

Call for hosting European Robotics Week 2019

1 Introduction

euRobotics 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 (EC) in the framework of a contractual Public-Private Partnership, named SPARC. SPARC is an initiative 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 aisbl, **European Robotics Week** presents the latest achievements in Research and Industry through a multitude of events, such as: workshops, television programmes, demonstrations, children activities, lab tours, competitions, challenges, competitions for Robotics Start-ups, exhibitions, and more. ERW has so far attracted over 500,000 people during its eight years of existence, encouraging both young and old to engage with hundreds of robotics related activities year after year. Every year the ERW changes the central event and hosts an eco-system of activities in the chosen location. The ERW2018 benefited from over 1,200 events organised all over Europe and the Central event organised in Augsburg, had 1,500 visitors over the three days.

The European Robotics Week is focused entirely on public engagement and education, highlighting the growing importance of robotics in our society, and the many different areas that robotics can be applied to. The European Robotics 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, since these "future" jobs are the basis for the economic wellbeing of Europe and its member states.

1.2 Purpose of this Invitation to organise the ERW2019 Central event

The overarching purpose of this call is to identify euRobotics members or national coordinators who are willing to co-organise with euRobotics aisbl, regional robotics events, in direct response to the educational focus of the European Robotics Week. We are therefore searching for committed organisers who can create a dynamic mixture of local events and workshops (by scientists, labs, teachers, schools, robotics engineers, robot makers etc.), allowing euRobotics to engage with the European public. We encourage all potential organisers to think creatively about their solutions communicating the positive impact of robotics to the public.

1.3 Scope of the ERW2019 Central event

The Central Event of the European Robotics Week acts as the hub for all events. We ask applicants to address regionally relevant industries with a focus on robotics. The educational element can be provided within the form of workshops, competitions, as well as interactive and creative events that allow children/young people and adults to engage. 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

Applications should include the following information to be used for the evaluation of the proposals:

Items	Answers	Observations
2.1. Organisers		
<ul style="list-style-type: none"> Organising institution (local organiser) 		E.g. company, research institution, university etc.
<ul style="list-style-type: none"> My organisation is member of euRobotics 	Yes (tick the box) <input type="checkbox"/>	
<ul style="list-style-type: none"> Organisers names 		
<ul style="list-style-type: none"> Involvement in robotics and science communication 		
<ul style="list-style-type: none"> The organisation hosted conferences, workshop or large events before 	Yes/ No. If yes, please list these events	
<ul style="list-style-type: none"> Working relationships with relevant Exhibitors, Science parks, Interactive museums 		
2.2. Co-organisation commitment		
<ul style="list-style-type: none"> I will work closely together with the staff of euRobotics aisbl during the preparation of the ERW2019. The proposal acknowledges that I commit to this cooperative style of organising the event. 	Yes (tick the box) <input type="checkbox"/>	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"> The local organiser will sign a written agreement with all the tasks to be accomplished listed. 	Yes (tick the box) <input type="checkbox"/>	
<ul style="list-style-type: none"> I will provide euRobotics with contract agreements, written offers and invoices for all costs 	Yes (tick the box) <input type="checkbox"/>	
<ul style="list-style-type: none"> Contribution of the local organiser* 	Yes (tick the box) <input type="checkbox"/>	The local organiser is expected to cover its own personnel costs for organising the ERW
<ul style="list-style-type: none"> Communication: euRobotics is the coordinator of ERW and it should be mentioned as such on all communication materials. ERW can feature the local organisers logos as well. 	Yes (tick the box) <input type="checkbox"/>	See branding guidelines
2.3. Contribution to the programme		

<ul style="list-style-type: none"> It is the organiser's privilege to suggest topics that help its visibility: What are your ideas for the ERW programme? (special focus or topic, motto or marketing strategy e.g.) 		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"> Which contributions to the ERW programme do you envisage to come from your organization? (lab tours, special sessions, co-located events, etc.) 		The ERW prerogative is inclusivity.
2.4. Timing		
<ul style="list-style-type: none"> Which dates do you suggest for the ERW Central event to take place and why? 		ERW Communication centre lasts 2-3 days during the week 15-24 November 2019.
2.5. Venue		
<ul style="list-style-type: none"> Supply name and address of the venue, information about its size and technical equipment, and a web link for further information. 		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 added value.
<ul style="list-style-type: none"> Good (free) internet connection, is available, as well as the infrastructure to facilitate other technical equipment. 	Yes (tick the box) <input type="checkbox"/>	
<ul style="list-style-type: none"> Provision of a suitable sized room to set-up all technical elements of the central event is required, as well as a space that can accommodate the public. 	Yes (tick the box) <input type="checkbox"/>	Previous experience would be considered a plus.
2.6. Accessibility		
<ul style="list-style-type: none"> How easy is it to reach the organising city and the meeting centre? 		
<ul style="list-style-type: none"> Is your location accessible to people with mobility issues? 	Yes/ No	
2.7. Budget		

