

# Call for Hosts European Robotics Week 2020

## 1. Introduction

euRobotics aisbl is a non-profit organisation based in Brussels with more than 250 members, representing the robotics community in Europe. One of the association's main missions is to collaborate with the European Commission in the delivery of 'SPARC' - a public-private partnership designed to maintain and extend Europe's leadership in civilian robotics. Its aim is to strategically position European robotics in the world, thereby securing major benefits for Europe's economy and society at large.

### 1.1 Goals and objectives

Organised by euRobotics, European Robotics Week (ERW) presents the latest achievements in research and industry through a multitude of events, including: workshops, television programmes, demonstrations, children activities, lab tours, competitions, challenges, exhibitions, and more. So far, the ERW has attracted over 550,000 people during its nine years of existence, encouraging both young and old to engage with hundreds of robotics related activities. The Central event venue changes every year and is home to an eco-system of activities in the chosen location.

ERW2019 benefited from +1,300 events organised all over Europe, with the Central event in Poznan (Poland) achieving +50 mentions on regional/national media and TV. ERW is focused entirely on public engagement and education to highlight the growing importance of robotics in our society and the many different areas in which it can be applied. In particular, the ERW aims to inspire technology education for students of all ages - motivating individuals to pursue careers in STEM-related fields of science, technology, engineering and math (since these "future" jobs are the basis for the economic wellbeing of Europe and its member states).

### 1.2 Call to organise the ERW2020 Central event

The purpose of this call is to identify euRobotics members and/or national coordinators who are willing to co-organise with euRobotics aisbl, the Central event, in direct response to the educational focus of the European Robotics Week. As such, the association is searching for committed organisers who can create a dynamic mixture of local events and workshops (delivered by scientists, labs, teachers, schools, robotics engineers, robot makers etc.), that allow euRobotics to engage effectively with the European public. We encourage all potential organisers to think creatively about their solution to communicating the positive impact of robotics to the general public. ERW Central event should take place over 2-3 days during 19/20 - 29 November 2020.

### 1.3 Scope of the ERW2020 Central event

The Central Event of ERW2020 will act as the hub for all other events. We ask applicants to address regionally relevant industries with a focus on robotics. The educational element can be provided in the form of workshops, competitions, interactive and creative events that allow children/young people and adults to engage with robotics. The scope allows for a certain amount of flexibility due to the wide target audience and each proposal will be measured on the inclusivity of events.

## 2. Application form

All applicants are required to provide the following information:

Items	Answers	Notes
<b>2.1. Local Organisers</b>		
<ul style="list-style-type: none"> <li>Applicant institution (Local Organiser)</li> </ul>		Company, research institution, university etc.
<ul style="list-style-type: none"> <li>My organisation is member of euRobotics or ERW national coordinator</li> </ul>	Yes <input type="checkbox"/> (check the box)	
<ul style="list-style-type: none"> <li>Organisers names</li> </ul>		
<ul style="list-style-type: none"> <li>Involvement in robotics and science communication</li> </ul>		
<ul style="list-style-type: none"> <li>The organisation has hosted conferences, workshop or large events before</li> </ul>	Yes/No (delete as needed)	If yes, please list these events.
<ul style="list-style-type: none"> <li>Working relationships with relevant Exhibitors, Science parks, Interactive museums</li> </ul>		Please list current working relationships.
<b>2.2. Co-organisation commitment</b>		
<ul style="list-style-type: none"> <li>I will work closely together with the staff of euRobotics during the preparation of the ERW2020.</li> <li>I commit to the cooperative style of event organisation, in accordance with the roles and responsibilities outlined in Annex 1.</li> </ul>	Yes <input type="checkbox"/> (check the box)	Monthly reporting and/or interaction is expected, accelerating to weekly interactions in the last two months before the event.
<ul style="list-style-type: none"> <li>As Local Organiser, I will sign a written agreement detailing all the tasks to be accomplished listed</li> </ul>	Yes <input type="checkbox"/> (check the box)	
<ul style="list-style-type: none"> <li>I will provide euRobotics with contract agreements, written offers and invoices for all costs.</li> </ul>	Yes <input type="checkbox"/> (check the box)	
<ul style="list-style-type: none"> <li>I understand that the Local Organiser is expected to cover its own personnel costs for organising the ERW.</li> </ul>	Yes <input type="checkbox"/> (check the box)	
<ul style="list-style-type: none"> <li>I understand that euRobotics is the lead coordinator of ERW and will be mentioned on all communication materials. ERW can feature the local organisers logos as well.</li> </ul>	Yes <input type="checkbox"/> (check the box)	<a href="#">See branding guidelines</a>
<b>2.3. Contribution to the programme</b>		

