



G16.04.04 EURAMET Communication

Review 2021 & Outlook 2022

Engage, impact, influence

16th General Assembly Vienna, Austria & Online

Gregor Dudle & Anne Trumpfheller 31 May 2022



Communication Stratey

Strategic topics: 1. Engagement



- Engaging stakeholders for mutual benefit
- Objectives:
 - Ongoing stakeholder dialogue and collaboration
 - Support and build relationships with stakeholders
 - Foster the internal flow of communication
 - Increase collaboration between EURAMET and its members in the field of communication

Strategic topics: 2. Impact



- Demonstrate impact & importance of metrology
- Objectives:
 - Increase stakeholder-oriented communication of impact examples
 - Increase the number of touchpoints between stakeholders and EURAMET messages on impact and importance of metrology

Strategic topics: 3. Influence



- Influence decisions & innovation
 - Position EURAMET as a brand and foster EURAMET's reputation according to the target image
 - Position EMNs as contact points in their fields in Europe and beyond
 - Demonstrate the high level of collaboration and openness of EURAMET with / for all its stakeholders
 - EURAMET and WELMEC Europe's metrology communities speaking with one voice



2021

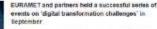
6

2021 in a nutshell

- Focus on external stakeholders (e.g. EMN/TC event series) and external uptake of EURAMET stories (e.g. DG RTD tweets)
- Communication activities for Metrology Partnership (incl. EC R&I days, EP focused event(s), Council event)
- EMN communication support lacksquare(Stakeholder mapping workshop, 2 EnG newsletters)
- 76 news stories & 11 external newsletters published
- Website development NEWS
- Social Media

(LinkedIn 3220+ followers; Twitter: 740+)

Workshops on Europe's digital measurement evolution held in September 2021



he EC has named the 2020s as "Europe's Dietar Occar with the aim of "empower Scienceses and people in a fuma centered, sustainable and more prosperious digital future "

To support the locid of dialist transformation from a measurement science point of view, and to endage with stoketroiders in the area. EURAMET, together with partners contry fund a sprice of their chilling sessions. Is promote cent edwardstreents in metry digited fields

ha were one of the most successful over hosted. SIRAMET with over 630 registrants. Speakers included presentatives from the EUDAWET FUELE funded project one for the Caldary of the Datate. They was shed by speakers from the EURAMET TC-M way



EURAMET









roal his o European Pa

- property of the second se

challenges" in Sec. Received descents restor value who are of Receiving providing to dealer. the burleton of the provident for some or elements







European Partnership on Metrology



- <u>#RiDaysEU | Metrology for a globalised, digital and green society YouTube</u>
- Policy debates hosted by IPQ and EURAMET

23-->24

 Horizon Europe's €600M metrology partnership nears launch (Science | Business magazine)

2021PORTUGAL.EU

DEBATES

PO, EURAMET

• News release & newsletter

EUROPEAN

RESEARCH &

INNOVATION

DAYS

#RiDaysEU

EC proposal for a European Partnership on Metrology published

EURAMET welcomes the Commission's publication of its proposal for a European Partnership on Metrology under Horizon Europe.

"Measurement science is a key enative of increasion. Dur common vision is to faster Funge's world-leading matricogy based on high quelty science, and a fill for purpose and inclusive infrastructure. Further development is crucial to most the rapidly schemicing needs of statemotiders and society, unphrasters Hans Ame Fraystein, EURAMET Chaliperson. This will be underprinted by doth the proposed European Partnership on Michology and EURAMET is new



DIGITAL EVENT

2022-05-31

Stakeholder events





- 690 registrations
- Further information: https://www.euramet.org/?event=67%3A938

9

Stakeholder events



- 11 October: EMN Advanced Manufacturing Stakeholder Meeting
- 4 & 10 November: EMN TraceLabMed and TC-MC
 - Workshop on measurement challenges related to SARS-CoV2 and future pandemics <u>https://www.euramet.org/?event=67%3A955</u>
 - Workshop on measurement challenges in laboratory medicine <u>https://www.euramet.org/?event=67%3A956</u>
- 9 November: EURAMET Open Consultation on Metrology for Digital Transformation <u>https://www.euramet.org/?event=67%3A961</u>
- 16 and 23 November & 1 December: EMN Smart Grids stakeholder workshops on SRA and future calls
- 1 December: EMN Quantum session within European Quantum Technologies Conference

