



The European Coordination Hub for Open Robotics Development

5th Review Meeting – Work Package 2

Anna Principato, TUM

Barcelona – March 27th, 2019



Main achievements

- **394 references** in trade and consumer press
- Active promoting of the ECHORD++ **methodology**
- More than 80 **events and fairs** successfully attended
- Finalized **image film and success booklet**
- **73,726 visitors** on echord.eu
- Constantly **increased audience** on social media



Objectives for the period

- Develop and execute a proactive **marketing strategy**, communicate the **results** of ECHORD++ regarding the **technology** developed but also the project's **methodology**.
- Finalise the **promotional film** and the “**success booklet**”
- **Collaborating with the PDTI consortia** on their PR efforts
- **Improve the presentation of the project** at conferences, trade fairs and other events
- Approach changed to **politically relevant high level events** on top of dedicated fairs



Facts & Figures



Website
73,726 visitors
Increase **36 % in RP V**
Subscribers to newsletter: **4.098**



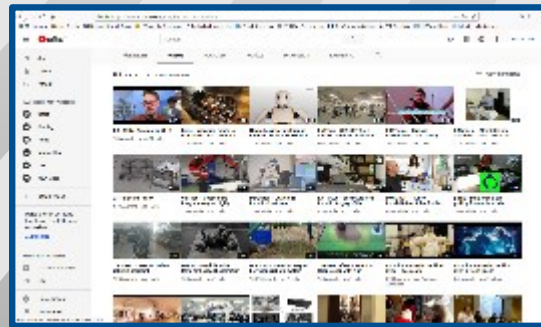
Twitter
1318 followers
Increase **32 % in RP V**



LinkedIn
389 members
Increase **5 % in RP V**



Press
394 references
Increase **16% in RP V**

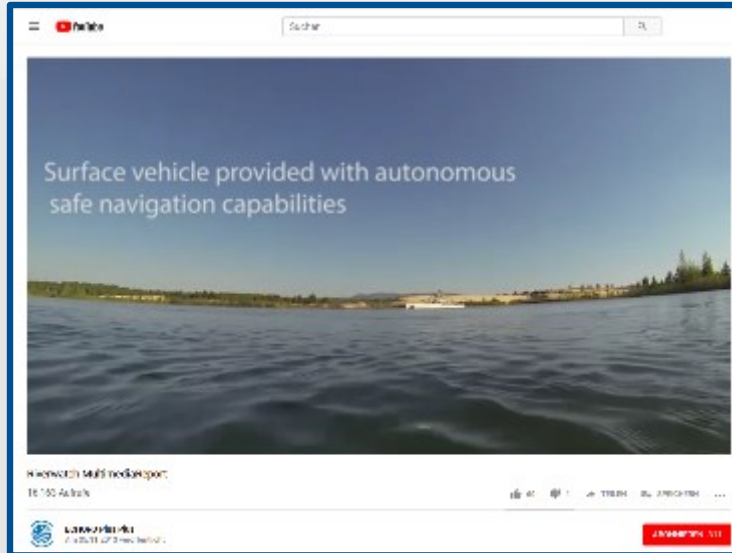


YouTube
26 videos, 311 subscribers
1297 views on average
Increase **40% in RP V**

