# RI4EU: Gateway to European Robotic Initiatives

The ultimate goal of RODIN communication strategy is to achieve the most effective and valuable collaboration and communication approach with selected IA's, while keeping in mind sustainability and usability of the brand after the project ends.

RODIN has monitored outreach and communication performance and continuously gathered feedback from the IA's via communication working group to address ongoing challenges in dissemination and find the best approach to address joint outreach objectives.
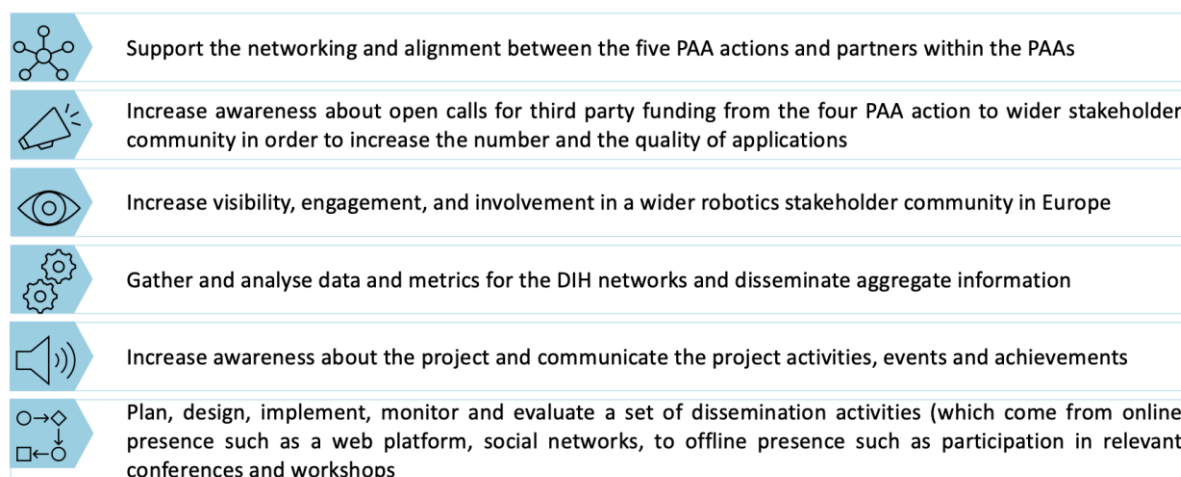


*Figure 1: Communication and dissemination objectives*

**COMMUNICATION APPROACH |** During the first half of the project, RODIN succesful to find the best collaboration approach with the IAs the project supports. In doing so, the project carried out a best practice in communications, uniting representatives from the five innovation actions into a strong working group.

**RI4EU|** The RODIN project is the engine of the RI4EU, but the new initiative is expected to outlive the RODIN project. RI4EU is using the audience created by RODIN (inherited RODIN's social media channels, website, and newsletter audience). Landing page with RODIN information will remain on the website, while the new RI4EU brand will replace the existing.

RI4EU is expected to contribute to European competitiveness in two ways:

1. by helping technologically savvy SMEs and robotic industry at large to get access to EU co-funded robotics infrastructure that can support business innovations;

2. by enabling and fostering sharing of knowledge and best practices among the DIH networks and wider robotics ecosystem.

Sustainability, both of the individual robotics DIH networks and of the network of robotics networks created by RODIN, is a key outcome of this collection of actions.
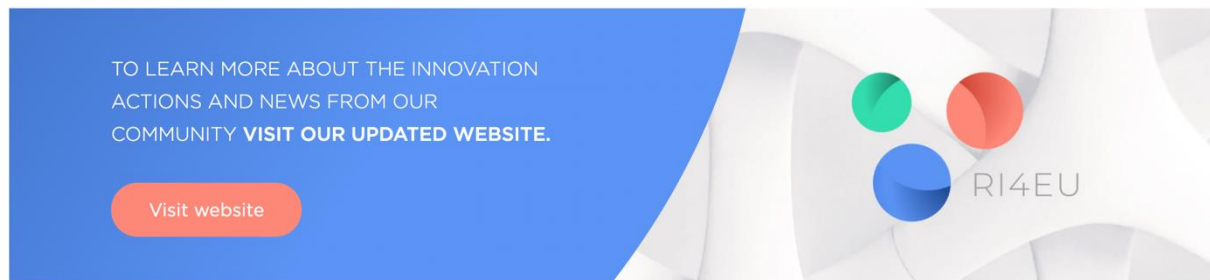


*Figure 2: Redirection banner on RODIN website*

The new initiative was launched in May 2021. More information and materials follow in the upcoming white papers.



