



The European Coordination Hub for Open Robotics Development

3rd Review Meeting – Work Package 2

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Bristol Robotics Laboratory



Main achievements

- **Successful relaunch** of IT platforms
- **34.433 visitors** on echord.eu (+80%)
- **Increasing audience** on LinkedIn (+40%) and Twitter with 1401/681/401 followers (Bristol RIF, whole project, Peccioli RIF)
- **Over 150 references** in trade and consumer press (+150%)
- Around **4,300 contacts** in the database (+26%)
- **Professional pictures and videos** of the RIFs
- And of course our **vast presence** at conferences, fairs, workshops, etc. (WP6)

Overall objectives of WP 2

- Effective support for all stakeholders involved or interested in the project
- External communication with representatives of the media like professional press, daily press, TV channels, etc.
- Communication with the general public, comprising policy makers as well as the stakeholder groups represented within the project



Objectives for the period

- Ensure a **high-quality internal and external communication**
- Update the **communication plan**
- **Relaunch the IT services** and add new functionalities
- **Support the RIF marketing**
- **Advise the experiments** on their PR efforts
- **Promote the experiments** and their results
- **Support the PR of the PDTI consortia**
- **Support the presentation of the project** at conferences, trade fairs and other events



Deliverables and Milestones

Del. No.	Delivered	comment
D2.1.3	Yes	Third customer satisfaction survey

Overview of tasks for WP 2

- Task 2.1: **Interact** with all stakeholders
- Task 2.2: **Provide** the IT-infrastructure required to run the project
- Task 2.3: **Plan** communication measures for all WPs
- Task 2.4: **Take care** of the target-group specific data to facilitate the communication with all target and stakeholder groups
- Task 2.5: **Provide** PR-related material like brochures, flyers, videos and overall project presentations



Task 2.1 Everyday Work

Three anonymous surveys: Call 2 Applicant Satisfaction Survey, PDTI Applicant Satisfaction Survey, First Partner Satisfaction Survey (Call 1 experiments)

- 183 responses in total
- **Very positive** feedback for the direct interaction with the core consortium
- **Positive** feedback for the briefing documents
- Less positive feedback on the usability of the **old portal**



**What we found out: in case of problems
personal interaction is necessary and important**

Task 2.2 Provider of the IT infrastructure

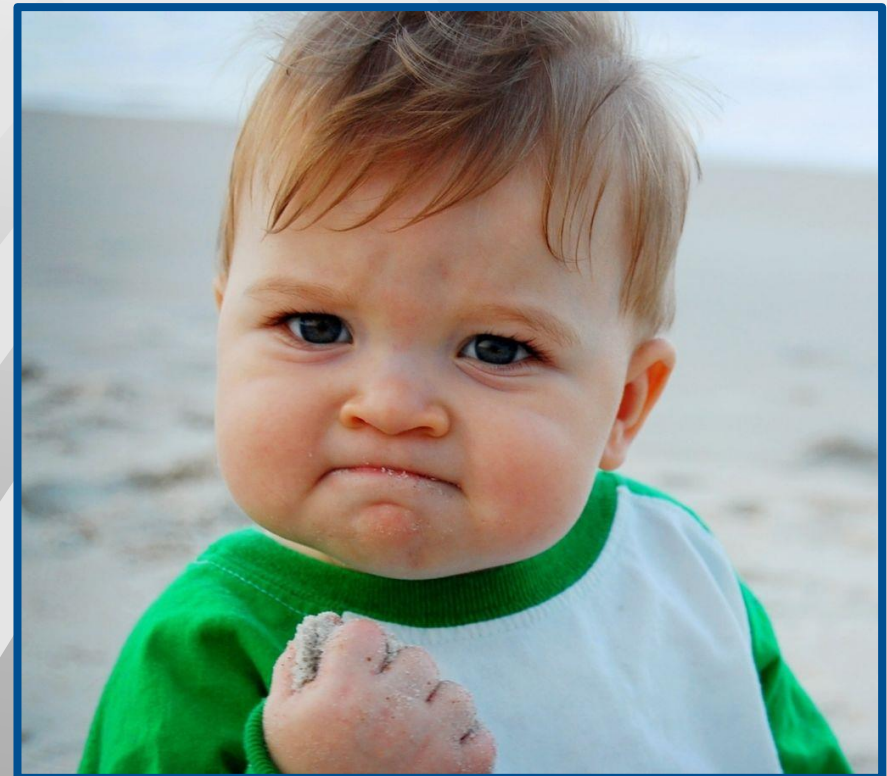
The IT-services have been relaunched and are online – with better usability and additional features



