



## **D10.1 Public Website & Press Releases**

Project Acronym: **MARIO**  
Project Title: **Managing active and healthy aging with use of caring service robots**  
Project Number: **643808**  
Call: **H2020-PHC-2014-single-stage**  
Topic: **PHC-19-2014**  
Type of Action: **RIA**

## D10.1

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## Revision history

Version	Date	Modified by	Comments
1.0	14/04/2015	Keith Cortis	Generated first version of deliverable with all sections and Appendix. <b>To do:</b> Sections 1.2-1.4, Add German Press Releases
2.0	15/04/2015	Adamantios Koumpis	Added Sections 1.2-1.4. <b>To do:</b> Add German Press Releases in Appendix
3.0	19/04/2015	Keith Cortis	Added German Press Releases in Appendix and finalised deliverable for submission.

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## Executive Summary

Deliverable 10.1 consists of two parts:

- First part presents the MARIO Website and the related functionality and content;
- Second part includes the Press Releases prepared and communicated.

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## 1. Introduction

The key objectives of this deliverable are to conduct several Communication and Dissemination activities for MARIO as documented within Tasks 10.3 - Communication Activities to include Marketing and 10.4 – Dissemination Activities, in the Description of Work. These include:

- **Creativity cluster** – Images, testimonials, blog and social networks posts, sounds, ideas will be used to capture/create project messages for the communication channels;
- **MARIO Website** – will be launched on M2 and updated with news, documents (reports and deliverables);
- **Public Dissemination Materials** – which include press release, project poster and brochure, bi-annual newsletter;
- **Social Media** – MARIO presence on LinkedIn, Facebook, Twitter through groups, tweet, event, pages;
- **Scientific Publications** – publication of peer reviewed journal and conference papers in line with the data management plan.
- **Conference Participation** – participation (with paper and presentation) in scientific conferences (health, robotics, ICT).
- **Trade Fairs / Exhibitions Participation** – envisioned to bring the MARIO robot to at least three industrial events with 1000s of visitors.

All of the above will be added as content within the website, which will continuously be updated on daily basis.

There are two key outcomes from this work: the Project's Public Website, <http://www.mario-project.eu/>, and the Press Releases of the MARIO EU Project. The Public Website is the digital identity of the MARIO EU Project, whereas the Press Releases showcase the project in terms of publicity, communication and collaboration. This report specifies the main functions and features of the Public Website which serves as the main portal for:

1. Dissemination of the project results to the general public
2. Collaborative working within the consortium
3. News updates with access for each partner to post the latest project updates
4. Social Media presence and dissemination

It also specifies the Press Releases that were communicated with numerous press offices.

### 1.1. Work Package 10 Objectives

This WP aims at bringing MARIO results to the widest possible audience for the benefit of people affected by loneliness, isolation and depression, and the MARIO project, its targeted social communities, market, the scientific community, care givers and medical staff and the robotic community. The specific objectives of WP10 are the following:

1. To design a comprehensive communication strategy
2. To build a stakeholder community that acts as an impact multiplier
3. To carry on creative communication activities in selected domains
4. To conduct effective related dissemination activities
5. To assess both communication and dissemination activities.

WP10 will reflect the output of each project WP. It will take into account high impact communication and dissemination channels, networks and instruments of partner organizations. The output of this WP will be the output dissemination and communication across the defined target audiences. Deliverable 10.1 reports on objectives (1) (3) (4) and (5) listed above.

## **1.2. Purpose and Target Group of the Deliverable**

This Deliverable is not considered as a Report – however, we collected information and content that appeared in media or is part of the Website of our project, and presented it here in the form of a document to facilitate documentation purposes from the Commission and the independent reviewers.

All information is aiming to target the widest possible audience i.e. non-experts.

## **1.3. Relations to other Activities in the Project**

The present Deliverable appears as result of work carried out under Task 10.1 concerning Communication Strategy & Campaign. However, the actual content related to our Website relates to activities carried out under other tasks with an emphasis to those of Task 10.2 concerning the MARIO community building and our liaison activities, Task 10.3 concerning communication activities and marketing and, as it is expected, our dissemination activities that are part of Task 10.4.

## **1.4. Document Outline**

The Deliverable is organised in two chapters: one related to the MARIO Website and the second devoted to the Press Releases that we issued.

## **1.5. About MARIO**

MARIO addresses the difficult challenges of loneliness, isolation and dementia in older persons through innovative and multi-faceted inventions delivered by service robots. The effects of these conditions are severe and life-limiting. They burden individuals and societal support systems. Human intervention is costly but the severity can be prevented and/or mitigated by simple changes in self-perception and brain stimulation mediated by robots.

From this unique combination, clear advances are made in the use of semantic data analytics, personal interaction, and unique applications tailored to better connect older persons to their care providers, community, own social circle and also to their personal interests. Each objective is developed with a focus on loneliness, isolation and dementia. The impact centres on deep progress toward EU scientific and market leadership in service robots and a user driven solution for this major societal challenge. The competitive advantage is the ability to treat tough challenges appropriately. In addition, a clear path has been developed on how to bring MARIO solutions to the end users through market deployment.

## 2. MARIO Public Website

### 2.1. Layout and Design

The MARIO website is divided into two sections – a public and a private one. The former can be seen and accessed by the general public, whereas the latter can only be accessed by Consortium members that have specific user accounts.

Another important decision taken was to build a website that is user-friendly, easy to navigate and eye-catching to the end-user from a design perspective, in terms of the colours chosen and components within for each web page, navigation menu and common content within the overall template.

### 2.2. Structure

In this section we will discuss the structure of the website in terms of navigation menu items available.

