



## Key Activities 2017 / 2018

### New branding activities

Development of uniforms, updated identification cards and badges for inspection personnel.

### New communications tools

New outreach communications to reach consumers and device owners – featuring a new mascot, MCR-1 (Measurement Canada Robot 1) who will provide the basis for children's activities.

### Increased interactions with clients

Now using direct messaging through Measurement Canada's Online Reporting System for device owners.

### Service fees

Exploring areas where fees can be increased and potential new revenue streams.

### Modernizing inspection tools

Piloting the use of ruggedized tablets for real time data entry by inspection personnel. Using smartphones in the field.

### OIML Participation

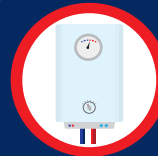
Electricity meters – TC12-R46  
Requirements for Software Controlled Measuring Instruments – TC5 – D31

### New enforcement policy

Administrative Monetary Penalties are now available to promote compliance.

# ECONOMY REPORT HIGHLIGHTS

## Future Focus 2019 & beyond



### Regulation opportunities

Looking for new areas for Measurement Canada to regulate:  
- Thermal energy meters  
- Hydrogen fuel

### Artificial intelligence

Using AI and machine learning to increase compliance data integrity.

### Clean energy technology

Exploring future transportation options as we move away from fossil fuels:  
- Electric vehicles / zero-emissions

### Marketplace of the future

New devices coming in for approvals such as automated cashier scales and scales for postal services.

### Expanding the conversation

Looking for new ways to engage with Canadians through social media.