CIM 2021 – International Metrology Congress



- 7 9 September 2021 in Lyon, France; hybrid solution
- Focus topics: Industry 4.0, Green Deal, Health
- 63 talks or posters are related to EURAMET's European Metrology Research Programmes
- Logo in programme
- Positive feedback
 regarding online and
 on-site





World Metrology Day – ,Measurement For Health'







World Metrology Day -,Measurement For Health'



- Website & news stories
 - EURAMET <u>WMD page >></u>
 - EMN TraceLabMed WMD page >>
 - It's World Metrology Day 2021 >>
 - News updates from EMN TLM

members

Fast man

13

angerience and extended intercedings.

imaging method outside of just academic centres.



ENPIR project responds to COVID-19 diagnostic needs

is a the threatening reaction to infectious diseases depairs is responsible for answer 700,000

damha par paarin Koispa atoka.

property and the BANK project SEPTIMET has been developing procedures for new and summity-used blocks here is improve the degradit, and teachershybagets Reservit. suppries offits projective a been uliked to manage the diagnosis of constraining patients as

ENPIR project on biological research helps support COVID-19 response

New software for the detection of cardiovasoular disease

Texants the beginnings of the COVE-18 outpress in Borges, research efforts were taccand on Weynishing the accuracy infolmed tologisation for detailing the since The BHPR groups this wand growthed assertial suggestion for Bursgean measurement. compute arms the bude about of emission for the accurate country of biological antiles reacted to dispose a respiratory infectore, importantly, protections ones augurate the important and public assessments proceedings for CM but also assing



Yortule has published a webyage and a Maxille Warkillenalage Bay 200

Same half and the

The Gegler Instant, QKD, will be heating a spriket op the suit is over heating herological decalophene in Awfeld of Build Enumers, and redieter deemany for health applications Vito bet restate the e and see the hange spands?

World Metrology Day - 20 May 2021



This year manus the 140th another any of the signing of the Manus Conversion on 2018ay 1975. Starty year on the date the resourcements control in calebrates World

Netrology Dity 5 couple of years ago, 10 May 2019 Has a particularly monantaina semistrator, as some after These Units Reflorm the International system of units. (2) - generating measurements around the world - years investor fundamental universe constraints for the fructime. This year the focus of Ford Merclopy Day is measurements for health - a nel sage frencontrues to be gertiner across the grobe as we construe to Reference in the example into bendents.

In a general ensuring ensuring the second statement of a second departery and importation industrial manufacturing. International trade and inprotecting the distanterminormero. Reliable and accurate make or ensure are able asserted to the provider of the opticity heads across. For the gas filter of interious agains for the imposed decrusio of uperculosis, predictor date reasurements for the safe dell'any distributed carlos manimum, manalogy indergina ma disponse, manimum and aver preventer attinantas and disastas In \$2.50 and \$7 can avoid strain according to the strain strain. Note that the strain strain

arious health projects to delive positive impacts medical ciricians. assauchers and instrument teaching alive Correctly the Burginst spreme to how and another and the second (\$1000 to a second force behind imported a measurement addelarie for healthcare, with projects addressing pressing textificary challenges such as the rise of and-microsoft inadjatance, the increase to response insporting inspired (NRS) sectorization, and loss tion nor least, the particular of the company

Statist manages releasing the year's dame her a team parent is

разбана и манализация сончана болерова на базарние (CBM) релике тентропой синчина общед Негодор (CBM) - зботр На дополната да базарна базарна базарна со базарна со базарна со базарна (BMC) и обла поможна базарна общед Каналур, CBM, Полланизана релика на базар базарна со базарна со базарна (BMC) и обла поможна базарна общед

30 May 2021

EURAMET activities

100

1/2. Ruhlff auf Borgean Nandeg, Research Rugerman, (8/27 auf 11/24) fran auggerich funde de arteste annexes tere Research project, et velles over 1/3 generations frankeliche genite Angescheimenögy research frankeis vir algest v European Re form rought, energy and the environment to the development of herv attendance or new rectinguisties. Europe's readoursement nty manaina na afara a yoo lagatha argantaa fun haroogy watcaa, academia and mdoarty is deraog accorate and ratable massurementente entreballe entreballe Piercan maar aastest and teathrane naede.

