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Report on the 1st open house presentations of Robot-Era services carried out in Peccioli and Örebro

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Dissemination Level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Service)	
RE	Restricted to a group specified by the consortium (including the Commission Service)	
CO	Confidential, only for members of the consortium (including the Commission Service)	



Document History

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1.0	04-06-2014	Teresa Pagliai (TeD)	Preparation of the report on the first open house presentation in Peccioli
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1.5	23-06-2014	Teresa Pagliai (TeD)	Final revision of the report

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Executive summary

This short report summarizes the first “Open House” events held in the DomoCasa Lab at the business incubator in Peccioli, Italy, on February 27, 2014 and in the Ängen Research and Innovation Apartment in Örebro, Sweden, on June 13, 2014. The events were meant to conclude the first Robot-Era experimental loop by gathering all the participating subjects together with the Robot-Era scientists, the media, local politicians, and other stakeholders. Both the events were a success: they were greatly appreciated by the participants and attracted the attention of local and national media.

Open house presentation in Peccioli, Italy

1 Rationale

The open house presentation held the 27th of February 2014, from 10:00 to 12:00, at the business incubator in Peccioli (Pisa), Italy.

This event aimed at showing the current status of the project and the potentiality that the advanced robotic services, provided by the three robots developed in Robot-Era, can have in terms of efficiency of care and quality of life of the elderly people.

Besides, the open day was a good occasion to do networking activity and make contact with several experts and stakeholders, as managers of local healthcare organizations, insurance brokers, and policy makers.

TechnoDeal organized the open day with the strong collaboration of the Municipality of Peccioli and the BioRobotics Institute.



Fig 1: People attending the presentations and the visit at DomoCasa Lab

2 Participants

People representing all the target users' identified in the Dissemination Plan were invited. The elderly that participated in the first experimental loop received the invitation through an official letter, while other people were invited by mail or contacted by direct call.

Around 80 persons attended the open day. The most of the participants was part of the elderly category but several other people represented:

- Scientific community
- Insurance
- Local healthcare organizations
- Policy makers



Fig 2: The introduction of prof. Dario, the participants, the beginning of the official video

3 Programme

An Italian flyer with the detailed programme of the open day was realized and delivered to all the invited people.

