



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

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**Report on Dissemination and Awareness to the Citizens  
- 1<sup>st</sup> Period**

G. Buchanan

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**INNOCENTIVE®**

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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 for the first 9 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

A dedicated website was set up for the project (rockinrobotchallenge.eu – see Appendix 1). This was designed and created by InnoCentive's graphics and web development team, in consultation with the partners, to reflect the values of RoCKIn and contain widely accessible content. It includes a forum to encourage participation and discussion of the project from a diverse audience, as well as a publications section to make available all presentations, reports, and papers to come out of the project.

Content has been regularly updated as the project has progressed, included a recent page detailing those involved in the RoCKIn Camp 2013 (<http://rockinrobotchallenge.eu/camp.php>), so as to further integrate the participants and add depth to the project. It also demonstrates the global appeal of RoCKIn, which managed to bring in participants from 7 different countries to the Camp. Content for this page was based on interviews performed at the Camp.

Since launching in March, the website has received nearly 3,000 visits (1,500 unique) from users in 73 countries around the world (see Appendix 6). Our activities on social networks appear high on the list of sources of traffic to the site, validating social media as a fruitful method of raising awareness of the project.

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

Primarily we have adopted a grassroots strategy 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 directing marketing, social media networks, social news sites such as Reddit, blogs, online media outlets, and forums. Additionally, graphically consistent and up-to-date sets of marketing materials (see Appendix 3 and 4) have been provided to the partners for distribution at robotic events around Europe.

A number of documents have been released as part of our activities:

- To coincide with the launch of the project, a press release was written and distributed around relevant media outlets
- Six news articles on developments and events from the project have been produced, distributed, and hosted on the website
- Newsletters and personalised emails have been produced and distributed via existing mailing lists in addition to our bespoke lists of relevant individuals, companies, and organisations, built up through the 'subscribe' feature on the website and research (see Appendix 2 for an example)

Our latest news article (see Appendix 5) was distributed to over 3,000 people via mailings lists, featured on the [RoboHub](#) website, posted in leading robotics forums such as [societyofrobots.com](#), and is likely to be included in both the online and print edition of BotMag. A main concern of ours with this article, and with others we have produced, was to articulate what was relatively technical writing (for instance the first RoCKIn report) as something that was widely accessible and able to be understood by those who may not have much knowledge of robotics.

In regards to social media, dedicated Twitter, Facebook and LinkedIn accounts have been set up and regularly used to broadcast all project developments and demonstrate thought leadership through linking to topical news and blog articles from the world of robotics. Other users have been directly reached out to via Twitter, 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**

The recent RoCKIn Camp 2013 was used as an opportunity to gain feedback on and improve our dissemination and awareness efforts from one of our target audiences – university students and researchers. As a result of this we have: put additional resources into our social media activities and making the website a central repository for content related to the project; designed, and will soon be distributing, posters for RoCKIn Camp 2013 participants to display at their universities; and concentrated on key networks that were highlighted by participants as being major sources of information for them.

# Appendices

## Appendix 1 – Website Screenshot

Webpage Screenshot

**ROCKIN**

HOME NEWS RoCKin@HOME RoCKin@WORK PUBLICATIONS FORUM ABOUT US SUBSCRIBE Enter your email address | →

### DRIVING ROBOTICS FORWARD

through collaboration, benchmarking and competition.

RoCKin is an EU project that will be run over the next three years, consisting of robot competitions, symposiums, educational RoCKin camps and technology transfer workshops. Our mission is to act as a catalyst for smarter, more dependable robots. We are doing this by building upon the principles of challenge-driven innovation laid down by RoboCup, facilitating cognitive and networked robot systems' testing, and streamlining research and development through standardised testbeds and benchmarks. For this we have two challenges which will run concurrently in 2014 and 2015 with an introductory event to be held in June 2013. These challenges were selected due to their high relevance and impact on Europe's societal and industrial needs.

#### ROCKIN @ HOME

This challenge focuses on domestic service robots: robots that have enhanced networking and cognitive abilities and are able to perform socially useful tasks such as supporting the impaired and the elderly. We believe that this is the future of care and through this challenge we hope to contribute to an improved quality of life for the people of Europe.