h widden o he hanse here here a severe \$27.0657 prices are not becaused aparticulty or handling measures there EXFLIDET's collective unionality measurements clance instrume are helping to develop new mensiogy exchanges; and concepts then support address infrastructures and workforces across Borops deltry is observe soften ingha Units primary gas of ligh-quality, presentational teach at the region of american and an INST 2007 address gaps an impresentation accounting performance with regiananting official regulations. The half ladical Davics and in Vins Diagnasis Directives - sensing amount he rulesy of everyday redice procedures taking yook shound the tector.

Tops, 92 Roll 6T controles to inspire measurement prime is some 8 prote to poly application chollenges. To leave non-application too BLR 2019" DIRF and DIRR projects are helping Burge in the near true is fall, please area the lat before of same of same care to distan.

based EPT

MEASUREMENT'S FOR IMPROVED HEALTHCARE



gnels Resonance insging (NRIHs a videly adopted redical scenning tech (in male hav 50 willowscare narth-mid van Marin Burghe, Konever as Milacone are update posteriors a characteristic set, on the structure particle of disastant has a and the flow there is a single for disposate subcurse; while traject actuality posterior is analyzik mathoda

EMPIR project gives first access to algorithms used for MR-

CIPR project QUER Of has been starting to evaluate congreenentry encouragity and reparenting activity as to appoint it grantation while had a be activity as making a name the appropriate of disasters discrimination



GLR SHET'S SATISLIST IS THE COVE-TH rangelina -Adventures for location Tuti Docoras hus telepontal Highligha han Haatt group a Carlo and a state of the Warld Laist? Day 2020

European activities for Vi/orid Metrology Day

The UKa measurementmenting, NR, Inc. Number of Stationary on 20 Main st14:00-12:00(057). The reditor gappion will applain the biportaince of make unahanthir our a collet; and the recentivors of PL'M supporting the hasinceresecor. It find outnors, see the which according and trace and for the Carlo and

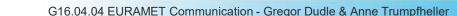


Subseriend's NULLIST'S has present that our sebgage to many the occasion shoulding informational videox from they managements of a new sectors representatives antie instrue. They will also be reprint an antibe hittoreactive Altern on 20 May 2021, Page 3.36 - 6-50 **(CEST: Seamate 4**)



and hit had to reason and which it is its on with the calabrating the day, with a surface of evenes including a confirminge, two workshops, and a taxenthic and all and a large to althers Prough Ive addid media Protest mane on their n-code --





2022-05-31





- EURAMET <u>COVID-19 response page >></u>
- EMN TraceLabMed <u>COVID-19 response page >></u>

EURAMET & it's European Metrology Research Programmes: supporting the COVID-19 pandemic response

During the last year, the world was witness to the global COVID-19 pandemic. In a short space of time, we have all had to adapt to the changes brought by this public health crisis to many aspects of our lives.

As the extent of the COVID-19 pandemic became clear early in 2220, EURAMET has sought to assess the ways in which joint research projects under its past and present research programmes, as well as the metrology community overall, had been contributing to the pandemic response.



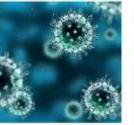
COVID-19 News Updates:

EMPIR research enables measurement community response to COVID-19 diagnostics

Over the last decade, EURAWET has funded several EMRP and EVAPIR projects to support of inicians with the acourate detection of intectious espaces. However, ensuring the reproductibility and consistency of facility remains somewhat of a healthcare measurement challenge, in our current pandemic, precenting itself through positive COVID-19 patients and carriers going undextended.

To all the global clinical community at this urgent time, the European neasurement community has built on previous research to improve international etandardisation for contravirus testing.

Read (1018 5.9



World Health Day 2020

Last year, on 7 April 2020, the UN's annual World means Day provides the eligiticant opportunity for world leaders to recognize the immense efforts of nurses and mitowes during our global pandemic.

