



Flying Labs & Network Guidelines

Why We Co-Created this Opportunity

We field-tested the Flying Labs framework extensively for 2 years across 3 continents in 2016-2017. We learned 2 important lessons during this time. First, there is strong and increasing demand from local experts across the globe to join the Flying Labs Network. Second, a more scalable way to join the Flying Labs Network is key to continue growing the Network and its collective impact. We thus democratized our Flying Labs framework by introducing the “Local Model” of the framework. It is our hypothesis that Flying Labs around the world will reinforce each other and create important new synergies between labs and across the global Network.

Why Organizations Seek to Join the Network

The Local Model enables new organizations to join the global Flying Labs Network because the coordinating organization(s) that seek to run their own Flying Labs already bring a high degree of institutional expertise and experience to the global Network. They already carry out drone-related trainings and/or projects on a regular basis and already have access to relevant technology and software solutions. In addition, they already have 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, contribute to and collaborate with other Flying Labs around the world who are at the cutting edge of deploying appropriate robotics technologies for positive social change.

By joining the Network, coordinating organizations also get priority access to WeRobotics trainings and Flying Labs trainings. Some seek to coordinate 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 Flying Labs with free access to leading software platforms such as ESRI, Pix4D, DroneLogbook and discounts on select hardware solutions such as drones from DJI, senseFly, Skydio, Wingcopter, Avy, Ariel Metric and more. Coordinating organizations also value the affiliation for new fundraising opportunities and the ability to use the affiliation to bring their expertise to other countries and partners. Their work is supported by our internal Knowledge Sharing Platform called WeShare, providing a wealth of resources customized for Flying Labs. In addition, Flying Labs are invited to speak and represent the Network at relevant conferences and for media opportunities. What’s more, they have access to dedicated programs (both technical and organizational) as well as WeRobotics’ Global Roster of Experts and contacts, which includes several hundred professionals across the globe who have expertise directly relevant to the Flying Labs.

Application Requirements

To date, around 60% of applications to join the Flying Labs Network have been successful. To coordinate your own Flying Labs 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 a MOA with WeRobotics that clearly sets out all the rules to be followed in order to maintain their Flying Labs status. All activities (trainings, projects, conference or workshop organization, 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 Coordinators 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.

Kindly note that Flying Labs Coordinators must be based in the country where they are coordinating their Flying Labs for at least 70% of the year. The Coordinator(s) must also be from the country in which their Flying Labs is based. Exceptions are made on a case-by-case basis, e.g., occasionally when someone is not from the country itself but has been living/working there for 20 years, for example. In addition, the organization or company that the coordinator is with must be registered in-country.

Code of Conduct, Guidelines & Policies

All Flying Labs must follow the WeRobotics Code of Conduct, Flying Labs Guidelines and Child Protection Policy provided in this document at all times. In addition, they will be required to sign a non-compete policy to agree that any information shared within the Network should not be used to advance commercial interests at the expense of other Flying Labs.

Collaboration, Sharing and Contribution to the Flying Labs Network

Collaboration and sharing within and contributing actively to the Network are the key values of the Network. The following minimal sharing contributions from each Flying Labs have been redefined and jointly decided by all Flying Labs at the most recent Network gathering in October 2022. These contributions need to be made throughout the 12 month period set in the MOA:

- Implement and document at least 3 activities (projects/trainings/conference or workshop hosting);
- Publish at least 2 blog posts with multimedia content, following blog guidelines and submission process. The blog posts are either about your activities or thought pieces you wish to share, and they offer learnings and best practices;
- Publish at least one use case on a project or training, following the use case template and guidelines shared by WeRobotics;
- Share a minimum of 5 photos from your activities throughout the year, following the photo guidelines shared by WeRobotics;
- Take part in the FL Global self-evaluation for your Flying Labs at minimum once a year by truthfully and completely filling out the self-evaluation form and sharing it with WeRobotics by the due date;
- Document all activities of your Flying Labs in the Mastersheet provided, ideally with continuous updates of your Mastersheet, and at minimum updates every quarter (every 3 months);

Requirements To Be Part of the Flying Labs Network (Cont'd)

- Present and participate in at least one of the following sharing formats:
 - A webinar, either organized by just your Flying Labs or in co-presentation with other Flying Labs on a topic of interest to the Network and external stakeholders
 - A podcast, either organized by just your Flying Labs or in co-presentation with other Flying Labs on a topic of interest to the Network and external stakeholders
 - A video, organized and produced either by just your Flying Labs or in co-production with other Flying Labs on a topic of interest to the Network and external stakeholders
- Contribute to the Flying Labs Fund with the annual financial contribution

Additional contributions are not mandatory, but recommended:

- Periodic newsletters
- Articles, white papers and scientific paper contributions

In addition to these minimum contributions, you agree to adhere to the communications and branding guidelines described in these Flying Labs Guidelines, including wearing Flying Labs T-shirts during all training and projects for transparency and accountability.

