



DIHNET.EU

Europe's Network of Digital Innovation Hubs

Branding & Communication as pillar of your sustainability

RODIN Summer Camp 2020

Olivia UGUEN, BLUMORPHO

TNO innovation
for life

tecnalia Inspiring
Business



euROBOTICS

BLUMORPHO
Create value with all forms of innovation

LUXINNOVATION
TRUSTED PARTNER FOR BUSINESS



Branding & communication?

- ▶ Branding is:
 - ▶ not a name
 - ▶ not a logo
 - ▶ not a graphic identity
 - ▶ not a tagline or a slogan
 - ▶ not the messages that the companies is carrying out through its marketing strategy
 - ▶ not the set of impressions generated by the core products or services sold

- ▶ But the result of it

Game on mission statement

- ▶ Our mission is to organise the world's information and make it universally accessible and useful.

The Google logo is centered in the slide, enclosed in a light gray rectangular box. The logo consists of the word "Google" in its characteristic multi-colored font: blue 'G', red 'o', yellow 'o', blue 'g', green 'l', and red 'e'.

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- ▶ XXX is dedicated to the empowerment of man—to making personal computing accessible to each and every individual so as to help change the way we think, work, learn, and communicate.



Game on mission statement

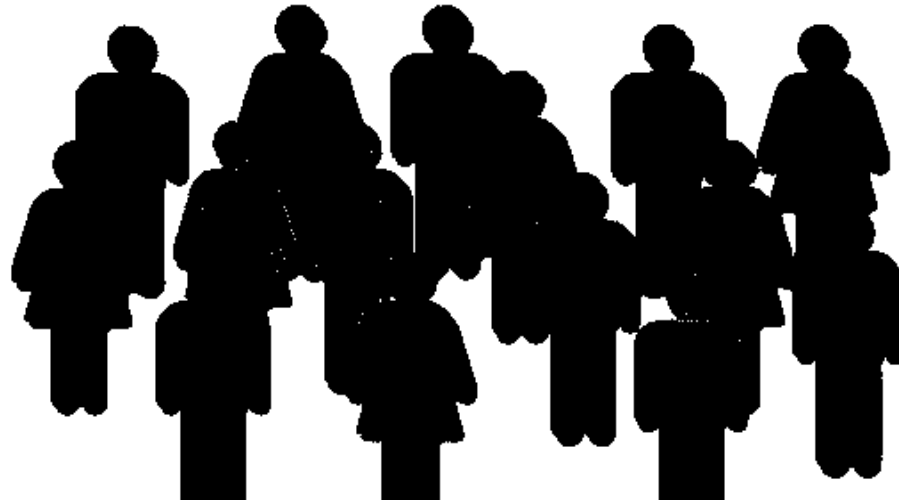
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- ▶ XXX is dedicated to the empowerment of man—to making personal computing accessible to each and every individual so as to help change the way we think, work, learn, and communicate.
- ▶ We strive to make the world Healthier & more sustainable through innovation.



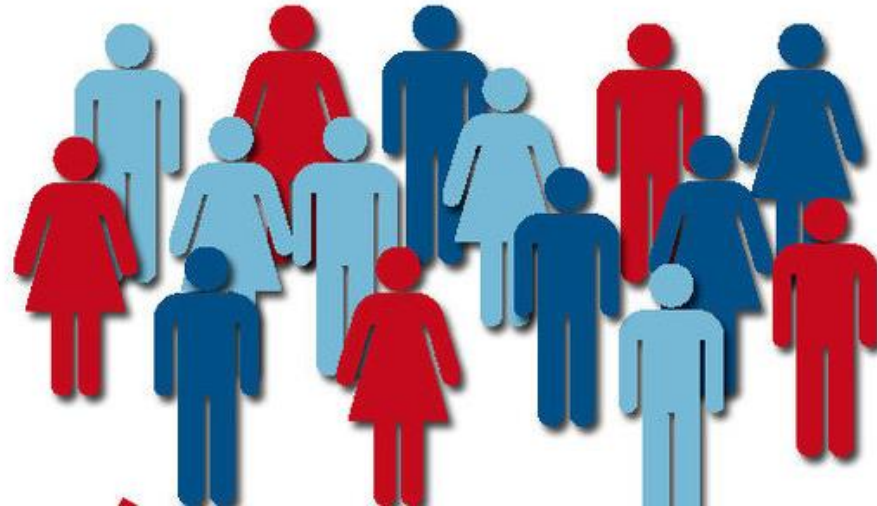
Mission & value proposition

Internal	External
Mission statement	Value proposition
Values	Brand messages & brand identity (communications tools)
Operations /services offer	Clients' experience/ clients' perception
Internal communications	Marketing/advertising/networking
Organisation of work / Offices/Lab /infrastructures	Showcase your brand assets