During a year where heathcare cycleme were tracing inherable prescures, heath-based research that focused on inyoxoling the efficiency and quality of services vias even nore paramount, and EURAMET's community played to own part in developing inhosative metrology southors to address global heathcare challenges.

To learn more, see our World Health Doveloage from last year >>

MENU

European Metrology Networks Metrology for Health Health Impact Report Good News Stories

EMN TraceLabMed

EURAMET's European Metrology Network for Tracescrifty in Lacoratory Medicine (EMN TraceLashAed, TLM) was established to support the validity of in vitro diagnostics that affect medical decisions made over a patient's entire lifetime.

Since the outbreak of the coronavirus pandemic. TLM members have provided immense support to healthcare systems, providing expertise for diagnostic medical devices and tests, and supporting the development of infection diagnostic capabilities

Read more about the EMN's contributions >>





2022-05-31

ieading to varying levels of government-enforced

the development of vaccines and their gradual

Sustry recovery from the pandemic, and the accurate

re systems around the world.

Website activities



- Redesign of <u>Energy Gases</u> website
 - Service Database
- Case Study database: <u>https://www.euramet.org/casestudies/</u>





15

Nanoparticles - materials for which at least half the constituent particles are smaller than 100 nanometres - swhibit unusual physical and chamical properties. At such scalars the influences of surface atoms can dominate, producing characteristics exploitable in healthcare, including for cancer beatments. A promising drug del...



2022

Communications Plan 2022



- Metrology: Measures for a sustainable future (2022 & 2023)
 - Overarching communications campaign; including events & conference promotion
 - Underpinning all 3 strategic topics
- Communication activities for European Partnership on Metrology (e.g. web pages, factsheet) and EMN positioning
- TC Communication
- 2030 Strategy communication
- Internal communication
- Newsletters, news stories and case studies
- Website & corporate design development

Sustainable Future Campaign





Metrology: Measures for a sustainable future



- Overall campaign including enhancing all strategic topics, events and fields represented by the Metrology Partnership, EMNs, TCs, WGCB ...
- Time frame: 2022 & 2023
- Topics and events include:
 - World Metrology Day
 - Gas Analysis 2022
 - BIPM/WMO 'Metrology for climate action' workshop
 - IMEKO conferences
 - Climate Change Conference (COP27)
 - EU Green Deal
 - UN Sustainable Development Goals
- NMIs/DIs are invited to join

BIPM & WMO Metrology for climate action





https://www.bipmwmo22.org/

BIPM & WMO Metrology for climate action 2022



- EMN Climate and Ocean Observation and EURAMET Communications support organisation and promotion of the event
- EURAMET and EMN visibility:
 - Logo prominently on website and conference material
 - EURAMET page on event website
 - EURAMET virtual pavilion where presentations on EURAMET research programmes, Partnership and EMNs could be given



BIPM & WMO Metrology for climate action

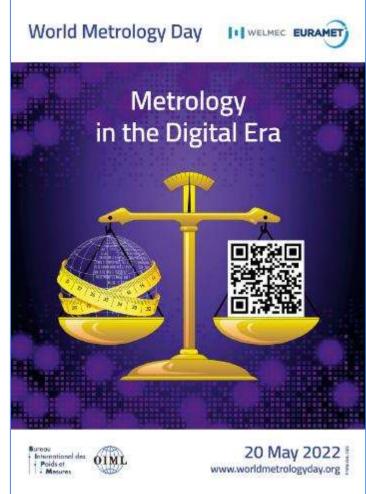


- Part 1: Opening presentations high level speeches, live broadcast
- Part 2: Presentations and posters pre-recorded and linked to themes, open "poster fair" sessions in different time zones (morning and afternoon options for EURAMET)
- Part 3: Workshops over 2-3 days led by Asian, European and American chairs
- Part 4: Workshop chairs refine set of formal recommendations that get written up in a workshop report





- Metrology in the Digital Era
- EURAMET campaign: May 2022
- Topics cover 4 areas:
 - EURAMET, Partnership and Programmes, EMNs and TCs
 - Collaboration (e.g. WELMEC, EUROLAB, other Partnerships)
- Activities include:
 - Interviews, news stories, social media coverage and newsletter
 - Possible EC article in Horizon
 Europe magazine