<ul style="list-style-type: none"> <li>It is the Local Organiser's privilege to suggest topics that help the event visibility. What are your ideas for the ERW programme? (e.g. special focus or topic, motto or marketing strategy).</li> </ul>		The nature of ERW is such that it must consider the central event as being interactive, educational, engaging, and contributing to the positive promotion of robotics to the public.
<ul style="list-style-type: none"> <li>Which contributions to the ERW programme do you envisage coming from your organisation? (e.g. lab tours, special sessions, co-located events, etc.)</li> </ul>		Remember, the ERW prioritises inclusivity.
<b>2.4. Timing</b>		
<ul style="list-style-type: none"> <li>Which dates do you suggest for the ERW Central event to take place and why?</li> </ul>		ERW Central event should take place over 2-3 days during 19/20 - 29 November 2020.
<b>2.5. Venue</b>		
<ul style="list-style-type: none"> <li>Please supply the name and address of the venue, information about its size and technical equipment, and a web link for further information.</li> </ul>		The venue should lie in Europe (the European Union or one of its associated member states). An appealing environment (restaurants, cafe, points of touristic, economic, scientific interest), is a major advantage.
<ul style="list-style-type: none"> <li>I confirm that a good (free) internet connection is available, as well as the infrastructure to facilitate other technical equipment.</li> </ul>	Yes <input type="checkbox"/> (check the box)	Where required, infrastructure should include rooms with projection, as well as sound equipment and lights to allow proper recording of the sessions
<ul style="list-style-type: none"> <li>I understand that provision of a suitable sized room to set-up all technical elements of the Central event is required, as well as an exhibition space that can accommodate the public.</li> </ul>	Yes <input type="checkbox"/> (check the box)	Previous event organisation experience would be considered a plus.
<b>2.6. Accessibility</b>		
<ul style="list-style-type: none"> <li>How easy is it to reach the organising city and the meeting centre?</li> </ul>		
<ul style="list-style-type: none"> <li>Is your location accessible to people with mobility issues?</li> </ul>	Yes/No	
<b>2.7. Budget</b>		

<ul style="list-style-type: none"> <li>Proposed budget for the event (total cost, total income, balance).</li> </ul>		Please fill in Annex 2 - Budget.
<ul style="list-style-type: none"> <li>Please list all potential partnerships.</li> </ul>		The event must be self-sustainable. It is the responsibility of the local organiser to raise funding and cover for the event. euRobotics has very limited resources to contribute to the event (mainly promotion & speakers support).
<ul style="list-style-type: none"> <li>Please list all sponsors that you can approach.</li> </ul>		
<b>2.8. Validity</b>		
<ul style="list-style-type: none"> <li>In case your application for ERW2020 turns out to be unsuccessful, are you willing to host the ERW2021 instead?</li> </ul>	Yes/ No	Under similar conditions as in 2020.

\* We are looking for financially healthy local institutions to organise the ERW2020. Proof might be required.

**DEADLINE FOR SUBMISSIONS 16 March 2020: [secretariat@eu-robotics.net](mailto:secretariat@eu-robotics.net)**

Signature of local organiser submitting the call information

## Annex 1 – Responsibilities of the Coordinator (euRobotics) and Local Organiser

### A. Main responsibilities of the Coordinator

1. Overall coordination
  - 1.1 Decides together with the Local Organiser on regular conference calls and physical meetings in preparation for the event.
  - 1.2 Facilitates overall coordination and internal communication.
2. Programme
  - 2.1 Contributes to the creation and management of the event programme and communicates with speakers.
  - 2.2 Invites European personalities and VIPs to the opening ceremony.
  - 2.3 Manages the opening ceremony programme, including the planning and hiring of the master of ceremony (this should be an integral part of the event budget).
3. Sponsoring & exhibition
  - 3.1 Decides together with the Local Organiser on sponsorship packs (benefits, rates, exposure etc.).
  - 3.2 Invites euRobotics members to sponsor.
  - 3.3 Collects the billing information, sponsorship and exhibition fees from euRobotics members and follows up on payments.  
NB: Sponsoring fees collected by euRobotics will be used to support primarily pan-European ERW activities such as national coordinators meeting, school trips for children from disadvantaged regions to the Central event outside of the central event budget.
  - 3.5 Approves the floor plan of the exhibition (if organised).
4. Communication
  - 4.1 Develops the ERW sub-site on the [www.eu-robotics.net](http://www.eu-robotics.net) website.
  - 4.2 Reviews and agrees with the Local Organiser upon all communication materials designed by the Local Organiser.
  - 4.3 Produces press releases in English and distributes them to the Coordinator's European media contacts.
  - 4.4 Manages the promotion of the event to the euRobotics National Coordinators community by means of mass mailing and social media promotion.
  - 4.5 Oversees the production of the print and digital materials in English, including the event brochure, sponsorship brochure, photo-video materials, video interviews. Please note that all graphic design and photo/video services and communication costs by the official suppliers of euRobotics must be an integral part of the final event budget.
5. Finance
  - 5.1 Reviews and agrees on the event budget drafted by the Local Organiser (see Annex 2).
  - 5.2 Requests changes and approves the proposed budget.

