



PR-Guidelines - European Robotics Week

The European Robotics Week offers one week of various robotics related activities across Europe for the general public, highlighting growing importance of robotics in a wide variety of application areas. The Week aims at inspiring technology education in students of all ages to pursue careers in STEM-related fields, i.e. science, technology, engineering and math.

To make this campaign a success, it's important that all participating organisations stick to the guidelines described below. If we succeed in creating a joint European Robotics Week identity by connecting all the events taking place across Europe, the whole campaign as well as every single event will get better publicity.

1. Logo & co-branding

All events and materials connected to the event (e.g. Press releases, invitations, flyers etc) have to include the Logo, short description and link to the European Robotics Week. We worked on some specific guidelines, according to the application (website, press release etc).

Of course, you can use your usual Corporate Identity of material. The Logo, link and short description can be added at the end of your press release / flyer etc.

2. Website of the participating organisation

Please, use the logo, short description of the European Robotics Week and the link to the central website (www.robotics-week.eu) on your event's website (the page on your organisation's website where you describe your activity / event). Use a short standard description of the week and explain that your organisation participates in the week. Please, make sure your event is recognised as part of the European Robotics Week – example below, in table 1.

Table 1 – Logo + standard phrase on the organisation's event website

	<p>This event is part of the European Robotics Week – 28 November – 04 December 2011</p> <p>One week with 129 participating organisations and over 350 robotics related events throughout Europe.</p> <p>More information on www.robotics-week.eu</p>
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Optional: If you want, you can of course add the detailed standard information about the European Robotics Week (described below under Press Release). If possible, put the logo on a prominent place on your organisation's website to highlight the week / your event. Please link the announcement to your event's website (description of the event on your organisation's website), and to the central website (www.robotics-week.eu) – example below, in table 2.

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Table 2 – Logo + standard phrase on prominent place of the website of the participating organisation (general promotion of your organisation’s event and week)

	<p>“Organisation xyz” participates in the European Robotics Week – 28 November – 4 December 2011</p> <p>One week with 129 participating organisations and over 350 robotics related events throughout Europe!</p> <p>Our event “xyz” (<i>link to your event website on your organisation’s website</i>)</p> <p>More information on www.robotics-week.eu and www.national website.xy</p>
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Kommentar [AW1]: In case you have a national website, please add here the link to your national website.

3. Press Release

In every press release, it has to be made clear that your event is part of the European Robotics Week. Please, use Logo, Link to the central website and standard phrase about the week in every press release you send out (example, please see table 3). If you want and have space, you can use the standard information we prepared in addition (please see the text below).

Please, announce that your event is part of the European Robotics Week in the headline or first sentences of your press release.

We recommend the following structure of your press releases:

- Part in which you describe your event (what, when, who, where, why); mention that this event is part of the European Robotics Week in the headline and /or first sentences
- General part: Logo, Link to the European Robotics Week campaign, standard phrase about the European Robotics Week and (optional) additional information according to the information below.

Table 3 – Logo + standard phrase for press release

	<p>This event is part of the European Robotics Week – 28 November – 04 December 2011</p> <p>One week with 129 participating organisations and over 350 robotics related events throughout Europe!</p> <p>More information on www.robotics-week.eu and www.national website.xy</p>
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Kommentar [AW2]: In case you have a national website, please add here the link to your national website.

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Additional standard information about European Robotics Week (optional to use)

European Robotics Week

From 28th of November to 4th of December 2011, the first European Robotics Week will take place. 129 organisations in Europe (industry, research institutes, and universities) organise over 350 robotics related activities across Europe, highlighting the growing importance of robotics and promote European Robotics.

There is a lot going on in Europe during the European Robotics Week: School visits with lectures on robotics, guided tours for pupils, open labs, exhibition, challenges, robots in action on public squares....!

Robotics – a market for the future

In upcoming decades we will find robots and devices with robotic functions employed almost everywhere. Robots will naturally interact with people both physically and cognitively based on advanced communication and information processing – in all areas of our lives.

Robotics will be a key element for dealing with societal challenges Europe is facing. From ageing society to sustainable manufacturing and increasing security threats, robotics is a solution provider. Creating an energy- and resource-efficient production, producing "green" products with economies of scale, creation and retention of equal-opportunity and high-quality employment, coping with an ageing work-force by keeping the ageing workforce with valuable work experience in the production process, independent living for elderly people, affordable health care, protection against external and internal threats to security – without robotics and automation these goals are hard (if not impossible) to achieve. Robotics plays a key role for keeping production competitive and hence makes it attractive to invest in Europe: It is through robotics and automation that manufacturing companies can compensate for the competitive disadvantage of higher labour costs in Europe and ultimately retain employment within Europe, albeit with different and higher skills requirements.

In 2010 more than 118,000 industrial robots were sold worldwide – almost twice as many as in 2009. For 2011, the IFR (International Federation of Robotics) forecasts worldwide growth rates of 18%, and approximately 6% in the following 3 years. Linked to this is an increase in the number of operational industrial robots from just above one million at the end of 2009 to about 1.15 million until 2012.

Impressive increase is predicted in the service robotics fields: In 2010, about 13,700 professional service robots were sold. By 2014, about 87,500 new robots will assume tasks in the areas of defence, security, facility management and medicine. Also by 2014, the IFR (International Federation of Robotics) forecasts more than 14.4 million sales for the private sector, mainly in the domestic field and entertainment tasks. In 2010, approximately 2.2 Million service robots for the private sector were sold – most of them low-cost toy robots and vacuum cleaners (Source: World Robotics 2011).

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4. Contact:

For the European Robotics Week in general:

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National Coordinators in several countries:

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