APLMF

24th ASIA-PACIFIC LEGAL METROLOGY FORUM AND WORKING GROUP MEETINGS

25-27 Oct 2017, Siem Reap, Cambodia

Raising Awareness of Metrology

(MEDEA APMP-APLMF Joint Project 2)

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APLMF Secretariat

Raising Awareness of Metrology
(MEDEA APMP-APLMF Joint Project 2)

Project Objective

Improve the sharing of information resources between member economies to enable them to increase awareness of the importance of metrology with consumers, industry, other regulators and government.

Work Package - Main Activities

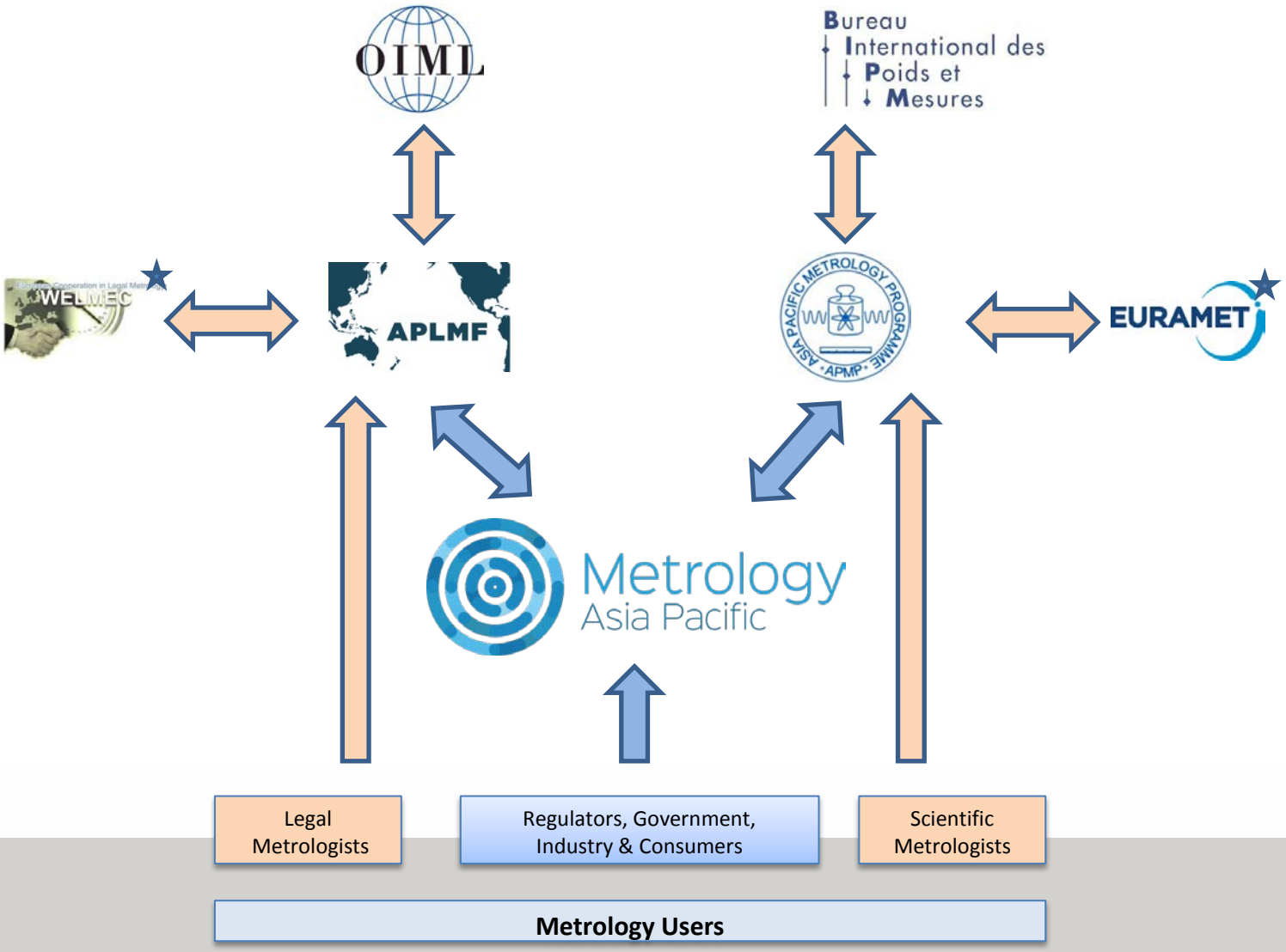
Develop a joint APMP-APLMF metrology web portal to facilitate sharing of information resources

