

## **G13.12 EURAMET Communication**

Anne Trumpfheller

Borås, Sweden 21 – 24 May 2019

## Agenda



- Top Priorities & Outlook 2019
- Review 2018 in a Nutshell

#### An opportunity for you...



- Make sure your institute has a seat in the comms experts group
- Let us know what is happening in your institutes communications@euramet.org
- Share EURAMET news updates also on LinkedIn and Twitter!
   https://www.euramet.org/news
- Make use of 100+ case studies!
   https://www.euramet.org/impact



## Agenda



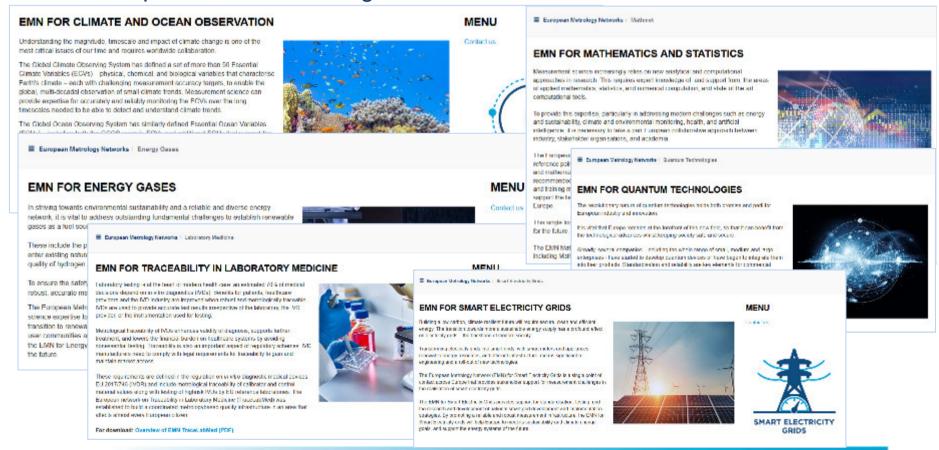
- Top Priorities & Outlook 2019
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#### **EMN Communication Activities**



#### Websites

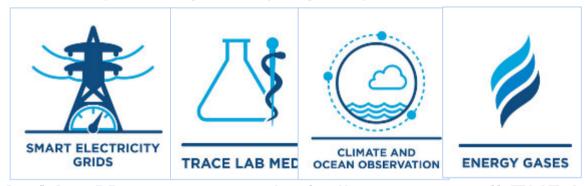
- Each EMN will get basic features developed by EURAMET
- Customisation in consultation with EURAMET
- https://www.euramet.org/emns



#### **EMN Communication Activities**



- Corporate Design
  - General EMN logo, individual EMN icons and update of style guide by EURAMET
  - Developing further communication material in consultation with EURAMET (following the style guide)



- Stakeholder Management; including an overall EURAMET mapping
- New Processes; e. g. approval of communication
- Support for EMN Kick-off Events

## **EMN** Chairs / acting Chairs





Annarita Baldan, VSL, Netherlands



Emma Woolliams, NPL, **United Kingdom** 



Gert Rietveld, VSL, **Netherlands** 



Ivo Pietro Degiovanni, INRIM, Italy



Markus Bär, PTB, Germany



Rainer Stosch, PTB, Germany



#### Promoting Metrology @ EP



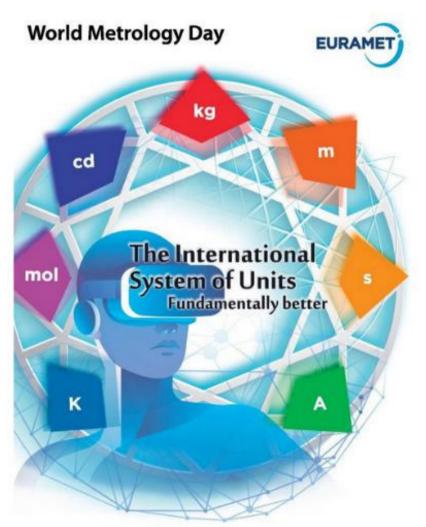


**Audience** 

- Members of the European Parliament
- **European Commission Representatives**
- Industry
- Researchers and other organisations
- **Contributors:** 
  - EU, WMO, Copernicus, European Steel Technology Platform, **EURAMET (EMN COO)**

## World Metrology Day 2019





Also end of SI promotion campaign (started 20 May 2018)









## World Metrology Day 2019





## World Metrology Day 2019





Karen Folkes @Karen\_AFolk - May 21
Happy World Metrology Day. @beisg
with #SIRedefinition themed cake - tl

very refrom @NPL last week #WorldMetal

SI

Bruce Warrington @BruceWarrington · May 20 Happy #WorldMetrologyDay! Celebrating a 'fundamentally better' system of units based on properties of nature - and contributions from @NMIAustralia and around the world - through the medium of cake.