- Objective: shed a light on digital transformation activities
 from all angles
 - retrospective of past achievements
 - glimpse towards future projects
- Joint WELMEC & EURAMET statement
 - including quotes from Chairpersons



infrastructure, EURAMET, the European Association of





Merciopy is a unique scientific field in thankaffects and undergive a broadvange of aclanific and technological innovations. From afficiant product design and manufacture, to he sussingble representation of an engine sources, reliable measurements are crucial. Similarly, the modern world's digital transformation will require significant menological advancements - calling for a 'rake of game' in the feld of measurements clance. Read thore ---



The LIN's measurement institute, NPC air al Laboratory), will be hosting an open day on 20 May 2022, hom 12 noon to 7 pm (GhIT). NRL's open day will allow visitors to meanthe institute's scientize, angleases and expans who are

ler

Dedicated web page providing overview

Will be kept as resource lacksquaredemonstrating EURAMET activities regaring digital transformation

2022-05-31



- General overview on EURAMET activities
 - including statements from Jörn Stenger, Miruna Dobre, Mikko Merima, Paolo Moscatti and Laura Martin



Global collaboration for digital transformation

World Metrology Day 2022 - Metrology in the Digital Era

The final episode of the 2022 World Metrology Day saga explores EURAMET's response to internal development needs and probes the organisation's interactions with representatives of the European and global metrology infrastructure to underpin digitally innovative measurement technologies and services.

Encompassing a very broad scope, metrology can significantly impact the adoption of scientific and technological innovations. From requirements pertaining to an efficient product design and manufacture, to a sustainable management of energy resources and advancements within the environment and health sectors, these and many more domains rely on accurate and comparable measurements.



In this context, the digital transformation vortex underpinning most stages of the production and valorisation chain of goods and services, calls for a 'raise of game' in metrology. As explained by the EURAMET General Secretary Mikko Merima,

"our community seeks cooperation with several Partnerships under Horizon Europe to unlock the potential for common advancement triggered by the digital transformation ambitions of the European Union. In November 2021 we have conducted a stakeholder consultation event where our guests have expressed a strong interest to further cultivate the collaborations with EURAMET and the Metrology Partnership in order to build on the existing foundations by bolstering relevant cross-sectorial research and innovation."



- Focus on Metrology Partnership & European Metrology Research Programmes
 - including statements from Maguelonne Chambon, Maria Luisa Rastello and Dagmar Auerbach



Metrology research underpinning digital transformation at all levels

traceability in modern industrial ecosystems.

World Metrology Day 2022 - Metrology in the Digital Era

Our virtual incursion onto the European metrology realm continues with an overlook of the digital initiatives undertaken by the EURAMET community, within the frameworks of the European Metrology Research Programmes (EMRP and EMPIR) and the European Partnership on Metrology.

Autumn 2021 brought the completion of the first EMPIR joint research projects entirely locussing on digital transformation lopics. Communication and validation of smart data in IoTnetworks investigated the methodological and technical foundation for unambiguous, universal, safe and uniform communication of methological data through IoT systems. Methology for the factory of the future explored the methological infrastructure required for quality assurance and



Researchers from the two projects' consortia, joined by experts from the Technical Committee for Interdisciplinary Metrology (TC-IM) working group on Digital Transformation (M4D) and the European Metrology Networks for Mathematics and Statistics and Advanced Manufacturing, have contributed to a series of virtual workshops hosted by EURAMET in September 2021, Together they have drawn a detailed landscape of the digital transformation state-of-the-art and perspectives for the benefit of European metrology users and providers.



- Focus on Technical Committees
 - including statements from Louise Wright and Sascha Eichstädt



World Metrology Day 2022 - Metrology in the Digital Era

As this year's World Metrology Day focuses on 'Metrology in the Digital Era', we at EURAMET are taking the opportunity to review the achievements, progress and future ambitions in the digital transformation of European metrology. With a committed community, including our members and associates, Technical Committees, European Metrology Networks and collaborative research projects within the Metrology Partnership and previous European Metrology Research Programmes, we are tostering Europe's digital transformation and aim at playing a leading role in the digital transformation of measurement science and in metrology for data.

