

A large, abstract blue graphic on the left side of the slide, composed of several overlapping curved shapes and a small circle, resembling a stylized 'E' or a series of concentric arcs.

## **G17.04.04 EURAMET Communication**

## **Review 2022 & Outlook 2023**

## **Engage, impact, influence**

17<sup>th</sup> General Assembly  
Tallinn, Estonia & Online

Aigar Vaigu & Anne Trumpfheller  
31 May 2022

## **What we are striving for: engage, impact, influence**

- Engaging with stakeholders
- Demonstrate impact & importance of metrology
- Influence / foster innovation

## **Bringing in our expertise and experience**

Developing annual plans & campaigns; processes and workflows

Together with our internal stakeholders & for our external stakeholders

## **Hands-on**

Implementation of our plans & adjustments

Creating new touchpoints with our stakeholders

Taking it from there

Committed community  
&  
strong collaboration

# Communication Strategy

# 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
  - Demonstrate the high level of **collaboration and openness** of EURAMET with / for all its stakeholders
  - **Position EMNs** as contact points in their fields in Europe and beyond
  - EURAMET and WELMEC – Europe's metrology communities **speaking with one voice**

# 2022

# Overview Communication Activites 2022



- Metrology: Measures for a sustainable future
  - Communication campaign including events & conference promotion
- 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



News news news



In 2022 we published

- 96 news stories,
- 9 newsletters and
- 13 Case Studies

# Website & Social Media



- Metrology Partnership web pages  
<https://www.euramet.org/partnership>
- EMN websites
  - Smart Grids and Mathmet went live & the Energy Gases Service Database was published
- Major Typo3 upgrade!
- Social Media
  - Twitter: 800 & LinkedIn: 4400

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





# Selection of events targeted at external audiences



# BIPM & WMO

## Metrology for climate action



Hosts  
Bureau  
International des  
Poids et  
Mesures



WORLD  
METEOROLOGICAL  
ORGANIZATION

Partners  
EURAMET

<https://www.bipmwmo22.org/>



# BIPM & WMO

## Metrology for Climate Action 2022



- 900+ registrations!
- Occasion was used to engage with partner organisations
- Social media campaign
- EMN Climate and Ocean: Stakeholder feedback form
- Report of recommendations is opportunity to connect with further stakeholders (e.g. DG CLIMA)

### The European Metrology Network for Climate & Ocean Observation

Supporting an enhanced understanding of climate change

**Embedding Metrology into Climate & Ocean Observation**

The European Metrology Network for Climate and Ocean Observation is a consortium of European metrology institutes, committed to support engagement between metrologists and expert communities.

The network's target encompasses metrology support for climate and ocean variables (TCOVs), also observations of the broader essential climate variables (ECOVs) for economic and ecological purposes.

**Identifying & Understanding**

The 2013 Paris Agreement seeks to limit the overall average global temperature to below 1.5°C above pre-industrial levels, with the longer-term goal to hold it below 2°C.

To achieve this, many nations have engaged public and private bodies to monitor and report on climate change.

### Technical Committee for Thermometry

Developing metrology for temperature, humidity & moisture

**Thermometry**

The EURAMET Technical Committee for Thermometry (TC-T) is the European forum for exchange of knowledge and expertise in metrological fields related to temperature, humidity & moisture and the metrological properties of materials.

It has several technical working groups, plus an ad-hoc subcommittee.

**Thermometry across industry**

Thermometry is critical to the process of research and development. Many of EURAMET's member states are represented in this technical committee, which thermometry encompasses a wide range of sectors of industry. Thermometry is also a key element in energy, transport, buildings and environmental monitoring, all of which require accurate measurement of temperature and associated physical quantities.

**Examples of projects under TC-T**

Industry and research projects related to thermometry community and climate action include:

**Improving climate trends**

The investigation of climate trends requires long-term data sets of local, atmospheric, and oceanic variables such as temperature and humidity.

There is currently a data gap from 1950 to 1980 for temperature and humidity. In this and other sectors, metrology plays a key role in understanding and reducing the data gap.