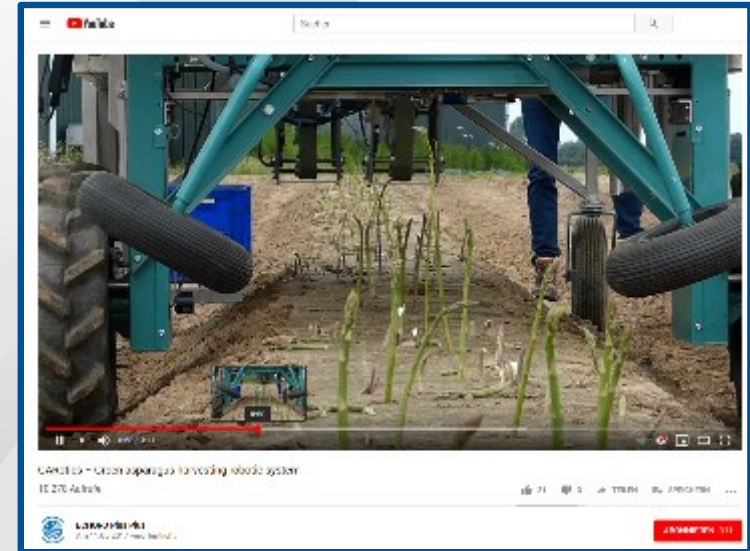


Fairs/ events
1290 visitor engagements at our booth at different events in RP 5

Most viewed videos



Riverwatch Multimedia Report
16.163 clicks
Published on 05.11.2013



GARotics –
Green asparagus harvesting robotic system
10.278 clicks
Published on 11.05.2017

GARotics has had more than half of Riverwatch's clicks in only 2 years!

Automatica 2018 - Award ceremony

Automatica 2018 we awarded the best picture of Call 2 experiments and of PDTI and the best video with an „Oscar“ and a Beam+ Telepresence robot

Best Video Award

AAWSBE1
ARSI
CATCH
DUALARMWORKER
FASTKIT
GRAPE
KERAAL
MODUL (ANYMAL)
SAGA
WIRES

Best Picture Award Experiments Call 2

AAWSBE1
ARSI
CATCH
DUALARMWORKER
GRAPE
KERAAL
WIRES

Best Picture Award

PDTI
CLARC
SIAR
ARSI (too late)



And the winner is...

Trailer of the Nominees of the Best Video Award



Exhibitor satisfaction

Positive feedback for the support by the ECHORD++ consortium
(according to anonymous survey among participants of automatica fair 2018)

- **Excellent** feedback for the personal support by the ECHORD++ team
- **100 % satisfaction** about the participation
- **87 %** were happy with the achievement of target group and number/quality of visitors



The results were taken into consideration for Medica fair 2018

Fairs in general and Medica 2018 in particular

Collaboration between WP 2 and WP 6 on fairs

- **Guide** on „how to approach visitors“
- **New flyer, Roll-Up** and dedicated **T-Shirts**
- **2 talks** at two forums
 - ECHORD++ as a **brand** by using the ECHORD++ master slides
- **Press information** on the Medica webpage and distribution to the press

Interviews and film team at the booth
Many commercially useful contacts
2 articles in special interest magazines

