

# **EURAMET Communications**

## **Status Update**

**G08.03.03**  
**8<sup>th</sup> 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)

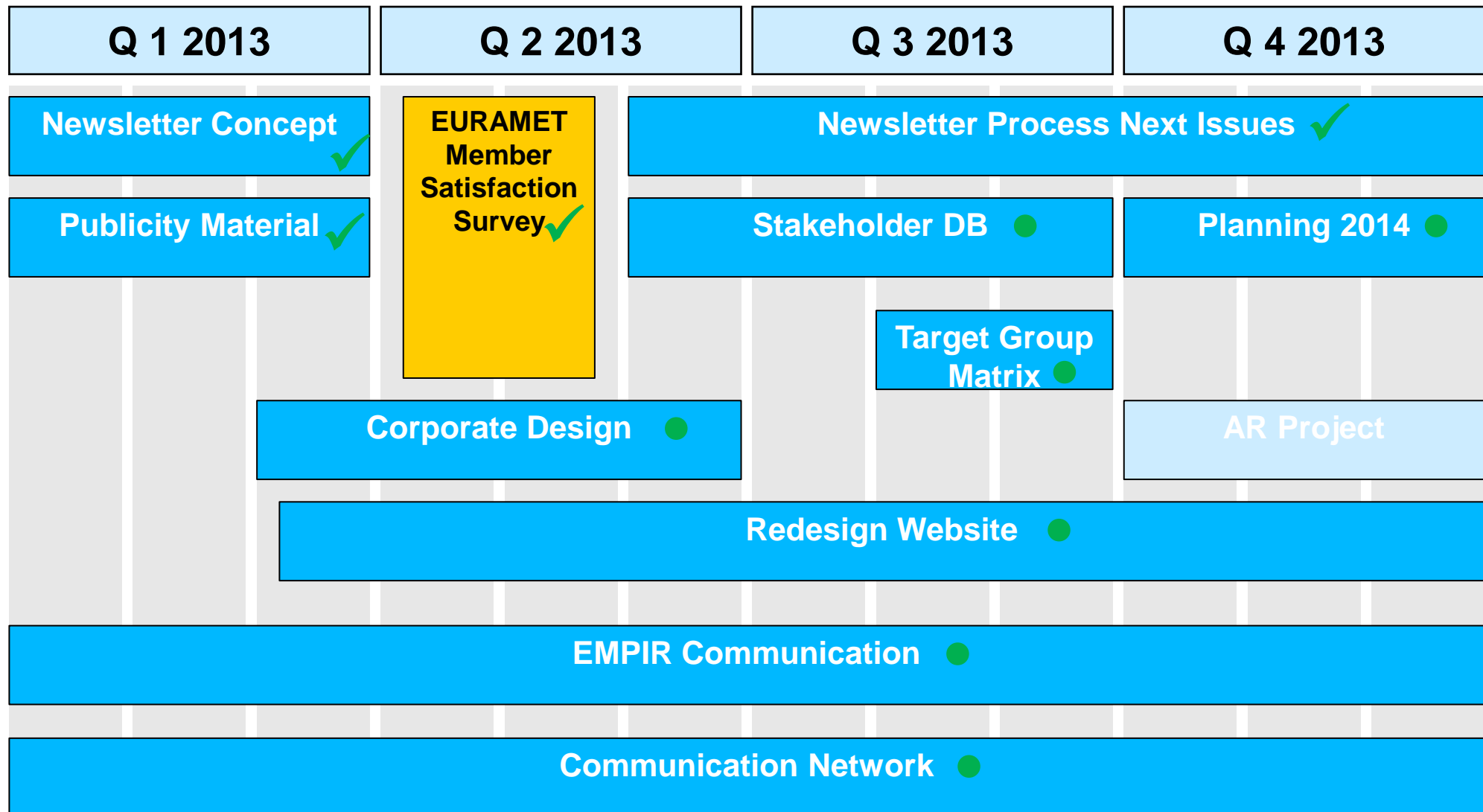
## Internal:

- 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.

- **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**  
European Association of National Metrology Institutes

## Number of NL recipients between 600 (internal) and 2 000 (external) people (growth rate 6%)

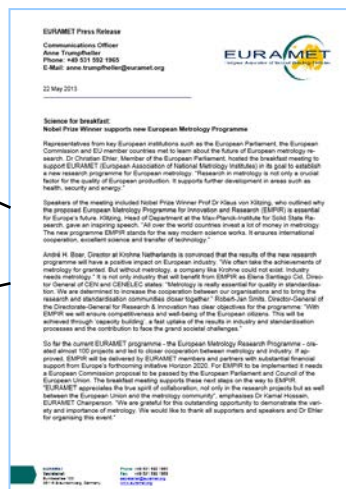
**Anne Trumpfheller,  
Communications Officer**



