

A large, abstract blue graphic on the left side of the slide. It features a large, light blue circle with a white swoosh cutting through it. To the right of this circle is a thick blue arc that forms a partial circle, with a small blue dot at its center.

# Creating impact

## *LNG Projects*

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- How to be successful
- Mindset
- Indicators of succes
- Case - metrology for LNG





**IT'S OUT THERE**

# How to be successful



## 1. Skills, tools & techniques

- Stakeholder mapping
- Aligning impact
- Communicating techniques

## 2. Mind-set

- *'Just do it!'*
- *'It's out there!'*
- *'Don't give up!'*



**Just do it**



Impact activities should form the basis of the JRP

⇒ Make impact 15% of your budget

Really spend that time on impact (at least)



# It's out there



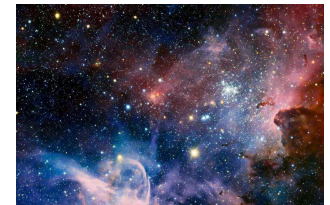
Attending stakeholders events to understand their world  
*in addition to inviting them to your own metrology workshops*

## Do your homework

- industry journals
- [www.google.com](http://www.google.com)
- SRA's (Strategic Research Agenda's)
- Roadmaps
- Scenario studies

“what are their drivers”

“what are their problems”



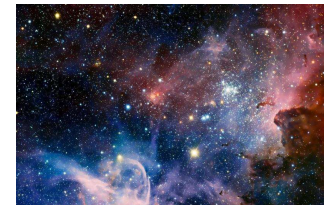
# It's out there



Networking, collecting business cards for contact information, inviting people at your institute

## Attitude

- demonstrate real interest in stakeholders
- eat humble pie but at the same time
- don't underestimate your value to them



# Don't give up



Keep on reaching out to your stakeholders

Repeat, update and refresh your message

Keep learning new things about your stakeholder's world

Standardization is a tough and slow process





# Summary of things to do to create impact



## **1. Just do it**

Spend your impact budget

“Walk the extra mile”

## **2. It's out there!**

Go to stakeholders

Be interested in their world

## **3. Don't give up**

Keep meeting stakeholders

Repeat & refresh your message

Gain a deeper understanding in time

## Goals and results can vary between projects

Possible indicators:

- Advisory group consisting of a broad range of stakeholders (both manufacturers and representatives of the industry)
- Well-attended workshops
- Page visits to project website
- In-kind or even cash contribution to the research
- Adoption of results and knowhow in standards and guidelines
- Successful exploitation of results
- Keynote / invited plenary talks

# Case – Metrology for LNG



Metrology ....

has a direct **financial impact** on stakeholders

plays a factor in the **acceptance** of a new fuel, a new source of energy and a new energy distribution system

plays a factor in **operational reliability**

is crucial for **efficient processes** (financial and environmental impact)

# Starting point



2007 No project, no budget, very few contacts with stakeholders

Request from management to develop a vision on LNG

Success factor – commitment from management

Resulting vision:

*The development of a worldwide unique LNG calibration facility*

Start of internal LNG project at VSL (feasibility study)



2008 Vision discussed with a range of stakeholders  
(manufacturers and representatives from energy  
industry)

Success factor – reaching out, listening, relationship building

Resulting in a better understanding of all the issues related to LNG  
custody transfer and a *Metrology for LNG Roadmap*

2008 Successful JRP project proposal

2009 Metrology for LNG I Kick-off,

First project workshop in November with 70 participants

## 2010 - 2014



2011 Project website [www.metrology.info](http://www.metrology.info) peaking at a few hundred unique page visits per month

2013 Project completion with a 2-day conference in Delft - 150 attendants from 22 countries

2014 Collected industrial and governmental funding (4M€) to realize the dream

*The development of a worldwide unique  
LNG calibration facility*

*Success factors - patience, dedication, management support*

LNG III running

New ISO standard accepted by ISO Technical committee

A few more workshops and well attended conferences were organized in past two years

Training events organized

LNG calibration facility will soon be ready to open it's doors







Creating impact – LNG





Creating impact – LNG



Creating impact – LNG





Creating impact – LNG



Creating impact – LNG







Creating impact – LNG









Creating impact – LNG