#### 2.2.1 Homepage

The homepage of the MARIO website - <http://www.mario-project.eu/portal/> - is comprised of several important features of the project. It consists of:

- Navigation Menu items (Figure 1)
- A slider that shows the latest three most important updates of the project (Figure 1)

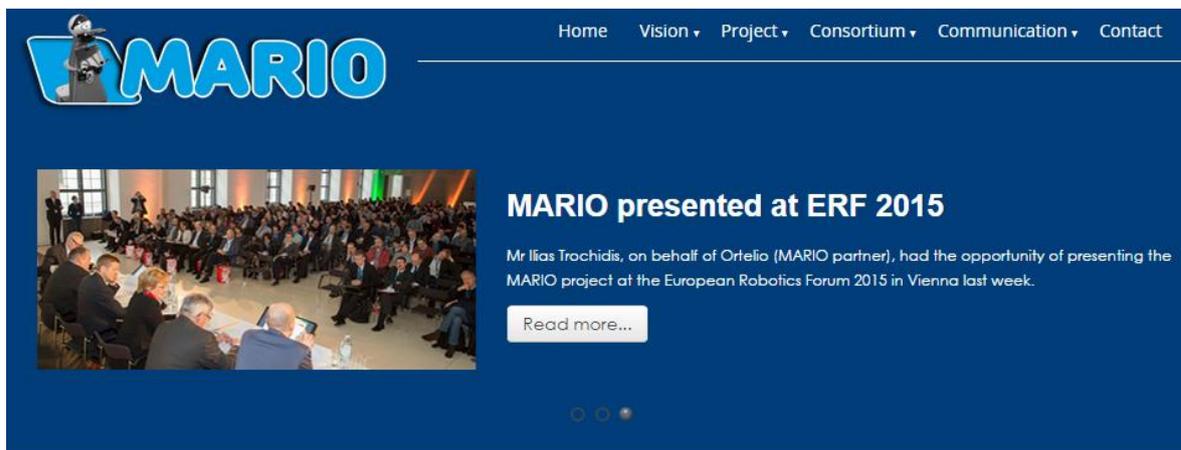


Figure 1: MARIO website Homepage - navigation menu items and project updates slider

- An overview of the MARIO project (Figure 2)
- The latest News of the project (Figure 2)
- The latest items from the project Press Kit (Figure 2)

### MARIO Project

Managing Active and healthy aging with use of caRing service robots.

MARIO addresses the difficult challenges of loneliness, isolation and dementia in older persons through innovative and multi-faceted inventions delivered by service robots. The effects of these conditions are severe and life-limiting. They burden individuals and societal support systems. Human intervention is costly but the severity can be prevented and/or mitigated by simple changes in self-perception and brain stimulation mediated by robots.

From this unique combination, clear advances are made in the use of semantic data analytics, personal interaction, and unique applications tailored to better connect older persons to their care providers, community, own social circle and also to their personal interests. Each objective is developed with a focus on loneliness, isolation and dementia. The impact centres on deep progress toward EU scientific and market leadership in service robots and a user driven solution for this major societal challenge. The competitive advantage is the ability to treat tough challenges appropriately. In addition, a clear path has been developed on how to bring MARIO solutions to the end users through market deployment.

Facebook Share    Twitter Share

### Latest News

- [MARIO in the best-selling newspaper in Spain](#)
- [MARIO presented in the 5th International Nursing and Midwifery Conference held on 30 and 31 March 2015 in Galway, Ireland](#)
- [MARIO presented at ERF 2015](#)
- [The many shades of silver...](#)
- [Paper presented at the 10th ACM/IEEE International Conference on Human-Robot Interaction](#)

### Press Kit

- [MARIO Poster](#)
- [MARIO Project - Short Presentation](#)
- [MARIO: A new European research project to advance active and healthy ageing with use of service robots](#)

Figure 2: MARIO website Homepage – project overview, latest news and press kit items

- The current live feed of the Twitter and Facebook project accounts, which are the two main social media channels of the project (Figure 3)



Figure 3: MARIO website Homepage - Twitter and Facebook project live feed

- The list of partners within the consortium of the project, together with the option of subscribing to the project newsletter, a quick link to the communication part of the website and the main contact information of the project (Figure 4)



Figure 4: MARIO website Homepage - footer part

This is the most important page of the website for new users, since they generally spend their time checking out the main content available here, before deciding on whether to keep on navigating through the website or if is of interest to them or not. Therefore, it was decided that this page should contain as much valuable information as possible, but at the same time keep it in short and to the point, in order not to exhaust the user whilst going through the overall project content.