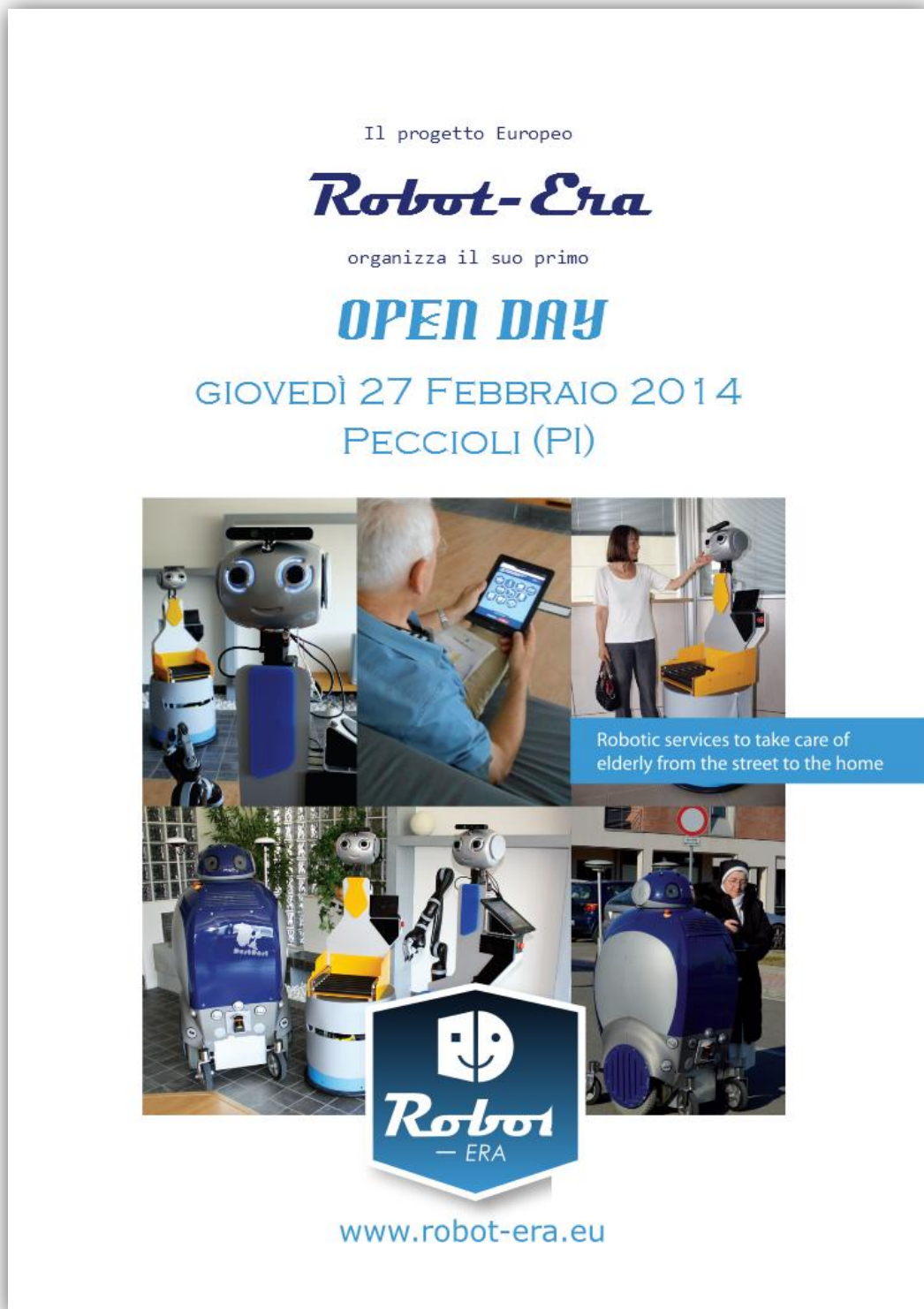


Fig 3: The Italian flyer



Fig 4: The programme

In the flyer were briefly described the project, the objectives of the open day and the programme:

- Introduction to the Open Day
- Municipality of Peccioli Mayor's greeting address
- Presentation of the Robot-Era project aims, results and first experimental loop
- First presentation of the official video of Robot-Era services
- Thank you to all of those who participated in the first experimental loop
- Visit to the DomoCasa Lab

Prof. Paolo Dario introduced the open day, while the former Mayor of Peccioli spoke about the long standing collaboration between the Municipality of Peccioli and the research of BioRobotics Institute. Then the Project Manager Filippo Cavallo showed to the attendees the official video of Robot-Era and thanked all the volunteers that participated in the experimental cycle. The elderly that attended the event really appreciated the bag with local products they received as a thank you for their help in the first experimental loop.

After this moment, all the people visited the DomoCasa Lab where Filippo Cavallo and Scuola Superiore Sant'Anna researchers explained the main functionalities of the domestic and condominium robots. Simple demonstration of the tasks provided by the outdoor robot was done in the square in front of DomoCasa Lab.

The conclusion of the event was a light lunch offered to all the presents.



Fig 5: The elderly receive the gift bag

4 Press and TV coverage



Fig 6: The beginning of the TV special and the introduction to the open day (source: Prisma)

Media have been informed on time and invited to the presentation. One troupe participated in the open day and realized a TV report where were displayed some moments of the introduction, the official Robot-Era video and interviews to prof. Paolo Dario, Project Manager Filippo Cavallo, Mayor of Municipality of Peccioli Silvano Crecchi, and Dr. Paolo Bongiovanni of NeuroCare Onlus organization. The 12 minutes long weekly TV documentary, called "Prisma", was aired on local Italian TV channel Granducato the 28th of February 2014.

