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**Robot Competitions Kick Innovation
in Cognitive Systems and Robotics
FP7-ICT-601012**

**Report on Dissemination and Awareness to the Citizens
- 3rd Period**

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Scope:

Two key goals of RoCKIn are to: (1) encourage and facilitate sharing of robotics research and (2) raise awareness of robotics and its positive societal applications amongst the scientific community, students and the general population in Europe. This report will outline our activities and progress towards these ends between the 22nd and 36th months of the project.

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Introduction

Robotics needs now an impetus that brings existing appealing prototypes from research laboratories to actual products in the mass market. One of the driving forces for such a significant and long awaited technology transfer to happen is to focus the research in robotics on integrated systems that address and solve grand challenges. Obviously, the goal is not simply to realize a robotic system engineered to solve that particular challenge, but to develop formal methods that enable systematic approaches to building better and smarter robots in a given class of applications, benchmarked against building blocks common to most grand challenges for robots. It was on this basis that RoCKIn was formed.

Disseminating the products of RoCKIn and raising awareness of the project across Europe is key in achieving these goals. There are three primary objectives in this regard:

- To ensure and coordinate the dissemination of the relevance of robot competitions to foster significant R&D developments in AI and robotics and their added value to Europe's societal challenges,
- To promote S&T close to young high school students,
- To demonstrate the impact of robotics research to European citizens and public authorities

These objectives have been pursued through a variety of means, which will be detailed through this report. In all our activities, however, we have strived for consistency across the materials being produced, to reach out via the most relevant and profitable channels, and to ensure content is tailored to the audience and the medium.

Website

Over the past 12 months, there has been a complete redesign of the website to make it more user friendly, accessible and eye catching. There has been several new webpages including [RoCKIn Camp 2015](#), (see Appendix 1) which contains a summary of the event, an interactive map showing the geographical distribution of participants plus a video and selection of photos. Secondly, we have added the [RoCKIn2015](#) (See Appendix 2) competition page for the final event held in Lisbon in November 2015. Here, users can view all the latest information from the event, results and media coverage, and the page is also used to give recognition to the EU and our event sponsors. We also added the [RoCKIn2015 Team Interviews](#) (See Appendix 3) page to give recognition to the competition participants and to gain feedback from them on the project. The structure and ordering of the website pages has been updated to reflect the increased amount of content, making navigation easier and more intuitive for users; there are, for instance, now separate tabs to find all RoCKIn photos, Wiki and Github. The website has been regularly updated with all the latest content and news throughout the 12 months so that it can be the central resource for participants, the wider robotics community and the general public.

Over the past 12 months, the website has received over 17,000 visits (just over 10,000 of them unique) from 127 countries around the world (see appendix 4). These are the highest website views that RoCKIn has received throughout each 12 month period, showing that awareness around the project has continued to grow.

Public Relations and Community Engagement in Traditional Media, Blogs, Social Networks and Events

Having adopted a grassroots strategy throughout the project, we continued this effort for the final 12 months for disseminating information due to its high ratio of input to returns, viral capacity, ability to access a wide audience and that it echoes the democratic nature of the whole RoCKIn project. This means concentrating on direct marketing, social media networks, social news sites such as Reddit, blogs, online media outlets, and forums. To compliment this strategy, we also attended several robotics conferences to create awareness for the project and to encourage people to register or attend the final event RoCKIn2015.

Some key activities over the past 12 months:

- RoCKIn2014 attracted media coverage from 10 different organisations (see [RoCKIn2014 Competition Page](#))
- We created new promotional leaflets and posters which were distributed to all RoCKIn partners and handed out at events. This includes:
 - A5 leaflet for RoCKIn Camp 2015
 - A5 leaflet for RoCKIn2015 promotion
 - A4 and A1 poster for RoCKIn2015 promotion (See appendix 5)
- A [video](#) from RoCKIn2014 and a [video](#) from RoCKIn Camp 2015 were produced and posted on the RoCKIn website and RoCKIn YouTube channel. These were developed for a general audience, to educate and raise awareness of RoCKIn. A video for RoCKIn2015 is currently in development.
- Graphical materials including t-shirts, posters and roller banners were produced and displayed to the public at RoCKIn Camp 2015, RoCKIn2015 and other promotional events.
- RoCKIn merchandise was created for promotional purposes at events. These included pens, keyrings, sunglasses, travel mugs and bags.
- We created press release for RoCKIn 2015 and distributed it to various media outlets including [Robohub](#).
- An [article](#) on RoCKIn Benchmarking, written by the partners, was secured in the print and digital editions of the high-profile robotics magazine IEEE Robotics & Automation Magazine. 120 copies were disseminated at RoCKIn2015.
- With the primary goal of securing a prize sponsor and creating awareness of the project, we attended InnoRobo 2015. **Key outcomes:** Shadow Robot Company agreed to sponsor RoCKIn2015, attending RoCKIn2015 to speak to participants and providing the RoCKIn2015 @Home and @Work winner's prizes.
- We presented on RoCKIn at ERF 2015 and DG Connect, slides from which can be found on the RoCKIn website.
- We attended IROS 2015 to network and promote RoCKIn2015. **Key findings:** Bristol Robotics laboratory has created a domestic environment according to the RoCKIn@Home specifications.

- We attended ICT Conference 2015 on a joint booth with MOnarCH project. **Key outcomes:** Together we won Best Booth in the Transform category, as chosen by the public.
- Created 30 MUPIs that were installed around Lisbon 12 days prior to the final event.
- Created a 22 x 33 ft. banner to go on the Portugal Pavilion external wall which was installed one week prior to the Final event. (see appendix 6)
- RoCKIn2015 attracted several media companies to film including local station [RTP](#) and ManotoTV, the latter of which broadcasting to millions of Farsi-speaking households across the globe via free-to-air satellite to the UK, Europe and the Middle East and via their web channel to America and Canada. The 'Tech show', featuring RoCKIn2015, was aired on December 16th 2015. See [RoCKIn2015](#) for more media coverage.

The RoCKIn Twitter and Facebook accounts have continued to be used to broadcast all project developments and demonstrate thought leadership through linking to topical news and blog articles from the world of robotics. So far these channels have each acquired nearly 500 followers/likes. We have also used Twitter to directly reach out to users, both for aggregation purposes and to create an interactive community around the project.

Social media account details:

Twitter: @RoCKInChallenge

Facebook: facebook.com/rockinrobotchallenge

Incorporating Feedback

Using the summary of evaluation provided by Anne Bajart on 27 January 2015, we took on the remarks that RoCKIn must make an effort to attract more teams, improve website, and talk to people and contact industry. To this end, as already mentioned, the website had a complete redesign and we contacted 50 individual universities with notable robotics departments and spoke with as many possible participants as possible at conferences.

Appendices

Appendix 1 – RoCKIn Camp 2015 Website screenshot

ROCKIN

ROBOT COMPETITIONS KICK INNOVATION IN COGNITIVE SYSTEMS AND ROBOTICS

HOME CHALLENGES COMPETITIONS CAMPS BENCHMARKING PUBLICATIONS OTHER SUBSCRIBE Enter your email address

ROCKIN CAMP 2015

PECCIOLI, ITALY

18 - 22 MAR 2015

RoCKIn Camp 2015

Set amongst the rolling hills, vineyards and iconic Tuscan architecture of Peccioli in Italy, 42 participants from 7 countries around Europe gathered for RoCKIn Camp 2015 - a week-long, hands-on event to prepare teams for the final competition event, [RoCKIn2015](#). Encouraging diversity, both in terms of approaches and participants, is a key aim of RoCKIn, which is why we were delighted to have an all-female team from [Bonn-Rhein-Sieg University](#) in attendance. At the Camp, teams gained access to the state-of-the-art ECHORD++ domestic testbed and the RoCKIn industrial testbed and had the chance to perfect their performance in the task and functionality benchmarks. The domestic testbed was equipped with the RoCKIn ground truth system for data gathering and allowed teams to get detailed feedback on their performance.

Filippo Cavallo from the [BioRobotics Institute](#) kicked off the event with a talk on robotics in the region and some of the initiatives the institute was working on. Our second guest speaker was Professor Oskar von Stryk from the [Technische Universität Darmstadt](#), Germany, who gave participants an insight into what it required, in terms of motivation and technological development, to take the [BioRob™ robotic arm](#) from a scientific research project to a spin-off company and eventually a commonplace commercial product on factory floors.