As jointly decided by all Flying Labs at the most recent Network gathering in October 2022, the following process will be adopted as of January 2023 for Flying Labs that do not meet and maintain the above contributions and requirements within the one-year license period of their current MOA:

- The Flying Labs will receive a warning letter at their license renewal date, giving the Flying Labs a grace period of 3 months to deliver all sharing contribution items due for the past license year:
- A copy of the warning letter will be sent to all Flying Labs of the same geographic region, for them to be able to support the Flying Labs struggling with meeting their annual sharing contribution;
- If after the 3-month grace period, the Flying Labs still has not been able to meet all sharing contribution requirements, a vote will be held by the Network members (one vote per Flying Labs) to decide whether the Flying Labs in question will remain within the Network or see their license revoked.
- The following year, the Flying Labs in question will have to meet all sharing and contribution requirements (without any grace period) in order to maintain their license within the Network. Failing that, the license will be revoked (without voting).



Our Value Proposition for the Flying Labs Network

By joining the growing, global Network of Flying Labs, coordinating organizations of new Flying Labs will have:

- Their own branded web page on FlyingLabs.org and their own Flying Labs email address to further increase their visibility and credibility. They will also be added to WeRobotics Slack channels and the external Flying Labs newsletter.
- Direct access to the expertise of WeRobotics, the expertise of other Flying Labs and strategic partners in 35+ countries across Africa, Asia, Latin America and Oceania.
- Preferential access to hardware and software resources from WeRobotics Technology Partners, such as software licenses and loaned or discounted drone hardware. This is decided on a case-by-case basis and includes ESRI, Pix4D, DroneDeploy, Survae, Amazon Web Services, DroneLogbook, DJI, Skydio and senseFly for example.
- The opportunity to join new WeRobotics projects, fundraising opportunities, media interviews and/or speaking engagements as they arise. WeRobotics will also recommend Flying Labs to other partners, clients and donors around the world on a case-by-case basis and based on expertise as well as other Flying Labs Global objectives to drive business and clients to Flying Labs. In addition, WeRobotics will make direct introductions to strategic partners and donors as appropriate.
- Free access to WeRobotics and Flying Labs trainings (both offline and online). This includes several free spots for online flight school certification training (theory component only) required for a Remote Pilot's License (RePL). Taken together, these trainings are valued at USD 3,000+ in total. For example, the RePL training normally costs USD 1,000 for participants outside the Flying Labs Network.
- Their projects and partners highlighted and promoted across WeRobotics' multiple social media platforms. In addition, for select Flying Labs projects, WeRobotics will use its database of journalists around the world to further highlight individual Flying Labs.
- The right to use the Flying Labs logo (per the Flying Labs Guidelines) for strategic communications and fundraising purposes.
- The opportunity to use content and multimedia assets produced by WeRobotics and other Flying Labs, such as drone training curricula, use cases, sample datasets and research data.
- Full access to the WeRobotics Roster of International Experts comprising hundreds of experts in dozens of countries.
- An invitation to participate and speak at regional Flying Labs conferences and workshops as well as partner conferences and workshops.
- The opportunity to apply to the Flying Labs Microgrant Program which provides access to funding for highly compelling and impactful projects. Microgrants provide up to USD 4,000 in grant funding as well as in-kind support in the form of technology transfers.

Application Procedure

If you're interested in organizing or co-organizing your own Flying Labs, then **please complete this Google Form: bit.ly/FLApplication**. Please be sure to read the guidelines below closely before submitting your application. If you are selected for an interview, we will assess your knowledge and understanding of these guidelines.

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 a follow up invitation for an interview by both WeRobotics and select Flying Labs. Strong applicants are those who are very well organized, action-oriented and highly committed. They have high integrity, are aligned with the Network's values and believe in open and honest sharing, collaboration and active contribution to the Network. They also have a strong reputation, confirmed by the references they have provided and as per 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 & impactful 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. They will also clearly demonstrate their professionalism, project management skills and attention to first rate customer service. Finally, applicants must clearly show that they have carefully reviewed both the Code of Conduct and the Guidelines included below.