Another short video displaying the presentation and the people that attended the open day was realized by a journalist of Italian newspaper "Il Tirreno" and uploaded in the official webpage of the newspaper.

Several other journalists attended the event and seized the day to visit the DomoCasa Lab and interview some of the researchers that are working on Robot-Era.

A complete interview to prof. Paolo Dario was part of an audio reportage broadcasted on German radio Wdr.



Fig 7: The interview to Filippo Cavallo and the display of the official Robot-Era video (source: Prisma)

The days after the open house presentation press releases on several Italian newspapers (paper and online) have been published. Moreover, on February 27, news about the open day has been published on ANSA, the most important Italian press agency.

Table 1: The articles on Italian newspapers

Date	Newspaper – Title of the article
27/02/2014	Toscana Oggi Arlardo Volterra - A Peccioli il primo Open Day sul progetto di Robot-Era
27/02/2014	Avvenire - Scuola Sant'Anna: robot per casa domotica testati direttamente dai nonni di Peccioli
27/02/2014	La Nazione Pontedera Valdera - Una mattina per conoscere i nuovi robot Porte aperte nell'incubatore delle idee
27/02/2014	Il Tirreno Pontedera - Aiutano gli anziani, in mostra i robot
27/02/2014	Il Tirreno Pontedera - Peccioli oggi mostra i robot aiuta-anziani
27/02/2014	La Nazione Pontedera Valdera - Robot aiuto per l'uomo Open day all'incubatore
28/02/2014	Libertà Piacenza - Addio badanti, i robot assisteranno gli anziani
28/02/2014	Leggo - Ricerca: i robot sostituiranno le badanti umane
28/02/2014	La Sicilia - Addio badanti, sono in arrivo i robot
28/02/2014	Giornale di Sicilia - Arriva il robot che assiste gli anziani
28/02/2014	Gazzetta di Parma - Badanti addio, robot in arrivo
28/02/2014	Corriere Adriatico - Badanti addio, i robot assisteranno gli anziani
28/02/2014	Avvenire - Si chiama Doro il nuovo robot-badante Fa la spesa, pulisce e raccoglie la spazzatura
28/02/2014	Il Tirreno - Funzionano davvero i robot badanti
28/02/2014	Il Tirreno - Doro porta il caffè, Oro ti fa strada. I robot badanti superano il tests
28/02/2014	QN - La badante per gli anziani? E' un robot
28/02/2014	La Provincia, Quotidiano di Cremona - Addio badanti. In futuro anziani assistiti dai robot
28/02/2014	Corriere fiorentino - Sant'Anna, ecco i robot badanti
28/02/2014	La Repubblica - Il robot-badante conquista gli anziani

01/03/2014	L'Unione Sarda – Se il robot sostituisce la badante
02/03/2014	La provincia di Sondrio – Addio badanti, arrivano i robot. Gli anziani dimostrano di gradire
06/03/2014	Il Giornale di Vicenza - Robot-badante, nasce a Pisa l'assistente per gli anziani
06/03/2014	Avvenire – Robot utili, ma servono le emozioni
08/03/2014	Corriere della sera – Loro, i robot. Ecco perché già li amiamo
09/03/2014	Toscana Oggi - Doro, Coro e Oro, i nuovi robot badanti
11/03/2014	Il Sole 24 Ore – Quella robotica al servizio del socio-sanitario
13/03/2014	Nuovo – Tre robot pisani imparano a fare le "badanti" per gli anziani

