RODIN
Robotics Digital Innovation Networks

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Deliverable 2.5 – Access to All Calls Via the Portal

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History of Changes

Version	Date	Change	Page(s)
1.0	OCTOBER 10, 2019	First submission, no changes	14
1.1	FEBRUARY 24, 2020	Amendments as per review report	14
1.2	FEBRUARY 26 2020	Review and revision	15
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Revision Notes

This deliverable has been revised as of 26th February 2020 in line with comments provided by reviewers on the original deliverable. The changes made to this document are extensive and cannot be detailed on a page by page basis. However the following describes the changes made:

a) The scope of the document has been narrowed to better cover the original intent of this deliverable as defined in the Description of Work. "D2.5 Delivery of access to all calls via the Portal (M6)" and to highlight the fact that the deliverable is the website and not the text of this report.

b) Appropriate references to other deliverables have been inserted into this deliverable to guide readers to the appropriate descriptions on the design and construction of the RODIN website and identity as a whole.

c) The function of the RODIN website with respect to the operation of FSTP calls by the IAs has been clarified to address comments by the reviewers that this deliverable was unclear on the role played in conjunction with the main sites in the IAs.

d) The background reasons for creating the RODIN website have been clarified in synchrony with the clarifications in other deliverables and the target audience clearly defined in line with RODIN's core function.

e) Graphics in the deliverable has been updated to reflect the development of FSTP content on the RODIN site during the open call actions.

Executive Summary

The purpose of the RODIN website is to create a single online presence that provides all the necessary information about the Coordination and Support Action itself and about the Robotics Digital Innovation Hub Networks represented by Innovation Actions TRINITY[1], DIH HERO[2], DIH[2][3], RIMA[4] and agROBOfood[5] (further referred to as "IAs") that RODIN works with. The website consolidates news, activities and achievements and ensures widespread visibility and awareness about the IA project group.

This deliverable covers one part of that development and relates to the section of the website that provides information about the FSTP (Financial Support for Third Parties) calls that are operated on a regular basis by each of the IAs.

It is critical to note, that each IA manages its own call process thorough its own resources and platforms each is separate and has unique identity. The function of the RODIN section on FSTP is to provide an overview that collects information from each of the five individual IAs into one place. This allows users a unique overview function and presents the individual calls from the IAs in a single framework. This in turn has created some alignment of terminology and allows comparison of the character of each FSTP call.

The website is available at www.rodin-project.eu.

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[1] Digital Technologies, Advanced Robotics and increased Cyber-security for Agile Production in Future European Manufacturing Ecosystems https://cordis.europa.eu/project/id/825196

[2] Digital Innovation Hubs in Healthcare Robotics https://cordis.europa.eu/project/id/825003

[3] A Pan-European Network of Robotics DIHs for Agile Production https://cordis.europa.eu/project/id/824964

[4] Robotics for Infrastructure Inspection and Maintenance https://cordis.europa.eu/project/id/824990

[5] agROBOfood: Business-Oriented Support to the European Robotics and Agri-food Sector, towards a network of Digital Innovation Hubs in Robotics https://cordis.europa.eu/project/id/825395

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1 Introduction

One particular function of the RODIN website is to provide a funnel to the FSTP calls launched by the individual IAs. By presenting this diverse and fragmented information in a single place it is easier to examine the overall impact of the FSTP calls. This adds value for key RODIN stakeholders:

- It provides a single focal point where information on all the calls can be tracked and compared. This provides both supporting dissemination and comparative information.

- It provides a place where key information is consolidated for example call dates (opening, deadlines, review results etc).

- It provides a place where IAs can comparatively examine the other IAs and make informed decisions about shifting deadlines and provides access to common resource such as the, reviewer database.

- It creates a reference point for RODIN when it creates news and social media content around the open calls that can be used when communicating about open calls on Facebook, Twitter, LinkedIn and RODIN Newsletter.

- It acts as a consolidation point for the IAs and acts as a model for further consolidation of the IA material as the IA networks are drawn together under an umbrella created through RODIN.

