RockEU2
Robotics Coordination Action for Europe Two

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Instrument: Coordination and Support Action

Information Resource Management

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Revision:	2 (after review meeting)

Content

1. Overview

One of the outcomes of the RockEU CSA was a web portal for the community with different sections, addressing SPARC and the euRobotics association in general, but also major activities in relation to the project, namely the European Robotics Forum, the European Robotics Week, and the European Robotics League.

In the first reporting period, mainly new content related to the activities was created and the content from the previous web site was migrated, where useful.

Other services are currently under discussion which will be implemented in the second period of RockEU2. These include a link to the content of the community mailing list "euRobotics-dist" with a filter and search function, and specific content related sections.

For online partner match in context of the upcoming H2020 calls, a Brokerage tool has been developed and is used since end of November 2016 to collect project ideas and partner profiles for the Brokerage Day and to find consortium partners for the call. The tools is still online available (http://www.eurobotics-brokerage.net/), as specific project partners may still be searched for.

2. Tools for the information resource

A core value created by RockEU2 is the information gathered during all types of activities. This information needs to be centrally managed and made accessible to the various stakeholder groups with their individual needs. Therefore, a number of IT tools are used.

In addition to the tools listed below, he introduction of a CRM system to more systematically manage all contacts and stakeholder groups, is under discussion.

2.1. Mailing lists

The major community mailing list is euRobotics-dist with more than 5000 subscribers. This list is used for major communication with the robotics community in Europe and beyond. Therefore, it is used as one of the main distribution channels for general information. However, sometimes more targeted communication is needed, and specific lists are created which use mailchimp as a tool. These list can e.g. refer to industrial members of euRobotics, or participants of specific events, such as the one on Smart Regions with Smart Robots. This helps to direct the communication to relevant user groups, also outside the core robotics community.

2.2. Web site

The current web site follows the SPARC branding guidelines and is structured by five categories, information about the euRobotics association, SPARC, the European Robotics Forum, the European Robotics Week, and the European Robotics League. This navigation allows for a direct access to events and information about the league, however, for information about strategy, policy, etc. the assignment is sometimes not obvious.

Therefore, an action plan to revise the website regarding structure and content was defined. This plan is as follows:

Deadline	Topic
18.5.17 (done)	General calendar of robotics events activated and filled;
27.6.17	Overall navigation reviewed and all structural change requests identified
30.6.17	Revised navigation for picture and video library, especially featuring videos recently created, e.g. during the event at the Committee of the Regions on 10 May 17.
18.7.17	Content revision needs identified, with prioritization to allow targeted revision (no revision on historical material)s
31.7.17	Navigation revised
28.9.17	Content revised based on the set priorities

As a first achievement, an event calendar was activated and filled with major community events. The community is asked to contribute information about robotics related events. The calendar comes also with a map to show the locations of events.