Summary of the relaunch

Reliable systems with improved usability serve our internal and external customers

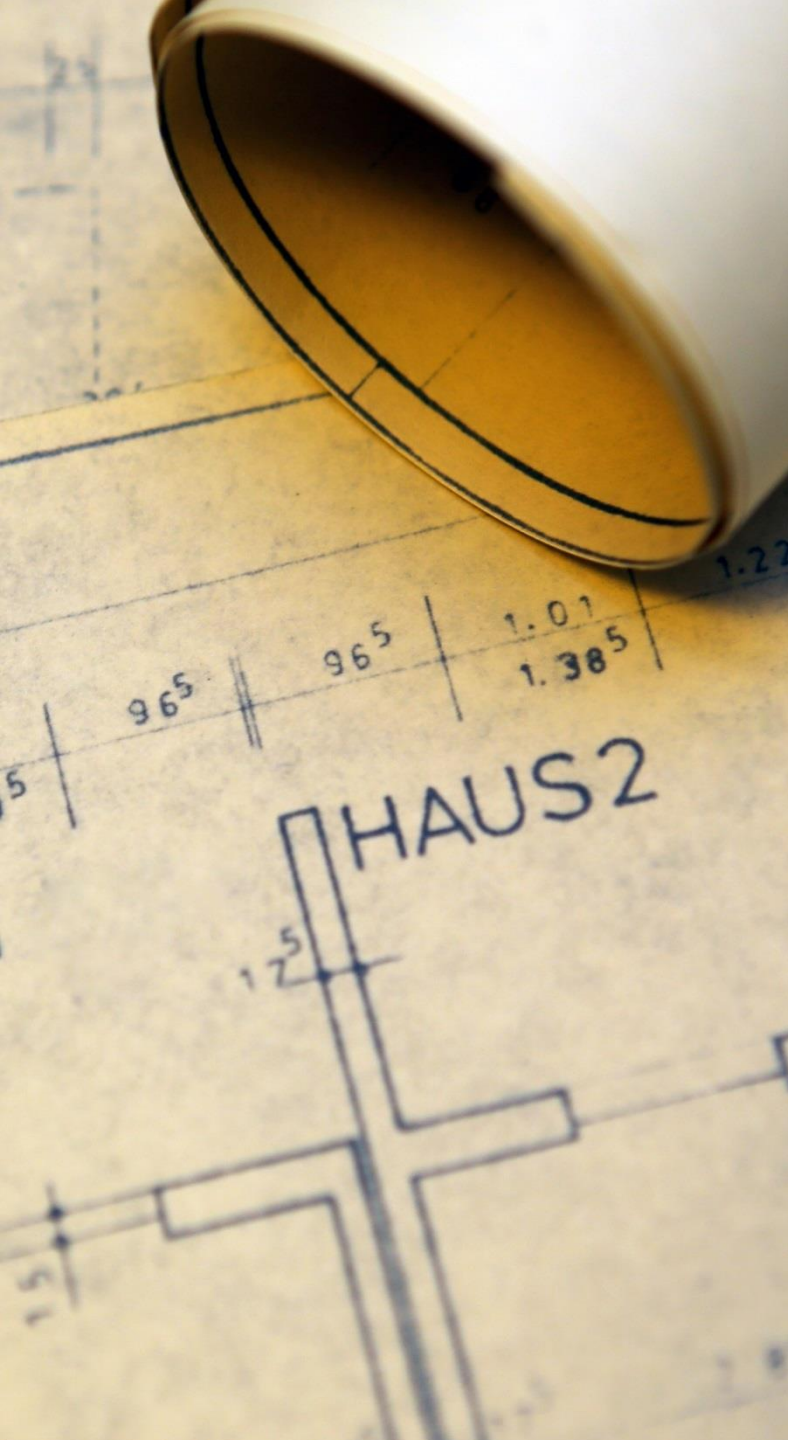
- The relaunched **public website** www.echord.eu conveys the motto „from lab to market“ in a modern, engaging design
- With the refined **monitoring platform** we fixed previous issues and added new reporting functionalities
- The **RIF application and monitoring tool** allows each RIF to manage proposals to use the facilities and schedule the visits



Task 2.3 Planning of communication measures for all WPs

Two main points to report on:

