



The European Coordination Hub for Open Robotics Development

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## 4<sup>th</sup> Review Meeting – Work Package 2

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Luxembourg – 21st February 2018



## Main achievements

- **307 references** in trade and consumer press (+101%)
- Successful application for the **Common Dissemination Booster**
- Active "selling" of the ECHORD++ **methodology**
- **Complete set of 360 degree tours** through the RIFs
- **54,156 visitors** on echord.eu (+36%)
- **Increasing audience** on Twitter with 2027/1043/468 followers (Bristol RIF, whole project, Peccioli RIF) – up to +35%

## Objectives for the period

- Develop and execute an **aggressive marketing strategy** (R2)
- Make an attempt to secure pieces in **quality business press** (R2)
- Communicate the **results** of ECHORD++ regarding the **technology** developed but also the project's **methodology** (R1 + R2)
- Finalise the **RIF corporate video** and the **360 degree tours**
- **Advise the PDTI consortia** on their PR efforts
- **Support the presentation of the project** at conferences, trade fairs and other events

## Deliverables and Milestones

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Del. No.	Delivered	Comment
D2.1.4	Yes	Fourth customer satisfaction survey



## Customer satisfaction

Anonymous survey among the call 2 experiment partners: positive feedback for the support by the ECHORD++ consortium

- **Excellent** feedback for the personal support by the ECHORD++ team
- **Kick-off meeting** was widely appreciated
- Less positive feedback on the **usability of the portal**
- **Frequency of monitoring** was often perceived as too high



**Surveys' results also have an influence on other projects with similar challenges (e.g. regarding platform design or monitoring)**