EURAMET's Technical Committees

EURAMET's Technical Committees (TCs) represent the backbone for the exchange of ideas and development of projects pertaining to the myriad of specific but also cross-



sectoral needs of measurement science. One example is the TC for Interdisciplinary Metrology (TC-IM) - chaired by Miruna Dobre (SMD, Belgium) since 2018.

EURAMET Technical Committees supporting digital transformation

TC-IM has pioneered digital transformation initiatives through dedicated internal projects and the establishment of the working group on Metrology for Digital Transformation (M4D). These experts are pushing on to identify topics of interest, propose ways of cooperation and advance digital transformation solutions to the metrological challenges underpinning innovation for the European industry and society.

A number of further TCs have started investigating the potential for digital transformation within their specific areas of expertise, from the calibration of digital sensing systems to the curation of large data sets and contribution to relevant standardisation activities.



- Focus on European Metrology Networks
 - including statements from Emma Woolliams, Harald Bosse, Dietrich Imkamp and Markus Baer

transformation

World Metrology Day 2022 - Metrology in the Digital Era

Seeking to establish a balanced, integrated and cost effective European measurement infrastructure, EURAMET initiated the creation of the European Metrology Networks (EMNs) in 2018.

Strategically vital for the European metrology infrastructure beyond 2030, the EMNs are drivers for long term cooperation and interaction with stakeholders in priority areas triggered by technological and societal challenges.

Health and safety, quantum technologies and advanced manufacturing, environmental monitoring and provision of solutions for the energy transition are fundamental areas covered by the currently running EMNs

Societal and industrial innovation is enabled and driven by the digital transformation at the technological frontiers of



measurement science.

Its outcomes will be new digital applications deployed in the broad metrology community and in research disciplines that rely on the use of accurate measurement systems.

Metrology Networks bring in stakeholder needs related to digital

On the occasion of the 2022 World Metrology Day, the networks ponder about recent achievements and future prospects regarding Metrology in the Digital Fra

Climate and Ocean Observation



...

Horizon magazine article



The small things make a big difference in the science of measurement

19 May 2022

by Anthony King





Republish 13

HORIZON

Horizon Magazine @HorizonMagEU · May 20

As industry increasingly works at the nanometre scale, #metrology helps us to accurately measure things we can barely see.

Discover more Dit.ly/3MuHjAJ

#ResearchImpactEU #WorldMetrologyDay



but it helps to develop new

EURAMET Social Media Coverage EURAMET @EURAMET · May 18 Horizon Europe @ HorizonEU · May 20 does the need for secure & unified data . . . #EUPartnership on #Metrology fosters #EUMissioner it holds up Jean-Eric Paquet 📀 @JEPaquetEU · May 20 ... achieve #ClimateNeutralEU, ensures accurate measures Achieving climate neutrality by 2050 will require clear measurement diagnostics & ocean surface radiance, supports interr capabilities in 🗬 observation, environment & energy. standardisation for s Peter Dröll @DrollPeter · May 20 1.1.1 le accurate & traceable As #AdvancedManufacturing industries digitise, #metrology is vital to Horizon Euro monitoring! feuropa.eu/!xQqwVt create improved measuring systems for process control in factory Healthcar production Machine lear #EUfunded @EURAMET project is developing large volume metrology for EUScience&Innovation this purpose bit.ly/39dalWQ wwwit's #WorldMetrologyDay! nge #WorldMetrologyDay Across Europe, we see the me technology systems, incl. Robo #EUfunded @EURAMET pr measurement concepts using : **PROGRAMME 2021 - 2027** re EIT Manufacturing and 9 others SI ... be part of this truly gyDay @NPL @BipmMedia @EURAMET NPL and 9 others BIPM and OIML-BIML

2022-05-31

Gas Analysis 2022 – 17 – 20 May



Eere 1111

ADVANCES IN GAS METROLOGY

EURAMET key note session

GAS^{Analy}

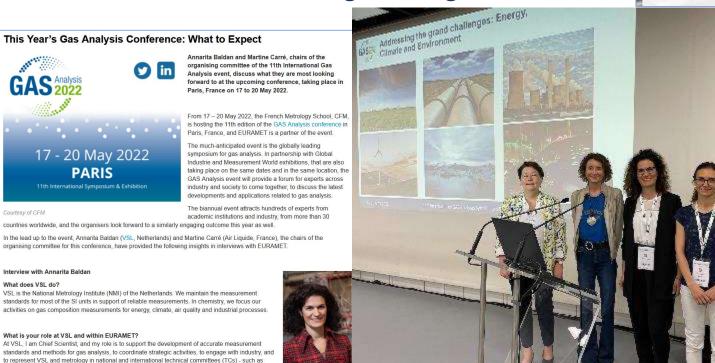
What does VSL do?