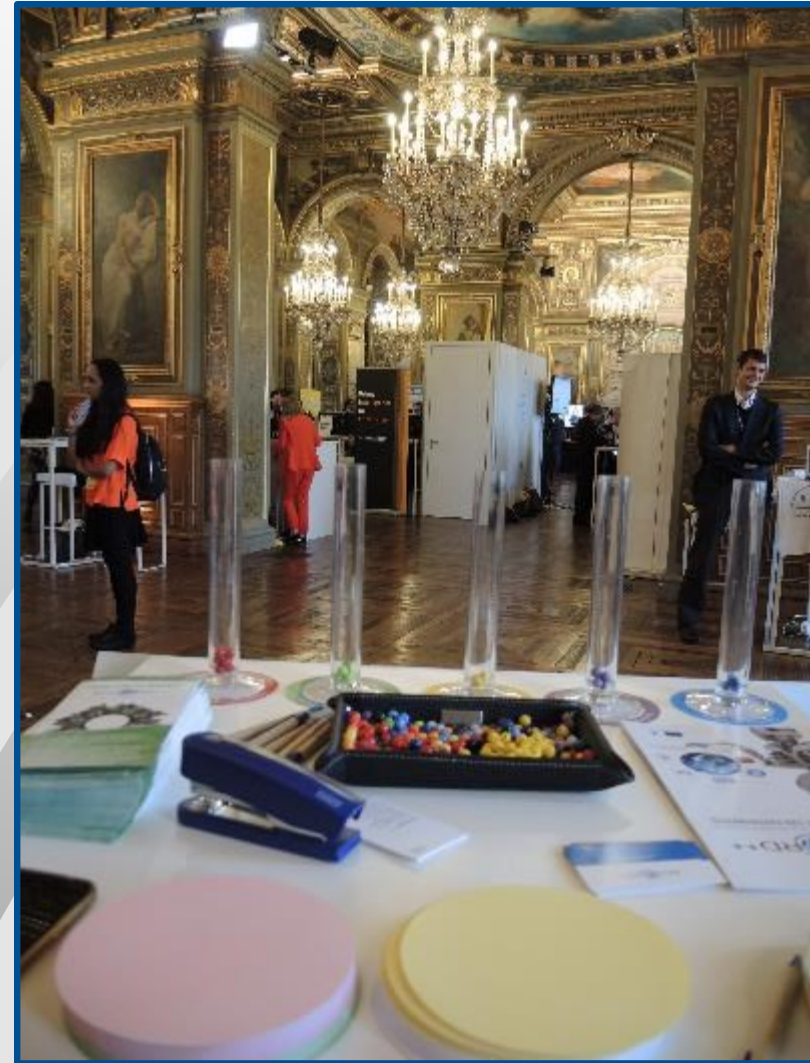


Methodology selling

Presence at more politically relevant high level events on top of dedicated fairs

- **GovTech Summit at Paris 2018** on invitation by Khalil Rouhana
- **Annual DIH event in Warsaw 2018**
- Open-Call booth at **ERF**
- **Breakfast at the EU Parliament**

GovTech: 5 challenges for urban robotics pre-formulated
3 new challenges collected



ECHORD++ is vastly present in the media

Target value of 300 media references has been exceeded last year!

We now counted 394!



Also in Forschungs-Studien für die Idee eines Online-Solvents, bei dem mehrere, aber identische Fragebögen zusammengefasst werden.

Flüge sind von Headshot! Photomix: für die Fotoliegende stehen zeitlich drei Drehszenen-Typen zur Verfügung, von einfachen Modellen, die fast wie Pinkey-Ausstattung aussehen, bis zu ausgefallenen Szenarien mit zwei verschiedenen Szenarien, einer einfachen Auswertsoftware und weiteren Zubehör.

Drohnen und Ernteroboter

Die automatisierte Landwirtschaft ist zum Greifen nah

Für Precision Farming braucht es Daten, beispielsweise zum Unkrautbefall. Drohnenschwärme können



Yvan Measson, Chef des Roboterherstellers Isybot, zeigt stolz sein neues Produkt: einen kollaborierenden Picknirbster. Auf dem Bild zu sehen ist nur der Prototyp, das Serienprodukt war kurz vor der Messe schon wieder vergriffen. - Bild: Nördlinger

robot per l'agitazione di precisione
del me. pulito automaticamente di
filati, ricambi, lubrificanti, ecc.).
La ricerca in questo campo è
molto attiva e tra i progetti più
innovativi per il robot, l'aspetto e
organizzazione, vi è ECHORD++,
finanziato dalla Unione Europea.
Si tratta di un consorzio, non di
un progetto singolo, e formato,
tra l'altro, anche dalle esperienze
acquisite dallo stesso.

CATO 14: mezzo per la crescita del vostro business. Adeguare anche ad altri prodotti: spe, di macinazione, lattuga, fragole.



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ATLAS AND CLARC ASSIST IN REHABILITATION AND NURSING

Robotics | Robots are taking on more and more rehabilitation and assistance tasks, relieving nursing personnel and doctors. The EU project Echord++ will present some of these applications at Medica.



The Atlas 2U2D machine on supports children during physical therapy.

and serves them, making them available at any time.

op due to the lack of movement, are kept a bay.

