

The European Coordination Hub for Open Robotics Development

E++ 4th Review Meeting WP4 – RIF@Peccioli

Paolo Dario, The BioRobotics Institute Scuola Superiore Sant'Anna, Pisa, Italy

Luxembourg, February 21, 2018



















Summary



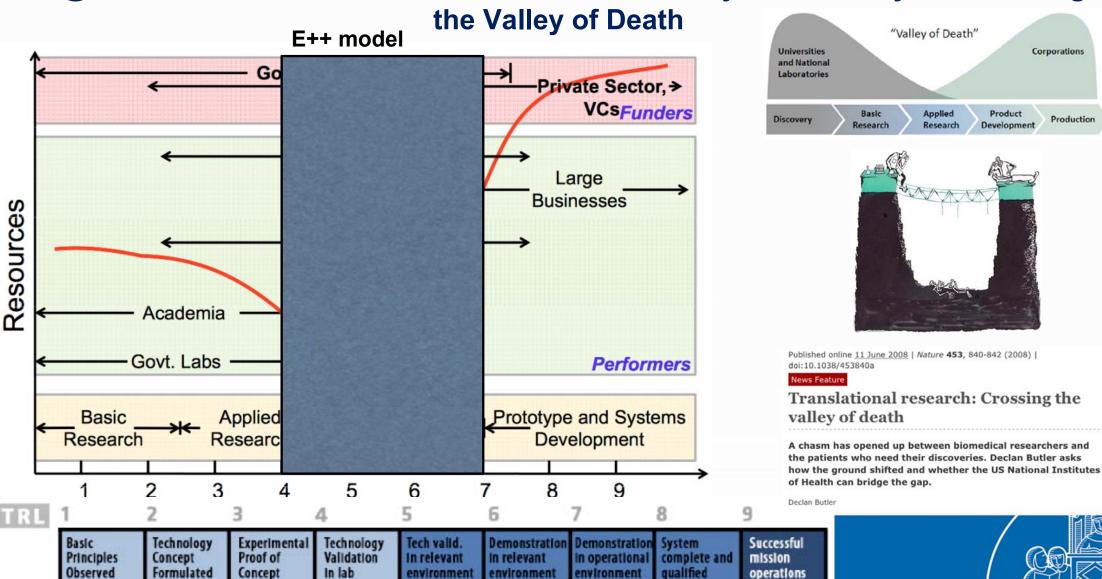
WP4 – RIF@Peccioli

RIF@Peccioli Model RIF@Peccioli Results RIF@Peccioli
Preparing for the future

21/02/18 P.Dario

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RIF@Peccioli as an innovation driver to link discovery and delivery, and to bridge



environment

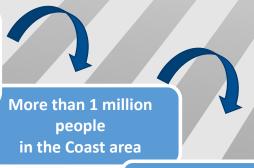


The strategy of RIF@Peccioli

The strategy:

- STRENGTHENING the Peccioli RIF by engaging MORE research and testing infrastructures in the nearby area.
- Distributed and modular RIF rather than concentrated

5000 people ONLY in Peccioli, 120.000 in Valdera (Peccioli + Pontedera)



3.7 million people in Tuscany

Peccioli (PI)

Services and Ambient Assisted Living Robotics Laboratory RIF Echord ++

Pontedera

home of



Pisa

SSSA main location, and large concentration of researchers, facilities and students





Tuscany: high concentration of knowledge thanks to high quality universities and research centres and labs



Research centres

Pontedera

Center for Micro-BioRobotics -III

Livorno

- **Research Centre on Sea Technologies and Marine Robotics**
- **Industrial BioRobotics** Laboratory

Pisa

EndoCAS on Computer Assisted Surgery

Joint research labs

Massa

BioRobotics for Parkinson disease Lab @ ASL

Pisa

- Translational Neurorehabilitation Laboratory @ CNR
- Analysis and Treatment of Neuromotor Disorders lab @ AOUP
- Robotic and Biomechatronic Tech Lab in Neurorehabilitation @ Stella Maris
- N2Lab Microneurography ans microstimulation Lab @ CNR

Firenze • Movement Assistance and REhabilitation Lab @ Fondazione Don Gnocchi

- Grosseto · Laboratorio di Tecnologie per le Aziende del Territorio
 - **CERTEMA Multidisciplinary Technological Laboratory**
- Volterra
- Rehabilitation Bioengineering Lab @ Auxilium Vitae
- **Budrio (BO)** • REPAIR Lab @ INAIL Prosthetic Centre

Extending the coverage of our RIF offer to a wider range of potential users (3.6 million inhabitants, industries,...)



A receptive industrial ecosystem for Robotics

- Tuscany ranks third in Italy for number of industries and employees in the field of robotics
- **Tuscany** hosts many important industries manufacturing or related to robotics*:
 - 83+ industries
 - average annual turnover per company 5.5 M€ (%)









GE Oil & Gas Nuovo Pignone



















ROBOTICS



















RIF@Peccioli model: focusing on SME!



