

Welcome to your Flying Labs!

Why we're introducing an affiliate Flying Labs model

We have actively field-tested our Flying Labs framework for 2 years across 3 continents. We learned 3 important lessons during this time. First, there is extensive demand across the globe for our Flying Labs. Second, our current Flying Labs model is centered on institutionalization but this is not the only way to establish new Flying Labs. Third, a more scalable Flying Labs model is key to growing the network and scaling our global impact. We are now ready to democratize our Flying Labs framework by introducing our Affiliate Flying Labs model. It is our hypothesis that both models -- Institutional and Affiliate Flying Labs -- will reinforce each other and create important new synergies between labs and across the global network.

Why organizations seek to create affiliate Flying Labs

Affiliate labs join the global Flying Labs network because the organization(s) that seek to co-organize these Flying Labs already bring a high degree of institutional expertise and experience to the global network. They already carry out trainings and projects on a regular basis and already have relevant technology and software. In addition, they already have some strategic partnerships in place. To this end, these organizations typically seek to join the Flying Labs network for the purposes of being connected to a unique, global network and trusted brand that has international visibility and credibility. They seek the opportunity to learn from and collaborate with other Flying Labs around the world who are at the cutting edge of deploying appropriate robotics technologies.

By joining the Flying Labs network, organizers also get priority access to WeRobotics trainings and Flying Labs trainings. Some seek to organize their own Flying Labs to leverage new strategic partnerships with WeRobotics' partners including international organizations and industry such as leading drone/robotics companies and software companies. For example, joining the global Flying Labs network can provide new labs with free access to leading software platforms such as ESRI and Pix4D and discounts on select hardware solutions. Some organizers also value the affiliation for new fundraising opportunities and the ability to use the affiliation to bring their expertise to other countries and partners. Flying Labs organizers are also invited to speak at the annual [WeRobotics Global Conference](#) and other relevant conferences. In addition, they have access to the WeRobotics Global Roster of Experts, which includes several hundred professionals across the global who have expertise directly relevant to the Flying Labs.

How to join the Flying Labs network through the affiliate model

To organize your own Flying Labs through our affiliate model and gain access to the global network, interested applicants must have a demonstrated track record in providing trainings and/or carrying out high quality and impactful social good projects in a specific country. They will sign an MOU with WeRobotics that clearly sets out all the rules to be followed in order to maintain their Flying Labs status. All activities (trainings, projects, etc.) done under the Flying Labs brand must be focused on scaling social good projects. Purely commercial work cannot be done using the Flying Labs affiliation. That said, this does not mean that organizers of Flying Labs cannot do commercial projects - they simply need to do these projects using a different affiliation. Companies can join the network without creating a new organization.

All new Flying Labs must follow the WeRobotics Code of Conduct and Flying Labs Guidelines at all times. They must carry out and document at least 3 activities / projects per year and publish blog posts with multimedia content on these activities on the Flying Labs website. These should include the documentation of lessons learned and best practices. They must also add their imagery/data to the WeRobotics data sharing platform. In addition, they should give at least 1 Webinar presentation per year to the global WeRobotics community. Finally, new Flying Labs will be required to follow communications and branding guidelines at all times as listed in the Flying Labs Guidelines. This includes wearing Flying Labs t-shirts during all trainings/projects for the purposes of transparency and accountability. Labs that don't meet and maintain the above requirements will be removed from the Flying Labs network.

The value proposition of joining the Flying Labs network

By joining the growing, global network of Flying Labs, organizers of new Flying Labs will have direct access to the expertise of WeRobotics, members of other international Flying Labs and strategic partners. Members of the Flying Labs network will have preferential access to resources from our Technology Partners, such as software licenses and loaned or discounted drone hardware. They will be able to use the Flying Labs logo (per the Flying Labs Guidelines) for their strategic communications and fundraising purposes. They will also be able to use content and multimedia assets produced by WeRobotics and other Flying Labs, such as drone training curriculum, sample datasets and research data. In addition, organizers of new Flying Labs will be added to WeRobotics Slack channels and the Flying Labs website and will be provided with email addresses to further increase their visibility and credibility. Select organizers will be invited to join new WeRobotics projects, fundraising opportunities, media interviews and/or speaking engagements as they arise. In addition, WeRobotics will actively recommend select organizers to other partners and donors around the world. Furthermore, WeRobotics will provide important introductions for Flying Labs organizers and will make the WeRobotics Roster available to said organizers as well. Finally, WeRobotics will invite selected organizers to participate in WeRobotics Global, the annual high profile conference of WeRobotics.