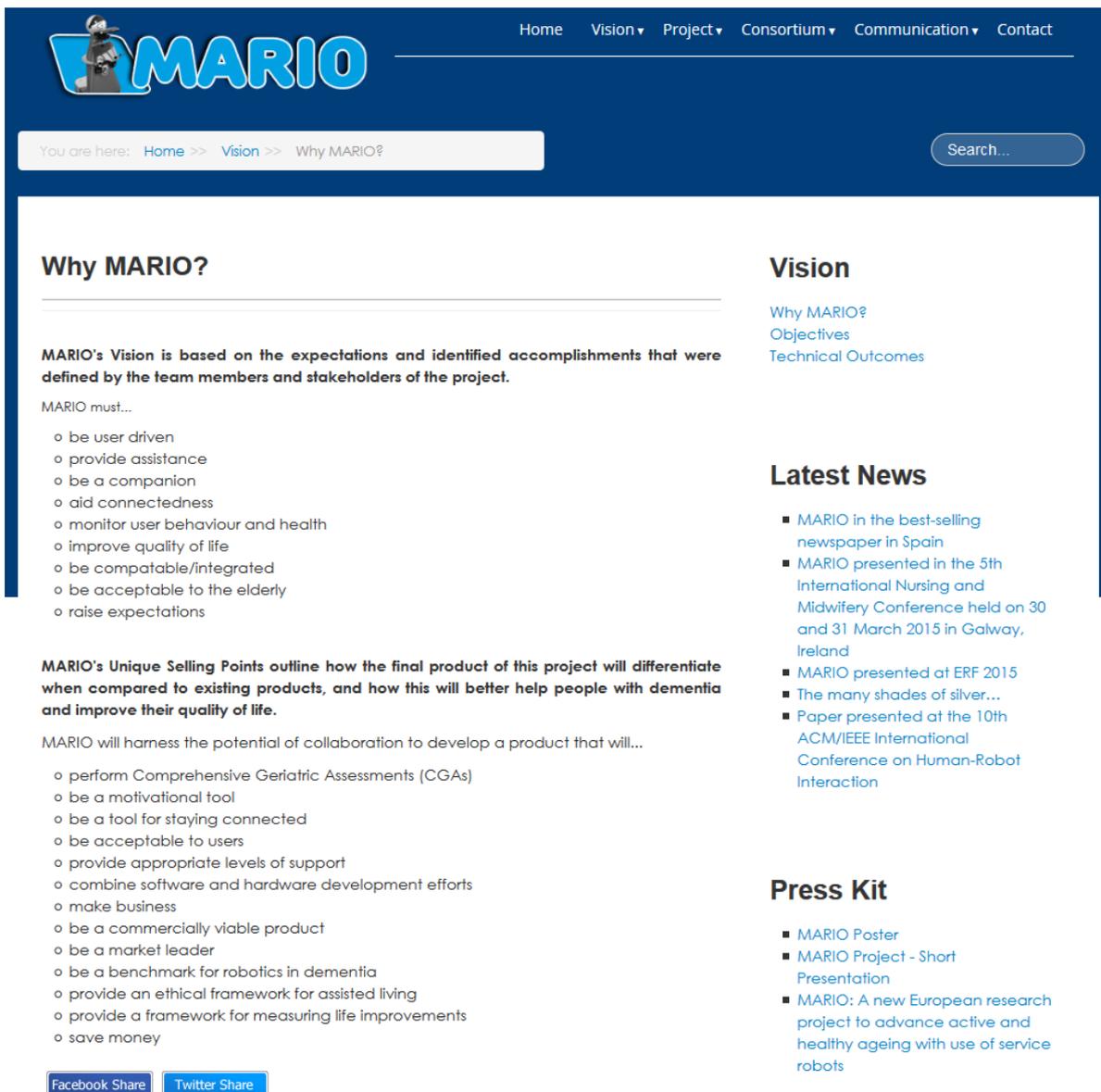
## 2.2.2 Vision

The ‘Vision’ section of the website consists of the following three drop-down menu items:

- Why MARIO?
- Objectives
- Technical Outcomes

### 2.2.2.1 Why MARIO?

MARIO’s vision and unique selling points are listed within this sub-section (check Figure 5). These were discussed during the first day of MARIO kick-off meeting in Galway, on the 16th February 2015.