Following your interview, our Flying Labs Selection Committee will review both your written application and your interviews 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 Agreement (MOA) and asked to contribute to the Flying Labs Fund on an annual basis. The Flying Labs Fund is sourced from WeRobotics grants and Flying Labs contributions to support the Flying Labs. As such, 100% of the annual contributions that Flying Labs make to the Flying Labs Fund goes directly back to the Flying Labs in the form of microgrants, sponsored trainings, technology transfers, conference participation and more.



Once the above steps have been completed, you will be officially onboarded into the global Flying Labs Network. Our onboarding process consists of a structured set of steps that prepare you to join the Network and to publicly announce your new Flying Labs in a set timeline.

General Guidelines

- **Flying Labs Code of Conduct:** All Flying Labs must follow the Code of Conduct at all times. Please be sure to review the Code of Conduct carefully before applying: <https://werobotics.org/codeofconduct/>
- **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. Flying Labs adhere to and actively live the Network's values: Inclusion, Diversity, Solidarity, Autonomy, Humanity, Humility & Sharing.
- **Responsibilities:** Your Flying Labs must carry out and contribute with the minimum elements listed on page 2.
- **Safety:** Activities conducted will always prioritize safety. Flying Labs must designate a safety officer and conduct safety awareness/culture training regularly. Drones and field work activities must always be conducted in order to minimize the risks. Flying Labs will never be penalized for canceling or postponing a project or event due to safety concerns. Flying Labs should reward their staff for reporting safety hazards and maintain a positive safety culture.
- **Location:** WeRobotics allocates one location/country-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 as assessed during a yearly review between the Flying Labs and WeRobotics.
- **Technology Partners:** WeRobotics' growing network of technology partners include hardware, software and platform partners:
 - **Software/Platforms:** Flying Labs have the opportunity to use ESRI ArcGIS, Pix4D, DroneDeploy, Survae, Amazon Web Services and DroneLogbook for free. The financial value of this in-kind contribution is typically well over USD 10,000/year. This software and technology can only be used for social good purposes by the organizer or co-Coordiators of the Flying Labs and official members of the Flying Labs. Again, the software and technology can only be used for the social good activities of the Flying Labs and within the mandate of the Flying Labs.
 - **Hardware:** : WeRobotics' growing network of hardware technology Partners include DJI, Skydio, , senseFly, SkyWatch, OpenROV, for example. WeRobotics is technology-agnostic and not limited to the technologies provided by Technology Partners. In select cases, Flying Labs will have the opportunity to acquire technology (drones) from our Technology Partners at a discount or in the form of a no-cost extended lease.
- **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 and not translate the name. Flying Labs is a registered trademark of WeRobotics.

General Guidelines (*Continued*)

- **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 make requests to WeRobotics for possible participation in joint funding proposals for your Flying Labs and if approved by WeRobotics, submit such co-proposals. You may not use your Flying Labs to raise funds for activities outside of the Flying Labs. Please note that WeRobotics will not act as a fiscal sponsor for Flying Labs.
- **Fees:** You should charge fees 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 (organizations) 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. Members support and/or participate in Flying Labs activities. Naturally, Coordinators and members of Flying Labs can also run their own activities independently. Relevant partnerships are very much encouraged but not required.
- **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. For example, the Peruvian company UAV del Peru is the coordinating organization of Peru Flying Labs. As such, they always co-brand relevant projects and activities as being both the product of UAV del Peru and Peru Flying Labs. For example, their shirts include both logos.
- **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 Coordinators of Flying Labs cannot carry out 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 (legal entity). WeRobotics tools (hardware, software, training materials, etc) can only be used for non-profit Flying Labs purposes and activities.
- **Collaboration With The Military:** In general, projects with the military cannot be done using the Flying Labs affiliation, Network or resources. That being said, we fully recognize that the military in most countries provides vital support during disasters, civil protection and for fisheries monitoring, for example. As such, if a very clear social good application presents itself vis-a-vis a joint project with the military, please be sure to discuss this with WeRobotics before proceeding.