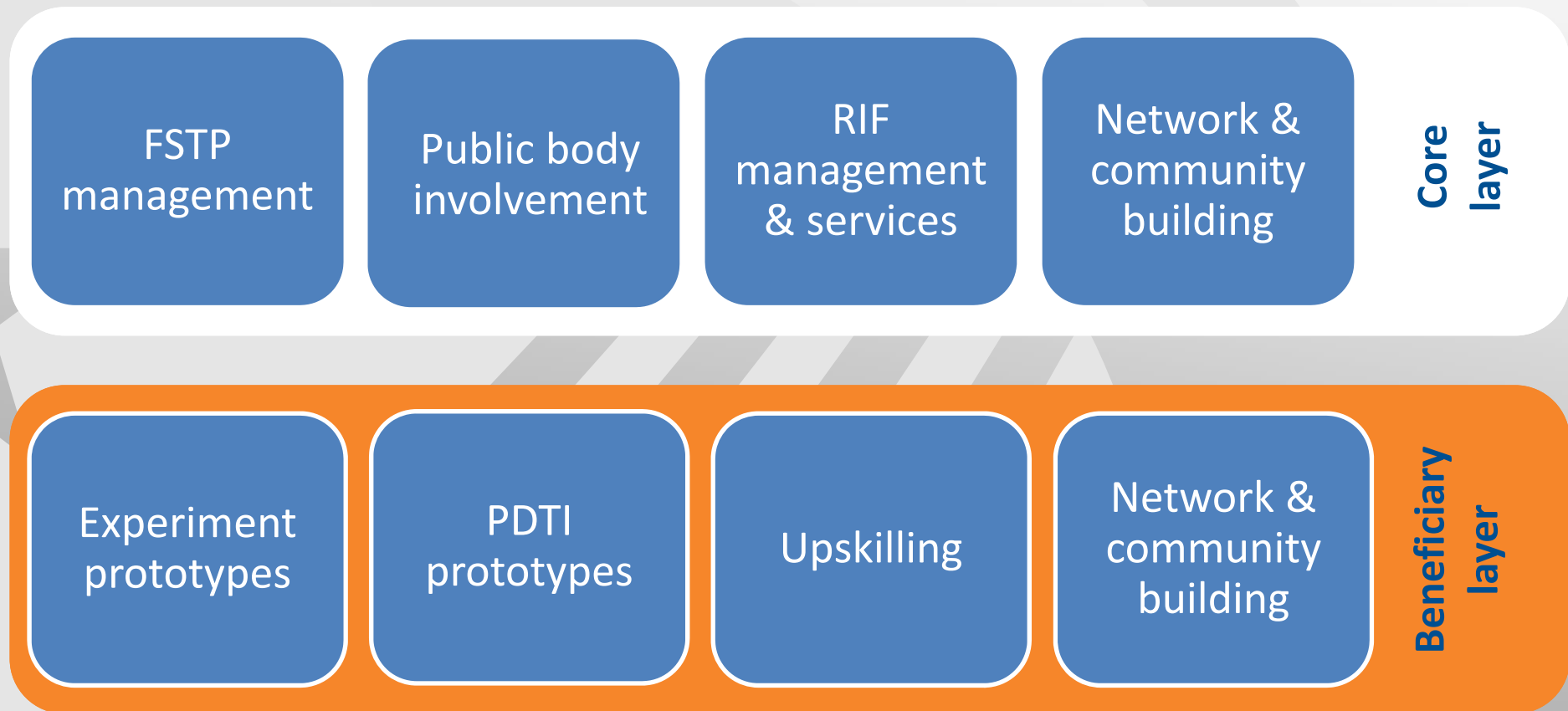
## Marketing mode: aggressive

Our new marketing strategy: solution centred, value-driven

- Better defined: **marketable products**
- Better connected: key target audiences are selected for their "**impact factor**"
- Projectable: clear **action items** facilitate scheduling our activities
- Exploratory: novel approaches lead to **unexpected results**
- Aggressive: where contacts can't be established via our network, **cold calling** stakeholders/media is always an option

# What are our products?

**Broad notion: any result (technical or process-related) obtained in ECHORD++ providing added value**



## Beyond ECHORD++ - towards sustainability

### Monetisable products

- Experiment prototypes
- PDTI prototypes
- RIF services
- Call and monitoring platform

### Intangible assets

- FSTP management processes
- Public body involvement
- RIF management
- Network & community building
- Personal skills

**Sustainability**



## Selling the ECHORD++ methodology: positive results

There is a notable market for the several aspects of the ECHORD++ methodology, but (yet) no silver bullet for selling it.

- We presented the ECHORD++ methodology **at high-level events** (WP 6)
- Already planned: **Further events** (WP 6)
- We established **direct contacts** with nearly 20 organisations
- We were supported by **TUM's liason office in Brussels** and the **EC**



## What if the results don't meet our expectations?

Despite notable support by DG Connect, active participation in very promising events has been declined by other responsible branches of the EC.

- **I4MS event** in Madrid (22nd September)
- **Conference on Innovation Procurement** in Tallinn (17th and 18th of October)
- General assembly of the **Enterprise Europe Network** in Tallinn (22nd – 24th November)



## VIP press tour – a novel approach

Idea: invite quality press to the RIF in Pisa-Pecchioli in the context of the Festival Internazionale della Robotica (7 – 13 September 2017)

- SSSA's and TUM's **press office** helped a lot with their contacts
- Invitations were sent to around 40 **hand-picked journalists**
- Supported by **local agency** ASTI Incentives & Congressi
- Programme: "theoretical" part + **facility visits**
- **Extra delicacy**: invitation to Bocelli concert (12 September)



## VIP press tour – outcome

A small group of journalists accepted our invitation, yet it was a worthy exercise because of the lessons learned.

- One article published on **heise online**, one in **Il Sole 24 Ore**
- **But:** Difficulties in motivating consumer press and high-level trade press (e.g. Economist)
- **Maybe:** too much competition for attention with the festival

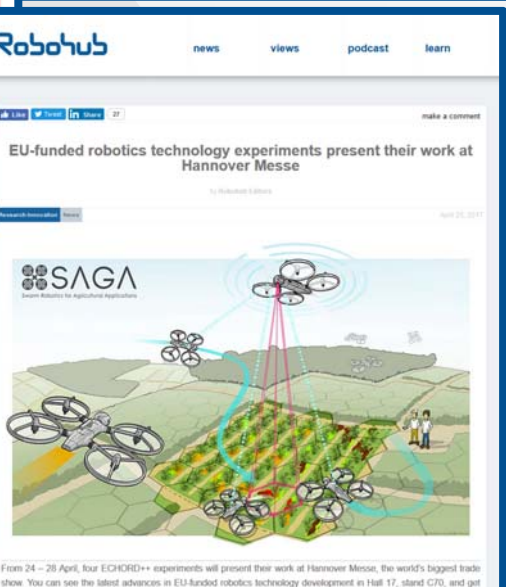


**Ideas for the future: base invitation on presentation of PDTI/experiment prototypes; invite more journalists from specialised trade press**