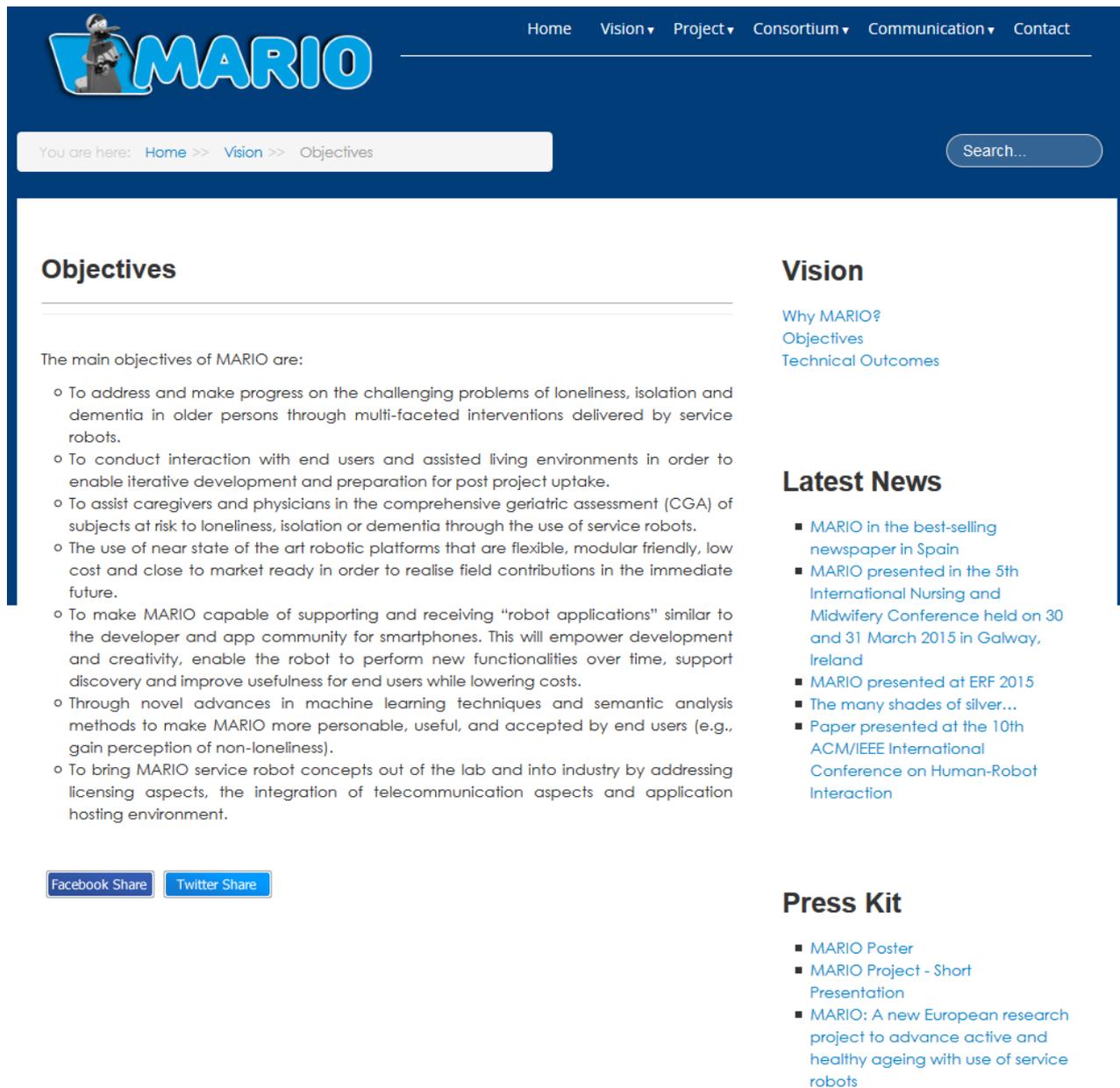


The screenshot shows the MARIO website's navigation menu at the top: Home, Vision, Project, Consortium, Communication, and Contact. Below the menu is a breadcrumb trail: "You are here: Home >> Vision >> Why MARIO?". A search bar is located on the right. The main content area is divided into two columns. The left column is titled "Why MARIO?" and contains the following text: "MARIO's Vision is based on the expectations and identified accomplishments that were defined by the team members and stakeholders of the project." followed by "MARIO must..." and a list of 10 bullet points: "be user driven", "provide assistance", "be a companion", "aid connectedness", "monitor user behaviour and health", "improve quality of life", "be compatible/integrated", "be acceptable to the elderly", and "raise expectations". Below this is a paragraph: "MARIO's Unique Selling Points outline how the final product of this project will differentiate when compared to existing products, and how this will better help people with dementia and improve their quality of life." followed by "MARIO will harness the potential of collaboration to develop a product that will..." and another list of 10 bullet points: "perform Comprehensive Geriatric Assessments (CGAs)", "be a motivational tool", "be a tool for staying connected", "be acceptable to users", "provide appropriate levels of support", "combine software and hardware development efforts", "make business", "be a commercially viable product", "be a market leader", "be a benchmark for robotics in dementia", "provide an ethical framework for assisted living", "provide a framework for measuring life improvements", and "save money". At the bottom of this section are "Facebook Share" and "Twitter Share" buttons. The right column is titled "Vision" and contains links for "Why MARIO?", "Objectives", and "Technical Outcomes". Below this is a "Latest News" section with four bullet points: "MARIO in the best-selling newspaper in Spain", "MARIO presented in the 5th International Nursing and Midwifery Conference held on 30 and 31 March 2015 in Galway, Ireland", "MARIO presented at ERF 2015", "The many shades of silver...", and "Paper presented at the 10th ACM/IEEE International Conference on Human-Robot Interaction". At the bottom of the right column is a "Press Kit" section with three bullet points: "MARIO Poster", "MARIO Project - Short Presentation", and "MARIO: A new European research project to advance active and healthy ageing with use of service robots".

Figure 5: MARIO Website - Vision - Why MARIO?

### 2.2.2.2 Objectives

MARIO's main objectives are presented within this sub-section, and can be seen in Figure 6.



The screenshot shows the MARIO website with a dark blue header. The navigation menu includes Home, Vision, Project, Consortium, Communication, and Contact. A breadcrumb trail indicates the current location: Home >> Vision >> Objectives. A search bar is located in the top right corner.

**Objectives**

The main objectives of MARIO are:

- To address and make progress on the challenging problems of loneliness, isolation and dementia in older persons through multi-faceted interventions delivered by service robots.
- To conduct interaction with end users and assisted living environments in order to enable iterative development and preparation for post project uptake.
- To assist caregivers and physicians in the comprehensive geriatric assessment (CGA) of subjects at risk to loneliness, isolation or dementia through the use of service robots.
- The use of near state of the art robotic platforms that are flexible, modular friendly, low cost and close to market ready in order to realise field contributions in the immediate future.
- To make MARIO capable of supporting and receiving "robot applications" similar to the developer and app community for smartphones. This will empower development and creativity, enable the robot to perform new functionalities over time, support discovery and improve usefulness for end users while lowering costs.
- Through novel advances in machine learning techniques and semantic analysis methods to make MARIO more personable, useful, and accepted by end users (e.g., gain perception of non-loneliness).
- To bring MARIO service robot concepts out of the lab and into industry by addressing licensing aspects, the integration of telecommunication aspects and application hosting environment.

Below the objectives are two buttons: Facebook Share and Twitter Share.

**Vision**

- Why MARIO?
- Objectives
- Technical Outcomes

**Latest News**

- MARIO in the best-selling newspaper in Spain
- MARIO presented in the 5th International Nursing and Midwifery Conference held on 30 and 31 March 2015 in Galway, Ireland
- MARIO presented at ERF 2015
- The many shades of silver...
- Paper presented at the 10th ACM/IEEE International Conference on Human-Robot Interaction

**Press Kit**

- MARIO Poster
- MARIO Project - Short Presentation
- MARIO: A new European research project to advance active and healthy ageing with use of service robots

Figure 6: MARIO Website - Vision - Objectives

### 2.2.2.3 Technical Outcomes

The technical outcomes of the project, defined in the Description of Work, are listed within this subsection, as captured in Figure 7.

## Technical Outcomes

---

1. **Health and Assessment:** To make service robots a tool for the medical community in the diagnosis, treatment, rehabilitation and prevention of persons suffering from loneliness, isolation, dementia and their effects.
2. **Sociology and Behaviour:** To address the needs of persons at risk and/or suffering from loneliness, isolation and dementia with customised service robot solutions.
3. **Robot Utility:** To maximise MARIO's appeal and user base by making its solutions modular, cost effective and useful.
4. **Semantic Interactions:** To develop robot semantic and cognitive interaction abilities.
5. **Privacy, Ethics and Data Management:** To eliminate potential concerns regarding data privacy, security and ethics and instead to turn this aspect into a strength and competitive advantage.
6. **Leadership and Progress:** To achieve IMPACT in robotics, their use for independent healthy living and progress in the challenge area of loneliness, isolation and dementia.

Facebook Share

Twitter Share

*Figure 7: MARIO Website - Vision -Technical Outcomes*

### 2.2.3 Project

The 'Project' section of the website is made up of the following three drop-down menu items:

- Overall Plan & Outcomes
- Work Plan
- Milestones

#### 2.2.3.1 Overall Plan & Outcomes

The overall project plan and expected outcomes for the duration of the 36 month work program are listed in this sub-section of the website (Figure 8 – first image).

#### 2.2.3.2 Work Plan

The project work plan and main objectives for each work package are clearly documented in this sub-section as can be seen in Figure 8 – second image.

### 2.2.3.3 Milestones

The project’s major milestones milestones are listed within this sub-section of the website (Figure 8 – third image).

You are here: [Home](#) >> [Project](#) >> Overall Plan & Outcomes

#### Overall Plan & Outcomes

MARIO will use a 36 month work program and 11 work packages controlled by 5 project milestones. In order to integrate the diverse sectors, skills, and capabilities of the consortium in a logical evolution of the work packages that leads to the successful achievement of the project Scientific and Technical objectives.

At the macro-level, the approach and methodology to develop the work program was:

- o To begin with users, set expectations and listen to their and stakeholder requirements in order to establish a common baseline for the project. In addition, to ensure a common baseline and assessment methodology is constructed for the technical activities (WP1).
- o To adapt immediately the Kompai platform to make it available for project development and interaction with the pilots (WP2).
- o To have running in parallel, R&D efforts across the major research themes and focus areas. These are reflected in WP3, WP4, WP5 and WP6 respectively.
- o To have integration and testing activities (WP7) that are iterative, overlapping with the R&D component (WP3-WP6) so as to maximise time available for validation and to overlap also with the pilots. This will enable the opportunity to integrate lessons learned from the field.
- o To run extensive and long duration pilot/validation activities with deliberate pilot planning, assessment and management. Also, to maximise each pilot’s utility and cross level best practices between them (WP8).
- o To have unique work packages for Exploitation (WP9) and Communication & Dissemination (WP10) so as to allocate appropriate resources and leadership for each of them.
- o To ensure a division of responsibility, best-fit roles and leadership, and posturing for post project impact through the assignment of WP leader organisations (WP11).

