
Task Group for the Promotion of the new SI

Update

October 2017

Objectives of the PR Task Group

Understand the new SI

Create messages beyond physics

Create worldwide PR campaign

Task Group Actions Update

Since last CIPM Meeting:

- Task Group meeting in January 2017 with a increased membership
- Completed and distributed the Brand Book
- Created illustration and a portfolio of options – downloadable fro BIPM
- Agreed a common statement for users on the changes from CCUs
- Secured resources for SI film (NIST)
- Secured resources for an SI video (NIST)
- Secured the resources to webcast the conference (NIST)
- Updated BIPM website – containing resources to share
- Secured resources at BIPM to support the campaign
- Updated to the CCUs in June 2017
- Updated the CIPM in October 2017
- Mobilised the EURAMET community to plan a joint campaign

CIPM Task Group for Promotion of the SI

Chairperson: Prof. Joachim Ullrich

Secretary: Dr Estefania de Mirandés

Current Members: BIPM, CENAM, CCEM, CCM, CCQM, CCT, CCU, INMETRO, KRISS, LNE, NIM, NIST, NMIJ, NMISA, NPL, PTB, VNII;

Current Observers: ILAC, ISO, OIML, IEC, CIE

The composition of the working PR group is

- Fiona Auty, NPL (rapporteur)
- Dr Jens Simon, PTB
- Dr Valerie Morazzani, LNE
- Gail Porter, NIST

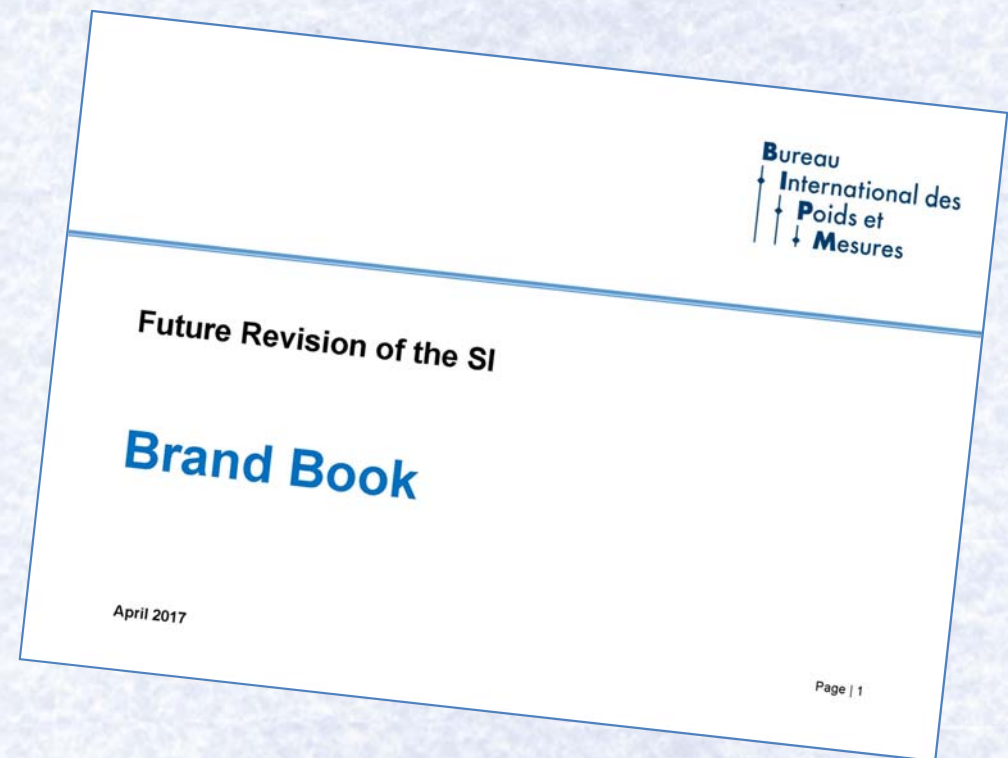
The group last meet on 19 January 2017.