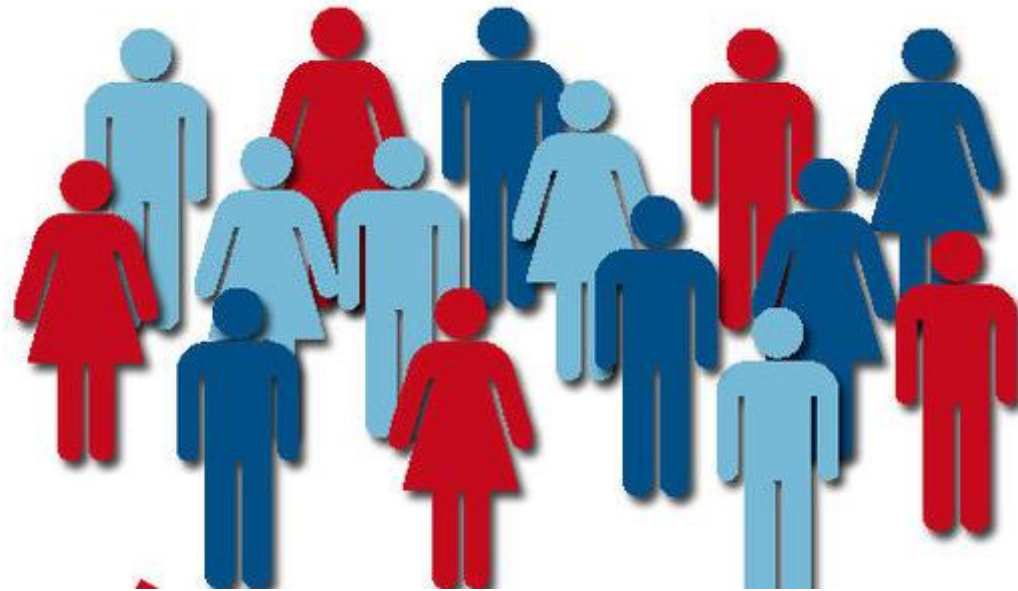
What is a market ?



Market is diversity!

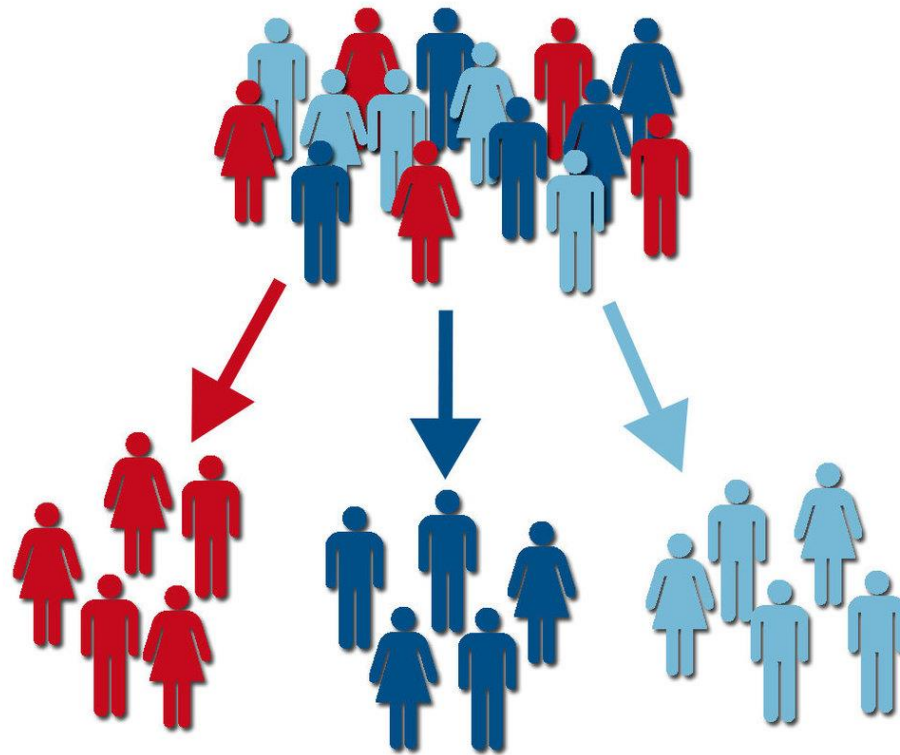


Do you know who are your customers?