32

- **EURAMET** logo in programme
 - 23 EURAMET related contributions

G16.04.04 EURAMET Communication - Gregor Dudle & Anne Trumpfheller

Interview with co-chairs of organising committee



Imeko TC6 Conference



- First International Conference on Metrology and Digital Transformation
- 19 21 September
- EURAMET supporting promotion
- EURAMET session in discussion



IMEKO TC6: First International Conference on Metrology and Digital Transformation M4Dconf 2022

Further events



- Supporting communication & promotion of several stakeholder events organised by or related to EMNs & TCs including:
 - Measurements and Metrology for Smart Electricity Grids -Excellence Training https://www.euramet.org/?event=67%3A1036
 - Quantum Lectures 2022
 <u>https://www.euramet.org/?event=67%3A1035</u>
 - Cutting-edge measurement science for the future <u>https://www.euramet.org/?event=67%3A1015</u>
 - 5th Mathmet International Conference
 <u>https://www.euramet.org/?event=67%3A1016</u>



Website

35

Website & Social Media



0

EURAMET

- Metrology Partnership web pages: https://www.euramet.org/partnership
- EMN websites •
 - SEG, Mathmet, Quantum, TraceLabMed, Radiation Protection, Advanced Manufacturing
- 'European Metrology' website ullet
 - Beta version >>
 - Project meeting 9 June 2022
- Social Media •

https://www.linkedin.com/company/euramet/ https://twitter.com/EURAMET



THE HISTORY OF HETROLOGY

Induktive Turp both

WHAT IS HISTROLOGY

EUROPEAN METROLOGY



Corporate Design



- Update of brand guidelines
 - Adding EMN & TC section
 - Extension of colour palette
- Update of PPT templates (4:3 and 16:9)





2030 Strategy Communication

Objectives of strategy communication



- Internal
 - Foster understanding of strategy
 - Strengthen commitment of member NMIs/DIs as the internal community is crucial for implementing the strategy
 - Support aligning EURAMET and NMI/DI strategies for a coherent European metrology strategy
- External
 - Raising understanding of importance and benefits of metrology
 - Demonstrating preparedness
 - Underpin EURAMET's positioning as the gateway to Europe's metrology community and Europe's partner for metrology-related needs

Activities & tools



- Strategy visual
- Strategy slide deck with versions for internal and external communication
- Web page + PDF for download
 https://www.euramet.org/2030-strategy
- Introducing 2030 Strategy and its progress at internal and external events
 - e.g. New Year's event 2023
- To come: Communication **tool kit** for NMIs/DIs on ,Why metrology is important' (in line with EC communication)

Tools



EURAMET 2030 Strategy

ELEVANT's the Register Henderg, Organization for Serger, escarting works wells maximal approximate ED anguage mean review. Manying, the other as of many events calls only all calescents of baseds, weldening, escimate data, and a page second for a maker, family second and baseds.

Inter California and an analysis of the second state of the sec

OUR VISION & MISSION

Our vision is to lead the development and application of measurement science enabling Europe to be competitive, healthy and sustainable through innovation.

