why the proposed EMPIR programme is essential for Europe's future: "All over the world countries invest a lot of money in metrology. The new programme EMPIR stands for the way modern science works. It ensures international cooperation, excellent science and transfer of technology".

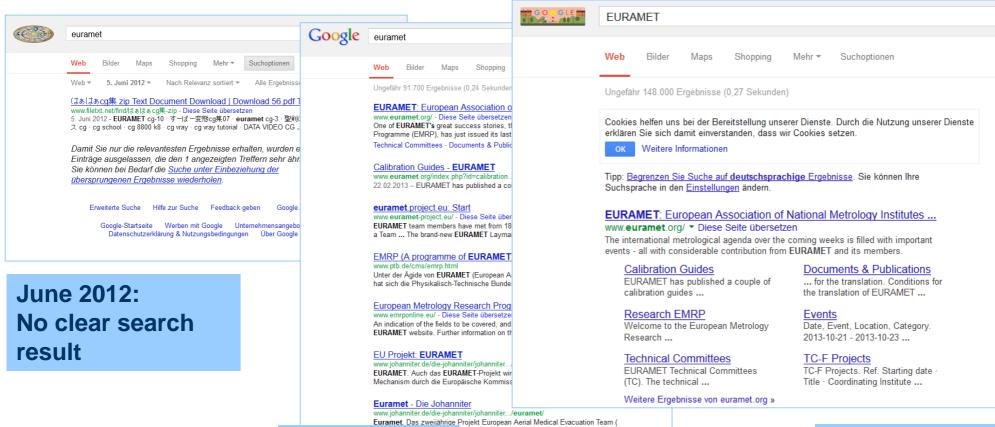
"We often take the achievements of metrology for granted. But without metrology, a company like KROHNE could not exist. Industry needs metrology" André Boer said during this meeting.

Before EMPIR can be implemented, it needs an European Commission proposal to be passed by the European Parliament and the Council of the European Union, so this meeting was organized to support these next steps.

15 May 2013 - DG Smits participates in a debatir at the EP on the future European Metrology Programme Debatir (1978). The Commission is commissionally provided by the Commission (1978). The Commission is commissionally to get English (1978). The Commission is commissionally to get English (1978). The Commission is commissionally the get English (1978). The Commission is commissionally the get English (1978). The Commission is commissionally the get English (1978) and the ENGLISH (1978) and the ENGLISH (1978) and the ENGLISH (1978) (197

Impact on visibility





March 2013: 91 700 search results

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Association of National Metrology Institutes (previously known ative alliance of national metrological ...

October 2013: 148 000 search results





Agenda

- 1. Review 2013
- 2. Actions 2014

Actions 2014 – Timeline - Phase 2



Q 1 2014	1 2014 Q 2 201		4	Q 3 2014		Q 4 2014		
Redesign Website						Awareness Raising Project?		
					KPIs for EURAMET Communication			
		NL 10			Stakeholder management / Target Group Matrix			
	EURAMET Corporate				eNL 2		NL	. 11
					ulti / social dia Concept	CS 3	CS 4	CS 5
				N	IMC 2014	Actions 2015		
Publicity Material (EMRP, EMPIR)								
Communication Network								

It's your turn



Stories, Ideas, Questions?

Contact



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