

## **Training and Workshop on Principles of Strategic Management**

### **Highlights for the 2nd part of the training**

DMDM Belgrade, Serbia  
12/13 March 2015

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- Regards from Paul Hetherington, Erkan Danaci, Stefan Wallerath and Wolfgang Schmid

# Outline



- Background information
- Objectives of the activity
- EURAMET View on cooperation
- Possible cooperation
- Summary & Outlook

## Background



- EURAMET is supporting emerging member NMIs since 2007 via the Focus Group for Facilitating National Metrology Infrastructure Development (FG-FNMID) providing training and workshops and supporting intercomparisons (among others)
- Activities were supported by PTB (mainly) and other members
- Financial support from PTB is coming to an end in 2015

## Background



- Activities of FG-FNMID are developing towards a more and more strategic approach and supporting additionally institutional capacity building
- EMRP midterm evaluation requests from EURAMET to give stronger support to emerging members via capacity building
- EMPIR is providing funding for capacity building (CB)
  - a) RPot projects: first call in 2014
  - b) HI-CB: envisaged to replace PTB-funding in 2016
- EURAMET's expectations, conditions and eligibility rules are different to those from PTB

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# Training and workshop on Strategic Management – part 1



## Objectives:

- **Support NMIs in strategic planning in order to support NMIs' development.**
  - Basic strategic management guidelines
  - Exchange of knowledge about strategic planning between NMIs (4 case studies presented: NSAI, IMBiH, DMDM, UME)
  - Brainstorming on issues to be improved
- **Collecting information for planning the EURAMET CB activities:**  
both HI-CB and RPot
- **Stress on EURAMET view on collaboration**
  - avoiding duplication of resources
  - encourage regional cooperation



*Beograd, 4/5 December 2014*

## Participants:

*MBM, GUM, HMI, DPM, IMBiH, BoM, NSAI, UME, DMDM*

# Training and workshop on Strategic Management – part 2



Envisaged outcomes:

- Identification of future development of each NMI
- Identification of services (capacities) that particular NMI will not develop despite the need is present (i.e. to be serviced by another NMI/DI)
- **Identification of possible cooperation**
- Identification of items to be included in future EMPIR RPot Calls (or new PRT ideas) and HI-CB activities
- **Lessons learnt**  
to be available on intranet as reminder and basis for future training activities

*Beograd, 12/13 March 2015*





# Training and workshop on Strategic Management – part 2



**Envisaged outcomes:**

**Lessons learnt - please think until tomorrow**

During the last session each participant should present 1-2 important things he/she learned during the workshop or things he/she remembers like good example, example of a solution / problem to be available on intranet as reminder and basis for future training activities, i.e. (what I remember):

- Example from NSAI: they take care for the calibrations even if they do not have capacities to do that (NSAI takes care for logistic for sending instrument for calibration abroad)
- NSAI does not have own primary realisations and sends own reference standards to many countries for traceability
- UME started visiting future customers 12 years before opening of the labs ( to identify their needs)
- DMDM started outsourcing legal metrology activities because of staff reduction

We will produce some sort of web knowledge base for our members with good examples (that can support strategic management) and also explanation of some problems (recommendations from daily life of EURAMET members)

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## EURAMET's expectations to the workshop



- Workshop should be seen in the context of EURAMET CB
- support NMIs to sustain and justify their proposals for RPot
- support the planning for HI-CB activities
- support EURAMET and its members to achieve EURAMET strategic objectives

## What EURAMET will not support



### Some examples

- Establishment of primary realization without proven needs (in the country or region)
- Pure national approach in an RPot project
- Duplication of capacities
  - in NMI and DI of a country
  - in a region with little demand in each country

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## Templates received



- Participants from NMIs of different size
- Participant from NMIs of different experience
- In addition contribution from NSAI
- Extremely important information in the templates
- Very short time for analysis
- Common problems
- Many common interests

# Communication to political stakeholders



## Prioritization of target audiences<sup>1</sup>

	Consumers	Business	Political Level
A	33	33	33
B	10*	70**	20
C	50	50	0
D	5	15	90
E	20	40	40
F	10	50	40
G	10	70	20
H	10	70	20
I	30	30	40
J	25	50	25
K	50	50	0
L	40	40	20
M	20	40	40
N	5	5	90****
O	25	50	25

\* legal metrology

\*\* incl. universities

\*\*\* plus emphasis on mass media

\*\*\*\* due to current political/financial constraints

***Prioritization of target audiences,  
(Awareness workshop Sept. 2014, PTB)***

## Two activities in the field of communication



Training and workshop on small media and low cost video production	UME	18. -20. May, 2015
Training on Approaching Media	CMI prel.	October 2015



## Common needs – possible cooperation



*Few examples:*

- *Non-contact thermometry*
  - *Radon in air*
  - *Measuring transformers*
- (detailed discussion tomorrow morning)*

*Idea for workshop on MiC infrastructure in country*

## Templates received



- I expect detailed discussion on many topics
- I might ask some questions

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## Introduction summary



- Comprehensive information received
- Specific topic for discussion of possible cooperations on Friday morning

**Thank you !**