



# Welcome to the Flying Labs Network

## **Why this Affiliate Program Exists**

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 Affiliate Flying Labs Program. 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**

Affiliate Labs join the global Flying Labs Network because the coordinator(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 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, Coordinators 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 labs with free access to leading software platforms such as ESRI, Pix4D, DroneLogBook and discounts on select hardware solutions. New Coordinators also value the affiliation for new fundraising opportunities and the ability to use the affiliation to bring their expertise to other countries and partners. In addition, new Flying Labs are invited to speak at the annual WeRobotics Global Conference and other relevant conferences. What's more, 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

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 training and/or carrying out high quality and impactful social good projects in a specific country. They will sign an MOU with WeRobotics that sets out all the rules to be followed to maintain their Flying Labs status. All activities (training, 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 Coordinators of Flying Labs cannot do commercial projects—they 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. Also, the organization or company that the Coordinator is with must be registered in-country.



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 three activities/projects per year and publish at least two 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 and give at least one 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 training/projects for transparency and accountability. Labs that don't meet and maintain the above requirements will be removed from the Flying Labs network.



## Our Value Proposition for the Flying Labs Network

By joining the growing, global network of Flying Labs, Coordinators of new 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 bi-monthly, internal Flying Labs Newsletter.
- Direct access to the expertise of WeRobotics, the expertise of other Flying Labs and strategic partners in 20+ 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, Picterra, Amazon Web Services, DroneLogBook, DJI, Parrot 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 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 online flight school certification training (theory component) 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. Flying Labs projects and partners are highlighted and promoted across WeRobotics' multiple social media platforms. In addition, for select Flying Labs projects, WeRobotics will use its database journalists around the world to further highlight individual 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, 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 the International WeRobotics Global Conference, the annual high profile conference of the WeRobotics community. An invitation to participate and speak at Regional Flying Labs 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 USD 1,000 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, please complete this Google Form: [bit.ly/FLApplication](https://bit.ly/FLApplication).

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 WeRobotics and select Flying Labs. 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 independent background research. Strong applicants 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. 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 the Code of Conduct and the Guidelines included below.

Following your interview, our Flying Labs Selection Committee will review your written application and your interviews to determine whether you meet the requirements to award you 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 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 yearly contributions that Flying Labs make to the Flying Labs Fund go directly back to the Flying Labs via microgrants, sponsored training, technology transfers, conference participation, and more.

Once the above steps are complete, you are officially onboarded into the global Flying Labs network. Our onboarding process consists of a structured set of actions that prepare you to join the network and publicly announce your new Flying Labs.



## 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/community>

### Affiliate Flying Labs Guidelines

- **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, trainings or workshops; 2 blog posts with multimedia content documenting these activities; 1 webinar presentation about your Flying Labs and activities. Flying Labs are naturally encouraged to publish additional blog posts beyond the 2-posts requirement. For each of these 3 activities carried out by your Flying Labs, 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. Documenting these events and your activities is really key for WeRobotics to promote your good work to donors, partners and the media. 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, processing capacity with Pix4D, DroneDeploy, Survae, Picterra, Amazon Web Services and DroneLogBook for free, and in select cases may have the opportunity to acquire technology (drones) from our Technology Partners at a discount or in the form of a no-cost extended lease. 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.
- **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.



## Flying Labs Guidelines (cont'd)

- **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, Coordinators 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. For example, the Peruvian company UAV del Peru is a coordinator 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 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.



## Flying Labs Guidelines (cont'd)

- **Military Collaboration:** Generally, joint projects with the military cannot be done using Flying Labs affiliation, network, or resources. We recognize that the military in often provides vital support during disasters, civil protection, and fisheries monitoring. If an obvious social good application presents itself for a joint project with the military, please discuss it with WeRobotics before proceeding.
- **Prior work:** Any work you or your organization has done before 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.
- **Webinar:** Successful applicants will be required to participate in Webinar on WeRobotics and Flying Labs before being issued with their Flying Labs license.

## Branding

- **Logo Usage:** Your Flying Labs logo will be provided to you by WeRobotics and must be used to represent your labs at all times. The WeRobotics logo may not be used in any communications or branding without written permission from WeRobotics.
- **Name usage:** Name abbreviations and variations are not allowed. You must always refer to your Flying Labs as [Country] Flying Labs in all copy, messaging, logos, etc.

- **WeRobotics and Flying Labs:** Please do not make claims like, "This is a WeRobotics training..." unless WeRobotics staff are joining your activities or WeRobotics provides the training materials. 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 make their own decisions, a key principle of the Flying Labs model.
- **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 or engaged in any Flying Labs' activities and interacting publicly with third parties (for example when conducting training, implementing projects, running field-operations, giving public presentations, responding to emails and speaking on conference calls, etc.), organizers must 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, indirectly, in-kind, or financially). Using WeRobotics resources, including connections and partners without referencing the Flying Labs without making the Flying Labs affiliation crystal clear, is dishonest and runs counter to the Flying Labs Network's values.



