



Scuola di Robotica

Gentilissimi,

anche quest'anno Scuola di Robotica è Coordinatore Nazionale della euRobotics Week 2013 (<http://eurobotics-project.eu/eurobotics>).

La Settimana Robotica Europea si svolgerà dal 25 novembre all'1 dicembre 2013.

Il Coordinatore europeo è l'Associazione Robotica Europea AISBL.

Da mercoledì prossimo, 2 ottobre, su www.scuoladirobotica.it troverete il banner della euRobotics Week 2013 con tutte le informazioni per iscrivere i vostri eventi (conferenze, mostre, seminari, lezioni, corsi, film, e così via) dedicati alla robotica.

Alcune indicazioni che ci sono state inviate da Bruxelles:

- 1) Gli eventi accettati devono essere dedicati al pubblico esterno (non attività interne)
- 2) Leggete le Linee Guida allegate (le troverete tradotte da mercoledì prossimo sul sito www.scuoladirobotica.it)
- 3) Appena i vostri eventi saranno accolti potrete usare il logo della euRobotica Week nel vostro materiale pubblicitario (qui <http://www.eu-robotics.net/eurobotics-week/> il logo in HD)
- 4) Grazie al Prof. Stefano Stramigioli dell'Università di Twente sarà possibile che gli eventise su web cam siano on line. Chi lo desidera, lo scriva direttamente a Pedro (Jose.Cardeiro@eu-robotics.net)
- 5) La euRobotics Week è anche su FB: <https://www.facebook.com/EuropeanRoboticsWeek?fref=ts>

Su www.scuoladirobotica.it troverete DUE FORM speculari, uno in italiano e uno inglese: abbiamo bisogno che compilate AMBEDUE I FORM, perché sul sito di Bruxelles saranno caricati quelli in inglese, sul nostro quelli in italiano. Non dimenticati i vostri loghi.

Da due anni, l'Italia è in testa per numero di eventi (e, devo dire, anche varietà :-)

A presto, immaginate i vostri eventi prima possibile.

LA SCADENZA PER INVIARE I FORM E' IL 30 OTTOBRE 2013.

Cordialmente, grazie ed a presto.

Fiorella Operto

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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 also 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, a short description and link to the European Robotics Week website (www.robotics-week.eu).

Of course, you can use your usual Corporate Identity together with the European Robotics Week brand. The Logo, the link and the 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, or 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 – 25 November – 01 December 2013</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 or to the description of the event on your organisation's website, and also to the central website (www.robotics-week.eu) – example below, in table 2.

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 – 25 November – 01 December 2013</p> <p>Event “xyz” (<i>please mention event's name, location, date, and link to your event website or event webpage on your organisation's website</i>)</p> <p>More information on www.robotics-week.eu. (In case you have a national website, please add here the link to your national website)</p>
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3. Press Release

In every press release, it should be made clear that your event is part of the European Robotics Week. Please, use the logo, the link to the central website and the 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 the first few 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 – 25 November – 01 December 2012</p> <p>More information on www.robotics-week.eu. (In case you have a national website, please add here the link to your national website)</p>
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Additional standard information about European Robotics Week (optional to use)

European Robotics Week

From the 25th of November to the 1st of December 2013, the third European Robotics Week will take place. During the first European Robotics Week in 2011, 130 organisations (industry, research institutes, and universities) organised over 350 robotics related activities across Europe, highlighting the growing importance of 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, exhibitions, 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.

Contact:

For the European Robotics Week in general:

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List of National Coordinators in several countries:

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If you need a contact person in a European country that is not listed above please contact:

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euRobotics AISBL, the European Robotics Association