General Guidelines (*Continued*)

- **Prior Work:** Any prior work you have done, you personally or your organization(s), prior to coordinating your Flying Labs is your property. If you would like to cite and/or draw on this prior work for your Flying Labs, we appreciate it and you are certainly more than welcome to do so. In any event, WeRobotics will always provide credit where credit is due.
- **IT Security & Confidentiality:** Flying Labs must follow good practices to secure their accounts (Gmail, Slack, WeShare, ...) and keep shared internal documents and information confidential. Use Multi-Factor Authentication (Google Authenticator) for any critical accounts, and run full antivirus scan on computers regularly.
- **Onboarding:** Successful applicants will be required to participate in a WeRobotics and Flying Labs onboarding call before being issued 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 Flying 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:** Please refrain from any claims along the lines of “This is a WeRobotics training...” unless WeRobotics staff are indeed joining your activities in person or if the training materials are indeed from WeRobotics. 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. Furthermore, make sure that your team, partners and clients know that Flying Labs take their own decisions which is a key principle of the Flying Labs model.
- **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 provided during onboarding.
- **Activities:** When organizing or engaging in any Flying Labs' activities and interacting publicly with third parties (for example when giving trainings, implementing projects, running field-operations, giving public presentations, responding to emails and speaking on conference calls, etc.), organizers must clearly identify themselves by as members of their Flying Labs, using their Flying Labs logo and ideally wearing Flying Labs branded shirts. This is especially important when WeRobotics has provided funding to the Flying Labs (directly, or indirectly, in-kind or financial). Using WeRobotics resources including connections and partners without referencing the Flying Labs and without making the Flying Labs affiliation crystal clear is dishonest and runs counter to the values of the Flying Labs Network.



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-Coordiators of the Flying Labs. The official applicant for a Flying Labs must be 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 starting from the date of the signature of your agreement unless the license is revoked or relinquished beforehand.
- **License Renewal:** If your Flying Labs meets all sharing contributions and requirements (see page 2) during the 12-month period of the license, your Flying Labs license will be renewed for another 12-months.
- If your Flying Labs has not met all sharing contributions and requirements (see page 2), following process will apply:
 - You will receive a warning letter at their license renewal date, giving you a grace period of 3 months to deliver all sharing contribution items due for the past license year;
 - A copy of the warning letter will be sent to all Flying Labs of your geographic region, for them to be able to support you to meet your annual sharing contribution;
 - If after the 3-month grace period, you still have not been able to meet all sharing contribution requirements, a vote will be held by the Network members (one vote per Flying Labs) to decide whether your Flying Labs will remain within the Network or see your license revoked.
 - The following year, you will have to meet all sharing and contribution requirements (without any grace period) in order to maintain their license within the Network. Failing that, the license will be revoked (without voting).
- **Licensing Fees (Annual Contribution):** 100% of annual contributions go directly into the Flying Labs Fund, and 100% of the Flying Labs Fund go right back to Flying Labs in the form of microgrants, sponsored trainings, conference participation, technology transfer and more. WeRobotics does not take any percentage of the fees. The amount of the annual contribution is based on the type of legal entity applying for a Flying Labs license. NGO/Academic: USD 500/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. Please note that these annual fees are non-refundable.
- **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 WeRobotics first. The new licensee will need to fill out his or her own application and follow the license application process.

Licensing (*Continued*)

- **License Cancellations:** Failure to act in good faith and/or respect the Code of Conduct, the Child Protection Policy, the Non-Compete Agreement and/or national and/or international laws may lead to license cancelation (see Legal below). Licenses will also be canceled if there is an important change in the leadership of the Flying Labs since we invest in local leadership first and foremost. In such an event, the Flying Labs in question will be given a 30-day notice before the license is canceled. Once canceled, WeRobotics will invite new applications from organizations who are interested in coordinating the Flying Labs in question. New applications are open to any organization, including partner organizations of the Flying Labs in question. The evaluation of new applications will follow the same process as per all other applications. As always, we strongly encourage interested organizations to partner and hold the Flying Labs license jointly.



Activities

- **Format:** Modeled after the WeRobotics format, Flying Labs activities are a suite of carefully prepared trainings, projects and/or events (demonstrations, conferences, workshops, etc.) 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 Coordinators 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. Note that Flying Labs themselves must choose for themselves which activities to carry out and which partners to team up with in relation to these activities.
- **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.
- **Conditional:** Please note that the first activity must be fully carried out and documented (please see below) within 6 months of the public announcement of the launch of your Flying Labs. New Flying Labs that miss this deadline will be asked to step down from the Network.