You have to know it...

... for branding



What about you among the RODIN's ecosystem?

Let's play the game of the mission statement

- ▶ We are a 4-year project (...) establishing a network of 13 Digital Innovation Hubs (DIH) and industry associations to support the uptake of robotics - and help small and medium-sized companies (SMEs) to develop novel solutions for different industry sectors.

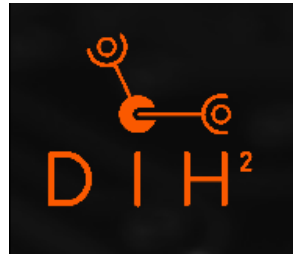


- ▶ Our primary objective is to accelerate innovation in robotics for healthcare. To connect innovators, providers, businesses, users and politicians, [we] will establish an open online portal offering multiple services facilitating collaboration on various innovations, emphasizing the sharing of best practice and enhancing the delivery of innovation throughout the value chain.



Let's play the game of the mission statement

- ▶ Our project believes in the power of robotics to transform the agility of manufacturing in Small and Medium-sized Enterprises (SMEs) and drive economic growth across the European Union. Our role is to facilitate the connections that will enable agile production in factories where speed and versatility are essential to satisfy customer demand.



- ▶ Our project aiming to build a European ecosystem for the effective adoption of robotic technologies in the agri food sector, which in turn will become more efficient and competitive. The heart of the project is formed by Innovation Experiments, organized and monitored by Digital Innovation Hubs.



Let's play the game of the mission statement

- ▶ Our project is a pan-European network of networks aiming to bring together European Digital Innovation Hubs (DIHs) in robotics. [we] help robotics DIH networks to cooperate and strengthen the competitiveness of the European robotics market. [We] are funded under the EU Horizon 2020 programme.



- ▶ The main objective of our project is to create a network of multidisciplinary and synergistic local digital innovation hubs (DIHs) composed of research centers, companies, and university groups that cover a wide range of topics that can contribute to agile production: advanced robotics as the driving force and digital tools, data privacy and cyber security technologies to support the introduction of advanced robotic systems in the production processes.



Let's play the game the ecosystem!

ABOUT INNOVATION ACTIONS



Grow your European agri-food SME with the funding, networking, and expertise of the AgROBOfood ecosystem.

<https://agrobofood.eu/>



Unleash the digitalization potential of your SME or Mid-Cap by enabling cost-effective and efficient robot solutions.

<http://www.dih-squared.eu/>



Increase the productivity of your business by robotization with the financial and technical support of DIH-HERO.

<https://dih-hero.eu/>



Get help with networking, equity-free funding, and training to develop new solutions in technology transfer and development for you SME with RIMA.

<https://rimanetwork.eu/>



The RODIN (Robotics Digital Innovation Network) project is a pan-European network of networks aiming to bring together European Digital Innovation Hubs (DIHs) in robotics.

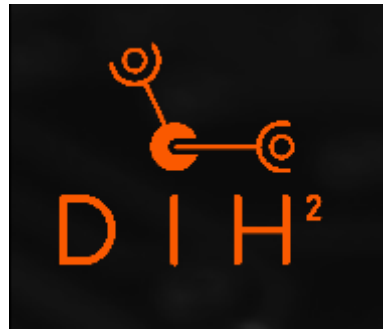
<https://rodin-robotics.eu>





RODIN

Robotics Digital Innovation Network





Sustainability



Branding towards Sustainability means

- ▶ promoting your unique value proposition to further engage collaboration with users

- ▶ promoting your unique position and differentiation in the European ecosystem



DIHNET.EU
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Thank you

Website: www.dihnet.eu

E-mail: uguen@blumorpho.com

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