From today, our America energy system becomes landamentally better and we

UK NML ChemBio&GC @NML\_ChemBioGC - May 20





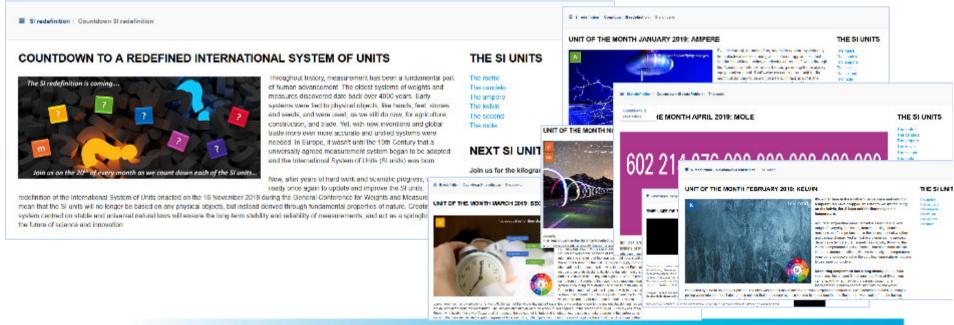




#### SI Redefinition Countdown



- Initiative of EURAMET's Communications Experts Group
  - Core team: 7 institutes and EURAMET working on it
- One unit per month starting 20 November 2018
- Mini countdown 7 weeks before 20 May 2019 for those who didn't join from the beginning
- Available at: https://www.euramet.org/si-countdown



#### CIM 2019: 24 – 26 September



- Programme is out now!
- EURAMET session: 'Science with Impact'



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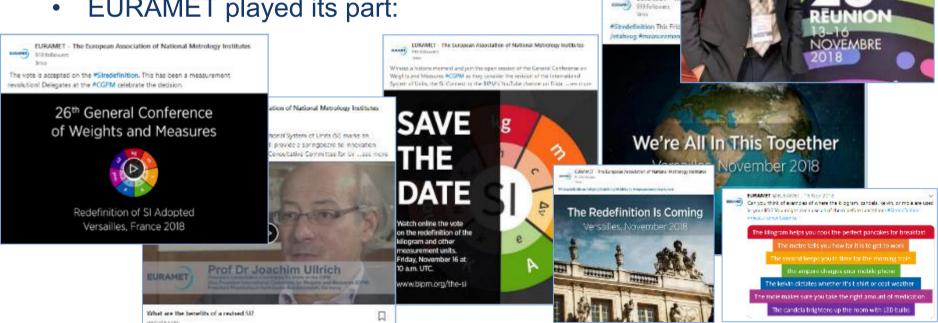
#### Communication on #SIredefinition



FLIRAMET - The European Association of National Metroliney Institute

**EURAMET - TR** 

- Joint effort of institutes around the world!
- Peak around CGPM in November 2018
- Major media coverage
- #SIredefinition was trending several days e.g. one EURAMET NMI got ~ 840000 views on SI content in Social Media
- **EURAMET** played its part:



#### **Preparing SI Communication**



Great workshop with Communications Experts group in

October 2018

Thanks to BEV!



EURAMET - The European Association of National Metrology Institutes
919 followers
3mo

Europe's NMI and DI communications experts met in Vienna last week to jointly plan the promotion of the #SIredefinition. Thanks to BEV, the Austrian National #Metrology Institute, for being such great hosts!

The #measurementscience community is preparing for a historic change and all the committed communications professionals are spreading the word: The redefinition is coming. Watch out for further information.



#### Review – 2018 in a Nutshell

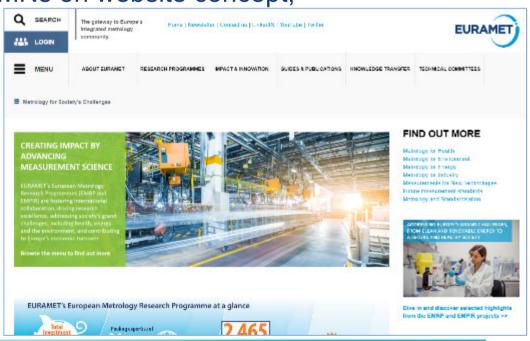


- 78 news stories published
- 5 external newsletters (~ 2000 recipients)
- Events feature redesigned
- GDPR regulation implemented
- Make-over of impact landing page: <a href="https://www.euramet.org/impact">https://www.euramet.org/impact</a>

· Provided advice to the six EMNs on website concept,

communication activities and stakeholder mapping workshop

- 900+ LinkedIn Followers
- Started Twitter and YouTube channel



#### Thanks!



# Get in touch: Anne.Trumpfheller@euramet.org