<ul style="list-style-type: none"> Proposed budget for the event (total cost, total income, balance). See annex 2 - Budget. The proposed budget lines are a reference, please add all costs that might be incurred by the event depending on the proposed programme and venue(s). 		
<ul style="list-style-type: none"> Please list and estimate the major cost items and sources of income. 		
<ul style="list-style-type: none"> Are there any potential partnerships that can be formed? 		
<ul style="list-style-type: none"> Are there any sponsors that you can approach? 		<p>The event must be self-sustainable. It is the responsibility of the local organiser to raise funding and cover for the event.</p> <p>euRobotics has very limited resources to contribute to the event (mainly on the promotion).</p>
2.8. Validity		
<ul style="list-style-type: none"> In case your application for ERW2019 turns out to be unsuccessful, are you willing to host the ERW2020 instead? 	Yes/ No	Under similar conditions as in 2020

* We are looking for financially healthy local institutions to organise the ERW2019. Proof might be required.

DEADLINE FOR SUBMISSIONS 12 March 2019: secretariat@eu-robotics.net

Signature of local organiser submitting the call information

Annex 1 – Responsibilities of the coordinator and local organiser

1. Overall coordination

- 1.1. Decides together with the Local Organiser on regular conference calls and physical meetings in agreement with the Local organiser.
- 1.2. Facilitates overall coordination and internal communication.

2. Programme

- 2.1. Contributes to the creation and management of the programme and communicates with speakers.
- 2.2. Invites European personalities and VIPs to the Opening Ceremony.

3. Sponsoring & exhibition

- 3.1. Decides together with the Local organiser on the sponsoring packs (benefits, rates, etc.).
- 3.2. Invites euRobotics members to sponsor.
- 3.3. Collects the billing information and the sponsoring and exhibition fees from euRobotics members and follows up on payments.
- 3.4. 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-website on the www.eu-robotics.net website.
- 4.2. Reviews and agrees upon with local organiser all communication materials designed by the Local organisers.
- 4.3. Produces the 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 on Facebook and Twitter.
- 4.5. Oversees the production of the print and digital materials in English: event brochure, sponsorship brochure and photo-video materials. The graphic design and photo/video services costs by the official supplier of euRobotics must be integral part of the event budget.

5. Finance

- 5.1. Reviews and agrees on the event budget drafted by the Local organiser (ANNEX 2 – Budget).
- 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 venues of the event.
- 6.2. Manages all relations 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 event list agreed between 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. Is responsible together with the venues for the 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 the local personalities and VIPs attending the Opening Ceremony, in agreement with the Coordinator.

8. Sponsors (and exhibition, if organised)

- 8.1. Ensures that the venues provide professional exhibition management (contracts, invoicing, storage, set-up, dismantling etc)., if this is 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 fees) payments.
- 8.5. Manages the logistics of the exhibition (if organised) prior and during the event (answering to 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/ workshops (if needed) to ensure an appropriate and smooth running of the event and follows up with the venue in this respect.

10. Communication

- 10.1. Contributes to the updating of the www.eu-robotics.net/robotics_week/.
- 10.2. Manages the media relations with the local media and European media (if available).
- 10.3. Produces all event materials in the local language (and contributes to the English versions) and distributes the 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 right after the event.
- 11.2. Provides the complete final set of expenses and income before 31 January 2020, together with the corresponding invoices.
- 11.3. Acquires an appropriate extended event insurance (terrorism, natural catastrophes, extreme weather, accidents, cancellations etc.) in accordance to the country regulations.
- 11.4. After having settled all associated and agreed payments and debts, should the balance lead to:

- a surplus, 25% of the surplus should be paid to the coordinator.
- a negative balance (including cancellation not covered by insurance), the remaining costs should be covered by the local organiser entirely.

12. Attendees

- 12.1. Answers local questions of attendees, and supplies them with information about accommodation, travel, transport.
- 12.2. Attracts attendees from local/ regional companies, universities, public authorities to join.

Annex 2 – Budget (desired format)

Estimated Budget

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

Estimated costs (Breakdown)

Rooms and facilities	Total cost
rooms	
technical equipment	
exhibition	
event personnel (venue, hostesses)	
signage	
Total Rooms and facilities	
Catering, dinner, transport	Total cost
food and beverages (VIP dinner?)	
transport	
Total Catering and transport	
All Other Costs: please include ALL other costs here (speakers, PR/ advertising, print, design, ticketing, exhibition etc)	Total cost
All Other Costs	
TOTAL Estimated costs	

Estimated income (Breakdown)

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