



## **G11.05 EURAMET Communication**

Anne Trumfheller

Madrid and Tres Cantos, Spain  
15 – 19 May 2017

# Agenda



- Review – 2016 in a nutshell
- Update & Outlook – Communication 2017
- Metrology communications group



# Review – 2016 in a nutshell



- 104 news stories published
  - 44 JRP good news stories, 39 EURAMET general and 21 programme related
- 6 external and 2 internal newsletters
- 37 updates on the homepage
- 2 impact reports and 55 case studies
- ([www.euramet.org/environment](http://www.euramet.org/environment) [www.euramet.org/industry](http://www.euramet.org/industry) )
- 135 new newsletter subscribers
- Website visits\*: 86564
- Website downloads: 29656

\*Website visits :

2013 (without Jan.): 76561    2014:78812    2015:82078



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# Update & Outlook – Communication 2017



In progress:

1. EURAMET Anniversary 2017
2. General communication, news / newsletters, website
3. 'Metrology communications group'

Further topics in 2017:

- EMPIR publicity material
- Update & revision of website content
- Social media concept (follow us on LinkedIn:  
<https://www.linkedin.com/company/euramet> )

# Anniversary Overview



1. Anniversary publication
2. Newsletter / Press releases
3. Give aways
4. Symposium 2017
5. International Congress of Metrology (CIM) 2017
6. Slogan

Project team:

Beat Jeckelmann, Maguelonne Chambon,  
Janko Drnovšek, Duncan Jarvis, Wolfgang Schmid,  
Anne Trumpfheller  
Editor: Michael Kühne



# Anniversary Design



- For use on
  - Give aways (note pad, stripes pad etc.)
  - Website and LinkedIn
  - Newsletter
  - Anniversary publication
  - Roll-up
  - PPT
  - Letter
  - E-mail signature



'30' with and without text

$$\begin{array}{r} =30 \\ \hline 10 \\ +20 \end{array}$$



Coloured addition for notes pad and stripes pad



Key visual: '30' and addition

# International Congress of Metrology (CIM) 2017



- EURAMET stand in metrology village (next to NMI / DI stands)
- EURAMET speech at Plenary Session on 20 September 2017
- Presentation of instrumentation from JRPs at EURAMET stand
- EURAMET logo in the CIM programme





# Website – News section redesigned



SEARCH The gateway to Europe's integrated metrology community. Home | Newsletter | Contact us

EURAMET

LOGIN

MENU ABOUT EURAMET RESEARCH & INNOVATION GUIDES & PUBLICATIONS KNOWLEDGE TRANSFER TECHNICAL COMMITTEES GENERAL ASSEMBLY

### WORLD HEALTH DAY - 7 APRIL

EURAMET is very active in the area of metrology for health. To celebrate World Health Day EURAMET has published 14 health case studies showing early impact from research projects from EMRP's health theme.

Learn about EURAMET's work in metrology for health and read one of our top news about the world's first primary standard developed for molecular radiolabels in breast cancer.

World Health Day marks the anniversary of the founding of the World Health Organisation (WHO). Read more about World Health Day and this year's topic on WHO's website.

### WORLD METROLOGY DAY IS ON 20 MAY 2017

Read more on World Metrology Day and measurement for transport

### NEWS HIGHLIGHTS

#### EURAMET addresses metrology needs in health sector

World Health Day, celebrated on 7 April, marks the anniversary of the World Health Organisation (WHO)

LEARN MORE

[www.euramet.org](http://www.euramet.org)

### NEWS

#### Measurements and the weather – a perfect match after all

Celebrate World Meteorological Day on the 23 March

It is an essential part of our daily lives to require that 'metrology', the science of measurement, should be considered 'the backbone' of the science of meteorology. The science of meteorology is a complex and interdisciplinary subject which encompasses a wide range of scientific disciplines of science to measure each other very well.

European metrology projects within the framework and scope of EMRP's European Metrology Research Programme (EMRP) and EMPTI are linked to this challenge.

One of the aims of the environment pillar is to address challenges associated with climate change. A series of projects funded through EMRP's EMPTI are addressing this challenge by improving the quality of data to stimulate the development of new technologies and services for climate change.

Climate is a global phenomenon and a global challenge. It is a global challenge that requires a global effort to address. The science of meteorology is a key to understanding and addressing climate change.

The World Meteorological Organization (WMO) and the European Union (EU) are working together to address climate change. The WMO is the lead international organization for meteorology and the EU is an important member of the WMO's scientific community.

The year's World Meteorological Day is a great opportunity to raise awareness of the importance of metrology in the weather and climate sector. Read more about World Meteorological Day and Understanding Climate.

Read more on World Meteorological Day and measurement for transport

Filter news according to your interest

Select categories of interest

RESEARCH INNOVATION

#### World's first primary standard developed for molecular radiolabels

2017-03-28  
EMRP project for molecular radiolabels for breast cancer

#### European research receives best poster award

2017-03-28  
EMRP project for molecular radiolabels for breast cancer

#### Measurements and the weather – a perfect match after all

2017-03-23  
Happy World Meteorological Day!

#### Successful international conference on metrology and climate

2017-03-23  
EMRP 2016, 13th EuroConf on EMRP project for WMO's climate pillar and EMPTI project for climate change and metrology for climate change

Update & Outlook – Construction 2017

EURAMET

Programme:  
1. EMRP 2016  
2. EMRP 2017  
3. EMRP 2018  
4. EMRP 2019  
5. EMRP 2020

EMRP 2016  
- EMRP 2016  
- EMRP 2016  
- EMRP 2016  
- EMRP 2016

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# Metrology communications group



- EURAMET group for NMI & DI comms experts / staff responsible for comms
- Platform for regular exchange of knowledge and support
- 2016: 1st Communications Workshop & Round Table at NPL
- 20 participants from 12 institutes and EURAMET

I would really like to thank you for the EURAMET Workshop at the NPL! I brought home so many new ideas about promoting metrology. But best of all was to get to know colleagues from other countries! This makes it much easier to work together. I will definitely take part in future meetings and will support the idea of collaborating.

I found it very important to get to know the colleagues from all over Europe and was very impressed by their various inspiring ideas. And I think that these workshops should definitely be held regularly!

It was a great experience and I think that working together across the NMIs we should really be able to achieve something very positive.

Thank you for these 2 superb days. The discussions and examples were very impressive and brought me many thoughts to develop into concrete activities in the future. I hope I manage to hand out these ideas to our BoD.



Thanks for giving us all the opportunity to meet up and discuss what we do, it was great to meet everyone and realise that we all share the same issues.

Thanks also especially to you and all NPL&EURAMET people for professional support and very good organization. I'm looking forward to our next meeting in 2017.

# Metrology communications group



- 2nd Communications Workshop:
  - Date: 17 and 18 October 2017
  - Location: CMI in Prague, Czech Republic
- Topic: Communication of revised SI
- Invitation will be sent shortly > please forward to your communications experts
- Send contact details of your communications experts to be included in ,Metrology communications group‘

Please note that photographs and film footage may be taken during the entire General Assembly week.

By participating in this event you consent to being photographed or filmed (non-/recognizable) and authorise EURAMET to use the footage in print, digital, video or web-based format for its promotional and archival purposes.