



## **G12.04.06**

### **EURAMET Communication**

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Bucharest, Romania  
28 May – 1 June 2018

# Agenda



- Review – 2017 in a nutshell
- Update & Outlook – Communication 2018

# Review – Anniversary 2017

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



# Review – 2017 in a nutshell



- 89 news stories published
- 8 external newsletters (~ 2000 recipients)
- 2 impact reports and 11 case studies
- 173 new newsletter recipients
- Website visits\*: 93562
- 600+ LinkedIn Followers

\*Website visits :

2013 (without Jan.): 76561    2014:78812  
2015:82078    2016: 86564



# Agenda



- Review – 2017 in a nutshell
- Update & Outlook – Communication 2018

# Update & Outlook – Communication 2018



In progress:

1. Promotion of the SI redefinition
2. Increased impact promotion
3. General communication, news / newsletters, website

Further topics in 2018:

- Strategy for impact promotion, impact area on the website
- Overall EURAMET Communications strategy
- Digital communications strategy incl. Social Media concept
- Update & revision of website content



# Workshop ,How best to communicate the revised SI?'



- Organised by EURAMET, hosted by CMI
- 35 participants from 19 NMIs / DIs, BIPM and EURAMET

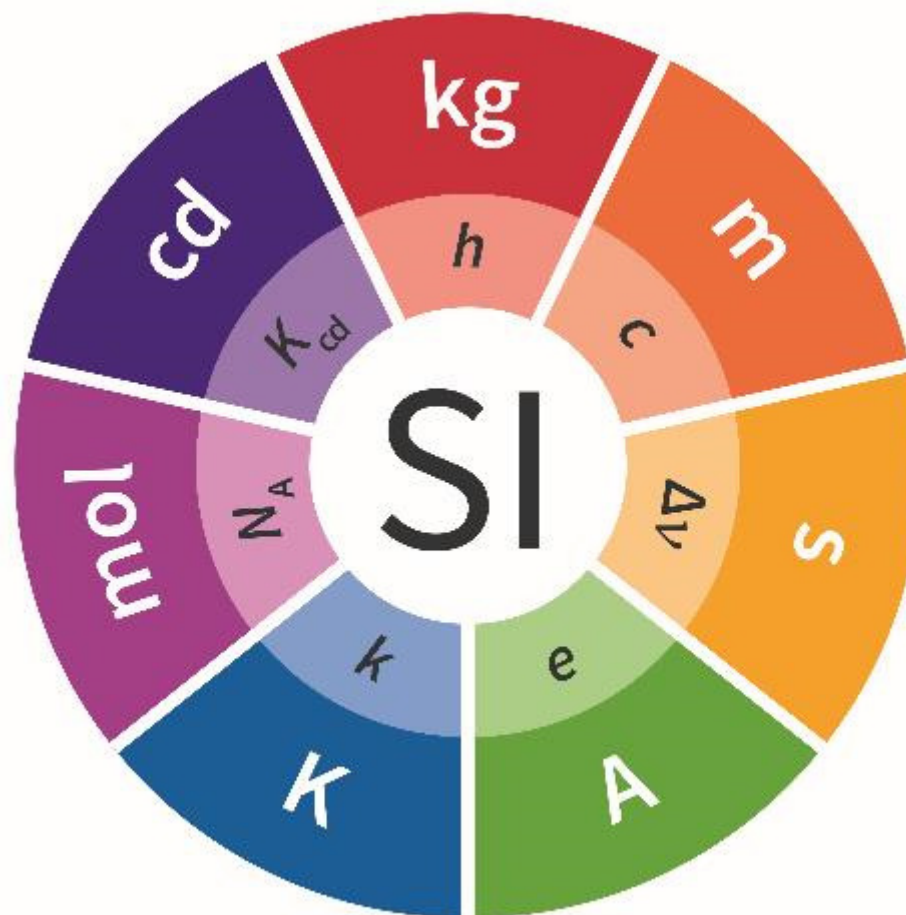


# Metrology communications group



- EURAMET platform for regular exchange of knowledge and support on communications
- Goal: having a communications contact in each NMI/DI
  - Send contact details of your communications experts to be included in 'Metrology communications group'
- 2018 Communications Workshop:
  - Date: Tuesday, 23 – Wednesday, 24 October 2018
  - Location: BEV in Vienna, Austria
  - Main topic: Communication of revised SI
- Invitation will be sent shortly > forward to your communications experts



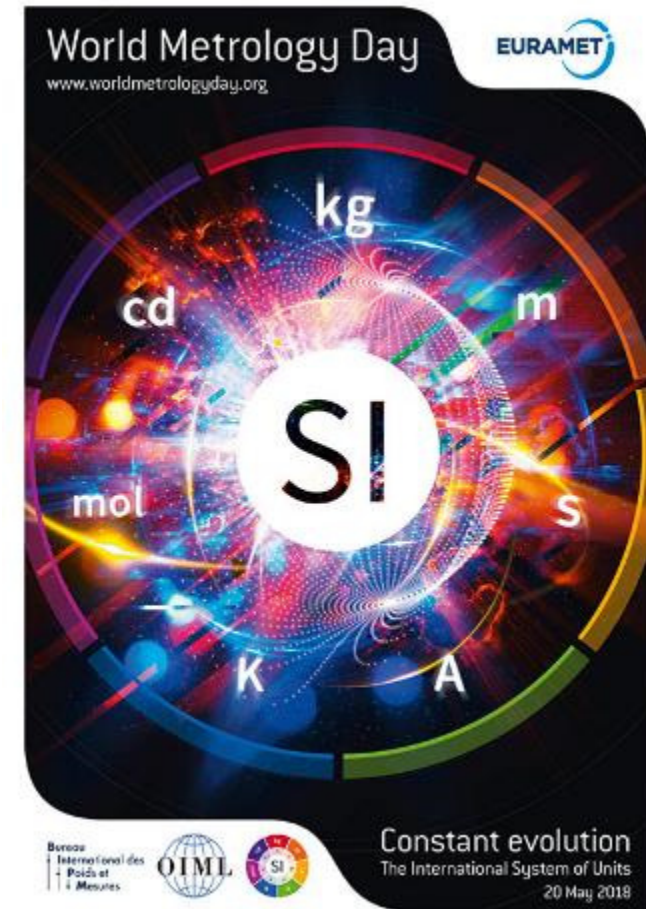
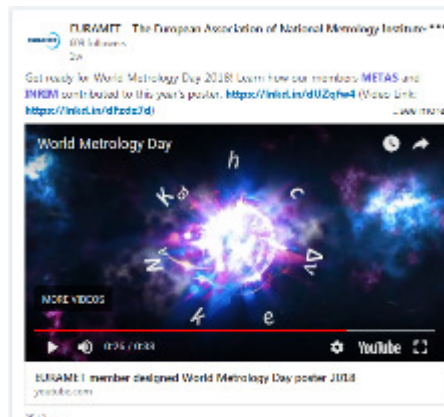