- Create a metrology web portal that will introduce and link to useful information on authoritative metrology websites including: APMP, APLMF, OIML, BIPM.

- The overarching design objective is simplicity and ease of use, with multiple layers and links to more technical, complex information in an identified library.

- The portal will enable easy access to resources that meet multiple needs for communication and engagement with stakeholders on issues relating to metrology.

Relationships Between Portal and Other International Metrology Organisations



★ Only representative of a number of international organisations .

Work Package - Main Activities

Develop best practice for improving awareness of metrology

- Development and use of case studies of successful metrology interventions or information campaigns.
- Development, promotion and sharing of resource and collateral materials.
- Deliver workshop to share lessons and best practice.

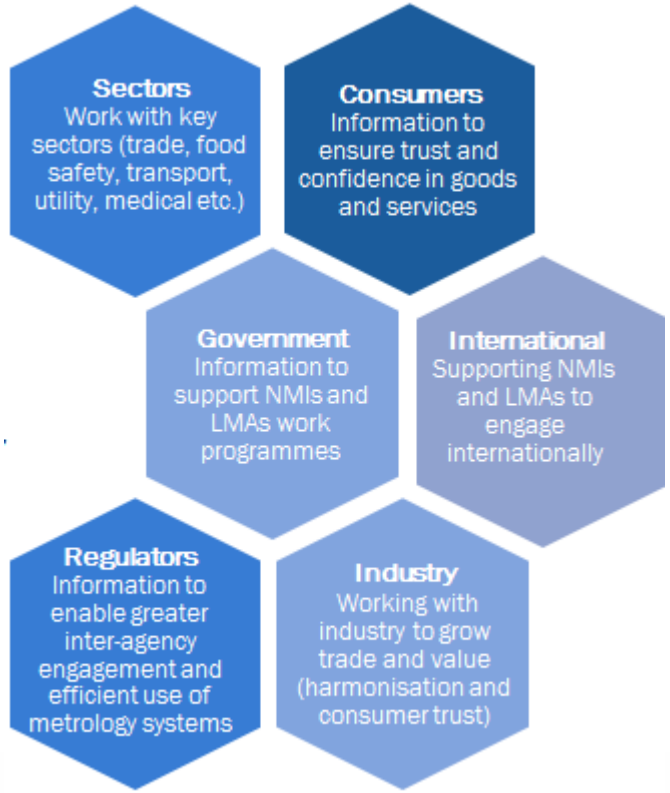
Project Goals

- **Create a relevant and valued web portal** – design and deliver a great digital experience where metrology information is centrally curated, easily accessed and well managed.
- **Curate great content** – work with industry partners to collect, curate and provide access to the resources, data and tools that will provide value to the target audiences.
- **Showcase metrology** – present information in a way that clearly presents benefits, methodologies, statistics etc and provides developing economies and industry with the tools and resources required to show the value of building and improving their metrology infrastructure.
- **Encourage community contribution and sharing** – create a digital resource that the community value and want to participate in. This will ensure the portal remains current, dynamic and valued.