Brand Book

The Brand Book brings together the key elements of the PR campaign

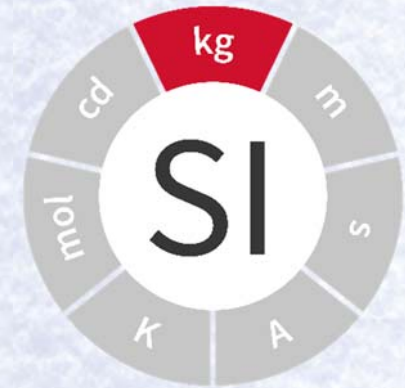
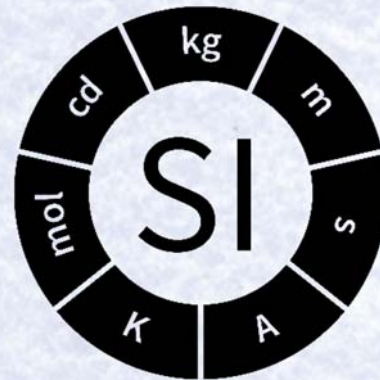
Includes:

- What is the revision to the SI
- Key messages and audiences
- The SI illustration
- Si Colour Palette
- Planning
- Examples of tactical ideas
- Task Group details



Available via BIPM: www.bipm.org/en/si-download-area

SI Illustration



A version highlighting
each unit is available in
the full set of logos.

The full range of formats can be downloaded at www.bipm.org/en/si-download-area/

SI Colours



Pantone: 186 C



Pantone: 165 C



Pantone: 130 C



Pantone: 369 C



Pantone: 300 C



Pantone: 247 C



Pantone: Violet C



Pantone: 186 C
Tint: 50%



Pantone: 165 C
Tint: 50%



Pantone: 130 C
Tint: 50%



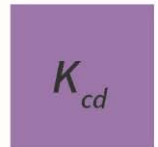
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Pantone: 300 C
Tint: 50%



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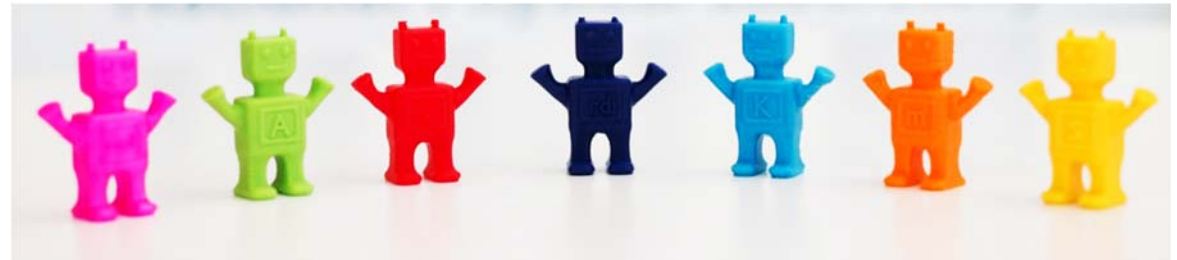