The aim of the EU project Echelon++ is to develop marketable automation technologies, like Atlas 3020, at competitive prices. Consensus consisting of 7 research institutes and

The three robot prototype is likewise designed to save therapists time by carrying out several standard tests of a comprehensive gait examination unaided on its own without human supervision. Close monitors the patient's movement, records all data using video and audio, and assesses the completed tests. The doctor can then analyse this multi-media information, process the results and give an opinion on the patient's development over time. (5)

purpose. These are coordinated by the Chair of Robotics, Artificial Intelligence, and

The EU project Fit and ++ will present some applications at Meditex.

MEDICA

Die vor
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ache
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Patienten. Mehr auf der MEDICA 2018!

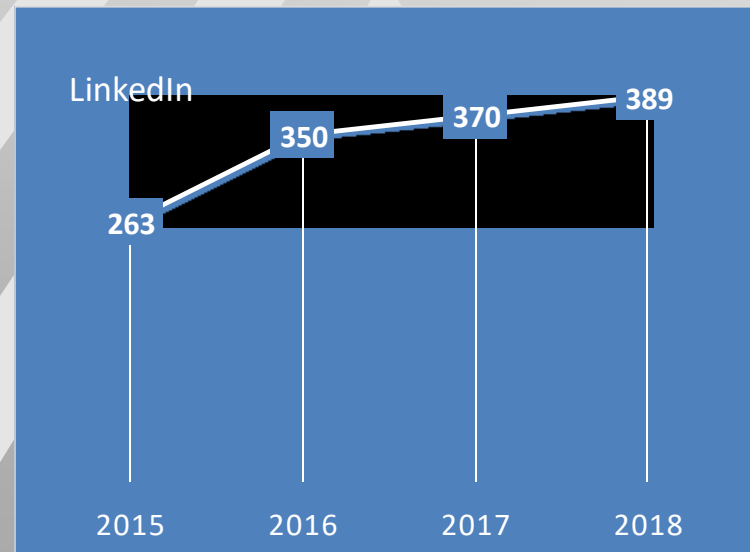
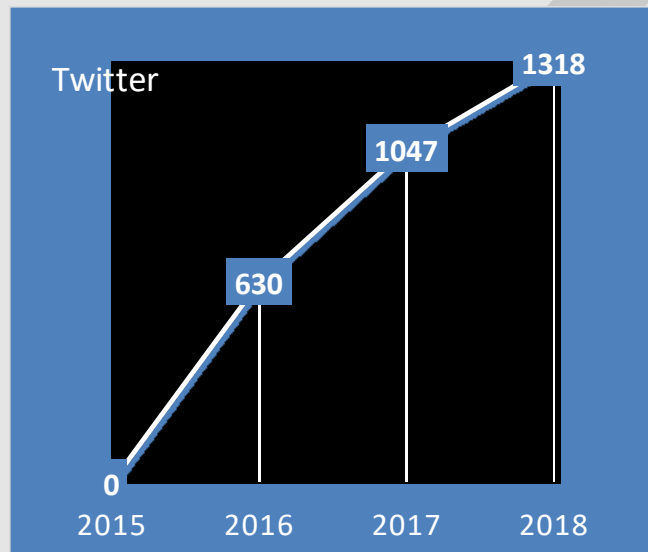
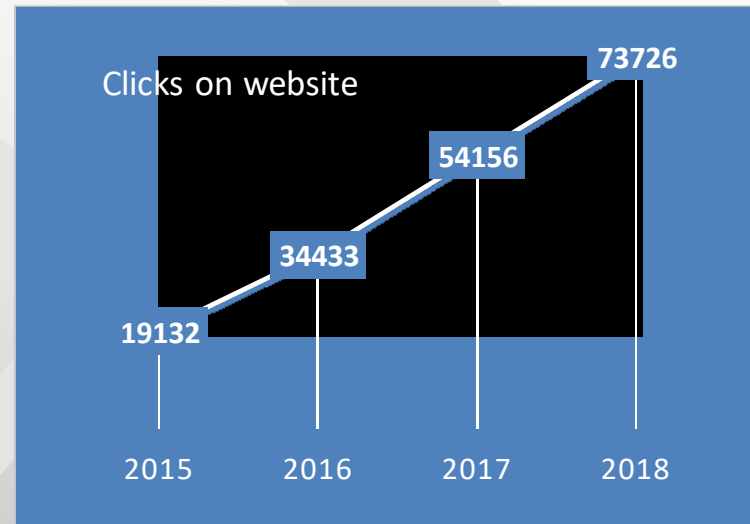
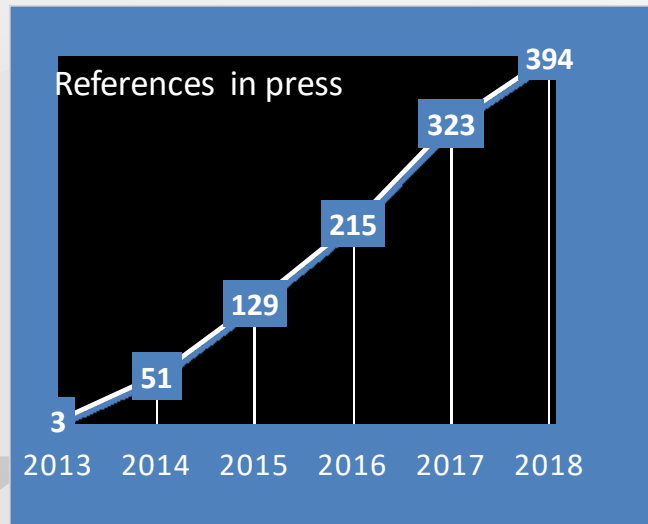
📺 Hier geht es zum Video über Robotik, AI und Big Data auf der MEDICA 2018