Application Procedure

If you're interested in organizing or co-organizing your own Flying Labs, then please complete [this Google Form](#). This form requires that you also provide two references along with other supporting documents. Please note that both references you provide will be contacted as part of the review process. Only the strongest applications will receive an follow up invitation for an interview. Strong applicants are those who are very well organized, action-oriented and highly committed. They have high integrity and a strong reputation as confirmed by the references they have provided and our own independent background research. In addition, strong applicants are those who have already been using robotics for social good as demonstrated by their track record of high quality projects. The most promising applicants will also include detailed descriptions of the meaningful and innovative projects that they plan to carry out as part of the Flying Labs network. Following your interview, our Flying Labs Selection Committee will review both your written application and your interview to determine whether you meet the requirements to award you with an annual Flying Labs license. Should you pass both the application process and interview, you will be invited to sign a formal Memorandum of Understanding (MOU) and pay a small registration fee. You will be then be officially onboarded into the global Flying Labs network.

WeRobotics Code of Conduct

Please see: <https://werobotics.org/codeofconduct>

Flying Labs Guidelines

Please see: <https://flyinglabs.org/guidelines> (TBA)

GENERAL

- **Spirit/purpose:** Your Flying Labs must maintain the spirit of WeRobotics itself: open and collaborative, focused on localizing and deploying appropriate robotics solutions meaningfully and responsibly to accelerate the positive impact of social good projects in your country. Flying Labs are not agenda or single-topic driven.
- **Responsibilities:** Your Flying Labs must carry out the following during the course of your one-year license: 3 activities such as projects or trainings; 3 blog posts with multimedia content documenting these activities; 1 webinar presentation about your Flying Labs and activities. For each of these activities, be sure to note in the blog posts the number of individuals who participated in your activities. Be sure to also document the conferences and meetings you participate in. Note that these activities are identified and spearheaded by the Flying Labs themselves. Said activities are not imposed by WeRobotics and should be run independently from WeRobotics. In select cases, however, WeRobotics may be able to engage directly on joint activities with affiliate Flying Labs.
- **Location:** WeRobotics allocates one location-based license per applicant; you must live in the country for which you are applying for a license. Your Flying Labs must be based in the country for which you receive the license. A Flying Labs license is valid for one country, and for one year. The license will be renewed if goals have been met and guidelines strictly followed.
- **Software/Technology:** Flying Labs have the opportunity to use ESRI and Pix4D for free and in select cases may have the opportunity to acquire technology (drones) from our Technology Partners at a discount. The financial value of this in-kind contribution is typically over USD 10,000/year. This software and technology can only be used by the organizer or co-organizers of the Flying Labs and official members of the Flying Labs. The software and technology can only be used for the purposes of activities of the Flying Labs and within the mandate of the Flying Labs.
- **Technology Partners:** WeRobotics' growing network of Technology Partners include DJI, Parrot, senseFly, SkyWatch, OpenROV, ESRI and Pix4D, for example. WeRobotics is technology agnostic and not limited to the technologies provided by Technology Partners.
- **Funds:** Flying Labs are expected to raise their own funding as needed. You may use the Flying Labs brand and network to raise funding for your own Flying Labs. You may also request that WeRobotics participate in joint funding proposals for your Flying Labs. You may not use your Flying Labs to raise funds for activities outside of the Flying Labs.
- **Fees:** You may charge a fee for your Flying Labs activities such as for training and social good projects. These fees must be reasonable and appropriate to the context and country.
- **Members:** Flying Labs should ideally have at least 2 members to begin with. Members support, collaborate and/or partner on joint activities with the organizer of the Flying Labs. Ideally, these members should reflect a cross section of sectors, e.g., public sector, not-for-profits, private sector and academia. It is *strongly* recommended that at least 1

member be a local university. Members support and/or participate in Flying Labs activities. Naturally, organizers and members of Flying Labs can also run their own activities independently. Relevant partnerships are very much encouraged but not required.