- Support for the experiment's PR activities
- Increased visibility for the RIFs



Support for the experiments' PR activities

Our approach: combining direct assistance with teaching the know-how of successful PR

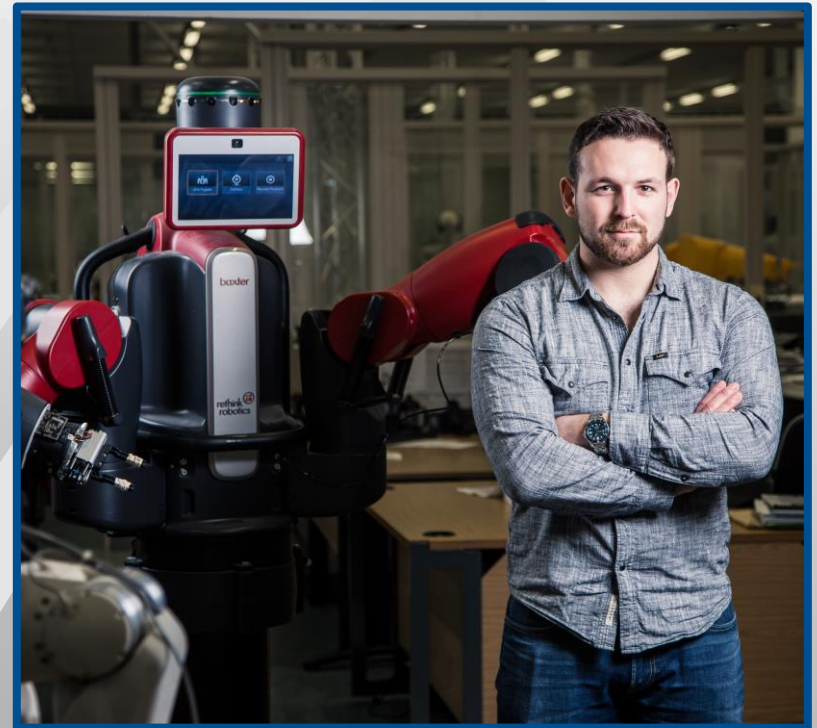
- **Kick-off meeting** in Palma de Mallorca with PR specialist Sarah Cockburn-Price and experiment partner Cristian Secchi (TIREBOT)
- Tailored PR-references for **every experiment**.
- **Awards** for outstanding pictures/videos
- Communication through the **channels of the core consortium** (website, social media, media relations, events, etc.)



Lessons learned from call 1

You got to be tough on some of the experiment partners! Unfortunately.

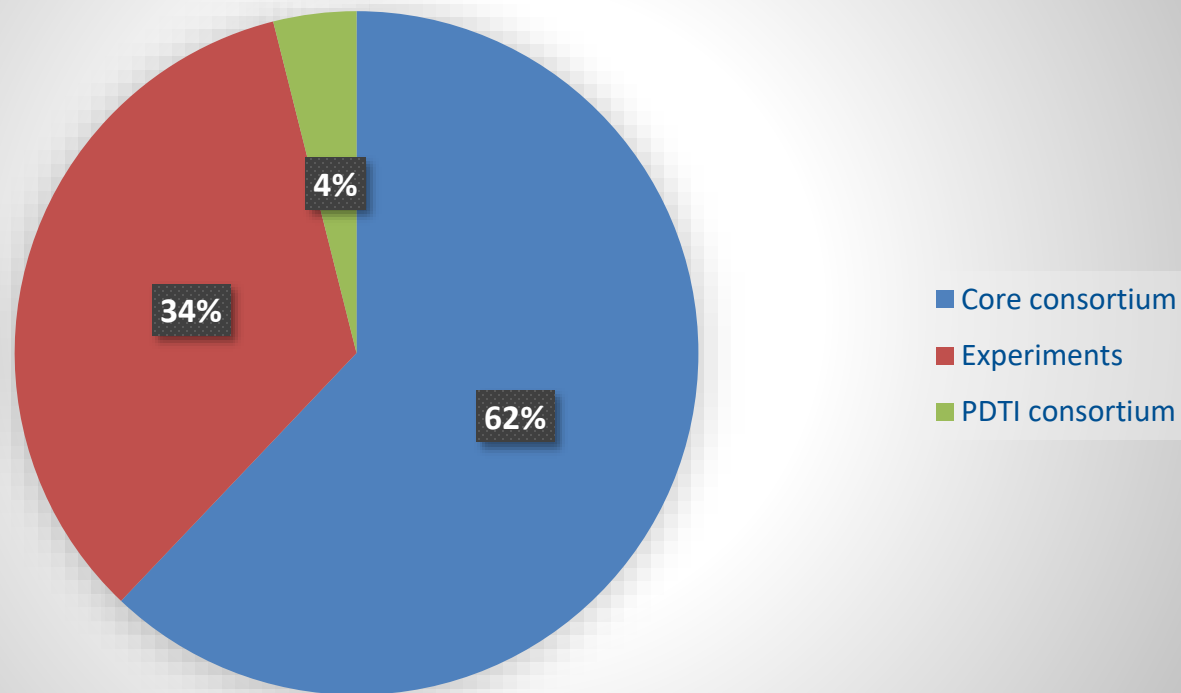
- **First step:** establish an understanding among the experiment partners: have the kick-off before developing the PR plans
- **Discussion** of detailed PR plans with every experiment is necessary
- Experiments need fixed **mandatory dissemination plans** – non-compliance should be sanctioned.