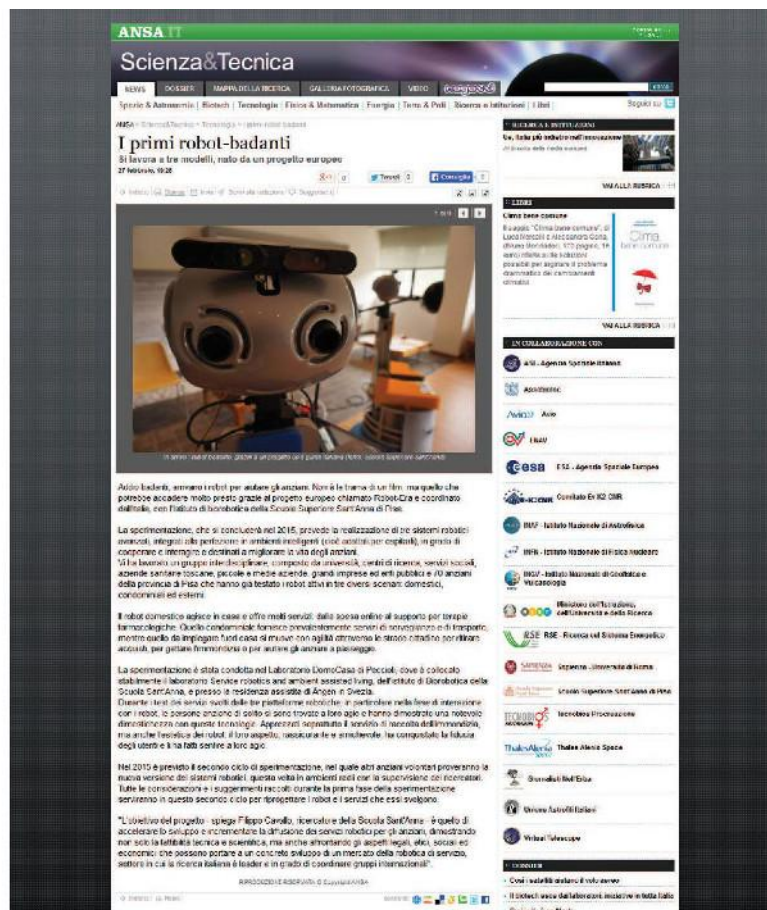


Fig 8: The news published on ANSA



Fig 9: SSSA researchers that attended the open day and DoRo moving in DomoCasa Lab (source: Prisma)

Besides the weekly TV documentary "Prisma", other Italian TV channels talked about Robot-Era and the open day. The main objectives of the project and the three robotic platforms were presented both on national and TV channels. Also a radio program talked about Robot-Era.

Table 2: Radio/Tv releases

Date	Channel	Audience Size ¹ (average daily contacts)
27/02/2014	TELEGRANDUCATO Progetto Robot-era	> 50.000
27/02/2014	ITALIA 7 Oro e Coro, i robot tuttofare	> 170.000
27/02/2014	Radio2 Il robot badante	> 3.000
27/02/2014	RAI TRE Robot badanti per anziani	> 180.000
28/02/2014	RAI UNO Robot-Era	> 2 millions

¹ Source: "Monthly average daily contacts" – Auditel.it, "Daily average"- Audiradio

Open house presentation in Örebro, Sweden

1 Rationale

On June 13th a Robot-Era Open House event was organized at the Ängen Research and Innovation Apartment in Örebro. The purpose of the event was threefold:

1. to thank the participants of the first experimental loop in Örebro for their time and feedback;
2. to provide for these users a perspective on further development in view of the second loop;
3. to disseminate the work done during the first experimental towards elderly people, stakeholders, and the broader community in general.

2 The Event

The event took place in the afternoon, and a total of about 30 people attended. In addition to the users, a group of local politicians also participated. This group represents an important target in view of the exploitation activities that will take place at the end of the project and beyond. The agenda of the event was the following:

13:00	Welcome and refreshments
13:30	Public of the official Robot-Era video
13:50	Q&A with researchers and discussion of ongoing work
14:15	Lottery draw and mingling with researchers and other guests
15:00	End of the event

During the discussion session, Robot-Era researchers illustrated how the indications provided by the users are being taken into account in the realization of the services that will be tested in the second loop. By and large, the group of users who had already participated in the first loop showed high interest in participating in the second loop. Among the interesting questions posed by the elderly users was whether work is being done on safety issues, and to what extent can the manipulation capabilities of the robot be extended.