## Licensing

- **License Holder:** WeRobotics considers the primary license holder the official organizer of a Flying Labs. If this is not 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 a registered legal entity in the country where the Flying Labs is proposed to launch.
- **License Term:** Your Flying Labs license is valid for one year starting from the date of your Flying Labs official launch unless it is revoked or relinquished beforehand.
- **License Renewal:** If your Flying Labs meets all requirements during the 12 months of the license, your Flying Labs license will be renewed for another 12-months provided that the annual licensing fee is paid for this new year.
- **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 application.
- **Licensing Fees:** All licensing fees go directly into the Flying Labs Fund, which supports Flying Labs through microgrants, sponsored training and conference participation, technology transfer, and more. WeRobotics does not take any percentage of the fees. The fees 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. Also, Flying Labs get direct access to other Flying Labs and new projects, training, partners, and funding opportunities. Flying Labs are invited to participate and speak at the WeRobotics Global Conference. Please note that these annual fees are nonrefundable.
- **License Cancellations:** Failure to act in good faith and/or respect the Code of Conduct and the Child Protection Policy and/or national and/or international laws may lead to license cancellation (see Legal below). Licenses will also be canceled if there is an important change in the Flying Labs' leadership 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 groups interested in coordinating the Flying Labs in question. New applications are open to all groups and individuals, including those that were part of the Flying Labs team 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 training, demonstrations, and/or projects on the safe and responsible deployment of appropriate robotics solutions in social good projects and the creation of meaningful data products and outcomes. Flying Labs Coordinators must complete at least three 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 which activities carry out and which partners to team up with concerning these activities.
- **Multi-topical and multidisciplinary:** Flying Labs activities must be interdisciplinary and must include diverse 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 entirely carried out and documented (please see below) within three 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. Flying Labs that do not complete and document at least three activities over 12 months will also be asked to step down from the network.

## Documentation

- **Activities:** You must document all your training, 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 encouraged to publish blog posts on other topics (e.g., op-eds, lessons learned, new trends, events, etc.). WeRobotics will disseminate the content you post on the Flying Labs website and through its digital marketing channels. All published content will remain in the public domain regardless of Flying Labs leadership or licensing changes, or Flying Labs closure.
- **Quality:** Multimedia content must be high-quality and high-resolution.
- **Credit:** All submitted multimedia content must credit the producer in the metadata. You may use multimedia content from other Flying Labs and WeRobotics as long as you credit the producer.
- **Creative Commons:** Multimedia content must be released under a Creative Commons license for free reuse.
- **Webinars:** You must give a 20-minute webinar presentation to the WeRobotics community each year on your Flying Labs activities.
- **DroneLogBook:** By joining the Flying Labs network, every new Flying Labs gets its own free DroneLogBook license to log all flights, and document any technical problems encountered when operating drones for Flying Labs projects. Flying Labs must make logs available to WeRobotics when requested for safety and learning purposes.

## Digital Media & Communications

- **Ownership:** Only existing Flying Labs Coordinators or existing team members approved by the Coordinators may communicate publicly about their Flying Labs. As such, past Coordinators and past team members may not continue using the Flying Labs' social media channels for their 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 Flying Labs members. This includes your own company or organization, but not at the expense of all members.
- **Website:** Do not purchase a website domain. Your dedicated Flying Labs website will be hosted on FlyingLabs.org as [country.flyinglabs.org]. You will be able to post new content to the site through blog post publication and update its content with the Flying Labs Community Coordinator's help.
- **Email:** Flying Labs organizer(s) will receive their own Flying Labs email addresses to be used only for Flying Labs purposes and in accordance with the Flying Labs Code of Conduct.
- **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. Flying Labs organizer(s) will also be added to the existing Slack channel for all Flying Labs Coordinators to share lessons learned, best practices, and collaborate on future activities across labs.
- **Social Media:** You are expected 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 comply with 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.
- **Transfer:** If your Flying Labs ceases to operate or your license expires or is placed on hold, you must stop 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.





## Press & Media

- **Logos:** Use your Flying Labs logo. Please don't use the WeRobotics logo at any time, and do not allow journalists to use it without written consent from WeRobotics. Supply journalists with your 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.
- **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 (e.g., it is independently organized, etc.). Represent yourself as a participating organizer in your specific Flying Labs. 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. Please route interview requests for WeRobotics staff to Patrick Meier.
- **Press Attendance:** At WeRobotics, we keep press attendance to a minimum and ask that you do the same for your activities. Only invite the journalists that you know personally.
- **Film/Video:** You may allow members of the press to take pictures of or film/videotape your activities, but you should find one in-house photographer and share selections with the media.

- **WeRobotics:** While we appreciate any coverage, we kindly ask that all journalists 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 drone regulations as needed: [uaviators.org/laws](http://uaviators.org/laws).
- **Banking and Processing Funds:** Flying Labs should follow the legal guidelines within their country for banking and processing funds. Business bank accounts should be established when legally required. Flying Labs who provide personal bank account information for transactions are thereby acknowledging that this is legally compliant for local and federal laws and tax reporting.

## Legal (cont'd)

- **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, when Flying Labs sign their official MOU with WeRobotics, they confirm that they are fully responsible for all their actions, and WeRobotics will hold no responsibility.
- **Child Protection and Sexual Harassment:** Coordinators of Flying Labs must abide fully by WeRobotics' Child Protection Policy (CPP).
- **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 the Board of Directors of WeRobotics and said decisions will be final.

## Credit

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