Who triggers ECHORD++ to be in the media?

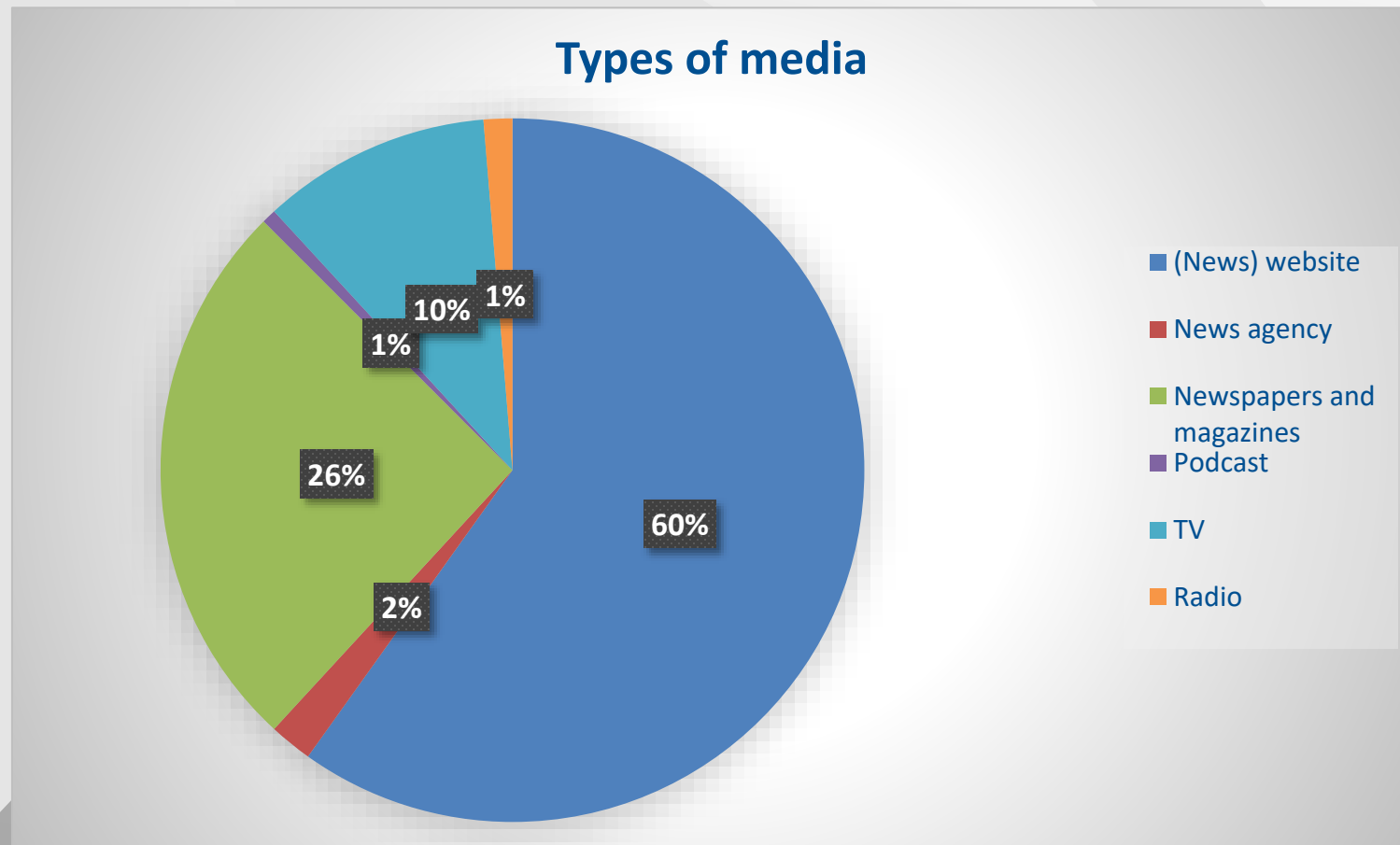
Until now it's mostly the core consortium, but the proportion will change with the activities of the experiments from call 2 and the PDTI consortia