The lottery was organized as follows. Each one of the subjects who participated in the first loop had been given one uniquely numbered lottery ticket for each test in which they participated. The intention was to provide an incentive for users who had only tested the first services to come back and test the following ones. At the Open House, the winning ticket was physically drawn by the Robot-Era domestic robot DoRo from a transparent box containing one numbered rolled paper slip for each ticket that had been distributed. Doro would stir the slips and then draw one of them. The winner was awarded an iPad Retina Display. All other participants were given a present consisting in a mug with the Robot-Era logo, and a custom-made DVD copy of the official Robot-Era video.

3 Media coverage

The event was chronicled by two important news outlets: the local Nerikes Allehanda newspaper, and the national public television SVT. In the evening of the same day, SVT news broadcast coverage of the event, which also included an interview with one of the Robot-Era team members (Federico Pecora). Nerikes Allehanda published one article on the following day reporting the event, and a second article on the next Monday discussing the common concerns about robots competing with humans on the job market. Interestingly, the latest article, titled "Don't let Doro scare us", contrasted those concerns with the potential of robotics to create new, currently unforeseen types of jobs.

4 Photos

Initial gathering and refreshments



Projection of the Robot-Era promotional video



Question/Answering session



Lottery drawing



Informal discussions between people and Robot-Era scientists



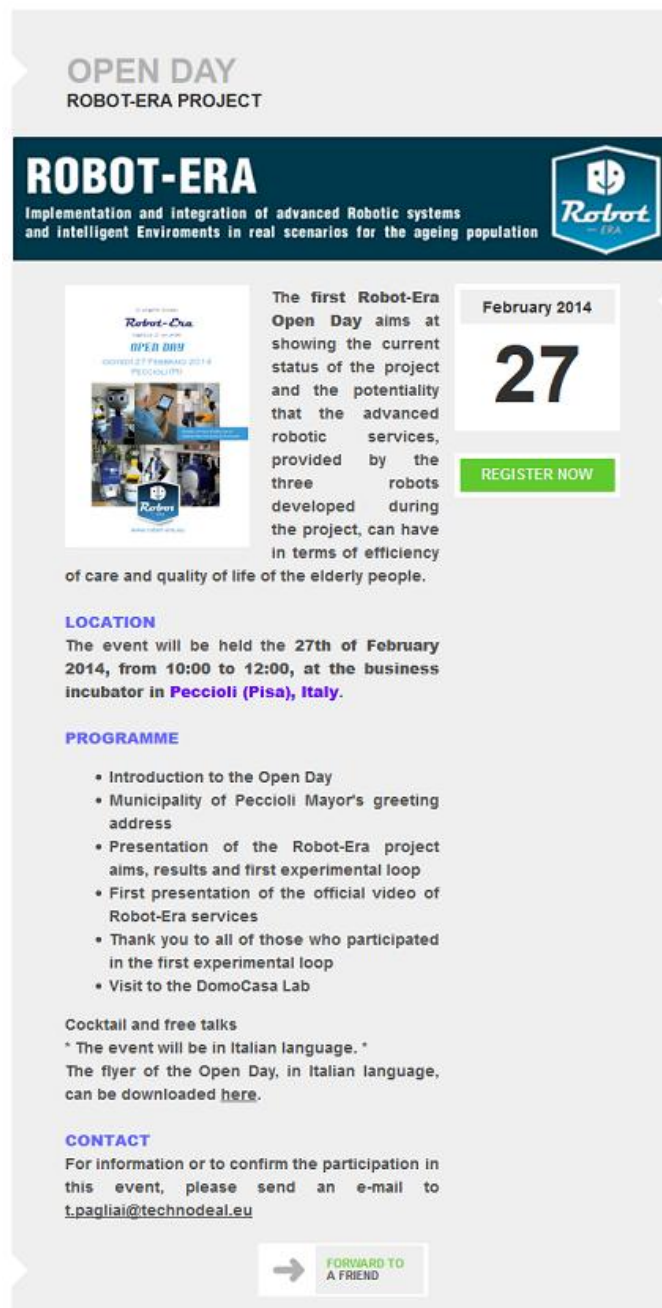
General dissemination

The open day in Peccioli was early announced in the extended pdf version of the 3rd issue of Robot-Era newsletter.



Fig 10: The first page of Robot-Era newsletter 3rd issue

An announcement of the open day was also sent to the subscribers of Robot-Era mailing list, to the mailing list of BioRobotics Institute and to the full mailing list of Echord++ project.



OPEN DAY
ROBOT-ERA PROJECT

ROBOT-ERA
Implementation and integration of advanced Robotic systems and intelligent Environments in real scenarios for the ageing population

February 2014
27
REGISTER NOW

The first Robot-Era Open Day aims at showing the current status of the project and the potentiality that the advanced robotic services, provided by the three robots developed during the project, can have in terms of efficiency of care and quality of life of the elderly people.

LOCATION