Resources

Resources will be of varying level of technicality, as material will need to be used across multiple settings, and by organisations/people who have varying understanding of metrology issues. Including:

- **Material to support public information campaigns** that builds consumer confidence in products and services, particularly in measuring safety in food, safety of products, and trust in the price being charged for metered services
- **Information to build understanding of industry stakeholders** on the importance of metrology infrastructure and standards and enforcement activities, in terms of growing trade, ensuring safety and increasing the value of their business
- **Information for government agencies and other regulators,** particularly information relating to costs and benefits/value for money, to support the activities and infrastructure needs of National Measurement Institutes (NMIs) and Legal Metrology Authorities (LMAs)



Project Progress

Phase 1

Engaged web-design company to develop ‘mock up’ of web portal design in consultation with project team. This included:

- Identifying the intended audience and their journeys through the portal.
- Creating a customer experience framework.
- Developing a high level Information Architecture (content plan).
- Creating visual design guidelines.
- Creating portal wireframes.
- Creating detailed visual designs.

Customer Experience Framework

Project Progress

Phase 2

- Collect and assess case studies and develop a methodology which can be used to identify key success factors. Develop resources for the portal to provide accessible information on the economic and social impact of metrology. This included:
    - Using content from the APLMF / APMP and other international metrology websites and guidance materials.
    - Utilising the ‘National Metrological Infrastructure For Developing Economies: Guide 1’ for information.
    - Contracting a writer to begin creating content for the ‘About metrology’ and ‘Sectors’ areas of the web portal.
- Developed and tested the new web portal.
- Deployed the portal into the production environment.
- Reviewed newly written content for the ‘About metrology’ area of the web portal.