Peccioli as a unique place for testing advanced robotic solutions in real environments





Farms



Vineyards



Landfills



Retirement homes



City centre



Museums

Service Robotics and Ambient Assisted
Living Lab















RIF@Peccioli equipment improvement



October, 2013

- 1. Scitos G5, Astro v1
- 2. Scitos G5, DoRo v1
- 3. Scitos G5, CoRo v1
- 4. Dust Cart, Oro





Today

- 1. Scitos G5, DoRo v2
- 2. Scitos G5, CoRo v2
- 3. Scitos G5, Astro v2
- 4. YouBot Kuka, KUBO
- 5. Nao
- 6. UR5 manipulator
- 7. Lasky + UR5 manipular
- 8. Comau Dual Arm











RIF@Peccioli model: a real case



GRAPE experiment (Call II) visiting RIF@Peccioli: Castellani vineyard















RIF@Peccioli staff helped GRAPE experimenters in finding:

- Vineyard with specific characteristics (pruned wineyard, GRAPE system deploys dispensers for the biocontrol of plagues)
- Accommodation in the vineyard estate
- Internet connection

Hosting period: January 5 – 9, 2018





Pontedera as a place where high quality services can be provided together with contacts with Large Enterprises (LE)





Acceptability



Legal and ethic aspects



Economic aspects



Insurance



Benchmarking



Protection



























Increasing number of collaborations with large manufacturing industries































Lots of companies developing cutting-edge technologies, interested in robotics solutions





The evolution of RIF@Peccioli: a model of technology transfer tuned to the Tuscany customers



Super-Tuscan wines

- We revised and modified our services on the basis of the territory needs
 - Large presence of SMEs and artisans
 - Large industries: GE, Piaggio, pharmaceutical
 - **Excellence** in sectors:
 - Food
 - Fashion
 - Paper
 - Marble and stone
 - Yachts and harbours
 - Trains

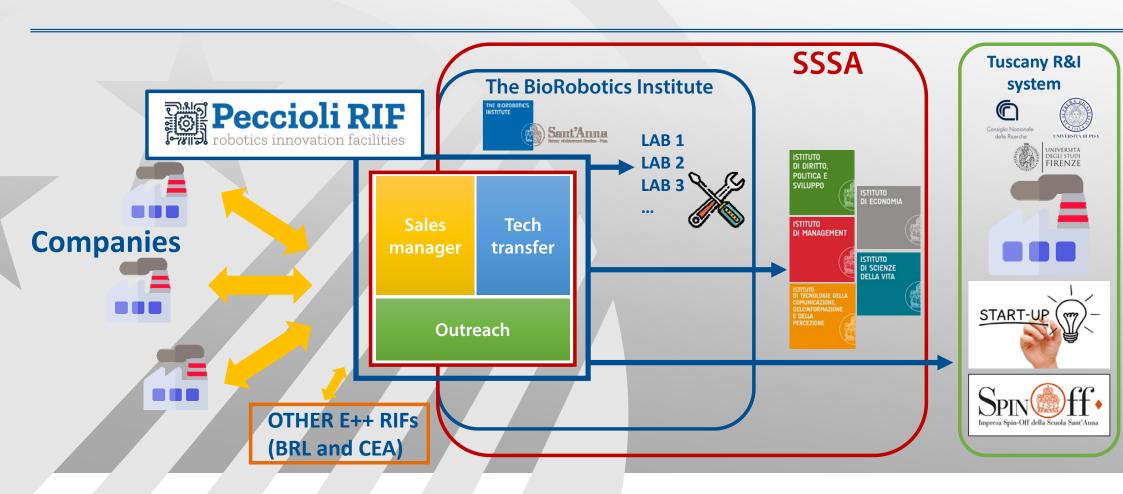


Competences, testing fields and collaborations spread along Tuscany: a unique "one-stop-shop" for our industries