- **Naming:** Flying Labs are named after the countries they are based in: [Country] Flying Labs. Flying Labs must comply with this requirement across all internal and external communications.
- **Co-labs:** A pre-existing lab or organization is one already running drone projects and/or trainings on a regular basis. Flying Labs may be hosted by pre-existing labs or organizations on the condition that the hosted Flying Labs remain an open and collaborative space open to all members. As such, Flying Labs may not be controlled or centralized by one organization.
- **Co-branding:** WeRobotics allows for Flying Labs co-branding in the context of co-labs.
- **Commercial work:** Purely commercial work cannot be done using the Flying Labs affiliation, network or resources. That being said, this does not mean that the organizers of Flying Labs cannot do commercial projects - they simply need to do these projects using a different affiliation. Companies can join as members of Flying Labs without creating a new organization. WeRobotics tools (hardware, software, training materials, etc) can only be used for non-profit Flying Labs purposes and activities.
- **Webinar:** Successful applicants will be required to participate in Webinar on WeRobotics and Flying Labs prior to being issued with their Flying Labs license.

BRANDING

- **Flying Labs logo:** Your Flying Labs logo will be provided to you by WeRobotics and must be used to represent your labs at all times.
- **WeRobotics logo:** The WeRobotics logo may not be used in any communications or branding without written permission from WeRobotics.
- **WeRobotics and Flying Labs:** Never say “WeRobotics is coming to (my country)...” unless WeRobotics staff are indeed joining your activities in person. Make clear in all communications that you are an independently organized Flying Labs, and are not WeRobotics. Make clear that you are a [Country] Flying Labs organizer, and not an employee of WeRobotics.
- **Name abbreviation / variation:** Name abbreviations and variations are not allowed. You must always refer to your Flying Labs as [Country] Flying Labs. You must refer to it as “[Country] Flying Labs” in all copy, messaging, logos, etc.
- **Merchandise:** Flying Labs are encouraged to order Flying Labs branded shirts, stickers and flags. These must be financed by the Flying Labs themselves and be produced or obtained locally. All branded merchandise must adhere to the Flying Labs logo style guidelines (to be provided).
- **Activities:** When organising Flying Labs' activities and interacting publicly with third parties (for example when giving trainings, during field-operations, on public appearances, etc.), organisers must clearly identify themselves by wearing Flying Labs branded shirts.

LICENSING

- **License holder:** WeRobotics considers the primary license holder the official organizer of a Flying Labs. If this is found to not be the case, WeRobotics reserves the right to revoke or not renew a license. An applicant may apply jointly with other organizations but only one applicant will hold the license. That said, multiple organizations can be publicly listed as co-organizers of the Flying Labs. The official applicant for a Flying Labs must be a registered as a legal entity in the country in which the Flying Labs is set to be launched.
- **License term:** Your Flying Labs license is valid for one year from its date of approval unless the license is revoked or relinquished beforehand.
- **License renewal:** You must re-apply for each year using an expedited renewal form (to be provided). Renewal will only be granted if goals of previous license period have been met and guidelines strictly followed.
- **Licensing fees:** These are based on the type of legal entity applying for a Flying Labs license. NGO/Academic: USD 250/year; Government: USD 500/year; Private: USD 750/year. Recall that the total value of in-kind contributions in the form of software and hardware from WeRobotics to the Flying Labs is typically over USD 10,000/year. In addition, Flying Labs get direct access to other Flying Labs as well as new projects, trainings, partners and funding opportunities. In addition, Flying Labs are invited to participate and speak at the [WeRobotics Global Conference](#).
- **License transfers:** Flying Labs licenses are non-transferable -- you cannot transfer your Flying Labs license to another organization. If you want to relinquish your license to allow another organizer to have it, you'll need to notify us first. The new licensee will need to fill out his or her own application.

ACTIVITIES

- **Format:** Modeled after the WeRobotics format, Flying Labs activities are a suite of carefully prepared trainings, demonstrations and/or projects on the safe and responsible deployment of appropriate robotics solutions in social good projects and in the creation of meaningful data products and outcomes. Flying Labs organizers must complete at least 3 activities per year to retain their Flying Labs license. All activities must follow the WeRobotics and Flying Labs Codes of Conduct.
- **Multi topical and multidisciplinary:** Flying Labs activities must be multidisciplinary and must include a diversity of participants from across several disciplines that address a variety of topics. These topics must not always fall under a single subject.
- **Gender:** Flying Labs activities must strive towards gender balance and where appropriate must include youths, particularly girls.