1.1.1 Expected IAs contribution to the website and collaboration model

The RODIN website is constructed as an umbrella to the individual sites and platforms of the IAs. The following aspects were taken into consideration:

- **Respecting IAs commitments as per individual grant agreements**. Each IA has committed to create own identity and community to achieve their own goals. Rodin aims to contribute to visibility of these communities and supporting collaboration on similar activities, however the effort is in supportive manner and should not overshadow individual projects.

- **Minimising IAs effort and additional work**. The website is updated by monitoring activities of IAs and promptly sharing relevant updates. As RODIN consortium members are also members of all IAs covered, it helps to make sure that no important updates are missed. Additionally, contacts with IAs representatives responsible for outreach and engagement are shared for direct communication.

- **Preventing information overload and competition for the same audience**. Competition for audience attention was expressed as a concern, as IAs have their own sets of outreach and engagement KPIs. To address this concern, RODIN aims to make IAs more visible however there is always call for action to go to the original source for more information.

- **Constantly developing and adjusting to emerging needs**. Rodin aims to maintain constant communication with IAs and address emerging needs with new additions to the website. Providing access to open calls

Creating the website and in particular creating the FSTP site requires careful design as its content must adhere to a number of key criteria developed collaborating with the IAs:

a) It must be accurate and reflect updates from the individual IAs.

b) It must not seem to replace content on IA portals or cause any other confusion.

c) It must respect the individual identities of the IAs particularly as their visual identities will be displayed together however at the same time it must seek to forge a unified identity to create joint brand value.

d) The creation and update should present a minimal, ideally zero, load on the IAs.

e) It must respect the individual Data Management plans of the IAs and any conditions imposed by their Grant Agreements.

The purpose of displaying calls on the RODIN website is to create a single location that provides access to and information about all calls within the Robotics DIH Networks.
As per individual grant agreements, IAs committed to running open calls on platforms of their choice and to hosting information related to open calls on their own websites or information platforms. Considering these commitments, hosting open calls on RODIN website was not an option and it was agreed that RODIN website only displays links to original sources hosted and managed by IAs themselves.

1.1.2   Complementary social media profiles and dissemination activities

The provision of the FSTP calls on the RODIN website creates social media gearing through the media profiles of RODIN partners, particularly of euRobotics. Having a single point of reference allows social media posts to refer to all of the IAs at the same time and presents a place where interested parties can then find and access the portals for each IA.
Through additional features (e.g. sharing the news of the IAs, quick email action button, etc.), the RODIN website is adding value to the other IAs and their dissemination and communication efforts.

1.1.3   Private Area

The RODIN website provides a private area for IAs where a common resource is being created. With respect to the FSTP content this provides an internal calendar of FSTP events as a timeline and a reviewer database and repository of common terminology.
The member area is closed to the public and only accessible with log in credentials issued by Rodin.

2   Access to information on IAs

2.1   Access to information on open calls

Information on open calls is displayed on the homepage of the RODIN website, providing instant view of opportunities available at the moment. As calls are added, the most recent ones will appear on the top of the section.

Figure 1: Calls for funding section in the homepage

Website users will be able to see different calls based on the type of call. At the moment calls are grouped in five different categories:

- Technology demonstrators
- Technology transfer experiment
- Mini grants
- Travel vouchers
- Audit voucher

By pressing learn more users will enter a dedicated page for that call, displaying key information and links to the original source for more information.

Figure 2: Call information page

By displaying consolidated information, the RODIN page acts as a one stop access point to the open calls of the different IAs and information about them, without competing with IAs for traffic to their respective websites or platforms.

2.2 Supporting sections and features

The website also has sections meant to share latest updates and information on the IAs.

2.2.1 News section

By scrolling further down the page from the calls section, the visitors will find news & events information. News are updated constantly about IAs activity, new calls and other relevant information for the robotics companies and technology intermediaries. Events tab will provide the information for the upcoming events that are either organised or partnered by the IAs of the RODIN. News and Events coverage will encourage to visit the website periodically in order to stay up to date with the IAs activity.