[Learn More >>](#)

#### ROCKIN @ WORK

This challenge looks for innovative robot applications in industry: robots that are better able to work interactively with humans, have reduced initial programming requirements and enhanced physics simulation capabilities. We believe fostering these developments is essential to ensuring the continued commercial competitiveness of industry within Europe.

[Learn More >>](#)

#### ROCKIN CAMP 2013

RoCKin Camp 2013 introduced students and researchers from around the world to central concepts of robot competitions and benchmarking through informative lectures and collaborative sessions. The Camp was held from June 28th to July 1st, at RoboCup in Eindhoven, the Netherlands.

[Learn More >>](#)

#### LATEST NEWS

**Following up on RoCKin Camp 2013**  
RoCKin Camp 2013 was held from June 28th to July 1st in the scope of RoboCup in Eindhoven... [Learn More >>](#)

**RoCKin releases first report**  
This week, RoCKin released its first report, with contributions from many prominent experts... [Learn More >>](#)

**RoCKin Camp 2013 is coming to Eindhoven**  
RoCKin Camp 2013 is soon upon us. Co-located with RoboCup in Eindhoven, the Netherlands from... [Learn More >>](#)

RoCKin@home RoCKin@work Other Sections Supported by:

Challenge Overview  
RoCKin Camp 2013

Challenge Overview  
RoCKin Camp 2013

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Contact us at:  
info@rockinrobotchallenge.eu

ROCKIN

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08/08/2013 – Newsletter 1

Hello,

One month after RoCKIn Camp 2013, our introductory event that was held during the 2013 RoboCup in Eindhoven, the Netherlands, , we would like to share our latest news with you as our [website](#) has recently been updated with lots of new content.



### Come and meet the RoCKIn Camp 2013 Team!

Following up on our RoCKIn camp, that took place June 28<sup>th</sup>-July 1<sup>st</sup>, we talked to our team of students and researchers from around the world to get their first impressions on the initiative. To read more about them, **their profiles and interviews** can be found [here](#).

At the camp, **prominent experts** gave lectures about central concepts of robotics competitions and benchmarking. Attendees also learnt more about developing robotics through competitions and had the opportunity to benefit from **first-hand experience** during collaborative sessions. Finally, they all had **backstage passes to get an insight into the team areas and final events at RoboCup 2013!** Find out more about the Camp, including **information about the agenda and the speakers**, on our [website](#) and in our [News section](#). The **presentation slides** can be read in our [Publications section](#).

### Let's talk about robotics

**We have just released our first report!** It explains the principles of the RoCKIn Robot Challenge and shares some examples of existing robotics competitions and user **stories** that (we hope) **will inspire you to get involved** in competitions too! These examples and scenarios focus on aspects of both **RoCKIn@Work and RoCKIn@Home** challenges. Importantly, they were designed not as guidelines of a scientific competition but as a catalyst for **discussions within the RoCKIn community**. So go check out [the full report](#) and share your thoughts with the community on our [Forum](#)!

We look forward to hearing from you soon on our [Forum](#)!  
Best regards,

The RoCKIn Team



is an EU project supported by



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If you want to have further information about those subjects, please visit our [website](#). It is regularly updated with new material that can be discussed in our [Forum](#). If you want to receive all our updates and news, you can also follow us on [Twitter](#), [@RoCKIn Challenge](#), and [Facebook](#). You received this newsletter because you subscribed to our newsfeed on [rockinrobotchallenge.eu](#) and/or participated to the RoCKIn Camp 2013. To unsubscribe or if you have any request about the Challenge or the newsletter, please email us at: [info@rockinrobotchallenge.eu](mailto:info@rockinrobotchallenge.eu)

## Appendix 3 - Flyers



### CONTACT

For more information on the RoCKIn Challenge, please write to us, or visit our website below.

Also feel free to connect with us on Facebook, Twitter and LinkedIn, as we're always sharing interesting stories on the cutting edge of the robotics world!

-  [rockinrobotchallenge.eu](http://rockinrobotchallenge.eu)
-  [info@rockinrobotchallenge.eu](mailto:info@rockinrobotchallenge.eu)
-  [on.fb.me/16V7Uez](https://on.fb.me/16V7Uez)
-  [twitter.com/RoCKInChallenge](https://twitter.com/RoCKInChallenge)
-  [linkd.in/10Zitwl](https://linkd.in/10Zitwl)

### ROCKIN PARTNERS



TÉCNICO LISBOA



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*Using competitions to innovate for smarter, more dependable robots*



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### ROCKIN

**Robot Competitions Kick Innovation in Cognitive Systems and Robotics**

Our mission is to act as a catalyst for smarter, more dependable robots by building upon the principles of challenge-driven innovation laid down by RoboCup, facilitating cognitive and networked robot systems' testing, and streamlining research and development through standardised testbeds and benchmarks.

