8th Meeting FG FNMID - EURAMET Communications Update

Anne Trumpfheller,
Communications Officer
16 September 2015

Content

- Latest Publicity Activities
- Website & Corporate Design
- Communication Objectives 2015

Newsletter Issue 9

- Includes news on
  - JRP ‘Ionising Radiation Metrology for the Metallurgical Industry’
  - Public Consulstations
  - Standards and metrology enable inn
  - Measurements and light
  - EURAMET's new Chairperson



NEWSLETTER
ISSUE 9 SEPT 2015

EURAMET

Developing the future of European Metrology

Foreword from the EURAMET Chairperson
Dr Beat Jeckelmann

The last weeks and months have been a period of new achievements and change for the EURAMET Community and European Metrology. In my new role as EURAMET Chairperson I am happy to present Issue 9 of our Newsletter which provides an insight into important activities and results.

The essential step for the realisation of the European Metrology Programme for Innovation and Research (EMPIR) was achieved: the signing of the Delegation Agreement by the European Union, represented by the European Commission, and EURAMET.

EMPIR and its predecessor, the European Metrology Research Programme (EMRP), focus on research in metrology to address society's Grand Challenges in areas such as energy, environment and health. With EMPIR there is an increased focus on innovation activities to target the needs of industry and accelerate the uptake of research outputs. In addition, the programme has a stronger focus on capacity building in emerging National Metrology Institutes with limited or no metrology research capability. The first 19 EMPIR projects have started now, as EMPIR's Delegation Agreement was signed, and there are many more to come in the upcoming years.

To meet the major challenges of European metrology a strategic research agenda (SRA) was developed by the EURAMET community and our stakeholders during the last year. The document will provide strategic guidance to European and national metrology research programmes, and will inspire new ways of thinking in important policy areas. A public consultation on the draft is currently being carried out and your feedback is highly appreciated.

As an association we count on the commitment and involvement of our members. During our recent General Assembly we were happy to welcome six new Technical Committee Chairs. At the same time, we offer our warmest thanks to their predecessors for their great contribution and engagement to EURAMET.

Being the new chairperson I am looking forward to the exciting developments lying ahead of us. I am honored and privileged to serve the association in the coming three years. I would like to take the opportunity to express our sincere gratitude to Kamal Hossain, my predecessor as Chairperson. Thanks to his leadership and strong commitment, he has initiated many new developments during his term of office.

We hope you enjoy reading this issue and we look forward to receiving your feedback.

LATEST NEWS

Don't miss our new Guides

The new EURAMET Guide No. 2 on the **Role of Designated Institutes within the CIPM MRA** is available for download: www.euramet.org/publications-media-centre/documents-and-publications/

The new EURAMET Technical Guide No. 2 on **Lifetime and Drift/ Stability Assessment of Industrial Thermocouples** is now available for download: www.euramet.org/publications-media-centre/calibration-guides-and-technical-guides/

Now Open

Public consultations on measurement research

EURAMET appreciates very much the feedback and input of its stakeholders such as international organisations, governments, metrology communities or the broad public.

Currently we are running two public consultations. Take the chance and have your say in EURAMET's research strategy.

Take part in the **Public consultation on EURAMET's 'Strategic Research Agenda for Metrology in Europe'** *(see page 4)* and **Public consultation on 'Challenges in flow measurement in Europe'** *(see page 11)*.

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Public Consultations - SRA



- **Strategic Research Agenda**

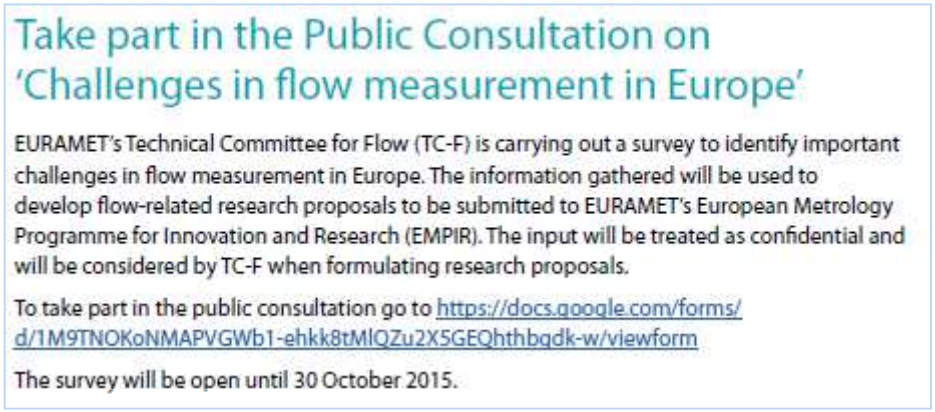
All are invited to provide feedback on the document. The latest version of the SRA and a short survey can be accessed at

www.euramet.org/research-innovation/sra-survey/

Your views and comments will be most welcome!

