

European Robotics week

1. Introduction

The European Robotics Week, 28th of November – 4th of December 2011, 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. It also inspires technology education in students of all ages to pursue careers in STEM-related fields, i.e. science, technology, engineering and math.

The idea is to have several events dedicated to robotics throughout Europe within this week, such as open houses, lab tours, exhibitions, workshops / public talks / discussions, targeted educational reach-out-activities (at schools, universities, ...), challenges / competitions, media events (press conferences, filmings, photo shootings, ...). The events will be locally organised (by a scientist, lab, teacher, school, robotics engineer, robot maker etc.), but centrally marketed with a common website and press broadcasts.

The idea received overwhelming support of the European robotics community as it was presented during the European Robotics Forum in Västerås on April 6-8, 2011. Throughout Europe, research institutes, robot manufacturers, universities etc are asked to organise events reaching out to the general public within this week. Active participation and contribution of all robotics organisations throughout Europe is essential to make this a success.

2. Organisation

The events are locally organised, but centrally marketed to give a coherent picture to the public and media throughout Europe. Currently, robotics organisations across Europe are asked to spread the word about this first European Robotics Week, to promote the idea among friends / colleagues / marketing departments / national communities, and to solicit them to organise an event.

Deadline for submission of events is 30 September 2011.

Partners of the euRobotics Coordination Action, in particular EUnited Robotics, are acting as the coordinator of the week and work on:

- Website with listing all events (organised by countries or date or category)
reserved URL: www.robotics-week.eu
- Communication tools (press release to the general press, flyers, information about robotics, guidelines for usage of logo and slogan for local press communication etc.)
- High-level patronage for the week
- High-level event / kick-off event

3. Contact:

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