Based on News and Events, posts and updates on social media as well as newsletters content is created, making the website hub for all the latest information.

*Figure 3: News and Events section in the homepage*
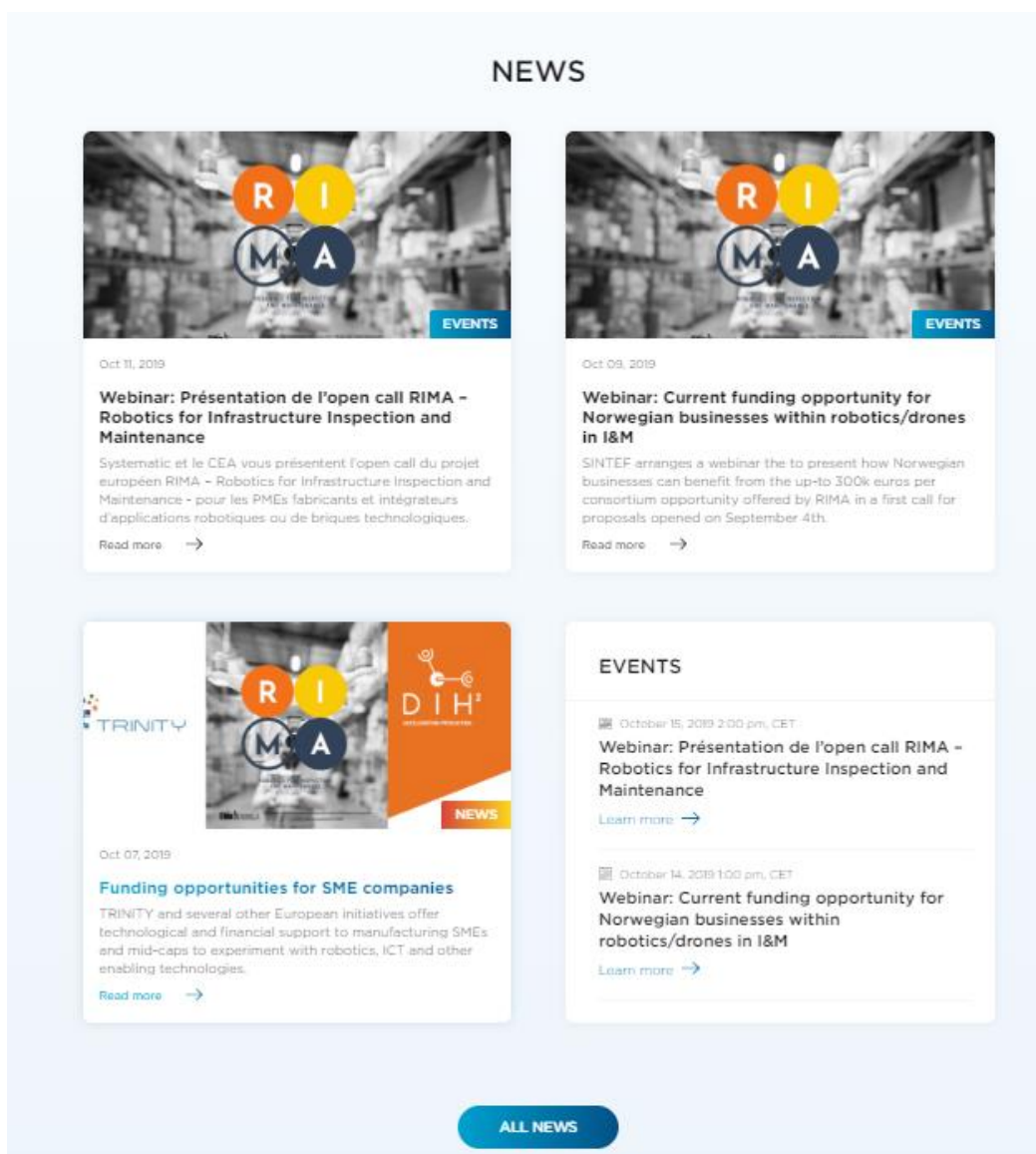
2.2.2 About & Objectives section

The information about the IAs and the project itself is presented at the bottom of the website's homepage. The about section presents the main objectives of each of the RODIN

Network AIs and links to either their websites or other sites where more information is available. It serves as a value-adding tool because IAs, as it allows to discover and explain the whole robotics network at a glance. Besides serving as a publication tool for the IAs, the bottom part presents the main objectives of the RODIN project.