The public consultation will close on 28 September 2015.

Public Consultations – Flow



Take part in the Public Consultation on 'Challenges in flow measurement in Europe'

EURAMET's Technical Committee for Flow (TC-F) is carrying out a survey to identify important challenges in flow measurement in Europe. The information gathered will be used to develop flow-related research proposals to be submitted to EURAMET's European Metrology Programme for Innovation and Research (EMPIR). The input will be treated as confidential and will be considered by TC-F when formulating research proposals.

To take part in the public consultation go to https://docs.google.com/forms/d/1M9TNOKoNMAPVGWb1-ehkk8tMlQZu2X5GEQhthbgdk-w/viewform

The survey will be open until 30 October 2015.

- Challenges in flow measurement in Europe

To take part in the public consultation go to https://docs.google.com/forms/d/1M9TNOKoNMAPVGWb1-ehkk8tMlQZu2X5GEQhthbgdk-w/viewform

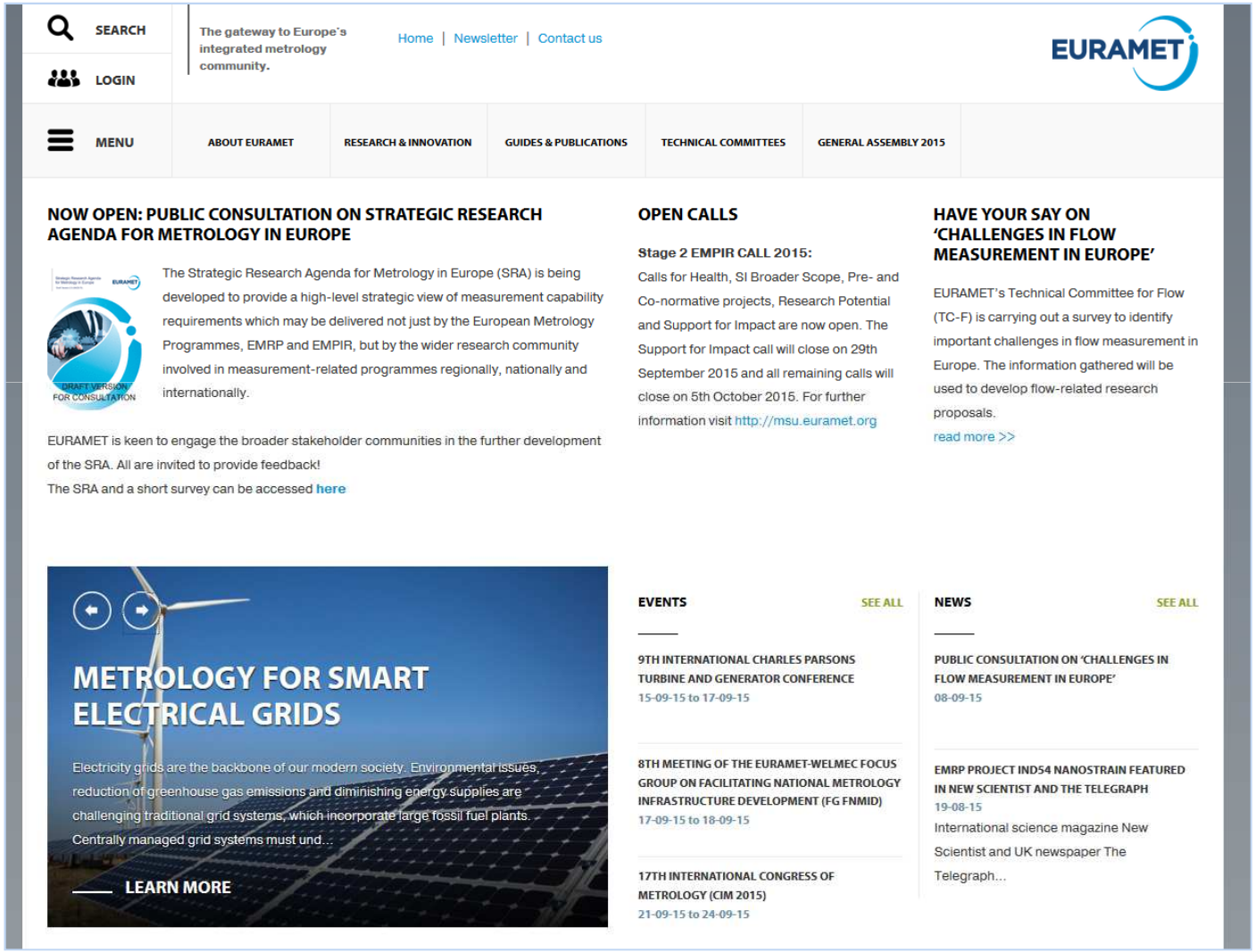
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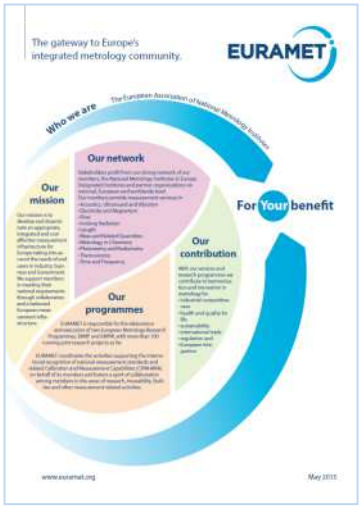
New Website