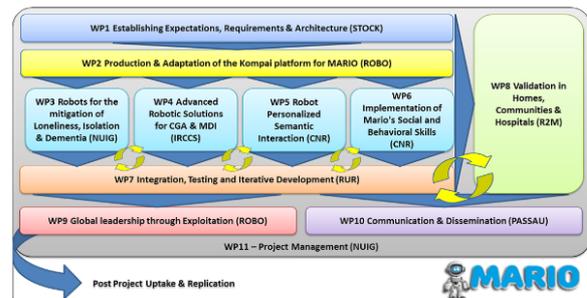
[Facebook Share](#) [Twitter Share](#)

#### Milestones

Milestone number	Milestone title	WP number	Lead beneficiary	Due Date (in months)	Means of Verification
1	Iterative RDI Cycle Begins	WP3, WP4, WP5, WP6	NUI Galway	5	PMT meeting that kicks off the RDI work packages. Decision points are maturity of user specifications to this point and visibility on Kompai arrival dates.
2	12 Kompai Platforms Ready & Iteration Begins	WP2, WP7	ROBOSOFT	12	D2.1 attained which is the physical availability of the 12 platforms backed by plan of where they go.
3	Validation Begins	WP8	NUI Galway	18	PMT confirms pilots ready for kickoff (ethical/privacy consent forms complete, platforms on site, pilot plan in place).
4	RDI WPs Complete	WP3, WP4, WP5, WP6	NUI Galway	24	Acceptance of all WP3-WP6 deliverables. PMT agreement that any future iterative work happens in the integration WP7.
5	Technical Integration Complete & Replication Plan Ready	WP10, WP7, WP9, 3	RUR	34	Closure of the integration WP7. Acceptance of partner replication plan. At M34 to allow time to act if there are corrections needed.

You are here: [Home](#) >> [Project](#) >> Workplan

#### Workplan



- o **WP1:** Confirms the initial concept and starts the architecture work: Second (and MOST) importantly it allows the initial concepts to be discussed with /shown to the user groups and feedback obtained that then effects the design intent and infrastructure requirements, i.e. user led design: Last it allows the initial architecture work, including the interfaces to be developed.
- o **WP2:** Primarily implements the platform hardware, sensor and communication modifications so the platform can support the requirement.
- o **WP3:** Executes the health aspects of the proposal related to loneliness, isolation, resilience and dementia. It develops 3 of the 4Connect+ modules.
- o **WP4:** Executes the health aspects of the proposal related to CGA and MPI assessment with service robots. It develops one of the 4Connect+modules.
- o **WP5:** Improves what MARIO can do via semantics and machine learning. Personal data and its privacy aspects are considered. WP5 develops several applications and connects MARIO to the Apache Community.
- o **WP6:** Implement MARIO’s behavioural capabilities and MARIO’s human robot interaction skills.
- o **WP7:** Integrates WP3-WP5 and then conducts an iterative development cycle that overlaps with WP3-WP5 and also later with the pilots.
- o **WP8:** Is the validation of MARIO in three different stakeholder type assisted living scenarios. It connects to WP7, WP8 and WP9 to maximize impact.
- o **WP9:** Is dedicated exploitation management of the project foreground and the posturing of the partners for post project replication and uptake.
- o **WP10:** Targets wide based communication and dissemination activities aimed largely at finding and using multipliers to increase impact.
- o **WP11:** Ensures efficient and correct coordination and management.

[Facebook Share](#) [Twitter Share](#)

Figure 8: MARIO Website - Project section

## 2.2.4 Consortium

The ‘Consortium’ section of the website consists of the following two drop-down menu items:

- Overview
- Partners

### 2.2.4.1 Overview

This sub-section (Figure 9) gives an overview of the project consortium and the partners that will be carrying out the pilot activities, amongst other relevant information.

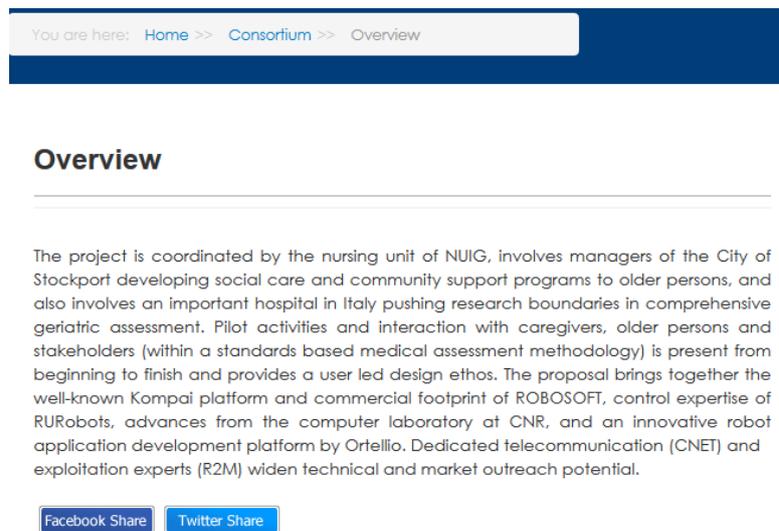


Figure 9: MARIO Website - Consortium - Overview

### 2.2.4.2 Partners

This sub-section presents a profile of each of the 10 partners that form the project consortium. Figure 10 shows a screen shot of the Universität Passau profile.

#### Universität Passau (Germany)

The team of Universität Passau consists of Prof Dr Siegfried Handschuh, Dr Laurentiu Vasiliu, Mrs Stephanie Pauli and Dr Adamantios Koumpis.

In MARIO project Universität Passau participates with the Chair for Computer Science with a focus on Digital Libraries and Web Information Systems. We build our research agenda on the ideas of distributional semantics, at all three levels of theoretical basic research groundwork, applied technologies and infrastructures, as well as innovative service concepts and applications. We hold a close collaboration with the Technology Transfer Centre of the University in order to make research results accessible and is based on the three pillars of knowledge transfer, continuing education and business start-up consultancy.