**Data modelling and metrology**

The development of climate models and the ability to use them to predict future climate trends is a key challenge for the climate community.

Climate models are used to predict future climate trends and to assess the impact of climate change on the environment.

### Technical Committee for Metrology in Chemistry

Supporting chemical measurements and research in metrology

**Chemistry**

The EURAMET Technical Committee for Metrology in Chemistry (TC-MC) is concerned with primary methods and reference materials for chemical measurements and research in metrology to ensure the accuracy and reliability of measurement results. As TC-MC supports different sectors in chemistry (environmental, energy (petroleum, medical, industrial), etc.), for work in emerging sectors (nanotechnology, food safety, etc.) and for the development of new analytical methods (e.g. for the analysis of complex samples).

**Addressing environmental challenges**

Addressing the TC-MC's role in chemical metrology and its impact on the environment is a key challenge for the community.

The TC-MC is working on several projects to address these challenges, including the development of new reference materials and the improvement of measurement methods.

**Collaborative projects**

Example joint research projects related to chemistry and climate action include:

- Development of new reference materials for the analysis of greenhouse gases.
- Improvement of measurement methods for the analysis of complex samples.
- Development of new analytical methods for the analysis of complex samples.

### European Metrology Networks

Close collaboration in measurement science with a new sustainable structure

**Engaging with stakeholders for mutual benefit**

The vision of EURAMET and its members is to ensure Europe has a world-leading metrology capability based on high-quality research.

### The European Metrology Network for Pollution Monitoring

Robust measurements for air, water and soil

**Supporting environmental regulation**

The European Metrology Network for Pollution Monitoring has been established to be the metrological reference for a sustainable infrastructure, dedicated to supporting European and international regulation and directives that target pollution monitoring.

**Addressing stakeholder needs**

This network is supporting the European Commission, action plan to monitor and reduce pollution for air, water and soil, leading up to a fully fit-for-purpose environment.

**Network objectives**

1. To support European regulatory and standards work, and to develop and deliver a high-quality network of metrology services.
2. Supporting the city Deal

### The European Metrology Network for Energy Gases

Striving towards environmental sustainability

**Helping to create a reliable, safe & efficient energy network**

The European Metrology Network for Energy Gases is providing metrology support to support the transition to a sustainable energy network.

**Partnership Cells**

The network is working on several projects to address these challenges, including the development of new reference materials and the improvement of measurement methods.

### The European Partnership on Metrology

Supporting Europe's green, climate neutral and digital transition

**Key challenges**

Addressing the key challenges of the European Partnership on Metrology is a key challenge for the community.

The network is working on several projects to address these challenges, including the development of new reference materials and the improvement of measurement methods.