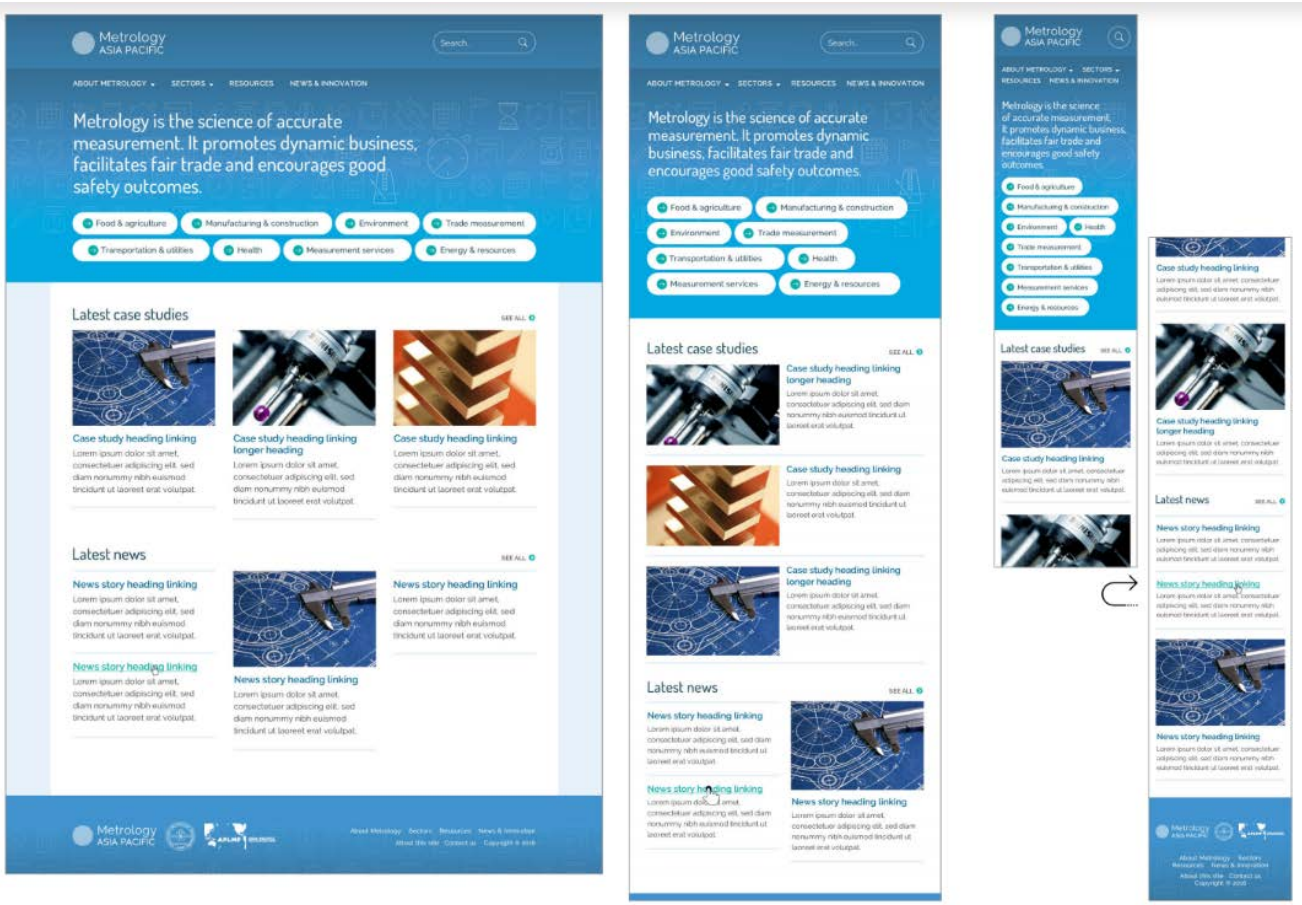
Next Steps

Phase 3

- Create a library of information using a previously collated list of key international metrology documents and publications.
- Request feedback from economies and other international bodies in regards to what's been completed to date.
- Review feedback from economies and other international bodies, update portal and add new content as provided.
- Prepare launch and communications plan.
- Create collateral needed for launch.
- Launch web portal
- Continue to add new content and information after go live.

Thank you for your time and attention.

Metrology
Asia Pacific



How the Metrology Asia Pacific Web Portal Works

The portal is broken down into five main areas:

- Homepage
- About Metrology
- Quality Infrastructure
- Sectors / Topics
- Resources
- News & Innovation

Homepage

- The homepage highlights the importance of the sectors and provides multiple ways into the area of the portal.
- It highlights the most recent / interesting case studies. We can pick what shows here.
- It also highlights the latest news articles. Again we can choose what shows.

About Metrology

- This is an overview type section. The information in here was written using the updated Joint Guide as the main source.
- Content in this section covers:
  - What is metrology?
  - How does metrology help the economy?
  - How does metrology help society?
  - Metrology around the world
  - Metrology in the Asia Pacific region
  - What is the governments roles in metrology?

Quality Infrastructure

- This is another overview type section. The information in here was written using the updated Joint Guide as the main source.
- Content in this section covers:
  - What is a quality infrastructure?
  - What is a metrology infrastructure
  - Example national quality infrastructure
  - Quality infrastructure around the world
  - Quality infrastructure in the Asia-Pacific region