Website: [www.uni-passau.de](http://www.uni-passau.de)



Figure 10: Consortium - Partners (extract)

## 2.2.5 Communication

The ‘Communication’ section of the website presents all the communication activities of the project and is made up of the following four drop-down menu items:

- News
- Press Kit
- Events
- Publications

### 2.2.5.1 News

The News sub-section in Figure 12, displays a wide range of current news updates about the MARIO project, such as papers presented, events attended, blogs, etc.

### 2.2.5.2 Press Kit

This sub-section (Figure 11) contains a list of promotional materials of the MARIO project. This is constantly updated with materials, such as posters, logos, etc.

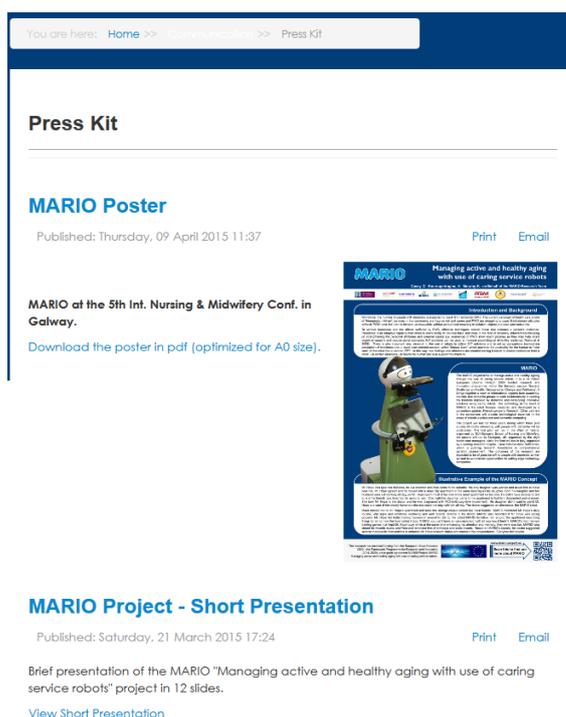


Figure 11: MARIO website - Communication - Press Kit

### 2.2.5.3 Events

This sub-section will list any past, current and up-coming events of the MARIO project. Currently, no events are yet listed in this webpage (events are planned over the duration of the project).

Home | Vision | Project | Consortium | Communication | Contact

You are here: Home >> News
Search...

### News

---

#### MARIO in the best-selling newspaper in Spain

Published: Thursday, 09 April 2015 19:07 Print Email

An article appeared in *El País*, the best-selling Spanish newspaper, reporting on our MARIO project. Though we have no Spanish partner in our consortium, it is part of our exploitation strategy that MARIO shall also speak Spanish! Spanish-speaking countries offer a natural expansion to our growing MARIO market.  
[Click here to view the full article.](#)

#### MARIO presented in the 5th International Nursing and Midwifery Conference held on 30 and 31 March 2015 in Galway, Ireland

Published: Wednesday, 01 April 2015 23:57 Print Email

MARIO was presented during the 5th International Nursing and Midwifery Conference held on 30 and 31 March 2015 in Galway, Ireland. The conference provides an opportunity for researchers, practitioners and policy makers to get together to learn, debate and share methods of building and promoting excellence in practice – thus making it the ideal place for presenting MARIO and sharing our ideas for the future!



In the photo appear (from left) Dr. Dymphna Casey - MARIO Project Coordinator, Mary Frances O'Reilly - Director Nursing and Midwifery Planning Development Unit (NMPDU) West, and Prof. Kathy Murphy - MARIO Communications Officer.  
 To view more photos of the event, check out the [School of Nursing & Midwifery, NUI Galway Facebook page](#).

#### MARIO presented at ERF 2015

Published: Saturday, 21 March 2015 19:40 Print Email

Mr Ilias Trachidis, on behalf of Ortelio (MARIO partner), had the opportunity of presenting the MARIO project at the European Robotics Forum 2015 in Vienna last week. One session relevant to MARIO was the Topic Group on Robotics for Healthcare.




To view more photos of the event, check out the [Robohub website](#).

#### The many shades of silver...

Published: Monday, 16 March 2015 21:52 Print Email

The European Commission has recently published a background paper on growing the European silver economy – and it is only a few days after the EU Summit that took place in Brussels with a similar subject: 'Innovation for Active and Healthy Ageing seizes the Silver opportunity'.

It is difficult for me to understand why we still ignore the obvious: the elephant in all old people's living rooms will be ... robots!

In the MARIO project we see the worrying reality of many people with dementia experiencing social exclusion, loneliness and isolation, which contribute to further cognitive decline. This will affect in many different ways also their families and, of course, our health systems. It is time to see how we researchers and scientists can best organise ourselves to help European governments to offer superb services to the growing number of the ageing population.

#### Paper presented at the 10th ACM/IEEE International Conference on Human-Robot Interaction

Published: Saturday, 14 March 2015 20:00 Print Email

The NURG team presented a paper at the 10<sup>th</sup> ACM/IEEE International Conference on Human-Robot Interaction, as part of the 'The Emerging Policy and Ethics of Human Robot Interaction' Workshop, March 2, 2015, Portland, OR, USA. [Click here](#) to view the paper published in the Conference Proceedings.

### Communication

News  
Press Kit  
Events  
Publications

### Latest News

- MARIO in the best-selling newspaper in Spain
- MARIO presented in the 5th International Nursing and Midwifery Conference held on 30 and 31 March 2015 in Galway, Ireland
- MARIO presented at ERF 2015
- The many shades of silver...
- Paper presented at the 10th ACM/IEEE International Conference on Human-Robot Interaction

### Press Kit

- MARIO Poster
- MARIO Project - Short Presentation
- MARIO: A new European research project to advance active and healthy ageing with use of service robots

Start Prev 1 2 Next End
Page 1 of 2

Figure 12: MARIO website - Communication - News

## 2.2.5.4 Publications

This sub-section lists all the scientific publications that are disseminated by the project partners. Figure 13 shows the project’s first published paper which was presented at the Emerging Policy and Ethics of Human-Robot Interaction Workshop in the 10<sup>th</sup> ACM/IEEE International Conference on Human-Robot Interaction, 2015.

### Publications

#### Robot-assisted Care for Elderly with Dementia: Is There a Potential for Genuine End-user Empowerment?

Published: Saturday, 14 March 2015 19:42

[Print](#) [Email](#)

[Robot-assisted Care for Elderly with Dementia: Is There a Potential for Genuine End-user Empowerment?](#)

Heike Felzmann , Kathy Murphy, Dymrna Casey, Oya Beyan

In Proceedings of The Emerging Policy and Ethics of Human-Robot Interaction, Workshop in the 10th ACM/IEEE International Conference on Human-Robot Interaction, 2015.

