



The European Coordination Hub for Open Robotics Development



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## **ECHORD++ Review Meeting – Reporting Period 3**

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### **WP 1 - Recommendations from the second review meeting**

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Luxembourg – 2017-02-13



## Recommendation R1a:

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*Register Echord++ as a European trade mark (possibly in Asia as well). See recommendation R13 from last time.*

- Application to EUIPO on 18th August 2016
- Published by EUIPO on 9th November 2016
- Opposition proceedings end on 9th February 2017
- Next step: applying to register ECHORD++ in Asia



## Recommendation R1b:

*Expand on the ECHORD++ slogan idea “From the lab to the Market” with a value chain giving more details about where ECHORD++ and its instruments make the difference.*

We have identified the following actions as contributing towards getting a product to market:

	Experiments	with Booster Programme	PDTI	RIF
RTD development	✓	✓	✓	✓
Intro to market	facilitating	✓	✓	✓
Intro to customers	facilitating	✓	✓	facilitating
Intro to sources of finance	-	✓	-	✓

## Recommendation R1c:

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*Monitor gender balance and increase the share of female experts in future reviewing /monitoring activities (Experiments, PDTI, RIFs).*





















- In ECHORD++ 50% of experiment moderators are female
- ECHORD++ is in contact with the Women in Robotics Directory [www.jadelemaitre.fr/women-in-robotics-directory/](http://www.jadelemaitre.fr/women-in-robotics-directory/)
- RIF initiatives supporting existing gender balancing programmes, encouraging female applications (RIF@Bristol increased female participation to 23%)
- Future activities will include repeating work placements and supporting school outreach for female students



## Recommendation R1d:

*For the reporting of the experiments and the PDTI, visualise the KPIs status by using a traffic lights overview (max. 1 page) for the next review.*

The format of the experiment progress deliverables have been adjusted. The single-page overview of experiments' status with traffic light format gives a view of the status of all experiments:

Assesment	3DSSC	CoHRoS	DEBURR	DEXBUDDY
Tech. KPIs				
Imp. KPIs				
Deliverables				
Milestones				
Dissemination				