Sectors

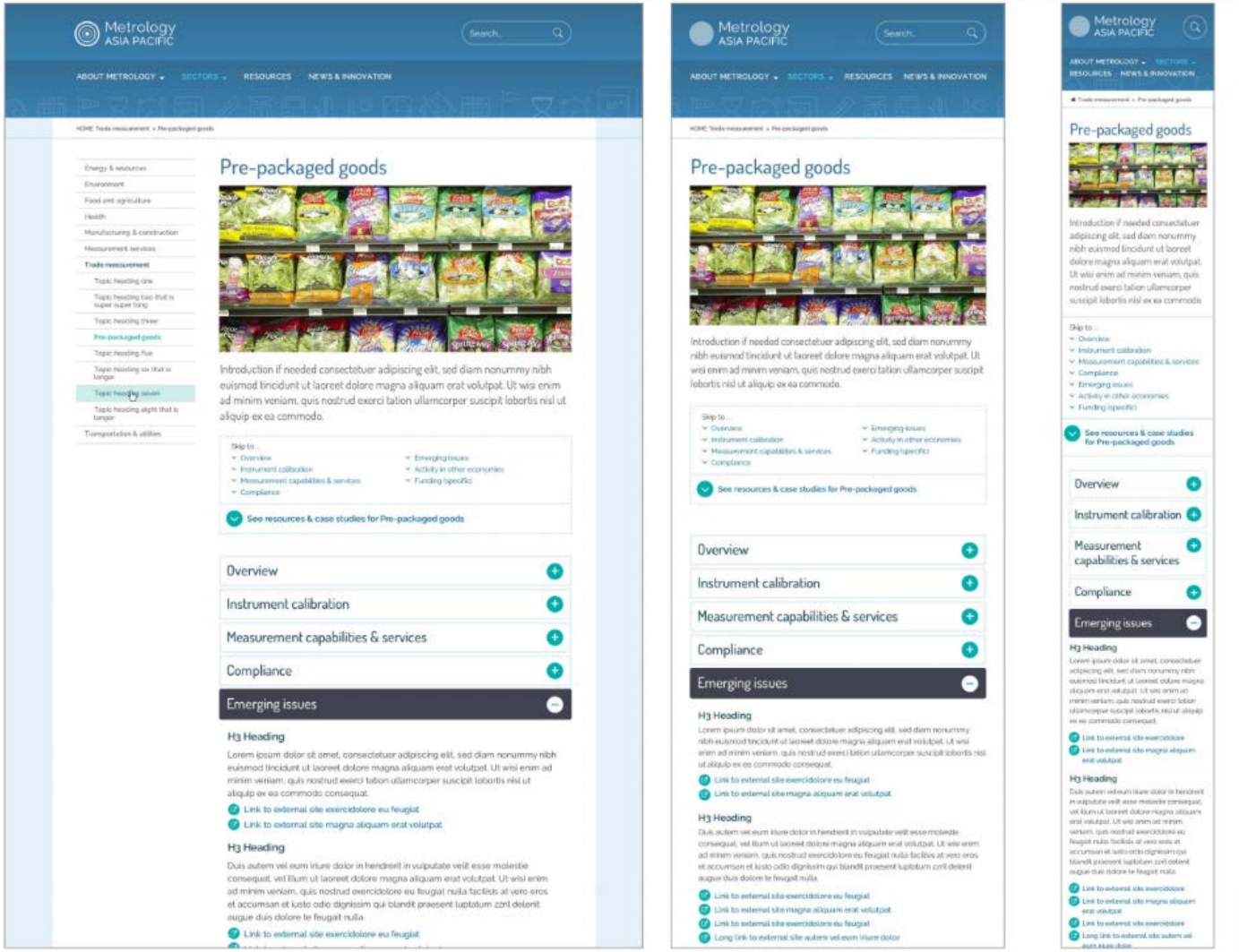
- This the main part of the portal where most of the information will live.
- We have created 8 overarching sectors (next slide). These are configurable so we can rename, add or remove them as needed.
- The idea is that any metrology topic that we want to write about / showcase would sit within a sector.
- There is no limit to the number of topics we create within a sector.
- We expect the number of topics to grow over time as we continue to add content to the portal.
- For the topics the idea is to set up each one in a similar way using accordion functionality to break up content on the screen.
- At the bottom of each topic page there are resources and case studies that are associated to that topic.

Sectors

The 8 sectors created so far:

- Food & Agriculture
- Manufacturing & Construction
- Environment
- Trade Measurement
- Transportation & Utilities
- Health
- Measurement Services
- Energy & Resources