**FROM RODIN TO RI4EU**

| **BEST PRACTICES** | **ACTIONS** |
|---|---|
| 1. Transparency and openness in communication | 1. Internal sessions about improving RODIN approach |
| 2. Communicate complex ideas in a simple way | 2. Simplifying the new RI4EU concept |
| 3. Enhance dialogue instead of sharing messages | 3. MiroBoards, PPTs, |
| 4. Know the audience | 4. Different needs of IAs and their approach |
| 5. Engage the audience | 5. Interactive sessions with COMM WG |
| 6. Remember the power of storytelling | 6. Co-creating messages |
| 7. Make it relevant | 7. Building the RI4EU brand |
| 8. Cut information overload | 8. Limit the meetings and unnecessary emails |
| 9. Align internal and external messages | 9. Results of the meetings → external positioning |
| 10. Evaluate success | 10. Analytics dashboard for keeping track of metrics |

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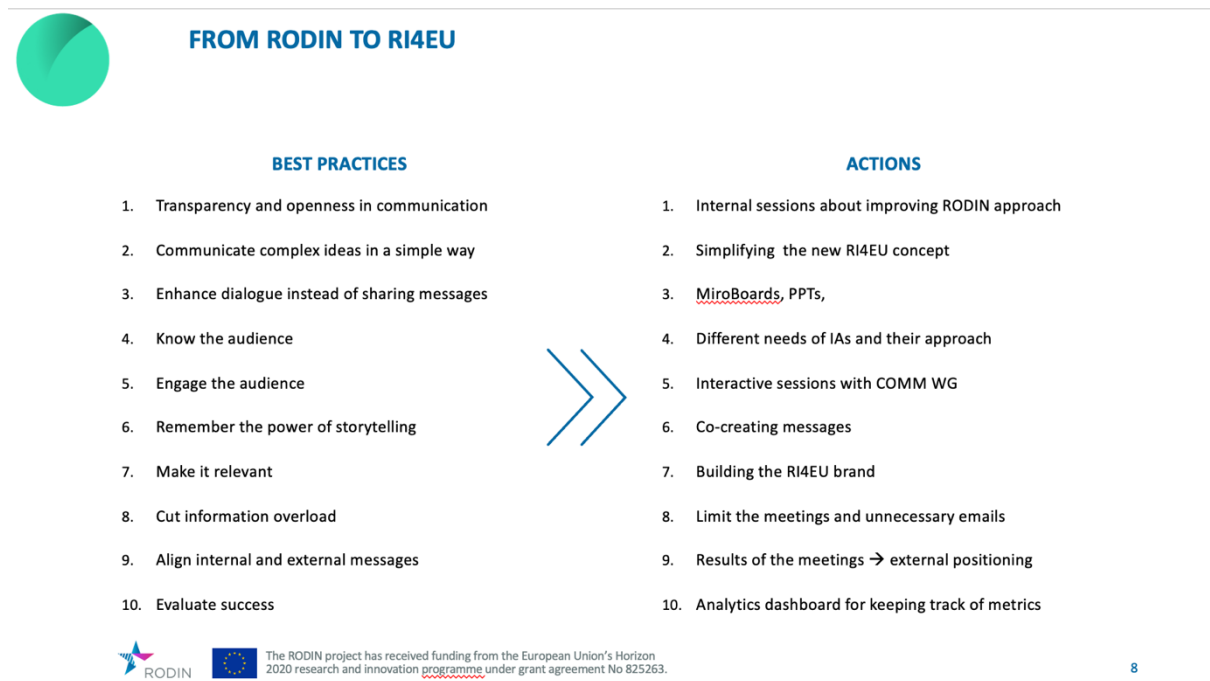
8

*Figure 3: Best practices in communications are used inside RODIN project to create RI4EU approach*