## B. Main responsibilities of the Local Organiser:

### 6. Overall organisation

6.1 Rents and pays for all event venues.

6.2 Manages all relationships with the venues regarding all the necessary logistics (rooms, signage, furniture, audio-visual, screens and displays, outdoor branding, exhibition booth set-up, catering etc.) according to the action plan agreed between the Local Organiser and the Coordinator, before, during and after the event, and for unforeseen requests subject to agreement.

6.3 Appoints the required subcontractors/event staff (general event manager, exhibition manager, hostesses, AV staff etc.), in agreement with the Coordinator.

6.4 Together with the venues, is responsible for on-site management of the event (including access to the venues outside regular working hours for the organising team).

### 7. Programme

7.1 Coordinates with local personalities and VIPs attending the opening ceremony, in agreement with the Coordinator.

### 8. Sponsorship and exhibition (if organised)

8.1 Ensures that venues provide professional exhibition management (contracts, invoicing, storage, set-up, dismantling etc.), if foreseen in the event programme.

8.2 Advertises the exhibition space and sponsoring packages to local companies.

8.3 Invoices and collects all materials from local sponsors (and exhibitors).

8.4 Follows up with local sponsors and exhibitors (non-euRobotics members) for sponsorship (and exhibition fee) payments.

8.5 Manages the logistics of the exhibition (if organised) prior and during the event (answering questions, ordering additional materials, preparation of the floor plan etc.).

### 9. Venues and suppliers

9.1 Proposes local suppliers, with quotes, to the Coordinator: venues for social events, lab visits, hotels, printing companies, catering, audio-visual etc.

9.2 Provides transport locally to the Coordinator for event materials, if necessary, between different venues.

9.3 Manages the receiving, storage and sending of shipments for and on behalf of the Coordinator.

9.4 Oversees all the logistics (room set-up, audio-visual, materials) of the opening ceremony and workshops (if needed) to ensure the appropriate, smooth running and follow up of the event.

### 10. Communication

10.1 Contributes to the updating of the [www.eu-robotics.net/robotics\\_week/](http://www.eu-robotics.net/robotics_week/).

10.2 Manages relations with local media and European media (if available).

10.3 Produces all event materials in the local language (and translates them into English), distributing press releases to the local and European media.

### 11. Finance & Liability

11.1 Provides a summary financial statement and results to be presented during the event wrap-up meeting immediately after the event.

11.2 Provides the complete final set of expenses and income before 31 January 2021, together with the corresponding invoices.

11.3 Acquires an appropriate extended event insurance (terrorism, natural catastrophes, extreme weather, accidents, cancellations etc.) in accordance with country regulations.

11.4 After having settled all associated and agreed payments and debts, should the result lead to a negative balance (including cancellation not covered by insurance), 50% of the remaining costs should be paid by the Coordinator and 50% by the Local Organiser.

### 12. Attendees

12.1 Answers questions from attendees and supplies them with information about accommodation, travel, and transport.

12.2 Attracts attendees from local/regional companies, universities, public authorities to join.

## Annex 2 – Budget (please use the format provided)

Estimated Budget

<b>Total expenses, estimate</b>	
Venue(s): rooms and facilities	
Foods and beverage	
Other costs	
<b>Total income, estimate</b>	
Registration	
Exhibition	
Sponsorship	
<b>Balance (income - expenses)</b>	

Estimated costs (Breakdown)

<b>Rooms and facilities</b>	<b>Total cost</b>
Rooms	
Technical equipment	
Exhibition	
Event personnel (venue, hostesses)	
Signage	
<b>Sub-total: Rooms and facilities</b>	
<b>Catering, dinner, transport</b>	<b>Total cost</b>
Food and beverages (VIP dinner)	
Transport	
<b>Sub-total: Catering and transport</b>	
<b>All other costs: please include ALL other costs here (e.g. speakers, PR/ advertising, print, design, ticketing, exhibition etc)</b>	<b>Total cost</b>
<b>Sub-total: All other costs</b>	
<b>TOTAL Estimated costs</b>	

Estimated income (Breakdown)

<b>Registration (if charged)</b>	<b>Units</b>	<b>Unit Price</b>	<b>Total</b>
Tickets			
Registration			
<b>Exhibitors (if organised)</b>	<b>Units</b>	<b>Unit Price</b>	<b>Total</b>
Stand, large			
Stand, simple			
Exhibitors			
<b>Sponsorship (sponsors, estimate)</b>	<b>Units</b>	<b>Unit Price</b>	<b>Total</b>
Platinum			
Gold			
Silver			
Bronze			
Sponsorship			
<b>TOTAL Estimated income</b>			