The project will consist of two challenges involving two competition events, three community-building camps, the construction of two testbeds and the development of benchmarking methods and tools

### ROCKIN@WORK

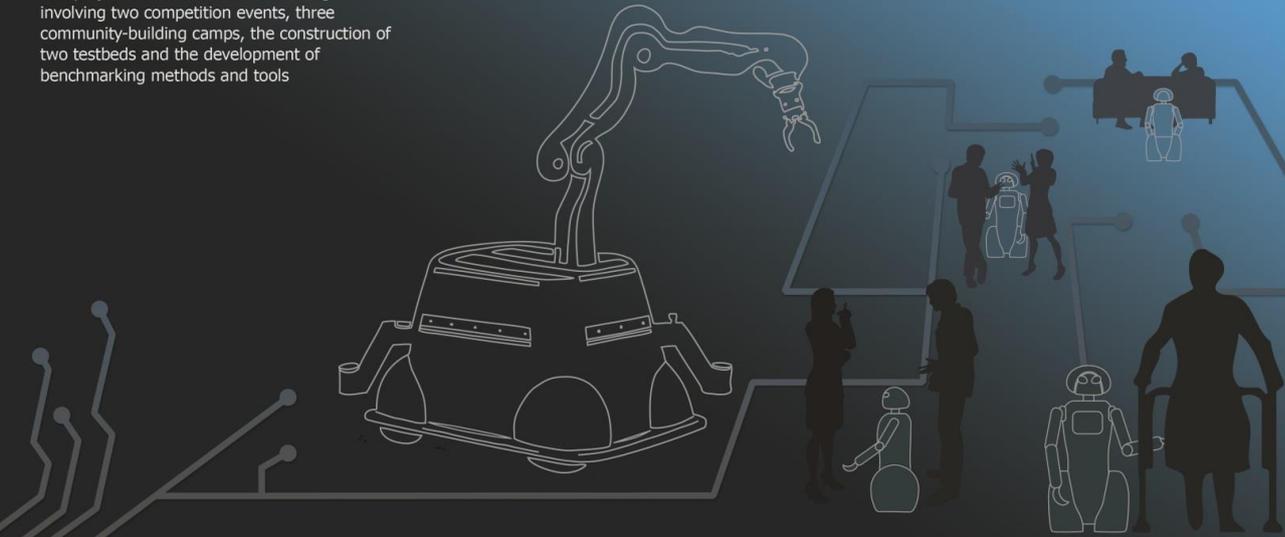
Innovative robot applications in industry that:

- Work interactively with humans
- Have reduced initial programming requirements
- Have enhanced physics simulation capabilities

### ROCKIN@HOME

Domestic service robots that:

- Have enhanced networking and cognitive abilities
- Support the impaired and the elderly



rockinrobotchallenge.eu



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### ROCKIN@HOME

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- Have enhanced networking and cognitive abilities
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### ROCKIN@WORK

Innovative robot applications in industry that:

- Work interactively with humans
  - Have reduced initial programming requirements
  - Have enhanced physics simulation capabilities



## Appendix 5 – Latest News Article

### Examining the user stories in first report from RoCKIn Robot Challenge

Recently holding their introductory event, RoCKIn Camp 2013, at this year's RoboCup in Eindhoven, RoCKIn is a three year EU project that aims at using robot competitions to innovate for smarter, more dependable robots. Building on the established RoboCup@Work and RoboCup@Home competitions, RoCKIn is split into two challenges; RoCKIn@Work focuses on how robots could help European industry in the future, while RoCKIn@Home looks at developing domestic service robots. Their first report was released last month, which includes several 'user stories': potential scenarios and tasks from which to stimulate discussions about the design of future RoCKIn competitive events.