The event will be held the 27th of February 2014, from 10:00 to 12:00, at the business incubator in **Peccioli (Pisa), Italy**.

PROGRAMME

- Introduction to the Open Day
- Municipality of Peccioli Mayor's greeting address
- Presentation of the Robot-Era project aims, results and first experimental loop
- First presentation of the official video of Robot-Era services
- Thank you to all of those who participated in the first experimental loop
- Visit to the DomoCasa Lab

Cocktail and free talks
* The event will be in Italian language. *
The flyer of the Open Day, in Italian language, can be downloaded [here](#).

CONTACT
For information or to confirm the participation in this event, please send an e-mail to t.pagliari@technodeal.eu

FORWARD TO A FRIEND

Fig 11: The e-mail sent to the subscribers of Robot-Era mailing list

The flyer of the open day was posted up in notice boards at the Municipality of Peccioli and at the BioRobotics Institute.

News about the event was timely posted in the homepage of Scuola Superiore Sant'Anna official website and facebook page.

Two dedicated pages were created in Robot-Era website to highlight both the open day in Peccioli and in Ängen.



ROBOT-ERA Implementation and integration of advanced Robotic systems and intelligent Environments in real scenarios for the ageing population

Duration: 01/02/2012 - 31/10/2015
The Robot-Era Project has received funding from the European Community's Seventh Framework Programme (FP7-2007-2013) under grant agreement n° 248034 (FP7-ICT - Challenge 9: ICT for Health, Ageing, Well-Being and Disability)

Home page Consortium Project Press & Media Results Public documents

13 June, 2014 - First Robot-Era open day in Sweden

The Robot-Era Open Day in Ängesåra aims at showing the current status of the project to interested subjects, stakeholders, and the press.

LOCATION
The first open day in Ängesåra, Sweden will be held on Friday, June 13, from 13:00 to 15:00.

PROGRAMME

- Introduction to the Open Day
- Thank you to all of those who participated in the experimental loop that will receive a present
- Display of official Robot-Era video
- Draw of winner for the Robot-Era lottery

CONTACT
For information or to confirm the participation in this event, please send an e-mail asuffin@asss.oru.se

EVENTS AND NEWS

Events of the day

June 2014

1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24
25	26	27	28	29	30		

HOT NEWS AND EVENTS

- 17/06/2014 Participation of SSSA at GNB 2014
- 12/05/2014 Joined demo: Telecom Italia and SSSA test the 'Drug reminding' service
- 28/04/2014 Robot-Era presented at the ABC

Fig 12: News announcing the open house in Ängesåra