SI-Illustration: Courtesy of BIPM (<https://www.bipm.org/en/si-download-area>)

# World Metrology Day 2018



- Start of SI promotion campaign on 20 May 2018
- The poster and further information are available at: <http://www.worldmetrologyday.org/>
- News updates
- LinkedIn Posts #SIredefinition



# CIPM Task Group for promotion of SI



- New version of the BIPM Brand Book available

<https://www.bipm.org/en/si-download-area/>



- SI illustration and additional infographic:

<https://www.bipm.org/en/si-download-area/graphics-files.html>

<https://www.bipm.org/en/si-download-area/infographics.html>



- All institutes are invited to share their SI material on BIPM's website

<https://www.bipm.org/wg/SIDocuments.jsp>

# CIPM Task Group for promotion of SI



- A couple of videos have been produced and can be found at <https://www.bipm.org/en/si-download-area/videos.html>
- Another example are NIST's videos for children at <https://www.nist.gov/kids>



- Two-page 'Information for users about the proposed revision of the SI' prepared by the Consultative Committees of the CIPM: <https://www.bipm.org/en/measurement-units/rev-si/>
- More detailed information and further material, e.g. on the CGPM in November and a PR launch pack are announced.
- Information will be sent to EURAMET members

## CIPM Task Group for promotion of SI



- Movie:  
The last artifact; supposed to be available early 2019
- <http://www.thelastartifactfilm.com/trailer/>



# EURAMET activities



**NEW REPORT  
HIGHLIGHTS  
FUNDAMENTAL  
MEASUREMENT  
RESEARCH FROM  
EMRP PROJECTS ON  
THE INTERNATIONAL  
SYSTEM OF UNITS AND  
OPEN EXCELLENCE –  
REDEFINITION OF SI  
UNITS WILL ADDRESS  
GLOBAL CHALLENGES  
IN AREAS SUCH AS  
ENERGY, ENVIRONMENT  
AND HEALTH**

European Metrology  
Research Programme



## Towards future SI measurement standards

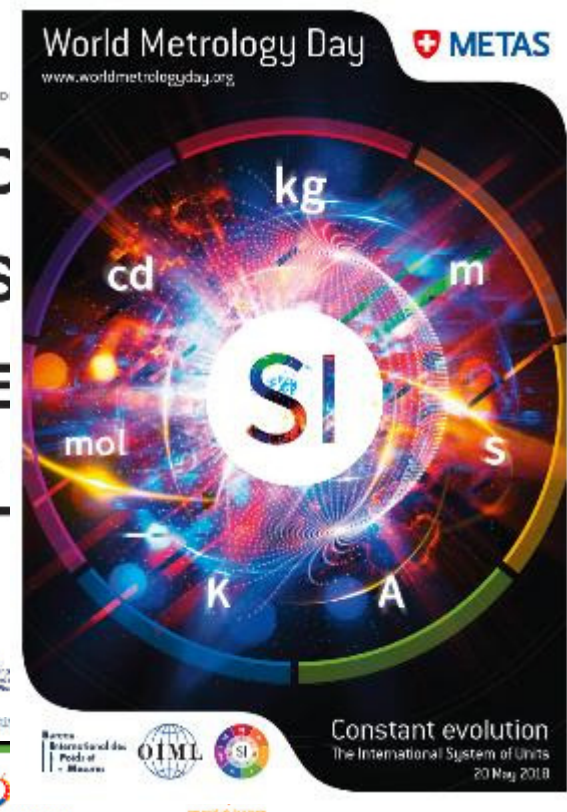
A summary of the outputs and impact of the completed EMRP joint research projects in the SI Broader Scope theme and also projects from the Open Excellence theme.

The aim of research in these themes is to develop the International System of measurement – the SI – to meet the future measurement needs of industry and society. The research is focused on the SI units for temperature, mass, electric current and time, and on technologies required by users for its implementation.

EURAMET e.V. – the European Association of National Metrology Institutes

Impact report: Fundamental measurement research on the SI and Open Excellence  
<https://www.euramet.org/?news=40:642>

Poster competition:  
World Metrology Day 2018



# EURAMET activities



- Good news stories and case studies from joint research projects on the SI
- Videos / interviews
- “SI redefinition” area on website (access EURAMET and NMI / DI activities)
- SI Units – explained on postcards
- ...

# EURAMET activities



- Video interview with Joachim Ullrich on the history of the SI, the revised SI and quantum technology
- Short video interviews and one lecture
- For use by any interested institute





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.