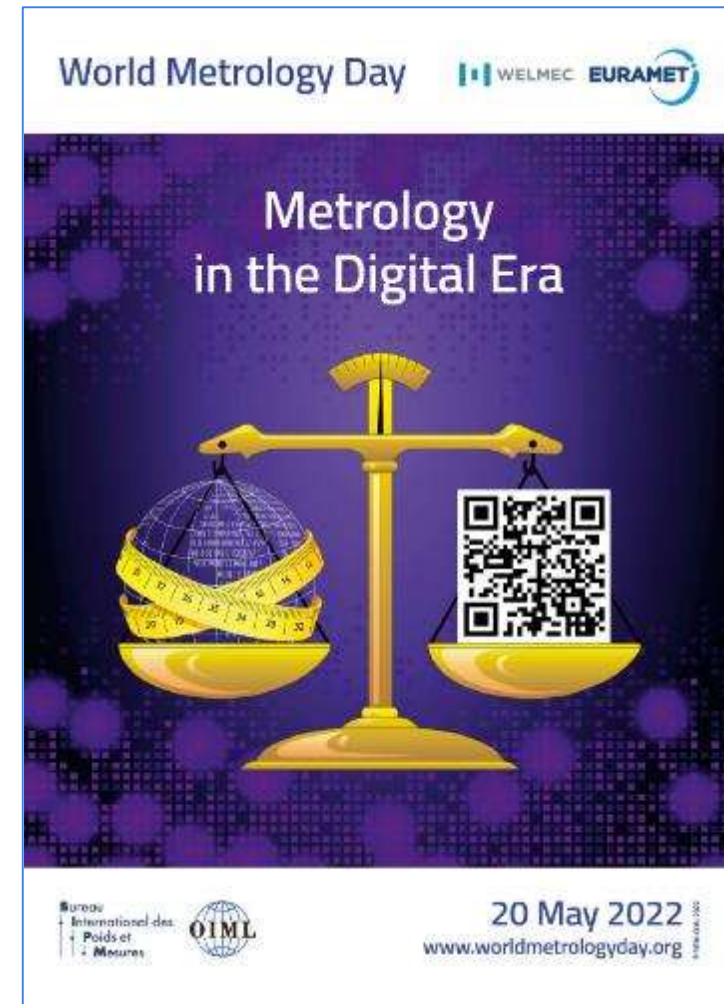
**Objectives of the Partnership**

- Establishment of a European metrology infrastructure.
- Funding of joint research projects to accelerate innovation.
- Coordinating metrology in the design and development of new products and services.
- Engagement with stakeholders along the value chain to ensure metrology is a key enabler of the green, climate neutral and digital transition.

# World Metrology Day – 20 May



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





# Gas Analysis 2022 – 17 – 20 May



- EURAMET key note session
- EURAMET logo in programme
  - 23 EURAMET related contributions
- Interview with co-chairs of organising committee



**This Year's Gas Analysis Conference: What to Expect**

**GAS Analysis 2022**

**17 - 20 May 2022**

**PARIS**

11th International Symposium & Exhibition

Annarita Baldan and Martine Carrié, chairs of the organising committee of the 11th International Gas Analysis event, discuss what they are most looking forward to at the upcoming conference, taking place in Paris, France on 17 to 20 May 2022.

From 17 – 20 May 2022, the French Metrology School, CFM, is hosting the 11th edition of the **GAS Analysis** conference in Paris, France, and EURAMET is a partner of the event.

The much-anticipated event is the globally leading symposium for gas analysis, in partnership with Global Industry and Measurement World exhibitions, that are also taking place on the same dates and in the same location, the GAS Analysis event will provide a forum for experts across industry and academia to come together, to discuss the latest developments and applications related to gas analysis.

The biannual event attracts hundreds of experts from academic institutions and industry, from more than 30 countries worldwide, and the organisers look forward to a similarly engaging outcome this year as well.

In the lead up to the event, Annarita Baldan (VSL, Netherlands) and Martine Carrié (Air Liquide, France), the chairs of the organising committee for this conference, have provided the following insights in interviews with EURAMET.

**Interview with Annarita Baldan**

**What does VSL do?**

VSL is the National Metrology Institute (NMI) of the Netherlands. We maintain the measurement standards for most of the SI units in support of reliable measurements. In chemistry, we focus our activities on gas composition measurements for energy, climate, air quality and industrial processes.

**What is your role at VSL and within EURAMET?**

At VSL, I am Chief Scientist and my role is to support the development of accurate measurement standards and methods for gas analysis, to coordinate strategic activities, to engage with industry, and to represent VSL and metrology in national and international technical committees (TCs) – such as



# Partnership Stakeholder Forum 2022



## The European Partnership on Metrology

Supporting Europe's green, climate neutral and digital transition



**Europe is facing unprecedented challenges...**

.... such as climate change, accelerating biodiversity loss, global competition for technological leadership, external shocks and crisis such as COVID-19, strained healthcare systems, and ageing European populations.

Addressing all of these problems requires larger scale, EU-level coordination.



**Objectives of the Partnership**

- Establishment of sustainable European Metrology Networks
- Funding of joint research projects to accelerate innovation
- Coordinating the role of metrology in the design and implementation of regulation and standardisation
- Engagement with stakeholders along the value chain - to maximise uptake of emerging technologies and contributions to addressing major societal challenges.