# 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



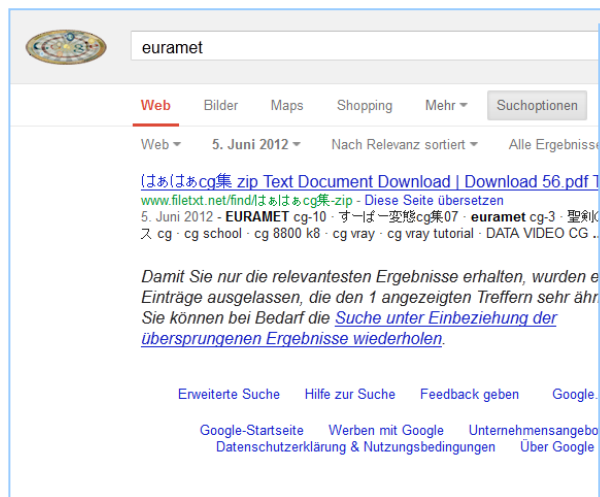
2013/05/24 | Schaap, Monique  
This meeting was organized by EURAMET (European Association of National Metrology Institutes), to support them in their goal to establish a new research programme for European metrology: EMRP (European Metrology Program for Innovation and Research).

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

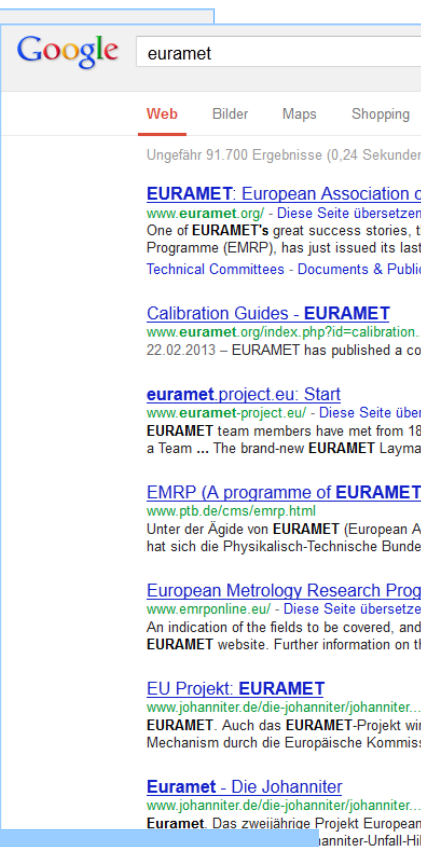
"We often take the achievements of metrology for granted. But without metrology, a company like KROHNE could not exist. Industry needs metrology," André Boer said during this meeting.

Before EMRP 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.