The current RIF@Peccioli 2018 model

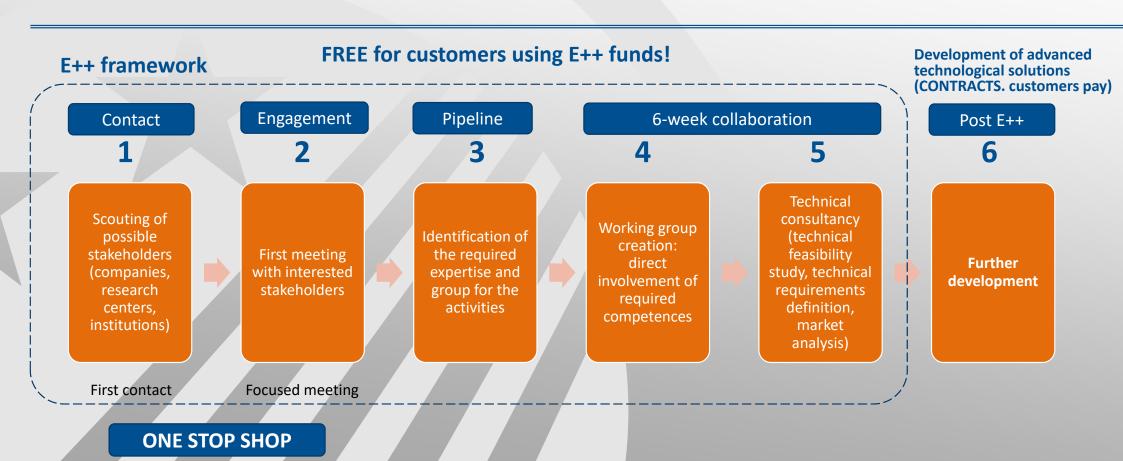


Refining the model of the RIF@Peccioli towards a sustainable configuration





Workflow of RIF@Peccioli: from contact to collaboration and beyond





Workflow of RIF@Peccioli - Contact

1 2 3 4 5 6 Contacts

In order to improve the outreach effectiveness, RIF staff developed a new approach to the customers.

From this work came out a brand new corporate identity:

- RIF Logo
- Brochure
- Folders
- Letterhead
- Mailing template
- PPT template
- Corporate Identity manual





la robotica che serve.

Gentile xy

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Workflow of RIF@Peccioli – Toward engagements

1 2 3 4 5 6 Engagement

The **new corporate identity** gave the spin to produce new information material to spread the voice about the RIF@Peccioli activities.

A **new ECHORD++ presentation** has been created, together with a document, explaining the project, its story and the services RIF@Peccioli can provide to the customers.











From Lab to Market

ECHORD++ per le aziende

L'Istituto di BioRobotica

L'Istituto di BioRobotica della Scuola Superiore Sant'Anna è un centro di eccellenza universitaria nato

Primo nella classifica dei dipartimenti di Ingegneria di tutta l'Italia, è un punto di contatto dell'ateneo pisano con i più prestigiosi centri di conoscenza internazionali: grazie alle competenze del proprio staff ha preso parte a più di 65 progetti di ricerca nazionali e internazionali ed ottenuto finanziamenti per circa 55 millioni di Euro (dato 2016).

La missione è quella di creare un nuovo concetto di ingegnere: non solo scienziato e accademico, ma anche inventore, imprenditore, in grado di sviluppare progetti di alta innovazione tecnologica.

LE NOSTRE BA

La proposta dell'Istituto si basa infatti su tre pilastri strettamente correlati: l'educazione universitaria; la ricerca di avanguardia; l'innovazione.

Educazione universitaria:



- 18 Faculty (docenti e ricercatori)
- 87 studenti PhD
- +200 persone nello staff

Peccioli RIF

Peccioli Ri Via Boccioni 1 - 96037, Peccioli (PI), Ital



Workflow of RIF@Peccioli - The team



Pipeline

- **Dedicated extended** team (SSSA+TeD) for improving the RIF
- Different competences and well-defined roles in the workflow (from contacts to collaborations)

SSSA



Paolo Dario coordinator



Gastone Ciuti Delegate to **Technology Transfer**



Francesca Cecchi Project manager



Enza Spadoni Technology transfer



Lorenzo Barsocchi RIF manager



Damiano Giuntini



Teresa Pagliai

TechnoDeal

RIF@Peccioli - Results



Statistics from December, 1 2016 to November, 30 2017

133

Contacts

- 28 System Integrators
- 24 Direct contact
- 37 Mailing campaign
- 44 Events

37

Engaged companies interested in RIF services

- First meeting arranged
- General needs specified

23

Companies in the pipeline

- Meetings
- Brainstorming
- Context Analysis

9

Collaborations

- Mostly SMEs
- Companies not in the robotics field
- Consultancy

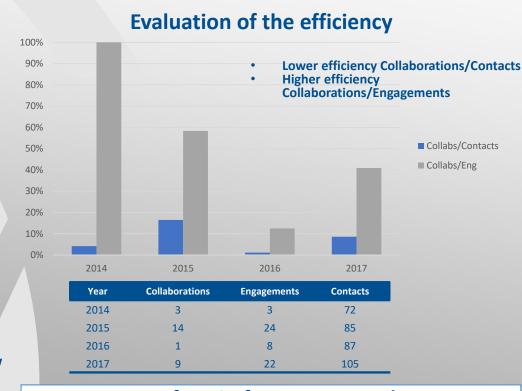
RIF@Peccioli - Results



From Contacts to Collaborations: measuring EFFICIENCY (Collaborations/Contacts)



- In 2014 RIF@Peccioli had high efficiency but low numbers in collaborations: start of RIF and dissemination activities, focused contacts with already known companies.
- In 2015 and 2016 RIF@Peccioli had a boost in dissemination but low efficiency until 2017, where more contacts led to collaborations.