**What are European Partnerships?**

The European Partnership on Metrology is part of the EU's Horizon European research & innovation programme, running from 2021-2027.

European Partnerships aim to support the transition towards a green, climate neutral and digital Europe, as well as strengthening the resilience & competitiveness of European industry.

The Metrology Partnership builds on achievements of European Metrology Research Programmes. It aims to contribute to self-sustaining, coordinated metrology infrastructures, with the capacity to continue joint research beyond 2030. Funding comes from Member States and the EU.



*"The Metrology Partnership fosters the collaboration between the measurement science community and its manifold stakeholders. Together we will support the European Green Deal, underpin innovation in industry, and deliver on global challenges including health and climate through collaborative research."*

Maguelonne Chambon, EURAMET Vice-Chairperson (Research)

**Partnership Calls**

The Metrology Partnership will comprise of 7 call cycles (2021-2027). Topics covered will include:

- Green Deal
- Health
- Digital Transformation
- Fundamental Metrology
- Integrated European Metrology
- Industry Needs
- Pre-normative
- Knowledge Transfer & Capacity Building Measures.



**Participant portal**  
Learn more about current calls & how to get involved in future calls! See EURAMET's website for more info.

- Talk in session on digital transition/microelectronics
- Participated in networking poster session
- Metrology Partnership mentioned as positive example in plenary
- Connections with several new Partnerships



# Internal & TC Communication



- Workshops on internal and TC communication
  - Representatives of BoD, Secretariat and TCCs
- Introduced 'Meet the BoD' & New Year's Events
- In TC annual meetings the communications topic was discussed
- TCs provided first ideas for news stories
- JRP news stories linked to according TC

## Strategy 2030 communication started



- 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 events
- To come: Communication **tool kit** for NMIs/DIs on 'Why metrology is important' (in line with EC communication)

# Corporate Design

# Strategy 2023 design



## 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.

### Mission:

- Develop and maintain an appropriate, integrated and cost-effective measurement infrastructure for Europe aligned to the needs of society and industry.
- Ensure that the European measurement infrastructure is internationally competitive and recognized, and is forward-looking R&D.
- Support policy and decision makers where metrology is key.
- Support members in meeting their national requirements through collaboration and a balanced European measurement infrastructure.

## ENGAGING STAKEHOLDERS FOR MUTUAL BENEFIT

The requirements for investment in the future of the European measurement infrastructure will always be guided by the resources available from governments to fund it. It is important that EURAMET and European Member States understand and provide consistent signals to the European stakeholders infrastructure to address the present and future needs of society, government and industry.