The expert RoCKIn team were on hand to assist participants throughout the week, working with teams late into the night on the Saturday while they made last minute preparations for the demonstrations on Sunday. The demonstrations, attended by the public and local media, provided an opportunity for the teams to showcase their improved abilities to undertake the RoCKIn tasks. Exceptional performances were recognised at the awards ceremony.

The Camp took place at the [Service Robotics and Ambient Assisted Living Lab](#). Photos from the event are now available [here](#).

AWARDS

Best Demo - RoCKIn@Work smARTlab@Work	Best Demo - RoCKIn@Home Homer@UniKoblenz	Benchmarking Award - RoCKIn@Work RobOTTO	Benchmarking Award - RoCKIn@Home SocRob
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ROCKIN CAMP 2015 TEAMS

Challenges RoCKIn@Home RoCKIn@Work	Camps RoCKIn Camp 2015 RoCKIn Camp 2014 RoCKIn Camp 2013	Competitions RoCKIn2015 RoCKIn2014	Other Sections Publications Benchmarking Photos Wiki GitHub News Cookie Policy Contact Us	 Funded by the EU
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Appendix 2 – RoCKIn Competition 2015 Website screenshot





ROBOT COMPETITIONS KICK
INNOVATION IN COGNITIVE
SYSTEMS AND ROBOTICS

HOME
CHALLENGES
COMPETITIONS
CAMPS
BENCHMARKING
PUBLICATIONS
OTHER
SUBSCRIBE Enter your email address →



Overview
Results
Venue
Media
Teams
Interviews
Events

RoCKIn2015, the second and major competition event in the EU-funded robotics project RoCKIn, was held in Lisbon from 21-23 November 2015. The event was open free-of-charge to the public, who got the chance to see state-of-the-art robots autonomously perform challenging tasks in realistic domestic and industrial environments. The competition was hosted in the striking 'Portugal Pavilion' and Lisbon's premier science museum - 'The Pavilion of Knowledge'. Both are situated within Parque das Nações, one of Lisbon's most prestigious leisure areas, boasting an array of restaurants, bars, museums and expansive green spaces all within a 5km stretch along the river Tagus.

Teams from around the world will took to the RoCKIn@Work and RoCKIn@Home arenas to showcase their robotic engineering prowess in front of a live audience, including renowned robotics experts and senior officials from the European Commission. Robots were put to the test through scenarios, tasks and benchmarking criteria that are highly relevant to real world processes and conducive for developing the smarter, more dependable robots RoCKIn strives for. Further details on the Challenges can be found in the [RoCKIn@Home Rulebook + Nutshell document](#) and the [RoCKIn@Work Rulebook + Nutshell document](#).

Congratulations to our winners! You can find out who they are by clicking the 'Results' tab above.



ROCKIN 2015
PHOTOS



SCHEDULE
FOR
PARTICIPANTS



DETAILED SCHEDULE
FOR
PARTICIPANTS

SPONSORS















INSTITUTIONAL PARTNER



MEDIA PARTNER



<p style="font-weight: bold; font-size: small;">Challenges</p> <p style="font-size: x-small;">RoCKIn@Home RoCKIn@Work</p>	<p style="font-weight: bold; font-size: small;">Camps</p> <p style="font-size: x-small;">RoCKIn Camp 2015 RoCKIn Camp 2014 RoCKIn Camp 2013</p>	<p style="font-weight: bold; font-size: small;">Competitions</p> <p style="font-size: x-small;">RoCKIn2015 RoCKIn2014</p>	<p style="font-weight: bold; font-size: small;">Other Sections</p> <p style="font-size: x-small;">Publications Benchmarking Photos Wiki GitHub News Cookie Policy Contact Us</p>
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Appendix 3 – RoCKIn 2015 Team Interviews Website screenshot

ROCKIN

HOME CHALLENGES COMPETITIONS CAMPS BENCHMARKING PUBLICATIONS OTHER SUBSCRIBE FIND OUT MORE ABOUT US

ROCKIN2015 TEAM INTERVIEWS

In the lead-up to RoCKIn2015 teams have to submit their final proposals to the teams participating in this call. A lot more about their mission, vision and preparation. The interview can be found by following the links below. More interviews will be added over the coming weeks so please keep checking back.