Media references initiated by



Which media publish news on ECHORD++?

The most coverage we're getting from online media, but there has been a notable presence also in print media and on TV



Support for RIF marketing

The new photos, 360 degree tours and the corporate video show what a RIF actually *is*

- **TUM** initiated a RIF marketing meeting in Munich (August 2015)
- Important outcome of the meeting and the discussions afterwards: **The RIFs need better visualisation**
- A professional photographer and videographer were hired to provide **outstanding material for visual communication**

Have a look!

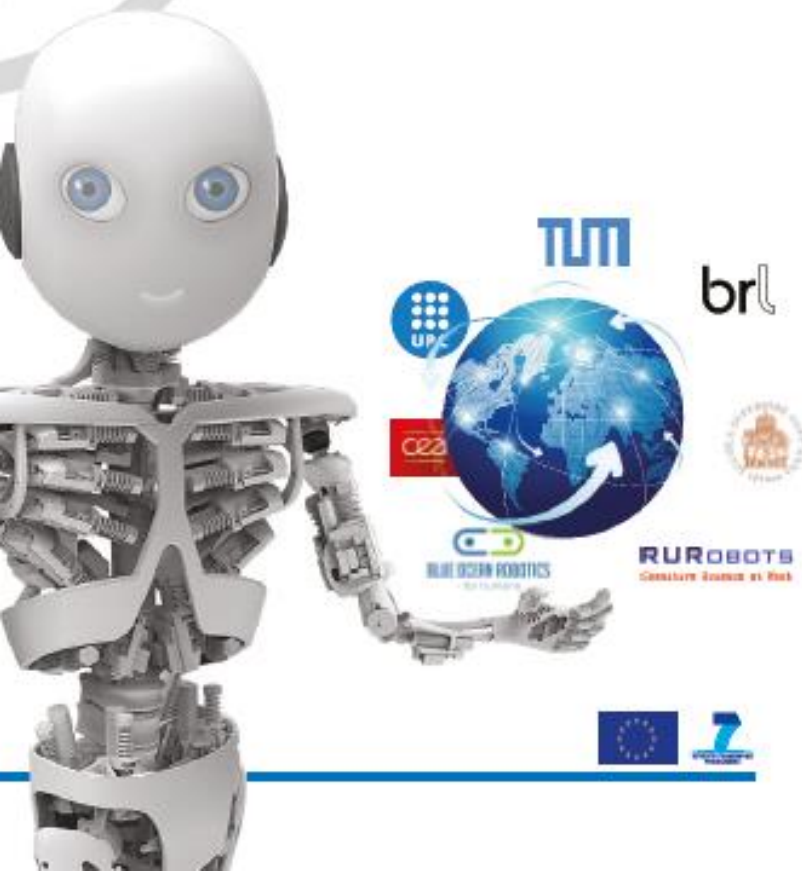
Task 2.4 Maintenance of target-group specific data

- Contact data base is constantly growing with now around **4,300 entries**
- **Press release distribution list** is kept up to date and expanded
- Overall impression: ECHORD++ is extremely **well-networked**





The European Coordination Hub for Open Robotics Development
OVERVIEW OF THE EXPERIMENTS



Task 2.5 Generation of PR-related material

- The **brochure** with the experiments from call 1 has been well-received at various events
- UPC has produced **flyers for every single experiment** from call 1
- **Pens and USB-sticks** can be used as give-aways
- Future activities: brochure including the **experiments from call 2, PDTI folder**

Summary on WP 2

The core consortium is successful at communication and outreach – and so are nearly all of the experiments.

The call 2 experiments will do even better and also the PDTI consortia's activities look promising.

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