Figure 4: About and Objectives sections in the homepage
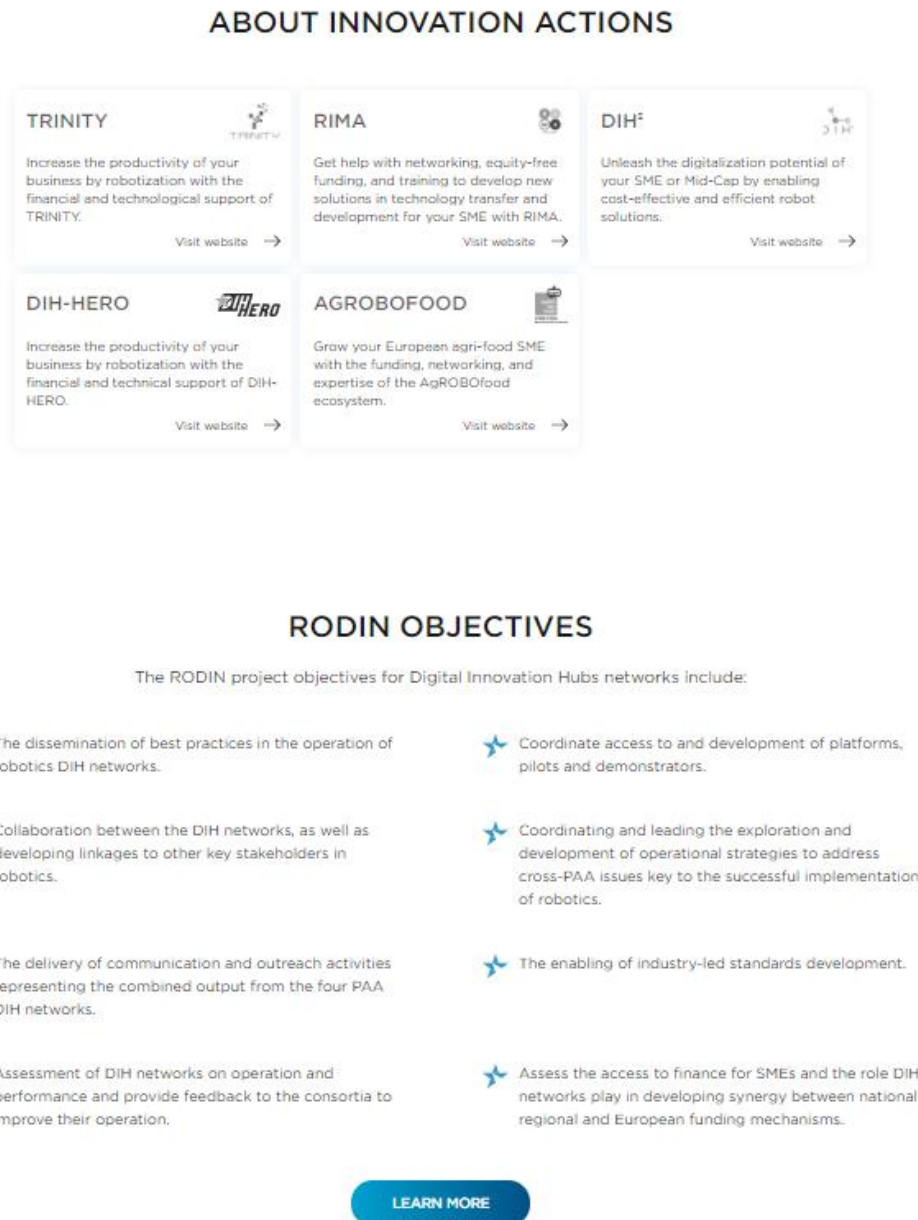
2.2.3 Network Page

The network page presents the map and list of current RODIN Network organisations. The network page on the website lets the user search throughout the RODIN Network organisation list.