# Partnership logo & acknowledgement badge



**METROLOGY  
PARTNERSHIP**



**EUROPEAN PARTNERSHIP**



Co-funded by  
the European Union

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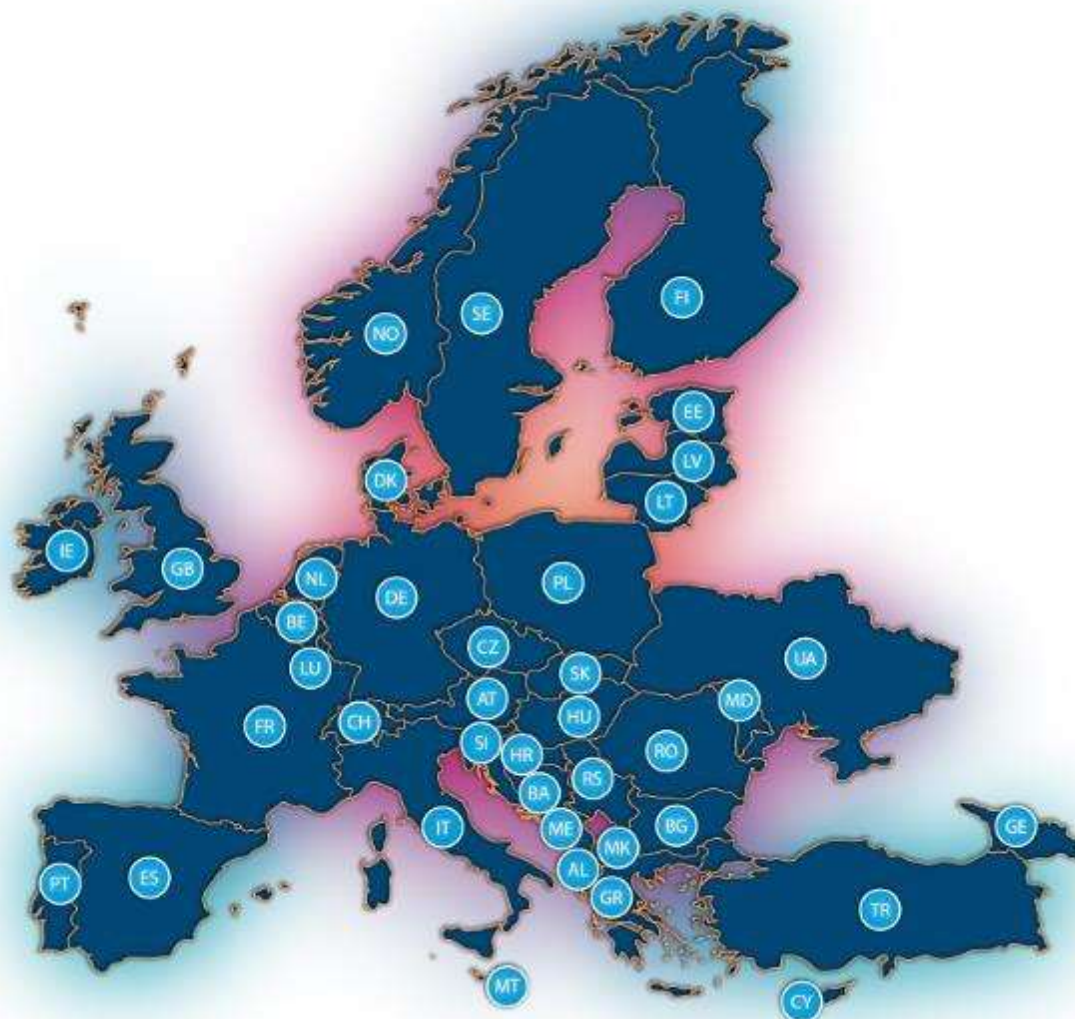
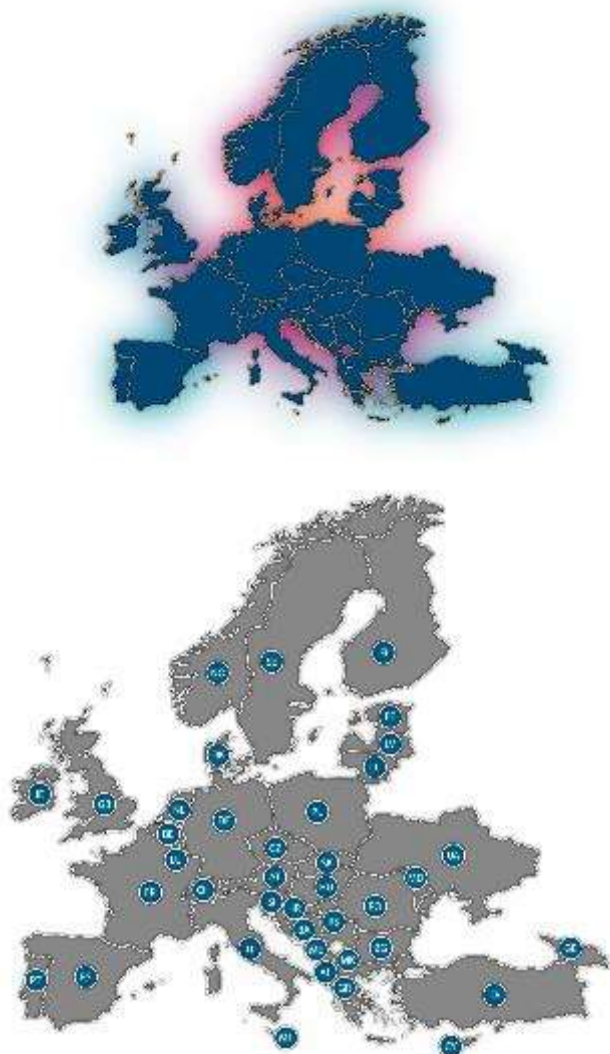
**METROLOGY  
PARTNERSHIP**