Documentation

- Activities:** Flying Labs must document all their activities in their individual Flying Labs Mastersheet, ideally with continuous updates or at minimum on a quarterly basis. In addition, they will publish 2 blog posts with multimedia content, 1 use case and share a minimum of 5 photos per year (see more information in the chapter “Requirements to be part of the Network”, under “Collaboration, sharing and contribution to the Flying Labs Network”). Flying Labs 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 (blog posts and use cases) on the Flying Labs website, through its social media channels and email-list to provide you with increased visibility and public recognition. This content will remain in the public domain regardless of leadership or licensing changes within individual Flying Labs. Should a given Flying Labs choose to close for any given reason, then the content will remain in the public domain.
- Quality of Multimedia:** Multimedia content must be of high quality, and always high-resolution, as per guidelines and guidance on visual storytelling provided by WeRobotics.
- 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.
- Other Documentation & Sharing Formats:** You must organize or co-organize at least one webinar or podcast or video on a topic that is of interest to the Flying Labs Network and larger WeRobotics community once a year. It is also recommended that you produce newsletters and participate in articles, white papers and publications.
- DroneLogbook:** Flying Labs must use DroneLogbook to log all their flights. By joining the Flying Labs Network, every new Flying Labs gets their own free DroneLogBook license. To this end, Flying Labs must also document and report any technical problems they encounter when operating drones for Flying Labs projects. Flying Labs must make logs available to WeRobotics when requested. This is for safety and learning purposes.



Digital, Media & Communications

- **Ownership:** Only existing Flying Labs Coordinators or team members approved by the Coordinators may communicate publicly about their Flying Labs. As such, past Coordinators/team members may not continue using the social media channels of the Flying Labs for their own purposes.
- **Promotion:** Your Flying Labs website and Flying Labs social media channels must not be used to primarily promote your own company or organization. Your public communications around your Flying Labs must recognize the good work of all members of your Flying Labs. This of course includes your own company or organization, but not at the expense of all members. You are also encouraged to promote the work of other Flying Labs part of the Network.
- **Website:** Do not purchase a domain name. Your dedicated Flying Labs website will be hosted on FlyingLabs.org as [flyinglabs.org/country]. You will be able to post new content to the website by publishing blog posts, use cases, articles and more and update its content with the help of Flying Labs Community Coordinator.
- **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 Coordinators 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 Coordinators in order to share lessons learned, best practices and to collaborate on future activities across Flying Labs. Flying Labs can also create their private channels.
- **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 expected to set up Facebook, Twitter, Instagram and YouTube accounts (account creation instructions will be shared during onboarding). Your username for these accounts must adhere to this format including the letters that are capitalized: [CountryFlyingLabs]. Your display name for these accounts must adhere to this format including the letters that are capitalized: [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. For LinkedIn, all official team members of your Flying Labs have the possibility to choose "Flying Labs" as "employer" to show your affiliation to the network. In no case and under no circumstances, choose "WeRobotics" as your employer.
- **Hashtag:** Please use and promote the hashtag #FlyingLabs to gain greater visibility and to get retweeted / reposted by WeRobotics.
- **Transfer:** If your Flying Labs ceases to operate or your license expires or is placed on hold, you must cease using the Flying Labs website and social media channels. If a new organization or company takes on the license for the Flying Labs that you previously coordinated, you must hand over the usernames and passwords to this new organization without delay.

PR, Press & 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 humans@werobotics.org.
- **Interviews:** If you are interviewed for broadcast TV or radio, clearly state that your event or project is a Flying Labs activity, 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 humans@werobotics.org. If you are being interviewed for an activity that WeRobotics has funded or an opportunity that WeRobotics has created for your Flying Labs, you must mention WeRobotics in your interview.
- **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 & Drone Use Regulations:** Flying Labs and the organizations holding the Flying Labs license will comply with all local, national and international laws and local drone use regulations that govern the conduct of all their activities in their respective countries.
- **Banking and Processing Funds:** Flying Labs will follow the legal guidelines within their country for banking and processing funds. Business bank will be required for any transfers. Flying Labs may only use WeRobotics's banking details to make their annual contributions to the Flying Labs Fund. Any other uses of WeRobotics' banking information is not permitted without prior written authorization.
- **Indemnification:** Flying Labs will perform activities at their own risk, and fully indemnify WeRobotics against all loss, damages, expense, and liability resulting directly and indirectly from these activities. For this purpose, when Flying Labs sign their official MOA with WeRobotics they confirm that they are fully responsible for all their actions and no responsibility will be held by WeRobotics.
- **Child Protection and Sexual Harassment:** Coordinators of Flying Labs and any Flying Labs members engaged in youth activities must abide fully by WeRobotics' Child Protection Policy (CPP) available here.
- **Grounds for Expulsion:** Flying Labs including their members and partners that fail to act truthfully, responsibly, legally, ethically and thus fail to act in the best interest of the Flying Labs Network will either be temporarily suspended or permanently barred from the Network depending on the nature of their actions. Such decisions will be made by WeRobotics Executive Management, and these decisions will be final.

Credit

TED: These guidelines were originally adapted, customized and extended for WeRobotics based on the TEDx rules developed by TED.