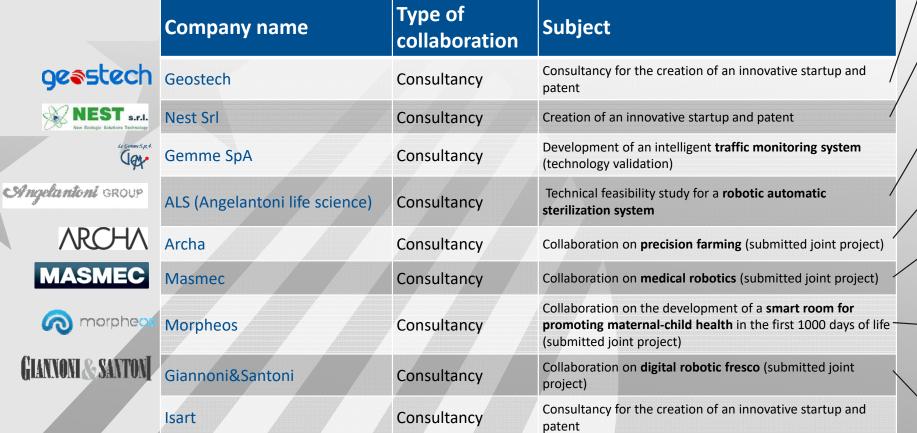


Average of 53% of Engagements became Collaborations

RIF@Peccioli - Results



Nine collaborations in 2017









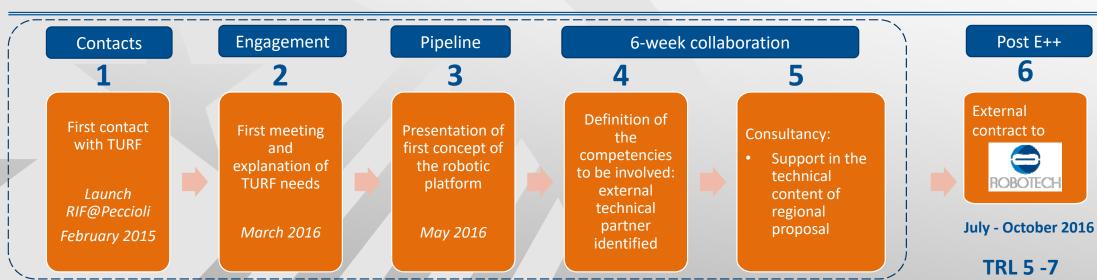




RIF@Peccioli model: Case Study 1 (2016)



The case of TURF s.r.l.: Development of a robotic mobile platform able to check the soil conditions in football arenas











June and July 2016

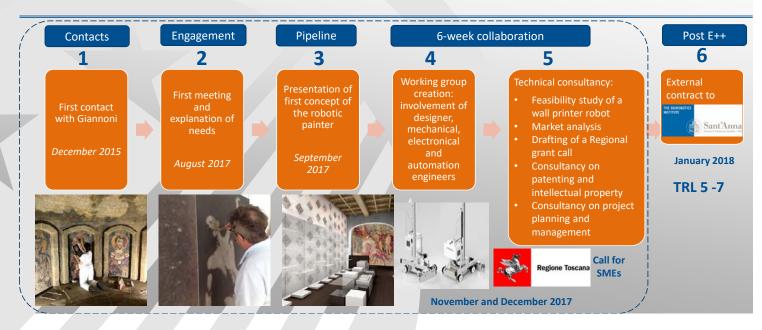
Filippo Lulli will show later TURF Europe







Case study – Giannoni & Santoni: wall printer robot

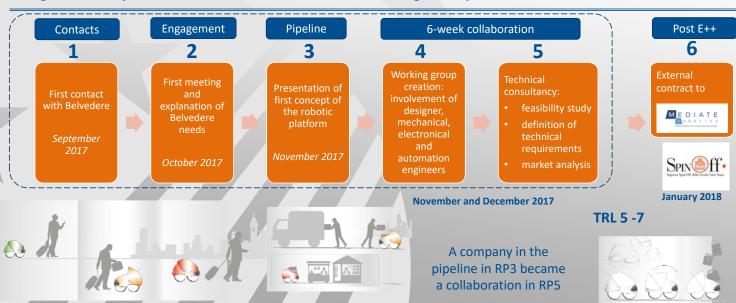






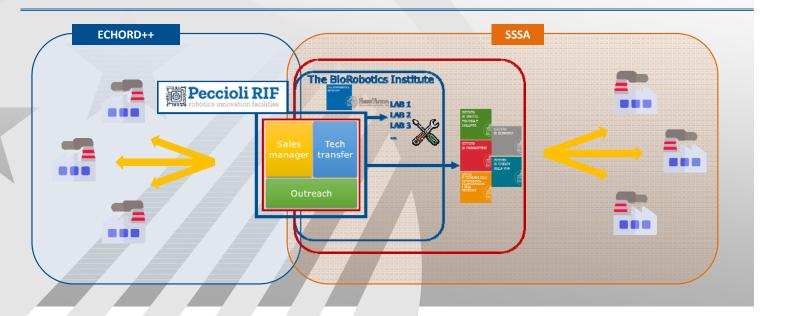
Collaboration with Belvedere S.p.A., Peccioli – January 2018