User stories that have inspired the @Work challenge predominantly focus on logistics and assembly, such as the handling of return shipments for online retailers. For this, robots might be required to open returned parcels and sort them into broad categories for human inspection to then decide if resale is possible. Another user story for the @Work challenge is set within the construction industry: creating robots that are able to spray paint areas or walls and increasing difficulty incrementally by bringing in obstacles such as windows or doors.

For the @Home challenge, the inspiration has come from maintaining life standards for the elderly or impaired. Robots being able to set the table, assist with bathing, or clean the kitchen or bathroom, could all offer measurable improvements to life. A scenario for cleaning the bathroom, for example, might involve robots using appropriate cleaners and tools to first clean flat surfaces, then as the robots develop, move on to edges, corners, a sink, a bathtub and eventually the entire bathroom – culminating in a safe and hygienic environment for the user. These real life aims have directly affected the competition design to make it as engaging and relatable as possible.

Should these be the basis for the RoCKIn competitive events? Will they promote further innovation in robotics towards RoCKIn's aims? How would you handle the scenarios, tasks and the benchmarking of the task execution on those scenarios? You can share your thoughts on the report and anything else related to the two RoCKIn challenges through the [discussion forum](#) on their website.

The full report is available [here](#) and contains all the user stories, as well as an overview of other robot competitions, definitions of key RoCKIn concepts and terminology and descriptions of general scenario features. The latter section includes an outline of RoCKIn's 'Functional Reference Platform' that looks to assess the performance of robots both horizontally and vertically: that is both across certain functionalities such as grasping as well as performance in the overall task.

*RoCKIn (Robots Competitions Kick Innovation in Cognitive Systems and Robotics) will build up two competition events in 2014 and 2015, allowing teams to showcase their robotic engineering prowess through scenarios, tasks and benchmarking that are highly relevant to real world processes and the user stories aforementioned. Running alongside these will be RoCKIn Camp and RoCKIn Field Exercise events - educational and practical sessions led by the RoCKIn consortium, with the participation of leading experts in Robotics to give teams the expertise to improve and develop their creations.*

Further information on the project can be found on their [website](#) and [Facebook page](#). Follow them on Twitter [@RoCKInChallenge](#) to keep up to date with all current news and developments.

# Appendix 6 – Google Analytics



[Go to this report](#)

RoCKIn - <http://www.rockinrobotchallenge.eu/>  
All Web Site Data

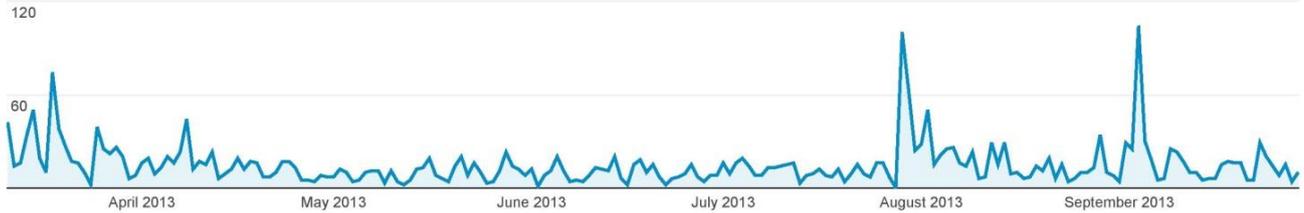
11 Mar 2013 - 29 Sep 2013

## Audience Overview



### Overview

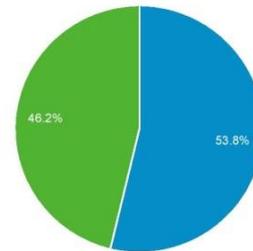
#### Visits



### 1,414 people visited this site

<b>Visits</b> 2,995	<b>Unique Visitors</b> 1,414	<b>Pageviews</b> 11,679
<b>Pages / Visit</b> 3.90	<b>Avg. Visit Duration</b> 00:03:33	<b>Bounce Rate</b> 46.14%
<b>% New Visits</b> 46.18%		

■ Returning Visitor ■ New Visitor



Country/Territory	Visits	% Visits
1. United Kingdom	669	22.34%
2. Portugal	461	15.39%
3. Germany	456	15.23%
4. Italy	320	10.68%
5. United States	173	5.78%
6. France	125	4.17%
7. Spain	122	4.07%
8. Netherlands	66	2.20%
9. Switzerland	56	1.87%
10. Japan	49	1.64%

[view full report](#)