As part of the revision, a better presentation of the euRobotics Board members and the office staff, but also a revised presentation of the Topic Groups is foreseen. This allows to directly approach them.
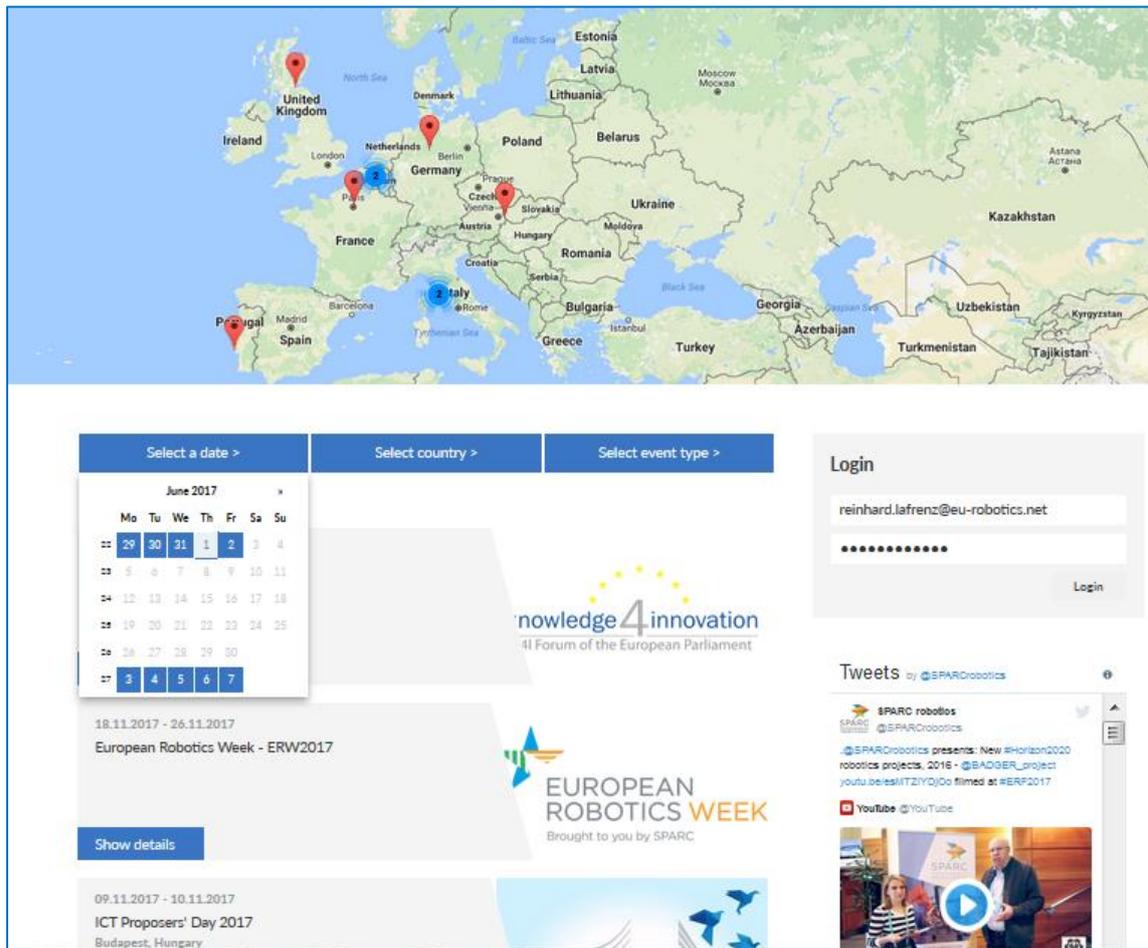
A focus during the content revision is to review the reports about recent events and to focus more on the outcome and impact, with the help of reports provided by the organisers and participants, as well as collected materials like slides, notes, photos of flip charts, etc.

Another important issue for the revision is the accessibility of material relevant to journalists, such as press releases, workshop reports, or success stories. This revision will affect both, the structure and the content side and includes a revised navigation for the picture and video library as this is expected to have a great impact.

2.3. Brokerage tool

Especially to find suitable H2020 consortium partners, brokerage services and a related electronic tool are put in place. These are foreseen to be used for and after the annual SPARC Brokerage Day, which is typically held beginning of December, when the work programmes are published by the EC.

The tool provides a database of organisations and people, and allows to upload information about project ideas. Potentially, this tool can also be used to follow ongoing and completed projects, which would create additional value.

3. Integration of information resource in overall communication strategy

The use of the information resource to provide information was taken into account for the communication strategy. Many activities result in information that needs to be stored and made available to specific stakeholder groups, including journalists, and the general public. For all materials such as newsletters, articles, or press releases, the best way to make it accessible, internally and/or externally, is defined. The access to newsletters or press releases, will is also being checked when the website structure is revised.

As mentioned before, not only the access to materials is needed, but also the possibility to get information about people and organisations. This will be considered for the revision of the website and have an impact on the interaction between stakeholders.

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