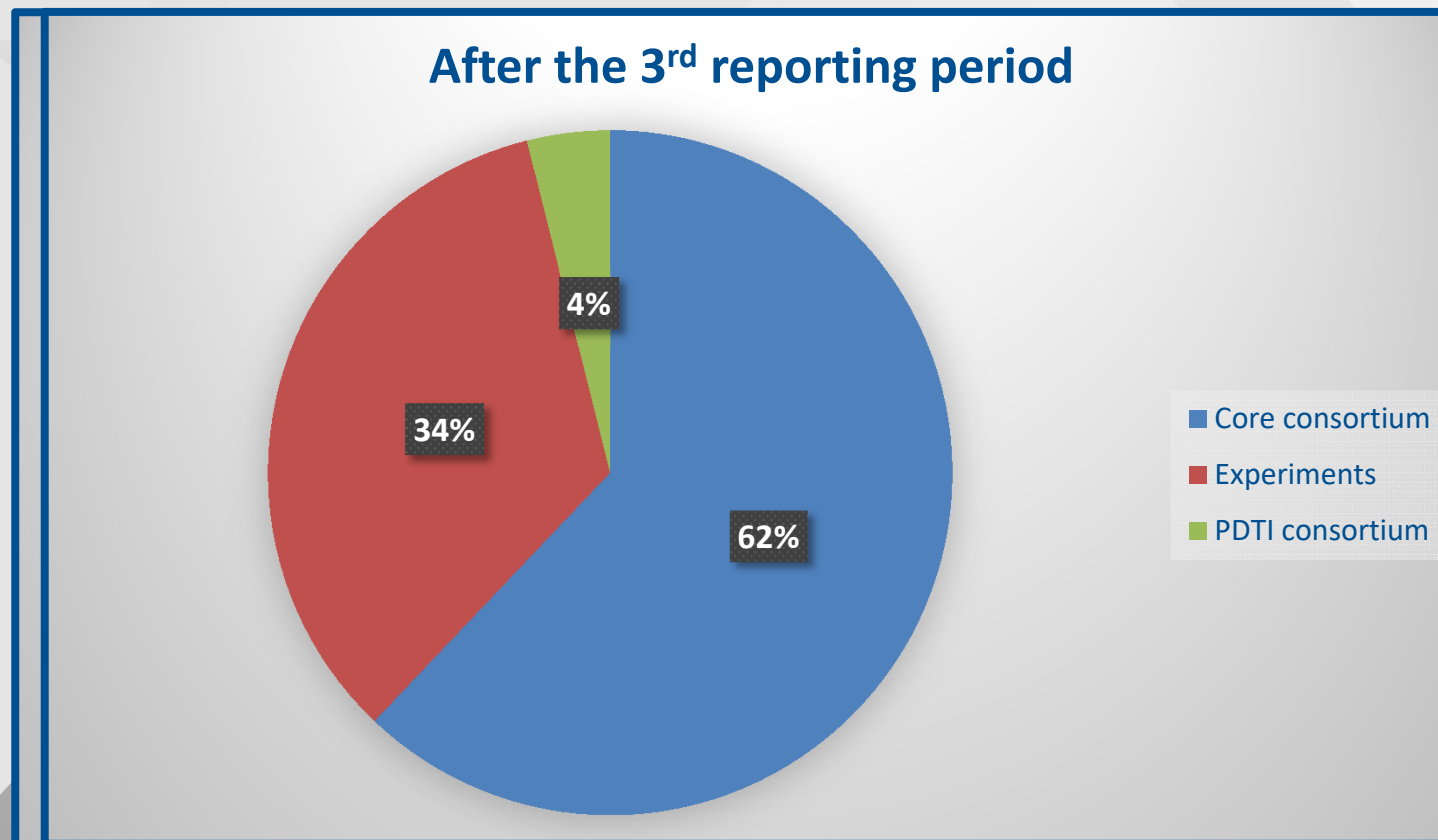
# ECHORD++ is vastly present in the media

Target value of 300 media references has been exceeded already one year before the end of the project.



## Who triggers ECHORD++ to be in the media?

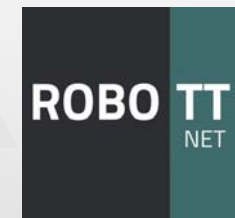
The numbers have significantly shifted since the last review, clearly showing the success of empowering the experiment and PDTI consortia.



# A new instrument: Common Dissemination Booster

EC service, encourages projects to identify a common portfolio of results and shows them how best to disseminate. Project group led by ECHORD++ successfully applied for the service, despite the high competition.

- Service 1: **Portfolio Identification Service**
- Service 2: **Stakeholder/End-User Mapping**
- Service 3: **Portfolio Dissemination Plan Development**
- Service 4: **Dissemination Capacity Building**
- Service 5: **Dissemination Campaign Management**



RobMoSys

## Portfolio of 360 degree tours complete

All three 360 degree tours attracted around 9,000 views on YouTube and the new platform VeeR.





## Almost a classic: PR material for print and more

- A brochure with **all experiments** has been published
- In preparation: **success stories** from the project, **more colourful and less technical** publication with interviews, testimonials, background stories, illustrations, etc. Focus on **impact** generated



## Summary on WP 2

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*Our aggressive marketing strategy is already paying off.*

*Although we might be breaking new ground, we are happy to conduct further exploratory activities.*

The ECHORD Plus Plus Consortium acknowledges support by the European Commission under FP7 contract 601116.



## Approach: stakeholder matrix



## Example: FSTP management