Design and development of a Mobile Robotic Platform for urban freight transportation for the center of Peccioli





A NEW and MORE POWERFUL ECOSYSTEM for INNOVATION is GROWING





RIF@Peccioli – In addition to strictly RIF-related activities

A NEW and MORE POWERFUL ECOSYSTEM for INNOVATION is GROWING AROUND THE RIF@PECCIOLI

- Robotics Festival (Pisa, September 2017. Planned in September 2018). 10.000 participants, 1.5 BILLION contacts estimated worldwide
- National Plan Industry 4.0, Competence Centers (EUR 40 million, Call 2018-19)
- Tuscany Regional Platform on Industry 4.0 (DIH branded. EUR multimillion budget)
- **EU TERRINet Project** on Robotics Research Infrastructures (EUR 5 million budget, 4 year duration). ALL Echord++ partners INVOLVED!
- Robotics Atelier (EUR 3 million investment, Tuscany Region and Pontedera Municipality)
- PCP on Circular Economy: two phases (EUR 50 thousand + EUR 1 million) for a total of EUR 2.5 million, Tuscany Region, Spring 2018
- Many new collaborations with large industries
- Standard instruments for **preparing RIF Business Plan** (SWOT, Business Canvas Model, Value Proposition Model)





Festival della Robotica: the first international festival totally focused on robotics, extraordinary opportunity for engaging SMEs (new contacts) and System Integrators



28System Integrators

- Mailing campaignWorkshops and events
- Workshops and events
 @Festival della Robotica



- Over 10.000 attendants
- More than 11 locations
- 1200m2 of exhibition space
- 50 events among workshops, conferences, exhibitions, concerts



Media coverage estimated by our press office: about 1.5 billion people

- EU
- US
- Brazil
- Venezuela
- Argentina
- Canada
- Japan







Synergistic funding and activities – the Call by the Italian Ministry of Economic Development (MISE) for the creation of I4.0 Competence Centres (Call open NOW. Deadline April 30, 2018)



Ministero dello Frilappo Economico



VSTA is legge 11 decoubre 2016, a 232, recentr "Bilance in previouse deliber 2016" e. in particulor. Internal financian 2017 in believes platenate per internal 2017;250° e. in particulor. Internal financian 2017 in believes platenate per internal 2017;250° e. in particulor. Internal control of the previous period of the previous period and period of the period

VISTA la legge 11 novembre 2011, n. 180, recaute "Norme per la tutela della libe d'impresa. Statuto delle imprese".

VISTO il decreto legislativo 31 marzo 1998, n. 123, e successive modifiche e integrazion recaste "Disposizioni per la razionalizzazione degli interventi di sostegno pubblico all imprese, a norma dell'articolo 4, comma 4, lettera c), della legge 15 marzo 1997, n. 59";

VISTA la legge 7 agosto 1990, n. 241 e successive modificaziona e integrazioni, recante "Nazve norme in materia di procedimento amministrativo e di diritto di accesso ni documenti amministrativo":

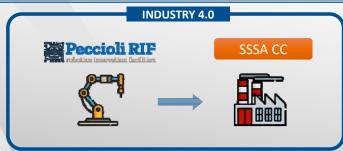
VISTO il decreto del Presidente della Repubblica 28 dicembre 2000, n. 445, recante "Test unico delle disposizioni legislative e regolamentari in materia di documentazion amministrativa";

VISTO il regionamento (U.D.) n. 601/2014 della Communicione, dei 17 gingino 2014, pursoner nella Guzzento Ufficiale dell'Unione europea, n. 187 del 26 gingino 2014, che dicharsa skon carlegiorie di antii compatibili com il mercato comune in applicamone degli articoli 107 e 10 del Trintato e, in particolare, il capo I e gli articoli 25, 27, 28 e 29;

VISTO il decreto del Ministro dello sviluppo economico di concerto con il Ministro dell'economia e delle finanze 12 settembre 2017, n. 214, pubblicato nella Gazzetta Ufficiale n. 6 del 9 genzaio 2013;







- The RIF@Peccioli will be a CANDIDATE
- Expected funding: 40 M€ (2017-18)

Our Competence Center proposal will be based on the concept and experience of the E++ RIF





Synergistic funding and activities − the EU TERRINet Project ✓



The European Robotics Research Infrastructure Network

The European Robotics Research Infrastructure Network (TERRINet) aims at building a unique distributed and world-class Robotics Research Infrastructure

Grant agreement No.

