

PRESS RELEASE Brussels, 18 SEPTEMBER 2014

4th Edition of European Robotics Week: 24th - 30th November 2014

Robotics is gaining momentum – not only in European factories, but increasingly in European service industries and in the home. No wonder that European youngsters want to be the pioneers, the first to discover the combination of fun and learning which robotics offers, and to surpass the iPhone generation with physical and not virtual endeavours. All this culminates in European Robotics Week, with the fourth edition taking place between the **24th and 30th November 2014**, expected to encompass more than **300 activities in 25 European Countries**. Since its first edition in 2011, European Robotics Week has so far attracted over 100,000 people and encouraged young and old to become involved in hundreds of different robotics related activities year after year.

Industry, research institutes and universities all over Europe, will again raise public awareness of the robotics field by offering a whole host of robotics related activities: Open laboratories, exhibitions, challenges, robots in action on public squares, school visits by robotics lecturers, guided tours in science museums and much more will inspire students of all ages. Just as in previous years, there will be the opportunity this year to transmit all robotics activities from around Europe live online for the whole world to see.

Uwe Haass, Secretary General, said: “Robots are able to capture our imagination like no other tool by creating a fun, interactive and independent learning process. By learning how to program the robot, how to use its sensors and define its movements, one easily learns physical, geometrical and mathematical concepts. As a result, this reinforces the experience and the child tacitly learns STEM by watching and interacting with robots, as they practically perform the results of the lesson. Equally important is the self-esteem which a successful hands-on experiment delivers.”

In 2014, European Robotics Week will for the first time move its Communication Centre from Brussels to the Cité de l’Espace in Toulouse. During the week, the science park dedicated to the space age, will host a plethora of events around robotics. Competitions organised by the European RoCKIn project and numerous other activities. Teams from throughout Europe will put their robots to the test through scenarios and tasks that are highly relevant to real world processes in factories or – even more challenging – in a home environment, being conducive for developing the smarter, more flexible and dependable robots. Every consecutive year of European Robotics Week will see the Communications Centre moved to a different European region.

Haass: “It is important that teachers at all levels of education can complement successful teaching, with the interactive opportunities that robots can offer. I am delighted that many skilled teachers have taken up this challenge and we have seen huge success in participation. European Robotics Week is therefore an exciting opportunity to transform teaching in our schools.”

Stimulating robotics, especially through youth and adult education by encouraging participation in the many tours and events, has a second equally important effect: to raise awareness on the type of impact that robots will have in our society. Robotics provides solutions to many of the current and future societal challenges, such as: working in certain sectors which pose a hazard to human health, or taking care of disabled and elderly people.

The latest edition looks to emulate this great success and aims to continue raising awareness, whilst also breaking new records for attendance and introducing ever more people to the growing prominence of robotics in Europe.

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Contact:

[Website for European Robotics Week 2014](#)
[Press releases and success stories of 2013](#)
[ERW 2014 - Teachers’ Handbook](#)

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Notes to Editors:

- The [“Researchers Report 2012”](#) published by the European Commission’s DG Research and Innovation, stated that recent estimates suggest that an additional one million researchers may be needed in Europe by 2020 to meet an R&D intensity target of 3% of GDP. The number of researchers actually required is significantly higher, as many researchers will retire over the next decade. This, combined with the need for many more high-quality research jobs as the research intensity of the European economy increases, will be one of the main challenges facing European education, research and innovation systems in the years ahead.
- **euRobotics AISBL** aims to promote excellence in robotics by providing many networking opportunities to its members from both industry and academia, to exchange knowledge within the robotics community and to shape the future of robotics in Europe through cooperation between both sides. One of the association’s main missions is to collaborate with the European Commission (EC) to develop and implement a strategy and a roadmap for research, technological development and innovation in robotics, under the Public-Private Partnership “SPARC” within Horizon 2020.
- **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. European Robotics Week was born out of an initiative of the European Robotics community to bring robotics research and development closer to the citizen. Its main aim is to inspire students of all educational levels to pursue careers in Science, Technology, Engineering and Mathematics and allow us to glimpse the future society and the very real impact that robotics will have in it.
- **RoCKIn** is an EU project that will be run over the next three years, consisting of robot competitions, symposiums, educational RoCKIn camps and technology transfer workshops. Our mission is to act as a catalyst for smarter, more dependable robots. The project does this by building upon the principles of challenge-driven innovation laid down by RoboCup, facilitating cognitive and networked robot systems' testing, and streamlining research and development through standardised testbeds and benchmarks.