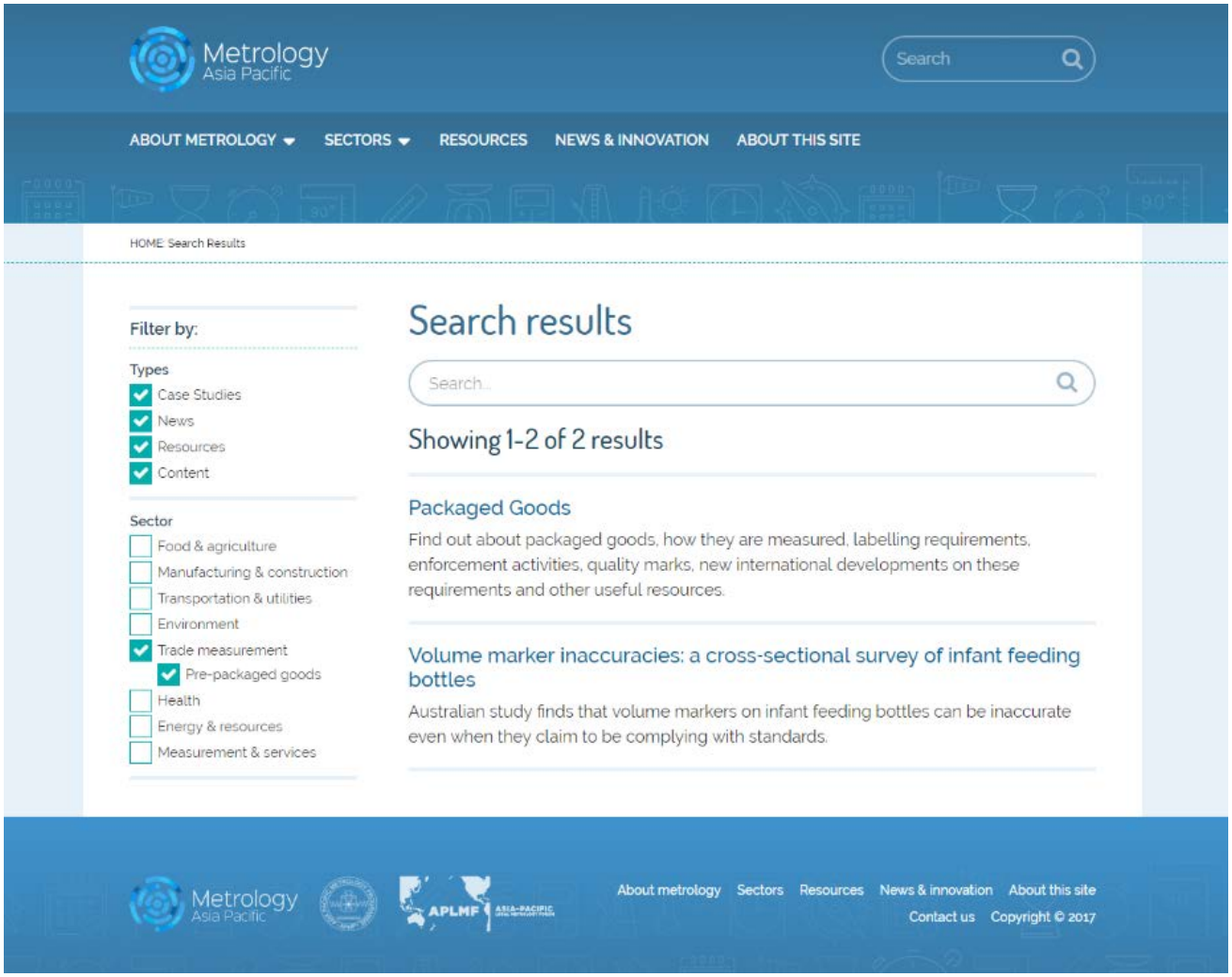
An Example Accordion Topic Page

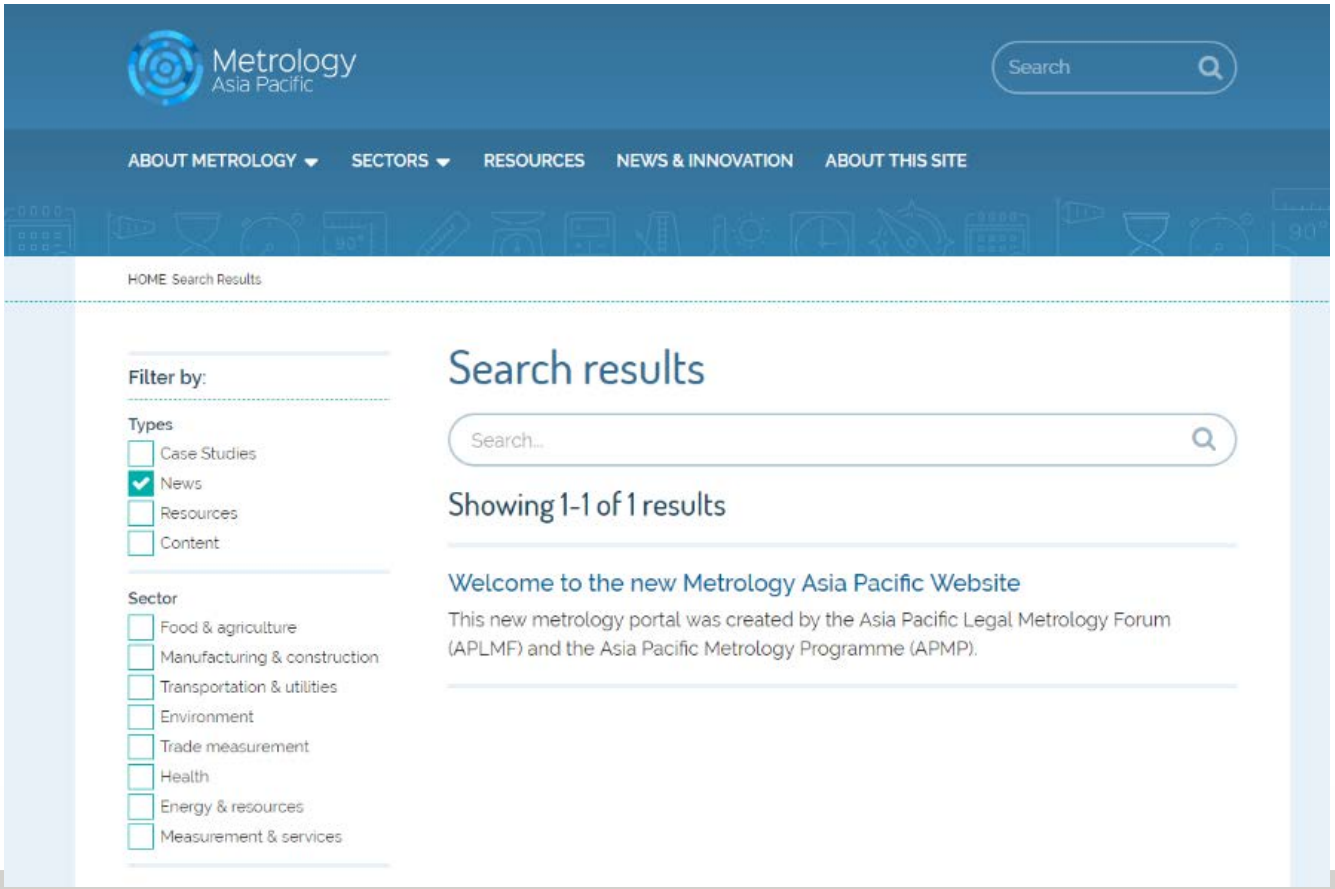


Resources

- These are case studies, links to documents / files, links to videos etc.
- When you add resources they are automatically added to the main resources page.
- Once added to the portal you then have the ability to tag resources to different sectors / topics. This will dictate which pages they will show up on in addition to the main resources page.
- On the resources page you can filter the results by different types of resources or by the sectors they are tagged to.

Resources Page



News & Innovation

- This is where we can add new information as it becomes available regardless of whether its tied to a particular sector / topic.