The project has received funding from the European Partnership on Metrology, co-financed from the European Union's Horizon Europe Research and Innovation Programme and by the Participating States



# New Member Map

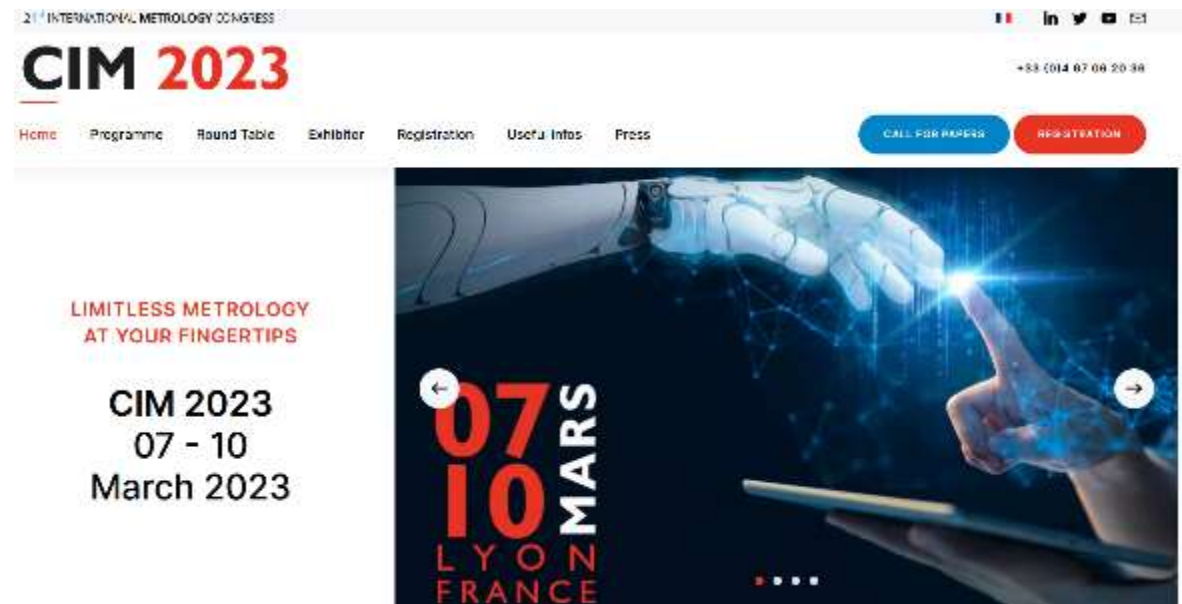


# 2023

# International Metrology Congress 2023

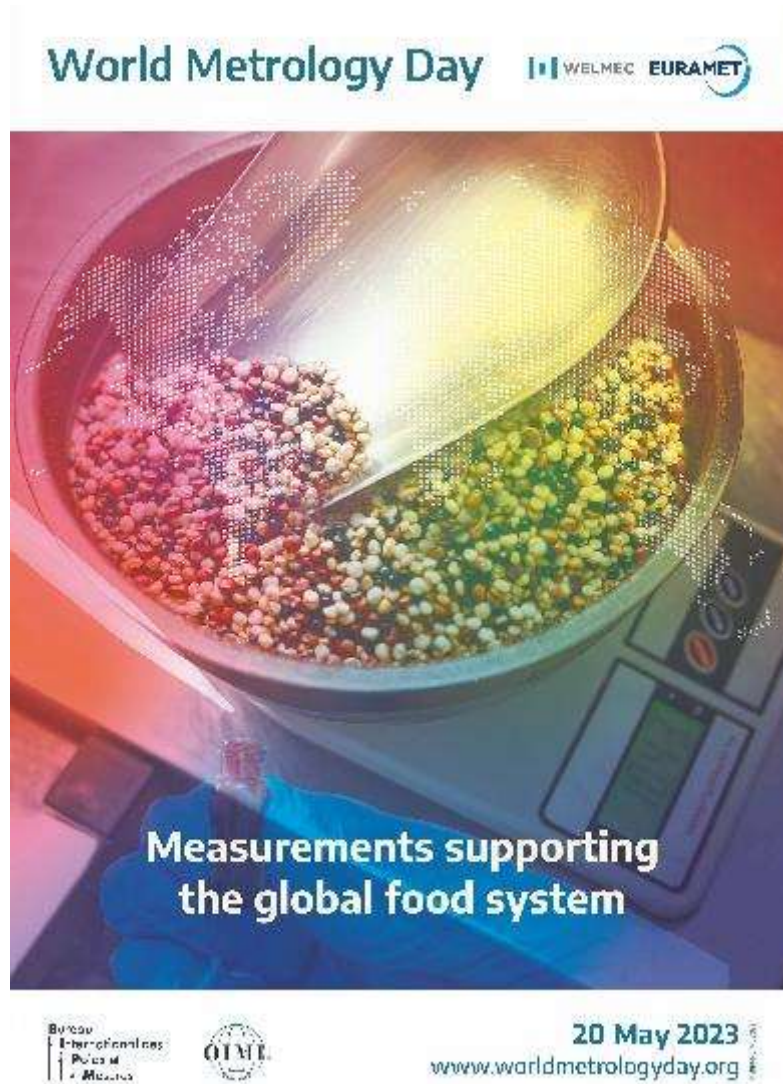


- EURAMET was conference partner
- 25 JRPs presented their work
- EMNs initiated the first joint EMN booth





# World Metrology Day 2023



- Showcase EURAMET's activities related to food measurements
- 3 weeks campaign with focus on Social Media
- Joint press release with WELMEC
- EMN Food & INRiM webinar
- Overview: <https://www.euramet.org/metrology-for-societys-challenges/world-metrology-day-2023>

# World Metrology Day 2024



- **It is EURAMET's turn to find an NMI for creation of the World Metrology Day 2024 poster - Theme: Sustainability**
- 28 April / 31 May: Information of Delegates & Communication contacts about process
- June to July: Call for volunteering NMIs
  - NMIs don't need to do design work in advance!
- End of July: Lottery
  - The lot will decide on the selected NMI
- August: Start of design consultations with BIPM & OIML

To note:  
Final timeline  
needs to be agreed  
with BIPM & OIML

# Overview Communication 2023



- Communication activities for **European Partnership on Metrology** and **EMN positioning** (internally & externally)
    - e.g. Partnership Stakeholder Forum, Biennial Monitoring Report (BMR) on Partnerships
  - Workshops with TCs and EMNs
    - General communications, messages, processes
  - **Guidance** update
  - Community **collaboration** & support
  - Internal Communication
- Newsletters, news stories and case studies
  - Events
  - Website & corporate design development

# Website



- 7 – 8 EMN websites
    - nearly ready for go-live: Quantum & TraceLabMed
    - development started: Advanced Manufacturing & Food
    - short-term request: Mathmet database
  - Measurement science (content review)
  - Web statistics tool & concept
  - Improvement of responsiveness & Search
  - Typo3 upgrade
  - Installation of new web server & renewal of certificates
  - Regular support
    - Content maintenance
    - bug-fixing, ad-hoc requests/adaptations
    - Surveys, registrations
- Currently active web pages: 2100  
Files: 32900

# Guidance update



- Revision of EURAMET communication products
- (Re-)Defining services
- (Approval) Processes & workflow matrix (re-design & EMN-related additions, also for website)
- Style guide update

Thanks!



**Any questions?  
Please get in touch!**