- Go-live in June 2015



New Publicity Material

- PPT & Word Templates (general and for each TC)
- Guides, SRA & Strategy in new design
- Roll-ups, Poster, Flyer



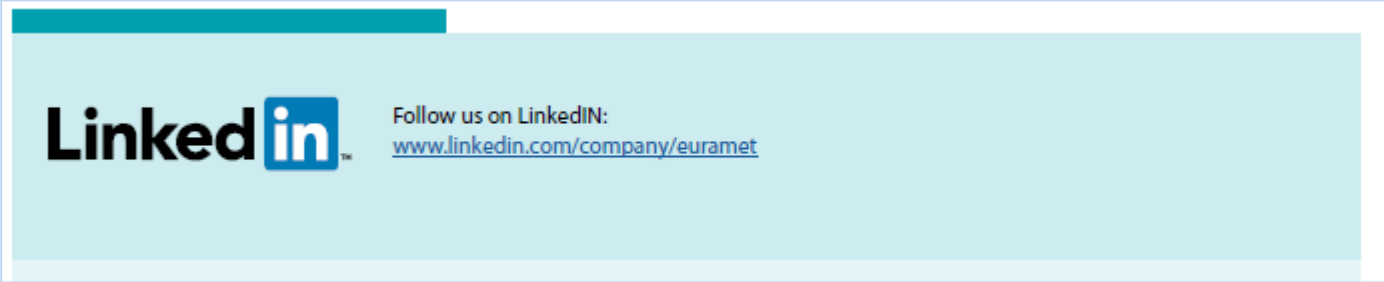




New channel

- EURAMET profile on LinkedIn





EMPIR Logo

- Available at msu.euramet.org and new website



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Communication Objectives 2015

Objectives Priority 1

- Go-live website ✓
- Maintenance of new website:
  - Regular news updates (min. 1 – 2 per month) ●
- Social Media Concept + Process ●
- Editorial Board: Process and membership ●
- Newsletters:
  - internal: min. 3 per year
  - external: 2 PDF newsletters + e-mail newsletter every 2nd month ●
- Publicity Material:
  - Corporate Design: Business Cards, compliment slip, E-mail signature, etc. ✓
  - EURAMET flyer / poster, presentation
  - EMPIR brochure / flyer ●
- EMRP Case Studies (to check with MSU) ●

Objectives Priority 2

- Internal Communications Channel: Adobe Connect / Webex (Concept)
- KPIs for Communications
- Stakeholder DB - Concept
- Communications Network
- Awareness Raising

Questions, ideas, feedback?

Please don’t hesitate to contact

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