[Facebook Share](#)

[Twitter Share](#)

### Communication

[News](#)  
[Press Kit](#)  
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[Publications](#)

### Latest News

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Figure 13: MARIO website - Communication - Publications

## 2.2.6 Contact

The ‘Contact’ section contains the contact information of the Project Coordinator, Technical Director, Pilot Manager, Innovation Manager, Communication Manager and Ethics and Privacy Supervisory Board of the MARIO project.

### Contact

**Project Coordinator**  
 Dr. Dymrna Casey  
 School of Nursing & Midwifery, NUIG  
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**Ethics and Privacy Supervisory Board**  
 Dr. Oya D. Beyan (lead)  
 NUIG  
 Email address: [oya.beyan@insight-centre.org](mailto:oya.beyan@insight-centre.org)

### Latest News

- MARIO in the best-selling newspaper in Spain
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### Press Kit

- MARIO Poster
- MARIO Project - Short Presentation
- MARIO: A new European research project to advance active and healthy ageing with use of service robots

Figure 14: MARIO website - Contact

## 2.2.7 Social Media Communication Channels

In order to create a large online community for the MARIO project, it was of the utmost importance to select the appropriate social media channels. The strategy was based on the major social networks sites, such as Facebook, Google+, Twitter, YouTube, with each one having its specific characteristics (for example, in YouTube a dedicated channel will be created for the demos, dissemination videos, etc.). The first two communication channels created were those of Twitter and Facebook, in order to raise awareness of the MARIO project activities to the general public, and also for the Consortium partners to involve themselves in disseminating the project to their respective target audiences. Other communication channels, such as a YouTube channel, LinkedIn page, etc., will be created during the project lifetime.

### 2.2.7.1 MARIO Twitter Profile

The MARIO Twitter profile<sup>1</sup> has been created for sharing the latest news, any upcoming events, dissemination of project activities, and sharing project results to the targeted audiences, such as the European Commission, Robotics enthusiasts, etc. Figure 15 shows a snapshot of the Twitter profile.



Figure 15: MARIO Twitter profile

### 2.2.7.2 MARIO Facebook page

The MARIO Facebook profile page<sup>2</sup> has been created with the aim of connecting to a large online community and thus reaching the general public through Facebook. Figure 16 shows a snapshot of the MARIO Facebook page.

<sup>1</sup> [https://twitter.com/mario\\_\\_project](https://twitter.com/mario__project)

<sup>2</sup> <https://www.facebook.com/mario.project.eu>

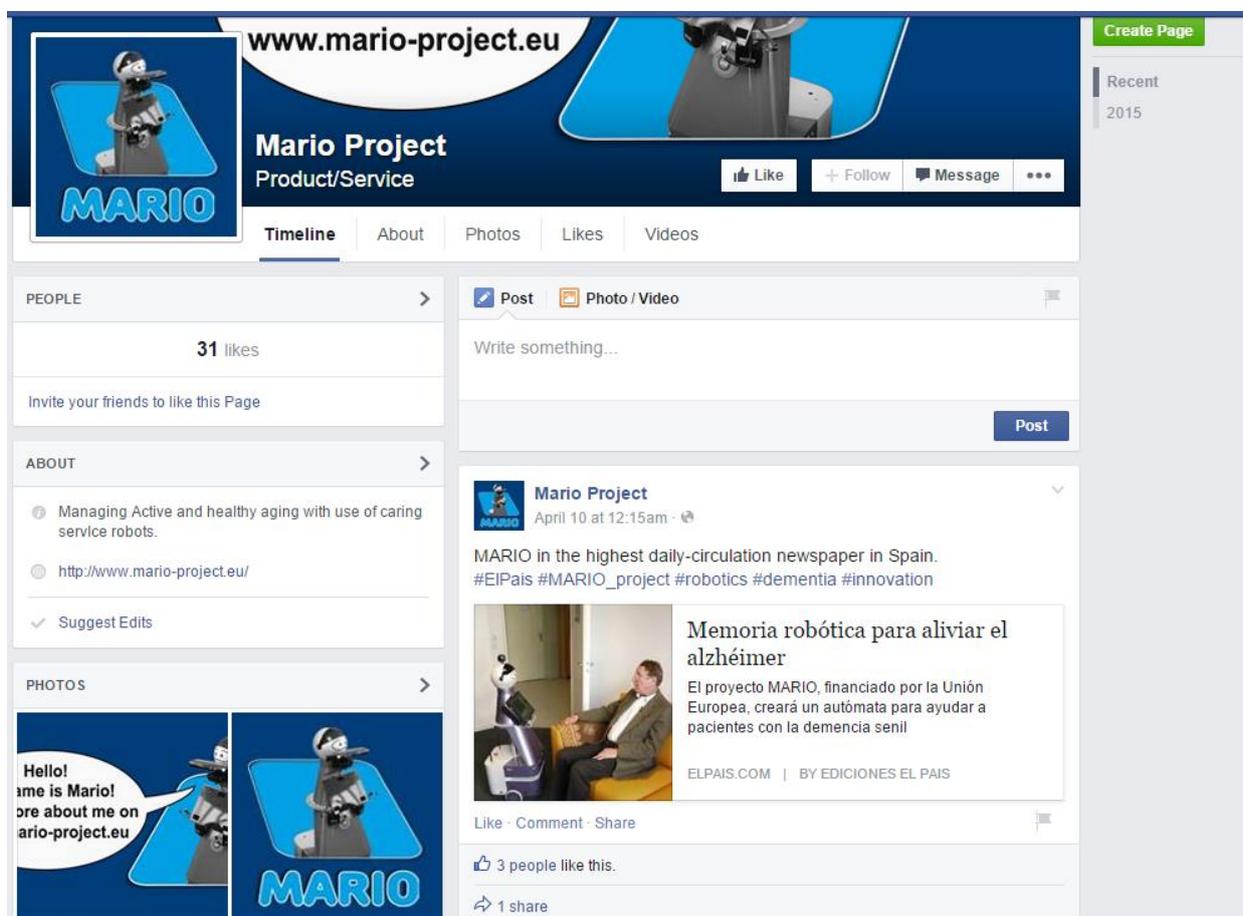


Figure 16: MARIO Facebook page

## 2.2.8 Plan and Launch

As per the Description of Work, the website and social media communication channels were up and running to the general public by M2 specifically, on the 26<sup>th</sup> of March. The first version of the website was online on a separate channel for the consortium members within the initial two weeks of the project. In fact, it was showcased during the MARIO kick-off meeting in Galway, for constructive feedback. It was decided that the website would be constantly improved and updated according to the feedback of the partners for the duration of the first two months of the project, before its official launch.