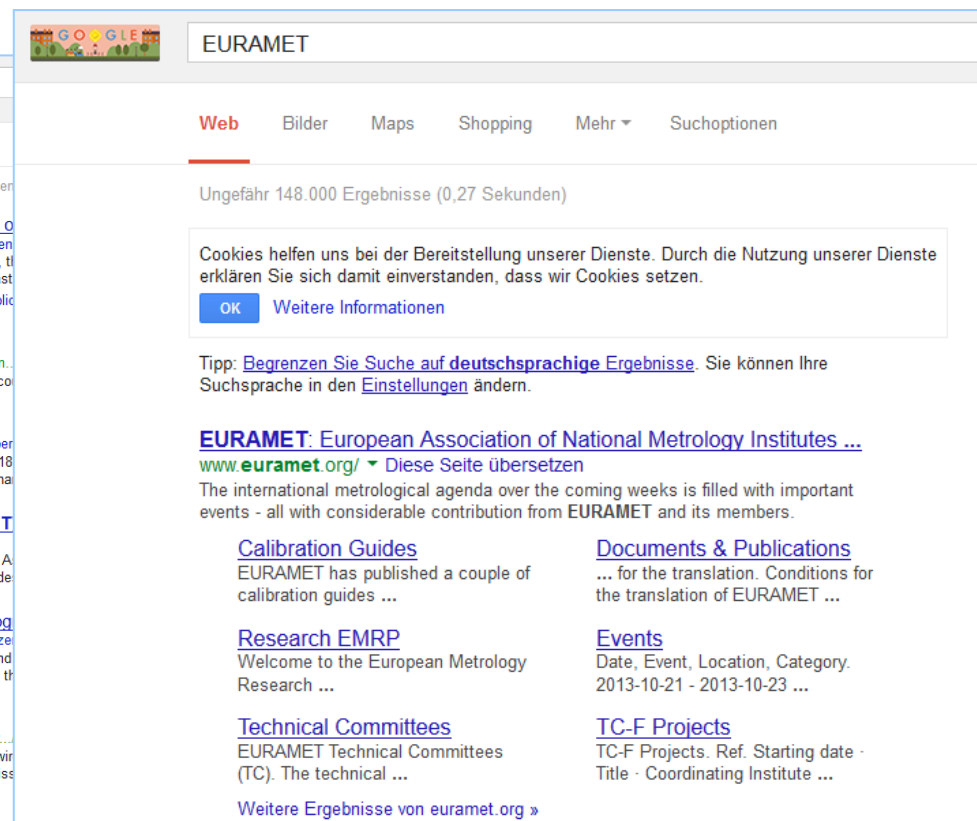
# Impact on visibility



**June 2012:  
No clear search  
result**



**March 2013:  
91 700 search  
results**



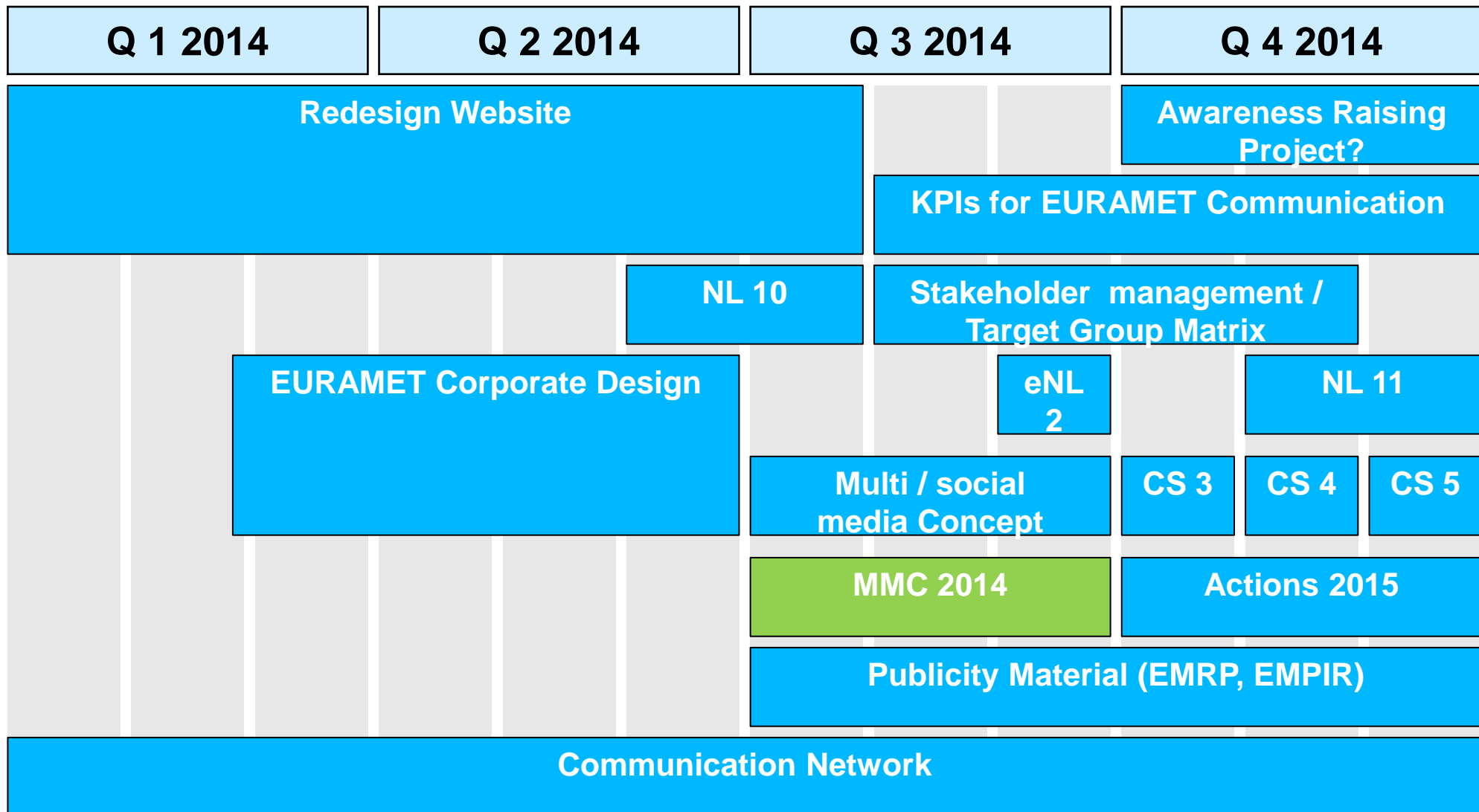
**October 2013:  
148 000 search  
results**



# Agenda

1. Review 2013
2. Actions 2014

# Actions 2014 – Timeline - Phase 2



Stories, Ideas, Questions?

Contact

