

## Innorobo 2017 launches “Call for Robotics Innovation”

*Europe’s leading robotics forum promotes societal impact, inspired by the Millennium Project and Nesta frameworks.*

The 2017 edition of Innorobo, Europe’s leading summit of the global robotics ecosystem, is launching its new “Call for Robotics Innovation”, which aims to promote advances in robotics technology that make a concrete contribution to sustainable humankind. This new competition is inspired by and based on the principles of the Millennium Project and the Nesta Standards of Evidence, two non-profit initiatives that share Innorobo’s philosophy of fostering innovation that generates not only economic value, but also benefits society by addressing today’s key global challenges head-on.

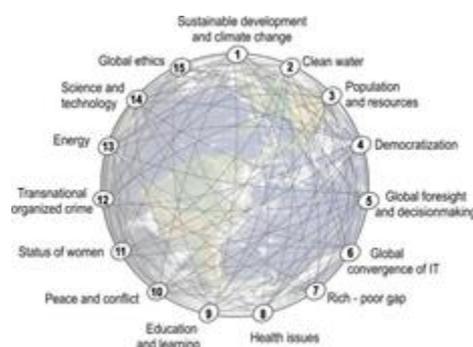
“We are convinced that any economic player can develop great business, make healthy profits and at the same time, do good for the world, thus creating a more sustainable world through international business development,” explains Catherine Simon, Innorobo’s founder and CEO. “This applies particularly well to robotics, a General Purpose Technology that offers nearly unprecedented power to transform our society in beneficial ways.”

Organizations of all types and sizes wishing to take part in the Call for Robotics Innovations can apply between 15 December 2016 and 17 February 2017 at midnight. The application form can be downloaded [here](#). The selected finalists will present their innovation during a special session at the Innorobo 2017 event, to be held in Paris, France from 16 to 18 May 2017.

“We originally held a ‘Call for Start-ups’, as these new ventures had a hard time getting their share of voice and support from the financial and economic communities,” points out Catherine Simon. “Today, times have changed, and start-ups are widely accepted as playing a major role in the economy. Our event and services are constantly evolving to keep in step with value in use, across real market needs and applications. The time has come for Innorobo to support robotics as a means to alleviate or even solve some of the biggest challenges our society is facing and act upon its tagline: a human approach to disruptive technologies.”

Innorobo’s new Call for Innovation draws inspiration from two non-profit initiatives that promote awareness of the challenges facing the world in the coming decades and innovative solutions:

- The Millennium Project, a global participatory think tank that identifies important long-range challenges and strategies, and distills much of the leading research from UN organizations, national governments, think tanks, and insights from thought leaders around the world. Founded in 1996, the Millennium Project aims to improve thinking about the future and make it available through a variety of media for feedback to accumulate wisdom and make better decisions today. The Project defines the current top 15 Global Challenges as a framework to assess the global and local prospects for humanity.
- Nesta, a UK-registered charity, works in a number of practical areas to help shape a better, fairer and more prosperous future. Because innovators, companies, users and



investors all need evidence to know whether the products or services they develop, buy or invest in make a positive difference, Nesta has developed its Standards of Evidence, a framework that enables the impact of innovations to be measured at a pace and approach that is appropriate to their individual development.

Participants in the Innorobo 2017 Call for Robotics Innovation will specify one or more of the Millennium Project's Top 15 Global Challenges their technologies are helping to meet. Winners will be selected by a jury, whose members will be named at a later date, based on criteria inspired by Nesta's Standards of Evidence, during a presentation session at the Innorobo 2017 event in Paris. Prizes will be tailored to the needs of the winning organizations.

To apply for the Innorobo 2017 Call for Robotics Innovation, click [here](#).



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**About Innorobo:**

*An Impact Consulting firm focusing on business development through innovation and expertise in worldwide robotics markets, Innorobo strongly believes that business goals can be aligned with a greater purpose, for sustainable humankind. Throughout the year, Innorobo drives a community of over 3,500 robotics companies worldwide with 20,000 leaders and decision makers who work together through open innovation and see robotics technologies, products and services not only as opportunities for technology-fueled growth and competitive advantages, but also as a means for human progress. For more information, visit [www.innorobo.com](http://www.innorobo.com).*

**About The Millennium Project:**

*Founded in 1996 to improve humanity's prospects for building a better future, the Millennium Project aims to enhance thinking about tomorrow's world and make that thinking available through a variety of media for feedback to accumulate wisdom about the future for better decisions today. The Project sees itself as a global foresight network of Nodes, information, and software, building a global collective intelligence system recognized for its ability to improve prospects for humanity. It is a think tank that works for humanity, not on behalf of a government, or an issue, or an ideology, but on behalf of building a better future for all of us. For more information, visit [www.millennium-project.org](http://www.millennium-project.org).*

**About Nesta:**

*Nesta is the UK's innovation foundation. We help people and organisations bring great ideas to life. We do this by providing investments and grants and mobilising research, networks and skills. We are an independent charity and our work is enabled by an endowment from the National Lottery. Nesta is a registered charity in England, Wales and Scotland. For more information, visit [www.nesta.org.uk](http://www.nesta.org.uk).*