

## 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](http://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

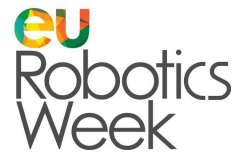
Please, use the logo, short description of the European Robotics Week and the link to the central website ([www.robotics-week.eu](http://www.robotics-week.eu)) on your event's website, or the page on your organisation's website where you describe your activity / event. Use a short standard description 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 <b>European Robotics Week</b> – 26 November – 02 December 2012</p> <p>One week with XXX participating organisations and over XXX robotics related events throughout Europe!</p> <p>More information on <b><a href="http://www.robotics-week.eu">www.robotics-week.eu</a></b></p>
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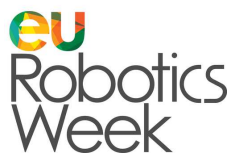
**Kommentar [MSOffice1]:** This phrase will be updated when we have a better idea about the numbers.

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](http://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 <b>European Robotics Week</b> – 26 November – 02 December 2011</p> <p>One week with XXX participating organisations and over XXX robotics related events throughout Europe!</p> <p>Event “xyz” (please mention event's name, location, date, and link to your event website or event webpage on your organisation's website)</p> <p>More information on <a href="http://www.robotics-week.eu">www.robotics-week.eu</a> and <a href="http://www.nationalwebsite.xy">www.national website.xy</a></p>
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**Kommentar [MSOffice2]:** This phrase will be updated when we have a better idea about the numbers.

**Kommentar [AW3]:** In case you have a national website, please add here the link to your national website.

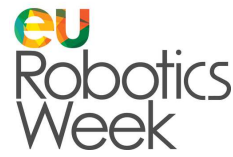
### 3. Press Release

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 <b>European Robotics Week</b> – 26 November – 02 December 2012</p> <p>One week with XXX participating organisations and over XXX robotics related events throughout Europe!</p> <p>More information on <a href="http://www.robotics-week.eu">www.robotics-week.eu</a> and <a href="http://www.national-website.xy">www.national-website.xy</a></p>
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**Kommentar [AW4]:** In case you have a national website, please add here the link to your national website.

**Additional standard information about European Robotics Week (optional to use)**

**European Robotics Week**

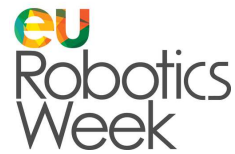
From the 26th of November to the 2nd of December 2012, the second European Robotics Week will take place. During the first European Robotics Week in 2011, 130 organisations (industry, research institutes, and universities) organised over 350 robotics related activities across Europe, highlighting the 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.

Here is some very important statistical information:

In 2011 more than 166,000 industrial robots were sold – the highest level ever recorded for one year and 38% more than in 2010. For 2012, the IFR (International Federation of Robotics) forecasts worldwide growth rates of 9%, and approximately 5% in the following 3 years. Linked to this is an increase in the number of operational units of industrial robots from 1.15 million at the end of 2010 to about 1.24 million until 2013.

Impressive increase is predicted in the service robotics fields: In 2011, about 16,400 professional service robots were sold. By 2015, about 93,800 new robots will assume tasks in the areas of defence, security, facility management and medicine. Also by 2014, the IFR (International Federation of Robotics) forecasts more than 15.6 million sales for the private sector, mainly in the domestic field and entertainment tasks. In 2011, approximately 2.5 million service robots for the private sector were sold – most of them low-cost toy robots and vacuum cleaners (Source: World Robotics 2012).

## Contact:

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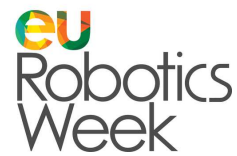
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**EUnited Robotics, the European Robotics Association**