ROCKIN@HOME

<p>TEAM DONAGI</p> <p>COUNTRY: MEXICO</p> <p>AFFILIATION: UNPACT</p>	
<p>TEAM WATERMELON PROJECT</p> <p>COUNTRY: SPAIN</p> <p>AFFILIATION: UNI LOGOIN</p>	
<p>TEAM ECHOES</p> <p>COUNTRY: PORTUGAL</p> <p>AFFILIATION: IST</p>	
<p>TEAM REVOLUTION</p> <p>COUNTRY: GREECE</p> <p>AFFILIATION: PIRAEUS UNIVERSITY</p>	
<p>TEAM DARIO</p> <p>COUNTRY: UK</p> <p>AFFILIATION: UNI OF BIRMINGHAM</p>	
<p>TEAM HORCHI</p> <p>COUNTRY: GERMANY</p> <p>AFFILIATION: UNI OF KOBLENZ-LANDAU</p>	
<p>TEAM TRINITY ROBOTICS</p> <p>COUNTRY: IRELAND</p> <p>AFFILIATION: TRINITY COLLEGE DUBLIN</p>	
<p>TEAM URBIS</p> <p>COUNTRY: SPAIN</p> <p>AFFILIATION: UNI OF EXTREMADURA</p>	
<p>ROCKIN@WORK</p>	
<p>TEAM SPION</p> <p>COUNTRY: ITALY</p> <p>AFFILIATION: BARIENZA</p>	
<p>TEAM GT-ROOTS</p> <p>COUNTRY: GERMANY</p> <p>AFFILIATION: DFBU</p>	

Challenges
 RoCKIn@Home
 RoCKIn@Work

Camps
 RoCKIn Camp 2011
 RoCKIn Camp 2012
 RoCKIn Camp 2013

Competitions
 RoCKIn2011
 RoCKIn2014

Other Sections
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 Press Releases
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Appendix 4 – RoCKIn Webpage Google Analytics

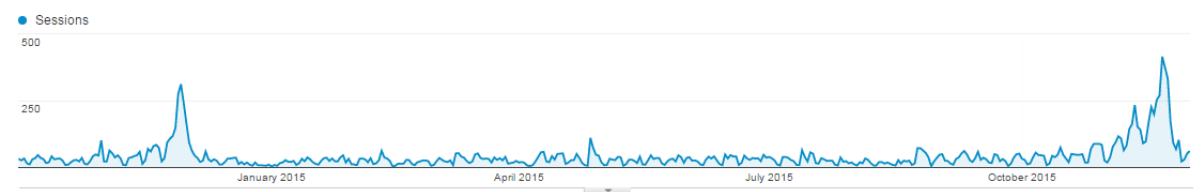
Audience Overview Oct 1, 2014 - Dec 1, 2015

Email Export Add to Dashboard Shortcut

All Sessions 100.00%
 + Add Segment

Overview

Sessions vs. Select a metric Hourly Day Week Month



Sessions 17,734	Users 10,119	Pageviews 43,568	Pages / Session 2.46	
Avg. Session Duration 00:02:36	Bounce Rate 53.65%	% New Sessions 56.17%		

Country	Sessions	% Sessions
1. Portugal	3,969	22.38%
2. Germany	2,300	12.97%
3. United Kingdom	1,979	11.16%
4. France	1,688	9.52%
5. Spain	1,113	6.28%
6. Italy	1,004	5.66%
7. United States	795	4.48%
8. Mexico	634	3.58%
9. Greece	459	2.59%
10. Ireland	361	2.04%

Appendix 5 – Promotional Material design



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2015

PARQUE DAS NAÇÕES

Pavilhão do Conhecimento

Pavilhão de Portugal

21-23 NOVEMBRO





COMPETIÇÃO DE ROBÔS

Assista a equipas internacionais demonstrando os seus sistemas robóticos numa competição em ambientes domésticos e industriais realistas

ROBOT COMPETITION

See teams showcase their robotic engineering prowess by going head to head in realistic domestic and industrial environments

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[RoCKInchallenge](https://twitter.com/RoCKInchallenge)

Appendix 6 – Photo of Portugal Pavilion banner