Pantone: Violet C
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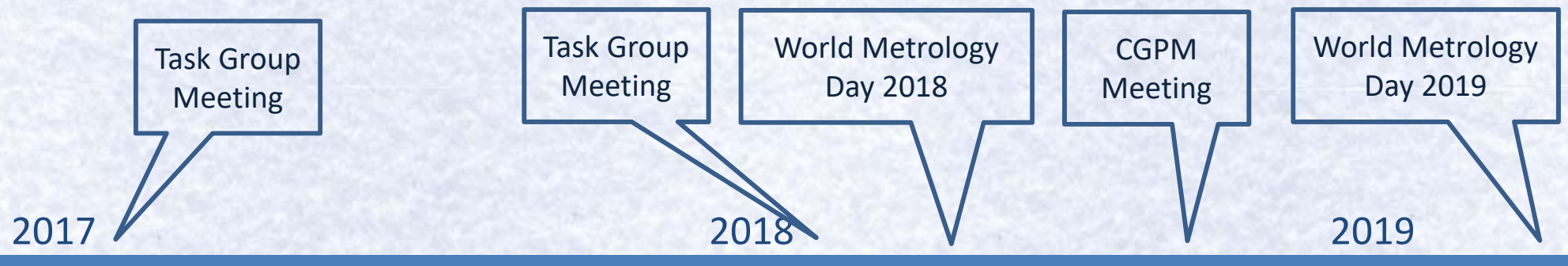
This colour palette is a suggestion for NMIs to use – this might be especially useful in highlighting one unit or commissioning commemorative items.

www.bipm.org/en/si-download-area/

SI products ideas



Time line & 2017 Actions



Campaign period

Main actions in 2017:

- Issue the Brand Book ✓
- Provide regular updates to committees ✓
- Organise the email address ✓
- Develop and share resources via the BIPM website ✓
- Commission a number of products to support the campaign ongoing
- Manage a list of conferences and who is talking ongoing
- Work with Euramet to plan for World Metrology Day poster for 2018 ongoing
- Encourage NMIs to prepare engagement plans ongoing
- Look at an APP competition nobody to take this idea forward

Products in commission by PR Group

- Film about the SI
- Video for the opening of the conference use by NMIs
- Introductory booklet
- Speakers notes and other resources
- Frequently asked questions
- Launch PR pack – press release & poster

Reviewed at the next Task Group meeting - January 2018

Products from NMIs

PTB mitteilungen

E
2016

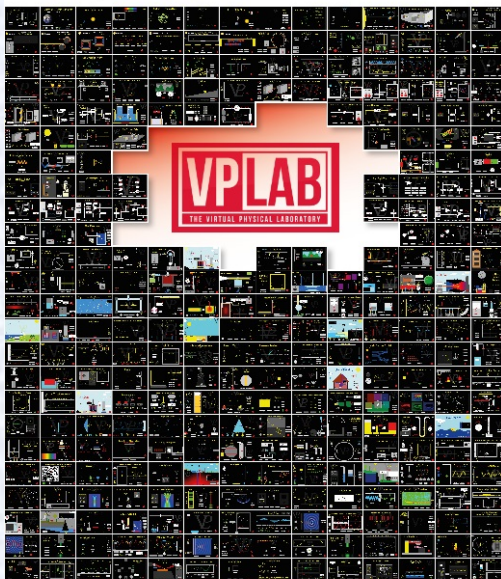
Edición Especial
Experimentos para el nuevo SI,
el Sistema Internacional de Unidades



Physikalisch-Technische Bundesanstalt • Braunschweig y Berlin Instituto Nacional de Metrologia

Terminologie

NPL
National Physical Laboratory



www.vplab.co.uk



Les mesures du quotidien

La LNE effectue également des tests de conformité et des essais de performance pour de nombreux secteurs industriels : biens de consommation courante, produits de construction, dispositifs médicaux et de santé, matériels de sécurité ou de défense, matériaux d'emballage et agro-alimentaire, moyens de transport, mesures d'énergie et de surveillance de l'environnement, instrumentations...

Laboratoire national de métrologie et d'essais
Siège social : 1, rue Gaston Boissier • 75724 PARIS Cedex 15
Tél. : 01 40 43 31 00 • www.lne.fr



SI MEASUREMENT SYSTEM

The International System of Units (SI) is made up of 7 base units, featured on this chart with their Measurement League counterparts. The SI, commonly known as the metric system, is easy to use.

KILOGRAM (kg) MASS
The kilogram is the unit of mass, equal to the mass of the international prototype of the kilogram (IPK).