Users can interact with the information on the page in two ways: 1) via the map; 2) via the table.

Figure 5: RODIN Network Organisations map

RODIN NETWORK ORGANISATIONS
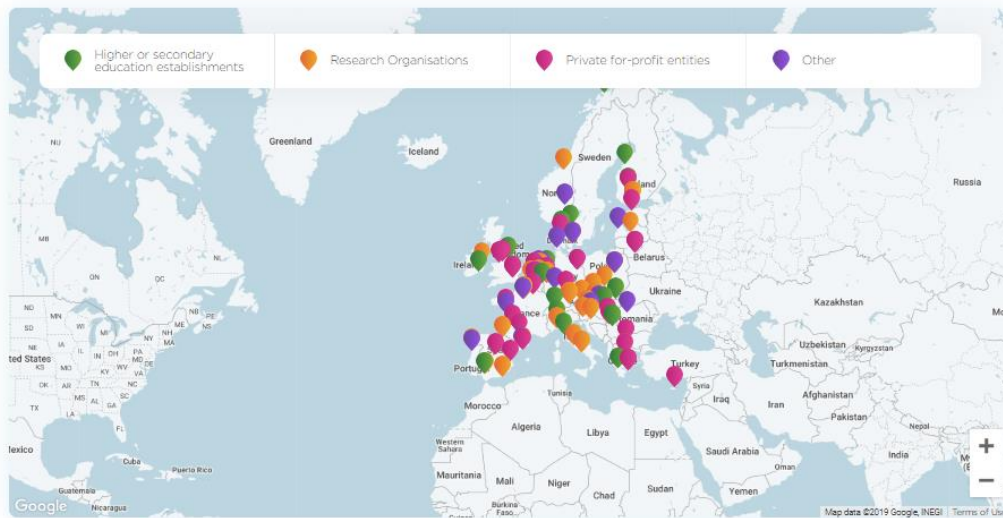
Both interactions give the user the possibility to filter the DIH network members by:

- Type of organisation (Education establishments, research organisations, private for-profit entities and other)

- The Innovation Action

- Country

- Business sector

Figure 6: RODIN Network Organisations table

RODIN NETWORK ORGANISATIONS

| Select project ▼ | Select country ▼ | Select category ▼ | FILTER | CLEAR ALL |

| PROJECT	PARTNER	COUNTRY	CATEGORY	
agROBOfood	STICHTING WAGENINGEN RESEARCH	Netherlands	Agri-Food	Learn more →
agROBOfood	BIOSENSE INSTITUTE - RESEARCH AND DEVELOPMENT INSTITUTE FOR INFORMATION TECHNOLOGIES IN BIOSYSTEMS	Serbia	Agri-Food	Learn more →
agROBOfood	FUNDACIO EURECAT	Spain	Agri-Food	Learn more →
agROBOfood	TEKNOLOGISK INSTITUT	Denmark	Agri-Food	Learn more →
agROBOfood	AGRICULTURAL UNIVERSITY OF ATHENS	Greece	Agri-Food	Learn more →
agROBOfood	COMMISSARIAT A L'ENERGIE ATOMIQUE ET AUX ENERGIES ALTERNATIVES	France	Agri-Food	Learn more →

LOAD MORE

By applying these filters, the website users can easily find organisations according to the proximity of their needs. The network can be used to create new connections with education institutions, research organisations, private for-profit entities or other organisations that are actively participating in IA robotics developments.

2.2.4   Newsletters

The website visitors are encouraged to sign up for the newsletter which will be used to inform subscribers about the new open calls and other relevant news about the RODIN and the IAs.