Expected starting date

Duration of the project

December 1, 2017

48 Months

EC funding 5.000.000,00€ (4999236,25)

13 partners from 7 EU countries and one Associated Country (Switzerland)

> All E++ Partners are in TERRINet Consortium (SSSA coordinator)



Running now!





or infrastructures

RIF@Peccioli - Preparing for the future



Some synergistic funding and activities – The Robotics Atelier, Pontedera 2018-2019





- a benchmark for high-tech companies
- a place where kids and adults can have fun and spend time playing and learning















- Permanent museum of robotics
- Robotic theatre
- School of robotic art and design
- •Fab-labs
- Enterprises accelerator
- Demonstration, exhibition and tests rooms

- Educational activities
- •Consultancy on intellectual property, financial, technical and legal assessment, business planning, R&D fund raising for start-up enterprises

 TRAINING COURSES in collaboration with Pontech scrl and Modartech on fashion design and automation

The PCP CALL in the Tuscany Region (Call to be published in SPRING 2018)

Phase 1 - Exploration

Analysis of the contextual, cultural and economic factors of the regional territory and identification of the coast as a strategic area for the development of the regional economy through the PCP tool

Pre-commercial Tender

(WTO GPA & Procurement

Directives not applicable)

Design phase

Development of a 'New Deal 2.0' Plan proposed to the Tuscany Region, based on a "Entrepreneurial State" able to directly intervene on the demand for (radically) innovative products and services in the field of Circular Economy

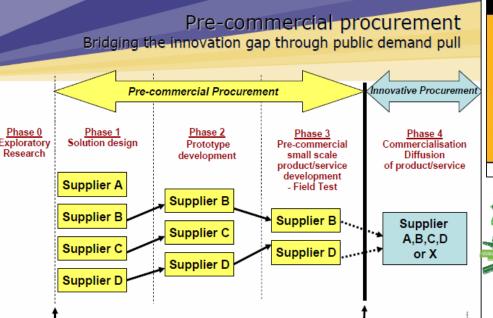
Phase 2 - Dissemination

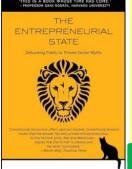
Presentation of the actions under the 'New Deal 2.0' Plan to public and private stakeholders (regional government, enterprises, trade associations) with the aim of identifying the sector in which to experiment the PCP tool

New action on Circular Economy in the Regional Development Plan



- 1. New services for the health of citizens through new technologies
- 2. Program on the independent life of the elderly population (Ambient Assisted Living e Smart Communities)
- 3. <u>Implementation of the fastest and most open Digital Infrastructure</u> in the world
- 4. New infrastructure for 3D Printing / Digital Manufacturing
- 5. <u>Development of the concepts and applications of the Circular</u> <u>Economy ('zero waste' program), including smart grids</u>
- 6. Advanced ship dismantling systems
- **7.** Advanced local monitoring systems (through MEMS sensor networks) and remote (via satellites, balloons or drones) of incipient environmental disasters (earthquakes, landslides, floods, fires, etc.)
- 8. Advanced building redevelopment plan, without land use
- 9. Logistics (ports, airports, handling of goods and people)
- 10. New technologies for agriculture and fish farming
- 11. Marine Strategy & Blue Growth
- 12. Advanced technologies for the promotion of a culture and tourism system







A. PROCESS DEVELOPMENT PHASES

Tender for commercial deployment

(WTO GPA & Procurement Directives

applicable)

B. DEFINITION OF A PRE-COMMERCIAL PROCUREMENT ACTION ON CIRCULAR ECONOMY

- Specific challenge: The challenge is to implement a Pre-Commercial Procurement in order to finance innovative technologies that facilitate the transition to a circular economy. The objective is to bring radical improvements to the quality and efficiency of the economic and productive system of the Tuscany Region.
- **Purposes:** PCP actions targeting consortia of Large, Medium, Small and Micro Enterprises, with the possibilities to include Research or University Institutes/Departments, that wants to procure together the development of innovative solutions in the field of Circular Economy to promote the sustainable development of the Coastal areas of Tuscany Region
- Scientific and Technological priorities and Areas of Interest: This topic is open to project proposals providing innovative solutions, including new automation and / or robotics systems, new processes, new business models and / or new supply chain agreements for the activation of circular economy processes in the following sector:

