

EUROPEAN ROBOTICS NETWORK

The idea of a shared ERN Brand

RODIN presents an idea of a community unifying EU funded robotics projects and prospective beneficiaries of the European effort

DRIVERS TO DEVELOP JOINT BRANDING



Sustainability

- Significant shift towards long term impact and sustainability beyond individual project lifetime
- Coordinated utilisation of resources for effective communication and outreach

Leadership

- Building and sustaining robotics community
- The future of EU funding for robotics is ever changing. We must make sure our voice is heard

Recognition and quality mark

- Shared and recognizable network reaching a large pool of relevant target audience would serve as a seal of excellence for current and future EU-funded initiatives covering robotics. Besides quality, this would reinforce sustained customer experience and ever-increasing engagement of the prospective clients and members.

NEXT: VISION FOR THE COMMON NETWORK

Sustainability | RODIN aims to strengthen the sustainability of the IA project family by developing a network of the projects as an easy start of their practical interconnectedness;

Interconnectedness | we propose to aspire EC's expectation to build a unified network of networks of DIHs in order synergise the progress of the projects and amplify their impact;

This a network would address shared interest in between the IAs and EC



SUSTAINABLE COMMUNITY

- Initiative that could be taken over by the next generation of funded projects

SUSTAINABLE NETWORK

- Recognisable network with consistent and coherent vocal and visual identity

STRONGER AWARENESS

- Stronger awareness about the IAs, their services and activities, and outreach coordination

IMPROVED FSTP

- Improving FSTP reach and quality of applications in experiencing sharing and coordination

THE NETWORK: GATEWAY TO EU-FUNDED ROBOTICS' INNOVATION

Working title is European Robotics Network (ERN)

MISSION | to open the gateway to EU-funded robotics' innovation

- This means that the project will operate as a communication-based liaison between the IAs, DIH networks, and the relevant target audiences, helping IAs to propel their communication and outreach activities and enabling wider networking among robotics' stakeholders;
- Aspirational example: **I4MS, L4MS, SPARC** initiatives;
- The network is anticipated to outlive the funding period and become a go to initiative in the topic of EU-funded robotics.

VALUES | ERN will address easier user experience for its network and target audiences

- **Connection** | we aim to connect network's members and users with other stakeholders internally and externally;
- **Access** | the network will create access to relevant information, services, or other network members;
- **Accessibility** | information and services provided by the network have to be relevant and user-friendly.

BRANDING PERSONA

- Knowledgeable, covering the field of robotics' innovations and relevant developments, and having a clear European affiliation focused on the best interest of the EU, its member states, and citizens.

ACTIVITIES AND OUTCOMES WE ARE AIMING TO EXECUTE AND ACHIEVE

INFORMATION

Through its communication channels (mainly the website, social media, and events), the network will provide information about the IAs and their services in one place, making it easier for its users to connect with the IAs according to their needs

CONNECTION

The network will foster internal and external liaisons between the IAs and their target audiences, helping IAs with sharing best practices and other relevant information more widely, and, if possibly, reaching out to other robotics' organizations

REACH

The information and liaisons provided by the network will help both IAs and individual DIHs they are working with in accessing new geographical locations and market segments

RISK REDUCTION

Pan-European reputation as well as trustful information and services provided by the network will help its users adopt better informed decisions and protect themselves against loss and unnecessary risks

TARGET AUDIENCES

NETWORK'S ACTIVITIES WILL TARGET TWO GROUPS OF TARGET AUDIENCE

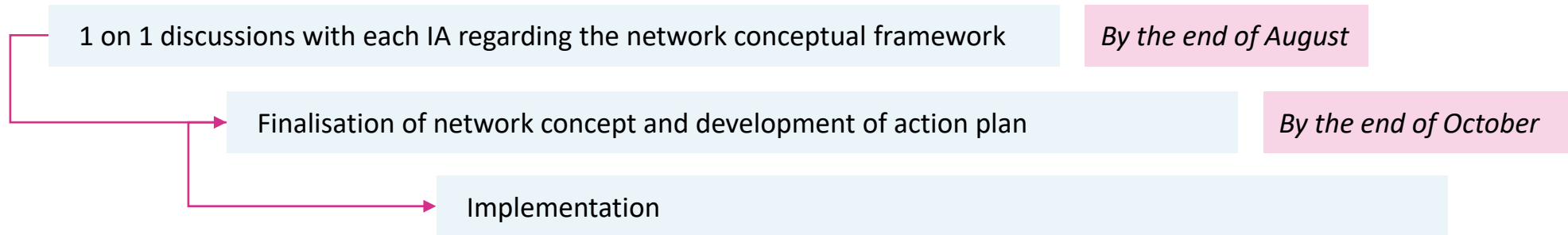
PRIMARY TARGET AUDIENCE (CONTINUOUS ENGAGEMENT)

- The network's members and users (IAs, DIH networks)
- Gate-keeping organizations (CCs, Clusters, etc.)

SECONDARY TARGET AUDIENCE (AD HOC ENGAGEMENT)

- DIHs
- SMEs
- Investors
- Regional authorities

What's next?





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