Figure 7: Newsletter subscription function in the homepage
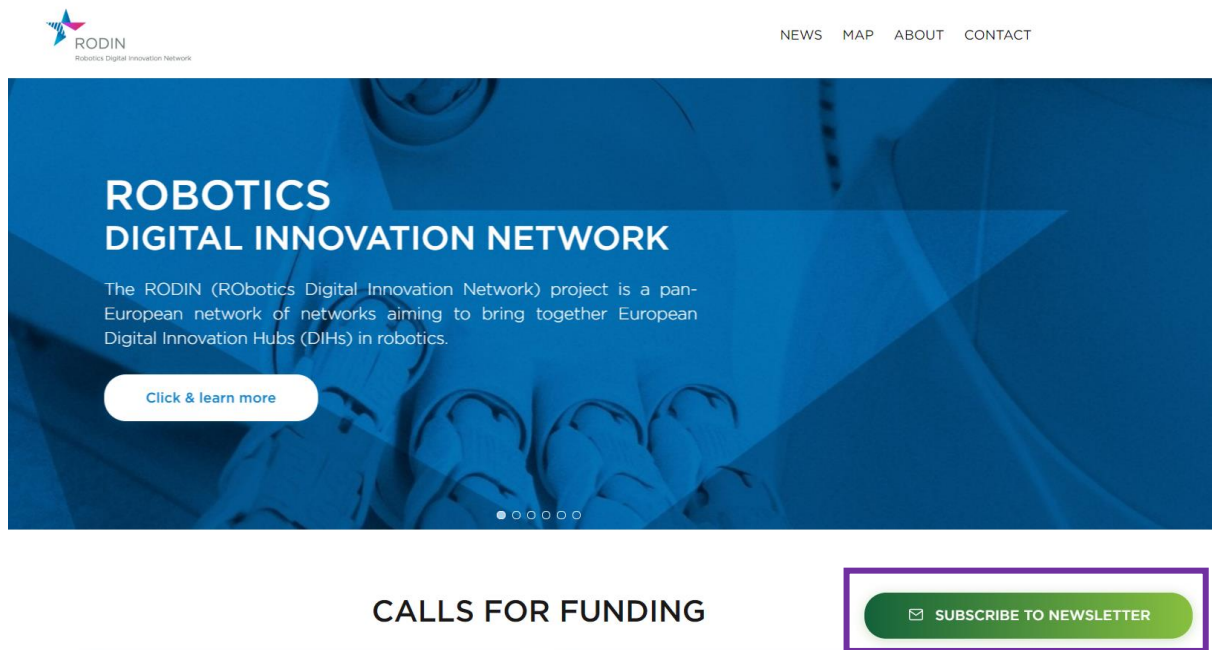
The main target audience are SMEs, consultancies that can help to implement calls and other companies and organisations that are actively involved in partnering with SMEs. The newsletters function fully complies with GDPR policy.

3   Other Benefits of the Website

3.1   Addition value to the IA's dissemination

The website is already adding value to the IAs. The RODIN site provides its users with a consolidated portal to services provided by IAs as well as access to IAs activities while their own websites were still in development (as of April 2019). Furthermore, RODIN's website builds a panoramic view of IAs, giving an unbroken view of the entire ecosystem. Finally, the RODIN website shares information on the open calls and the network of organisations in the IAs.

RODIN is now present and active on Facebook, Twitter and LinkedIn and has a network of 400 followers. RODIN's content is cross shared by major established players and initiatives in the field of robotics (such as euRobotics and DIHNET) and business consultancies that internationally serve the target audience. So far, direct communication with prospective technology appliers has been the most effective method of communication.

The website is being SEO (search engine optimisation) optimised, so this will help to attract new users who are searching information about RODIN, IAs or other services that are available on the website. SEO will also serve as the main traffic source in the long-term and after the project is finished.

3.2   Further maintenance of the website

The RODIN website is already fully developed according to the initial plan. Further developments will be IAs calls updates, RODIN Network organisations additions and other relevant updates to the content rather than design. In addition, the website is created in Modular design which allows to make edits simply and does not require high baggage of skills. This will help to keep the website updated, relevant and flexible to integrate new features during the RODIN project lifetime.