KELVIN (K) TEMPERATURE
The kelvin, unit of thermodynamic temperature, is the fraction $1/273.15$ of the thermodynamic temperature of the triple point of water.

CANDELA (cd) LUMINOUS INTENSITY
The candela is the luminous intensity, in a given direction, of a source that emits monochromatic radiation of frequency 540×10^{12} hertz and that has a radiant power of $1/683$ watt per steradian in that direction.

AMPERE (A) ELECTRIC CURRENT
The ampere is that constant current which, if maintained in two straight parallel conductors of infinite length, of negligible circular cross section, and placed 1 meter apart in vacuum, would produce between these conductors a force equal to 2×10^{-7} newton per meter of length.

METER (m) LENGTH
The meter is the length of the path travelled by light in vacuum during a time interval of $1/299\,792\,458$ of a second.

SECOND (s) TIME
The second is the duration of 9192631770 periods of the radiation corresponding to the transition between the two hyperfine levels of the ground state of the cesium 133 atom.

MOLE (mol) AMOUNT OF SUBSTANCE
The mole is the amount of substance of a system which contains as many elementary entities as there are atoms in 0.012 kilogram of carbon 12.

PREFIXES



SI symbols are the same worldwide, regardless of the spelling, language, or alphabet. Prefix symbols are used with a unit symbol to represent smaller or larger units by factors that are powers of 10.

NIST
National Institute of Standards and Technology
U.S. Department of Commerce
www.nist.gov

La mesure dans tous ses états

For resources that we will share:

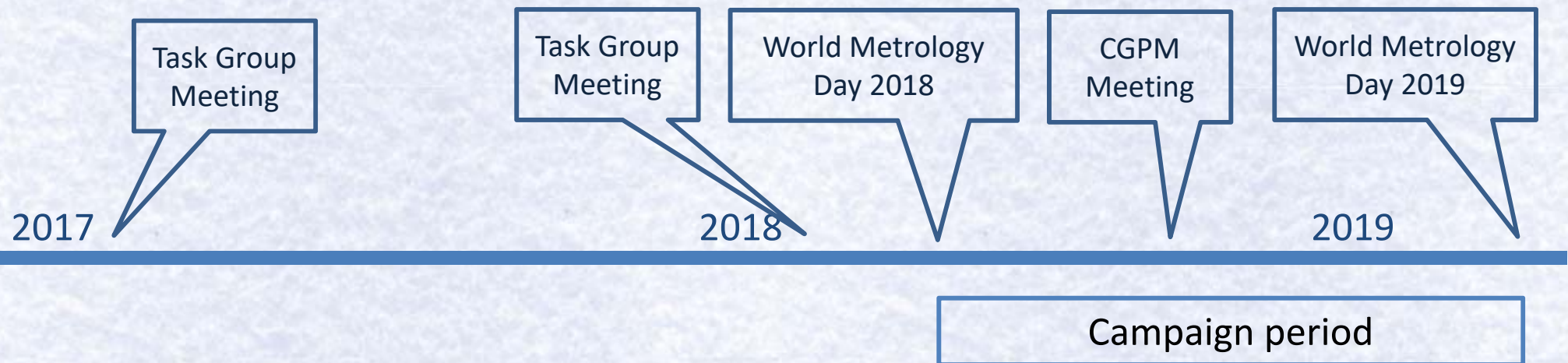
- All copyright MUST be owned by the NMI
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- Seven other Creative Commons Licenses

Provide variations such as restricting the ability to modify original work.

Time line & 2018 Actions



Main actions in 2018:

- Issue version 2 of the Brand Book – update the actions, available resources, information from the CCUs
- Provide PR launch pack for World Metrology Day including the video
- Provide more detail of the revision of SI celebrations at the CGPM meeting
- Encourage NMIs to share plans and implement local campaigns
- Prepare and manage the November meeting
- Agree and prepare materials to mark the close of the campaign in 2019

Get inspired and involved

**Between us we can
put the SI on the
worldstage**

Questions