1. Marble quarrying activity

2. Dismantling activities in shipyards

3. Processing and Production activities in the paper industry

4. processing and production activities in the tanning industry

5. Reducing landfilling of at least 5% (prevention, recycling and waste recovery)



6. Innovative approach addressing a new manufacturing collaborative robots



7. Crop Reclamation activities

8. Land Reclamation activities









PHASES OF THE EVALUATION PROCESSES



New proposal

Phase 1

Call and ranking for the selection of 10 or more project proposals on issues of circular economy to promote the sustainable development of the Coastal Tuscany

Negotiation phase

The Tuscany Region will convene the presenters of the project proposals included in the final ranking of Phase 1 to carry out the appropriate negotiations on the proposals presented

Phase 2

Call for Pre-Commercial procurement. The project proposals selected by Phase 1 will be admitted; Furthermore the call will be open to the presentation of new proposals



RIF@Peccioli - Preparing for the future



Internal structure – SWOT Analysis

S

- Easy access structures and resources
- Only Internal interfaces
- Technical and consultancy competencies
- No business risk



- Not well explored market
- Private investments attractiveness
- Excellent reputation for calls and projects
- Competence Centre national call
- Economic recovery and new investments



- Complex structure with lots of bureaucracy
- Internal office configuration to be defined
- Internal roles redundancy
- Companies-Academia interface problems
- Possible role overlapping with other SSSA offices



- Market limited to manufacture
- Entrepreneurs not skilled in state-of-the-art robotic technologies
- High costs
- Capability to be different than other Industry
 4.0 services

RIF@Peccioli - Preparing the future



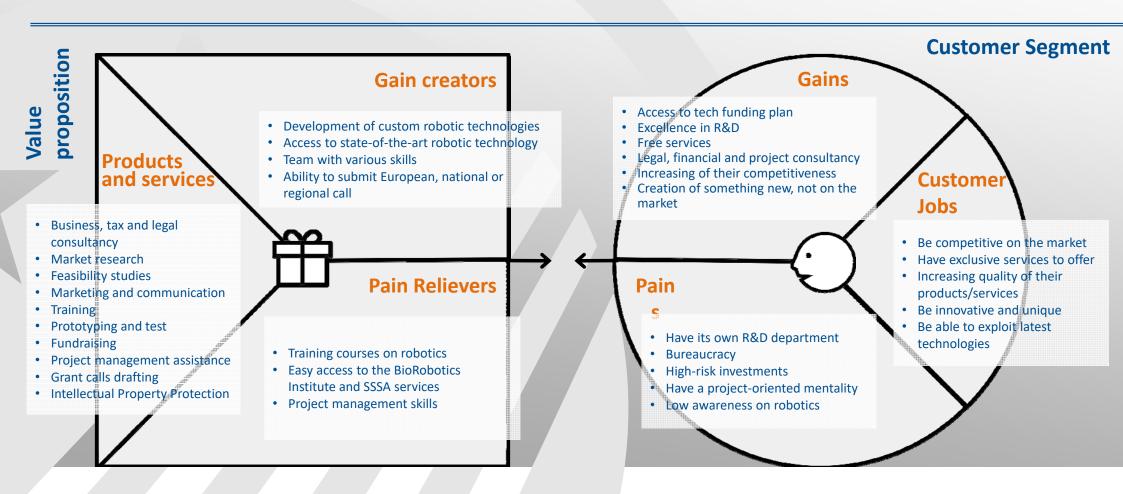
Business Model Canvas

Key partners Key activities		Value proposition	Customer relationship	Customer segments	
 Region (joint ventures) Nation (joint ventures) Europe (join ventures) Research Centres Company networks Investors 	 Robotics training Education on Industry 4.0 plan Collecting national and regional calls Outreach activities 	 Business, tax and legal consultancy Market research Feasibility studies Marketing and communication 	 Events and fairs Direct contact Indirect contact (banks) Dedicated assistance 	 Start-Ups SMEs Large companies Company networks Public Administration Governament institution 	
	Key resources	TrainingPrototyping and test	Channels	Educational institution	
	 BioRobotics Institute labs SSSA and UVR office SSSA Spin-Offs Company Networks Grant calls Test partner 	 Fundraising Project management assistance Grant calls drafting Intellectual Property Protection 	 Website Newsletter Events Information material BioRobotics Institute offices 		
Cost structure		Revenue	reams		
 Personnel Structures Trainers Materials External consultancies 		Consultar	 Technical development contracts Consultancy contracts Training courses 		