DOCUMENTATION

- **Activities:** You must document all your trainings, demonstrations and projects using the Flying Labs website (blog) and include both videos and photos of your activities. Each activity should generate at least one blog post with multimedia content. You are also encouraged to publish blog posts on other topics including opinion pieces, lessons learned, new trends, events, etc. WeRobotics will disseminate the content you post on the Flying

Labs website through its social media channels and email-list to provide you with increased visibility and public recognition.

- **Quality:** Multimedia content must be of high quality and always high resolution.
- **Credit:** When posting multimedia content anywhere, you must credit the producer of this content in the metadata. You may use multimedia content from other Flying Labs and from WeRobotics as long as you credit the producer.
- **Creative Commons:** Multimedia content must be released under a Creative Commons license so they can be freely shared and reposted.
- **Webinars:** You must give a 20-minute webinar presentation to the WeRobotics community once a year on the activities of your Flying Labs.

WEBSITE, SLACK, EMAIL and SOCIAL MEDIA

- **Website:** Do not purchase a domain name. Your dedicated Flying Labs website will be hosted on FlyingLabs.org as [country.flyinglabs.org]. You will be given login details to post new content to the website along with guidelines and templates to facilitate your use of the website.
- **Slack:** Flying Labs organizer(s) and members will be provided with their own dedicated Flying Labs channel on the WeRobotics Slack platform. The purpose of this slack channel is for organizers and members to communicate directly with each other and the WeRobotics team. In addition, Flying Labs organizer(s) will be added to the existing Slack channel for all Flying Labs organizers in order to share lessons learned, best practices and to collaborate of future activities across labs.
- **Email:** Flying Labs organizer(s) will receive their own dedicated Flying Labs email addresses with the following format: [country]@flyinglabs.org]. These email accounts can only be used for Flying Labs purposes and in accordance with the Flying Labs Code of Conduct.
- **Social media:** You are encouraged to set up Facebook, Twitter, Instagram and YouTube accounts. Your username for these accounts must adhere to this format: [CountryFlyingLabs]. Your display name for these accounts must adhere to this format: [Country Flying Labs]. Each social media account you set up should include your logo and a link to FlyingLabs.org. For each social media account you set up, you are responsible for posting relevant content to said accounts at least twice a month.
- **Hashtag:** Please use and promote the hashtag #FlyingLabs to gain greater visibility and to get retweeted / reposted by WeRobotics.

PR, PRESS and MEDIA

- **Logos:** Use your Flying Labs logo. Don't use the WeRobotics logo at any time, and don't allow journalists to use it (in print or on video) without written permission from WeRobotics. Supply journalists with your customized Flying Labs logo.
- **Comments on WeRobotics:** WeRobotics staff must be the sole official spokespeople for WeRobotics and the organization as a whole; any journalist seeking comment from WeRobotics must be routed through Patrick Meier (patrick@werobotics.org).

- **Interviews:** If you are interviewed for broadcast TV or radio, clearly state that your event is a Flying Labs event, and explain what that means (it is independently organized, etc.). Represent yourself as a participating organizer in your specific Flying Labs. Interview requests for WeRobotics staff: Route requests for interviews with WeRobotics staff to Patrick Meier (patrick@werobotics.org)
- **Press attendance:** At WeRobotics, we keep the number of journalists to a minimum. We ask you to do the same for your activities. Only invite media you know personally.
- **Film/video:** You may allow members of the press to take pictures of or film/videotape your activities but it is preferable that you find one in-house photographer and share selections with the media.
- **WeRobotics:** While we appreciate any coverage, we kindly ask that all journalists and/or bloggers be respectful of the difference between the WeRobotics and Flying Labs brands.

LEGAL

- **Insurance:** Flying Labs will acquire any required or recommended insurance to cover their activities.
- **Laws:** Flying Labs will follow all local, national and international laws that govern the conduct of their activities as per the WeRobotics Code of Conduct. Flying Labs will update the online directory of done regulations as needed: <http://uaviators.org/laws>.
- **Indemnification:** Flying Labs will perform activities at their own risk, and fully indemnifies WeRobotics against all loss, damages, expense, and liability resulting directly and indirectly from these activities. For this purpose, Flying Labs will sign a waiver stating that they are fully responsible for all their actions and no responsibility will be held by WeRobotics.
- **Child Protection and Sexual Harassment:** Organizers of Flying Labs must abide fully by WeRobotics' Child Protection Policy (CPP).

CREDIT

- **TED:** These guidelines have been adapted, customized and extended for WeRobotics based on the TEDx rules developed by TED.