Mestor

- Develop and maintain an appropriate, integrated and cost-effective measurement intractucture for Europe aligned to the needs of poticity and industry.
- Encode that the European resourcement infrastructure to internationally compatible and recognized, and is based or world-base RAD.
- + Europerf policy and decision makers where metrology is key
- Support members in meeting their national requirements through collaboration and a balanced European inclusion measurement infractiudure

ENGAGING STAKEHOLDERS FOR MUTUAL BENEFIT

The regularization for becampening the Adam of the Direction resourcement informations will always the positive the overance wallable from processing to the struct. The resource the DIRACET and Compare 1986, we the indirected and provide constructions to the Forgets because prove the theory or as to address the present and the overalles of overance provide the structure of the Forgets because prove the theory or as to address the present and the overalles of overance provide the structure of the Forgets because prove the theory or as to address the present and the overalles of overance provide the structure of the structur









2022-05-31



Internal Communication

42

Objectives of internal communication



- Basic and 'emotional' communication to foster corporate identity and closer relationship with EURAMET
 - Get people more involved especially via interactive communication formats
 - Engage more people actively and share workload
- Appreciation of people taking up roles or tasks
- Convey messages around:
 - Collaboration in EURAMET is a benefit for all involved & each NMI/DI needs to contribute and support
- More visibility for the Secretariat
- Convert large amount of information available into suitable communication chunks

Internal communication measures



- 'Meet the BoD'
 - 1-hour video conference shortly after each BoD meeting
 - Invitees: Delegates / Alternates + other selected groups
 - Summarising and clarifying the BoD discussion and decisions plus opportunity for Q&A
 - Later: send BoD minutes as written information to complete BoD communication cycle
- New Year's event
 - Invitees: internal community (~ 1000 people)
 - New Year's address by Chairperson,
 - Q&A with Chairpersons and GS
 - 1 2 further events/year with similar set-up on specific topics if needed



Internal communication measures



Priority:

- Communication about the people behind EURAMET*
- Newsflash or some sort of internal newsletter
 - E.g. two times per year or when needed
 - Format and possible topics need to be defined, as many news updates will be shared in the general eNewsletters
 - Way to push communication to NMI/DI people as not all might visit the EURAMET website regularly



TC Communication

46

Objectives of TC communication



- Motivate people to get engaged as future TC Chairs and/or TC Contacts in general
 - To be able to spread the workload amongst more people
- Appreciation of TC Contacts that take over additional tasks
- Supporting preparation of Metrology Partnership calls

Objectives of TC communication



- Raise awareness amongst management and generally within the institutes that TC work is important:
 - experts in specific fields, CMCs, MRA, important contribution with mutual benefit
- Raise awareness amongst those who fund the work in TCs indirectly (e.g. government)
 - To support TC work with resources

EURAMET

Key audience

- Internal
 - TC Contacts
 - NMI/DI staff and management

• External

- Funding bodies (e.g. governments)
- Other related communities (e.g. liaison organisations)
- Customers / clients (e.g. those who need CMCs)

Topics for internal & external TC communication



- Success stories from TC projects
 - e.g. TC-EM 1539 '<u>LegalEVcharge: 'Practical legal metrology</u> framework for electric vehicle charging stations'
- Standardisation activities
- Conference contributions
- New reference materials developed
- Latest advancements in measurement technologies (not covered in other news e.g. from NMIs/DIs, JRPs etc.)

Topics for internal & external TC communication



- Courses, workshops, seminars (from TCs and their stakeholders)
- Share joint research project events on TC web pages
- New CMC areas of an institute
- Interesting key/supplementary comparisons
- Updates between TC Chairs (practical topics, lessons learned, for collaboration)

TC communication measures



- Priority should be internal communication;
 - especially towards NMIs/DIs to raise awareness and
 - appreciation of TC contacts and their commitment
- 'Thank you' campaign
 - Regularly spotlight contributions to TC work by a TC contact
 - Written recognition (e.g. certificate, testimonial) signed by EURAMET official
 - (A special (small) give away for people who contributed)
- Regular TC e-mail updates TCC e-mail update

TC communication measures



- External communication could be covered in a second step > except easy to implement measures
- Scan EURAMET TC projects for possible news stories
- Add a link or paragraph to JRP and EMN news stories about related TCs
 - Highlighting output that is related to TCs
- Include overview of related JRPs on TC web pages
- Link from Calibration Guides to according TC and vice versa

TC communication measures



- Recommendation: each TC could establish a communication group (2 3 people)
 - TCCs to clarify who in the TCs will support communication
 - Further topic ideas should be collected in the TCs





Any questions? Please contact us.

> Gregor Dudle (<u>gregor.dudle@metas.ch</u>) & Anne Trumpfheller (<u>anne.trumpfheller@euramet.org</u>)