= severely lacking



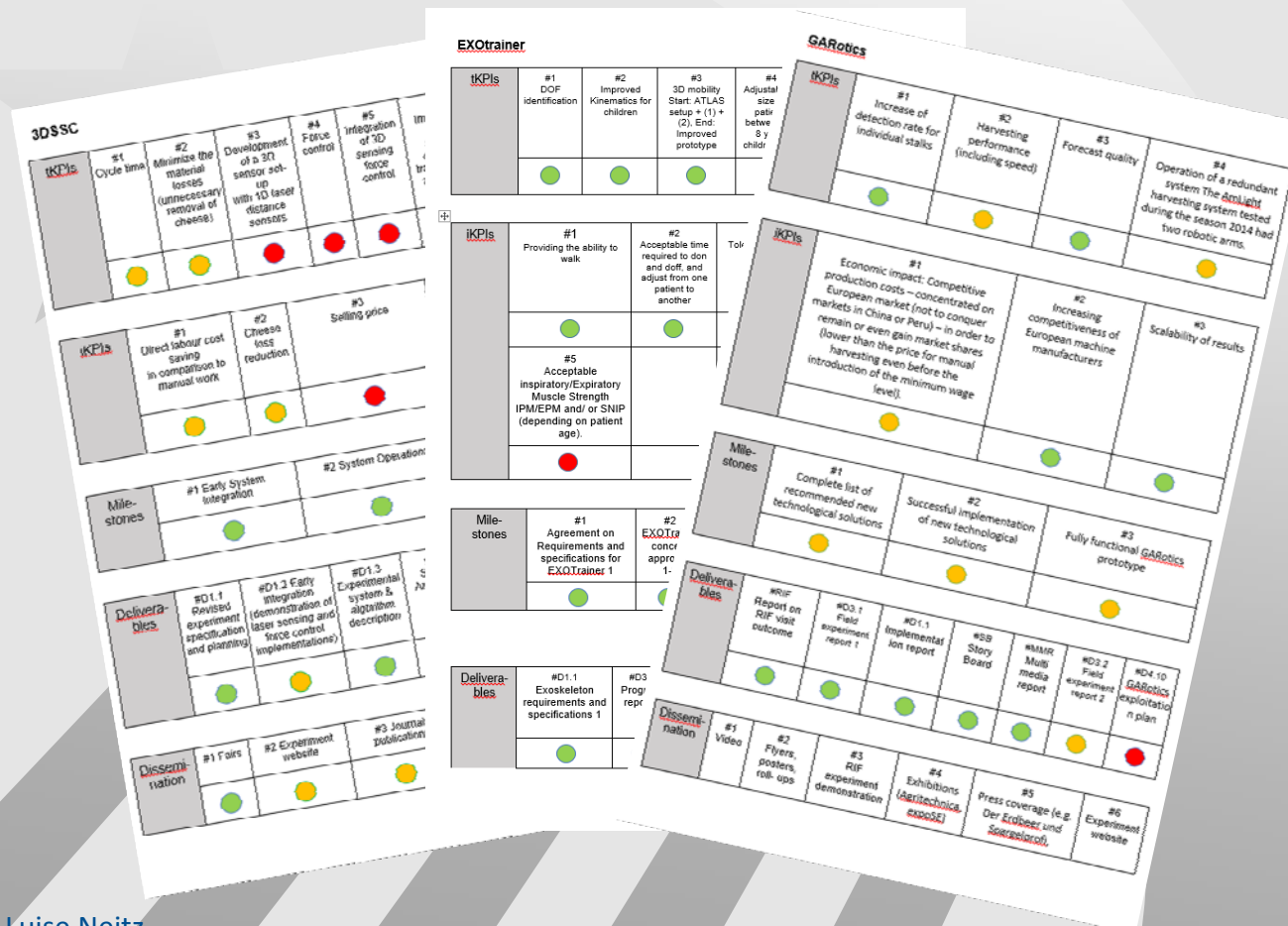
= lacking



= good

# Recommendation R1d:

The six-monthly Quality Management Report deliverable D1.2.6 time each individual performance metrics of the experiments



## Recommendation R2a: (already updated)

*Experiments move along a timeline (or value chain, see R1b) which ideally starts with the idea and ends with a marketable product. They should describe how they have progressed and where they stand in this process. The status could be visualized (e. g. using a “slider” or TRL scale). This would work well in combination with the traffic light approach.*

The collected results for the experiments in Call 1 are provided in the experiment outcome deliverable D3.6.1. (WP3)





## Recommendation R3a:

*Develop a branding strategy for the RIFs in the context of the ECHORD++ brand. This includes a coherent marketing and communication plan for all RIFs with the same corporate identity.*

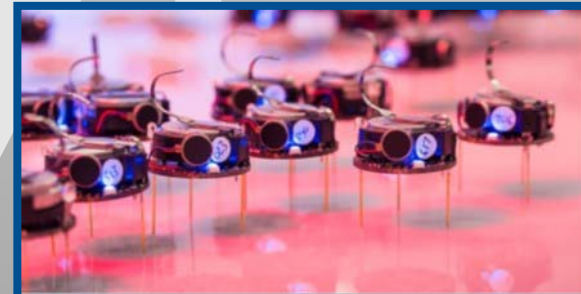
- *Videos & Pictures of each RIF*
- *360° videos*
- *Social Media channels*



- *Twitter accounts*  
**@BristolRobotLab**  
**@RIFPeccioli**



- *YouTube channel*  
**ECHORD Plus Plus**



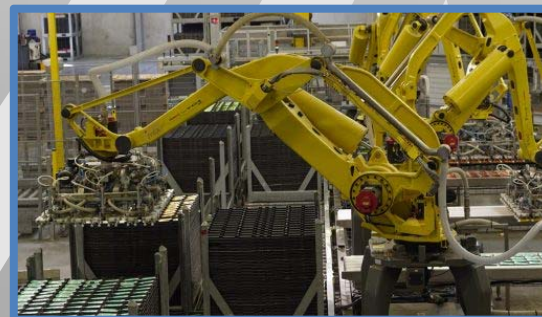


## Recommendation R3b:

*Consider the role of system integrators in the RIFs and identify “touch points”, synergies and possible forms of cooperation with integrators, as evidenced by examples of collaboration in experiment outcomes, testimonials or statements of intent.*

- RIFs bridge the gap between research and system integrators
- RIFs act at a lower TRL than system integrators
- RIFs are building relationships with system integrators, to facilitate future development of products and concepts

Example: RIF Paris & the Factory Lab



## Recommendation R3c:

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*Establish links with the Aeroworks project (coordinator based in Sweden) to facilitate knowledge transfer on test sites. Be on the lookout for other potential synergies e.g. Exotrainer, Medical topic group and other medical robotics projects.*

- RIFs contacted farmers of the region for agricultural robotics & rehabilitation centres for medical and rehabilitation robotics
- Relations with other EC projects:
  - RoCKIn
  - HORSE
  - Aeroworks will be contacted for
    - ARSI (PDTI)
    - SAGA (Experiment Call2)



## Recommendation R4a:

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*Synthesize the valuable learning experiences from the PDTIs and feed this experience back to the SPARC PPP.*

- Contribution to deliverable 3.3.2. *Consultations and resulting actions of innovative procurement* coordinated by euRobotics AISBL
- Topic Group on Pre-Commercial Procurement was set up in SPARC