PR material for print and more

- The **brochure** with all experiments has been updated and newly printed
- New targeted **flyers** and **roll-ups** were produced
- ECHORD++ **Business Cards**
- **Master slides** have been used for talks at Medica
- “**The Secret of our Success**” has been finalized and published with interviews, testimonials, background stories, illustrations, etc.



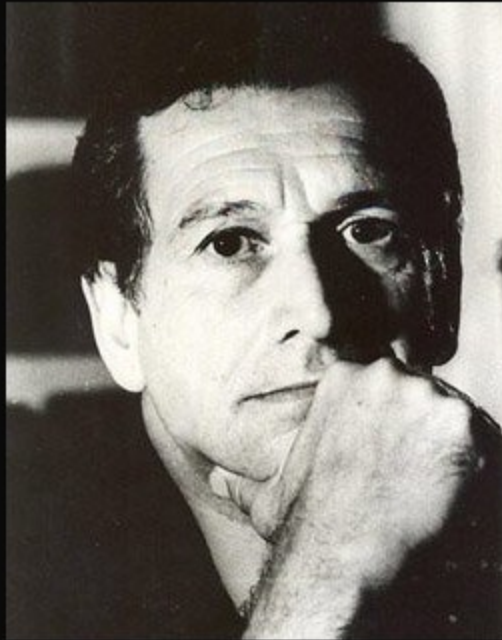
Results of the dissemination activities over the past 5 years



Lessons learned

- **CDB** very professional and very helpful, but only at the beginning of a project and better in personal, no webinar
- **PR-Workshops** for experiments are important and should be repeated every year because staff changes
- **Press information** in English is not used in every country; journalists prefer their **local language** and are interested in local/national news
- More **budget for professional videos and photos** is recommended





No fim tudo dá certo, e se não deu certo é
porque ainda não chegou ao fim.

(Fernando Sabino)

kdfrases

"Everything is OK in the end. If it's not OK, it's not the end."

ECHORD++ Image film

June 2018/ automatica 2018



Final results of the poll (GovTech)



1. Red	15	Inspection of traffic routes
2. Green	15	Cleaning of parks
3. Yellow	1	Inspection and Maintenance of Flat Roofs
4. Purple	5	Control of Escape Routes
5. Blue	6	Clearing of Snow