RIF@Peccioli - Preparing the future



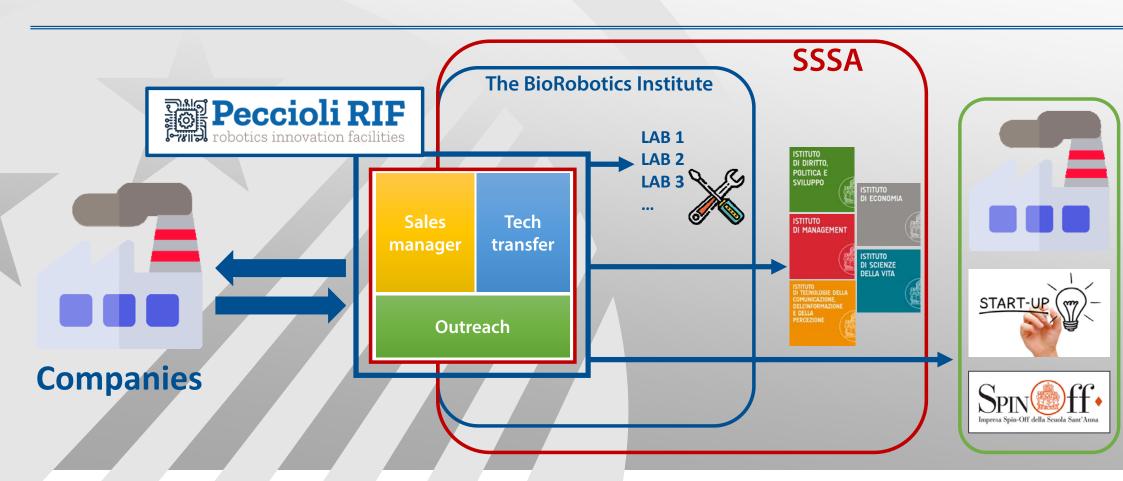
Value Proposition Canvas – Manufacturing field (SMEs)



RIF@Peccioli - Preparing for the future



On sustainability. The Internal structure

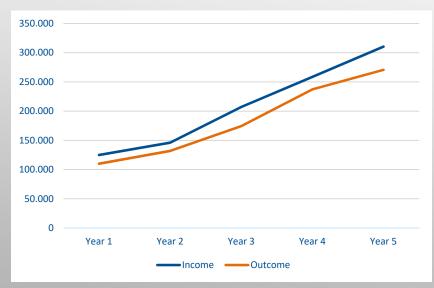


RIF@Peccioli - Preparing the future



Business Plan: the traditional approach

		Peccioli RIF - Post-E++ Business Plan							
			2019	2020	2021	2022	2023		
			Year 1	Year 2	Year 3	Year 4	Year 5		
	Income	Skills Training	5.000,00	6.000,00	7.200,00	8.640,00	10.368,00		
		Consultancy	100.000,00	130.000,00	200.000,00	250.000,00	300.000,00		
		Regional or national Grant	20.000,00	10.000,00					
		Total income	125.000,00	146.000,00	207.200,00	258.640,00	310.368,00		
	Outcome	Personnel	90.000,00	100.000,00	130.000,00	150.000,00	150.000,00		
		External consultancy	10.000,00	20.000,00	30.000,00	70.000,00	100.000,00		
		Other costs	10.000,00	12.000,00	14.400,00	17.280,00	20.736,00		
		Total outcome	110.000,00	132.000,00	174.400,00	237.280,00	270.736,00		
		Net surplus	15.000,00	14.000,00	32.800,00	21.360,00	39.632,00		



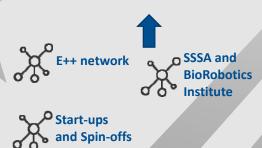
RIF@Peccioli - Preparing for the future



Designing a Technology Transfer 4.0 paradigm based on a Web Platform (and exploiting the selection/evaluation/monitoring skills learned in Echord++)



Dynamic database/portfolio collecting available services and suppliers









Booking.com

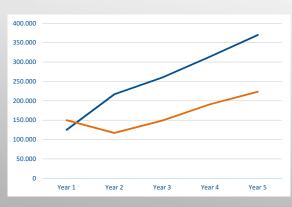


Creating a web platform based on the "Open Innovation" paradigm



A TT 4.0 Business Model

Peccioli RIF 4.0 - Post-E++ Business Plan						
		2019	2020	2021	2022	2023
		Year 1	Year 2	Year 3	Year 4	Year 5
	Skills Training	5.000	7.000	10.000	14.000	20.000
	Consultancy	100.000,00	200.000,00	250.000,00	300.000,00	350.000,00
Income	Regional or national Grant	20.000,00	10.000,00			
	Total income	125.000,00	217.000,00	260.000,00	314.000,00	370.000,00
	Personnel	80.000,00	80.000,00	100.000,00	100.000,00	100.000,00
	External consultancy	10.000,00	20.000,00	30.000,00	70.000,00	100.000,00
Outcome	Web platform	50.000,00	5.000,00	4.000,00	3.000,00	2.500,00
	Other costs	10.000,00	12.000,00	15.000,00	18.000,00	21.000,00
	Total outcome	150.000,00	117.000,00	149.000,00	191.000,00	223.500,00
	Net surplus	-25.000,00	100.000,00	111.000,00	123.000,00	146.500,00



RIF@Peccioli - Preparing for the future



Comparison between the two cost structures