The project website will be constantly updated with the project's latest updates, as will all the social media communication channels that have been created and will be created further during the lifetime of the project.

### 3. Press Releases

In this section we list and present all the press releases that were communicated to the news media.

The following is a list of press releases about the MARIO project:

Source	Date	Headline	Link
NUI Galway Press Office	26/02/2015	NUI Galway Partner in €4 Million European Research Project	<a href="http://www.nuigalway.ie/about-us/news-and-events/news-archive/2015/february2015/nui-galway-partner-in-4-million-european-research-project--1.html">http://www.nuigalway.ie/about-us/news-and-events/news-archive/2015/february2015/nui-galway-partner-in-4-million-european-research-project--1.html</a>
The Irish Sun, The Irish Daily Mirror	27/02/2015	Bot care for OAPs	Due to copyright issues article had to be removed from NUIG media portal within four weeks of publication. Article cannot be used in any way that will be made public so had to be omitted from this deliverable.
Galway City Tribune	06/03/2015	Galway to host pilot study on carer robots	In NUI Galway Press Book – Appendix A
Galway Independent	18/03/2015	Big Hero of the sick	In NUI Galway Press Book – Appendix A
El País	23/03/2015	Memoria robótica para aliviar el alzhéimer	<a href="http://elpais.com/elpais/2015/03/23/ciencia/1427067880_358995.html">http://elpais.com/elpais/2015/03/23/ciencia/1427067880_358995.html</a>
Local and regional press in Passau and Bayern respectively	March and April 2015	Universität beteiligt sich an EU-Projekt zur Erforschung aktiven und gesunden Alterns mit Hilfe von Service-Robotern	Appendix B

Table 1: List of Press Releases about the MARIO project

## Appendix A



## MediaBook

## Summary

Source	Media	Headline	Date	Page
Galway Independent	PRESS	Big Hero of the sick	18-Mar-2015	1
Galway Bay FM	BROADCAST	Discussion about the stories in the Galway City Tribune	06-Mar-2015	3
Galway City Tribune	PRESS	Galway to host pilot study on carer robots	06-Mar-2015	5

Publication: Galway Independent  
 Date: Wednesday, March 18, 2015  
 Page: 8  
 Extract: 1 of 2  
 Circulation: 58,012  
 Author: Jessica Thompson  
 Headline: Big Hero of the sick



# Big Hero of the sick

## Healthcare robots being developed by team at NUI Galway

**Jessica Thompson**

news@galwayindependent.com

Healthcare robots similar to those featured in films such as the recent 'Big Hero 6' and 'Frank and Robot' could be about to become a reality following research work being undertaken at NUI Galway.

A team of international experts from academia, industry and dementia are working collaboratively to tackle the burdens imposed by dementia in a bid to develop innovative solutions using caring robots as part of the MARIO project, a €4 million project funded by the European Union's Horizon 2020 research and innovation programme.

The project's communication strategist, Professor Kathy Murphy of NUI Galway, told the Galway Independent the team would be working directly with people with dementia to ensure the issues they see as important are addressed.

Multi-faceted interventions would then be developed, which would be delivered by humanoid robots, she said.

The idea for the project arose with the founding of the Galway Dementia Network approximately 18 months ago. The Network aims to develop and support dementia research and policy by sharing knowledge and expertise and working collaboratively to identify research op-

portunities and solutions that create a better future for people with dementia.

"Some colleagues were interested in looking at companion robots that would do what people with dementia wanted them to do," said Professor Murphy.

"One thing we have to find out is what people with dementia really think about the robot. At the moment it doesn't look very humanoid, so we want to find out what really matters to people with dementia and how they think it should look," she said.

The idea might bring to mind popular futuristic movies 'Big Hero 6' and 'Frank and Robot', both of which feature robots that care for people.

The latter of the two movies is set in the near future, where an ex-convict named Frank is living alone and experiencing increasingly serious mental deterioration and dementia. The robot is programmed to provide Frank with therapeutic care, but soon Frank teaches the robot to help him with jewel heists.

The MARIO project will feature robots with similar caring skills that, thankfully, won't be used in jewel heists, but will be able to speak to the person for whom they are caring.

"Companion robots have the social aspect of life as much as anything else. So they will have a prompting skill and the capacity to understand

language and talk back to the person," said Professor Murphy.

Robots involved in the project will be able to do a number of key things, such as understanding commands that a person gives, and prompting that person around the things they need to do.

"For example, they can say 'phone my friend' and the robot will be able to help them to do that. There is also the physiological capacity. They'll be able to work in hospitals and undertake comprehensive geriatric assessment. So they'll be able to ask questions and take data that will then be passed on to medical services," Professor Murphy added.

The technology at the heart of MARIO is the robot Kumpai, which has been designed and developed by a consortium partner, French company Robosoft.

Other partners in the consortium will provide technological expertise in areas of robotic applications and semantic computing.

All the outcomes of the research will be made public and are expected to be of great benefit to people with dementia as well as leading to commercial opportunities for cutting-edge technology companies.

The project will last for three years, during which time three pilot studies of robots interacting with people with dementia will be undertaken.

Publication: Galway Independent  
Date: Wednesday, March 18, 2015  
Page: 8  
Extract: 2 of 2  
Circulation: 58,012  
Author: Jessica Thompson  
Headline: Big Hero of the sick



The MARIO robot prototype.

Publication: Galway City Tribune  
Date: Friday, March 06, 2015  
Page: 35  
Extract: 1 of 2  
Circulation: 28.222  
Author:  
Headline: Galway to host pilot study on carer robots



# Galway to host pilot study on carer robots

## ■ New €4m research initiative may benefit people with dementia

A NEW European research project valued at €4 million, aimed at managing active and healthy ageing through the use of caring service robots has recently begun at NUI Galway.

The MARIO project brings together a consortium of partners from academic institutions and industry across Europe, led by the School of Nursing and Midwifery at NUI Galway.

Funded by the European Union's Horizon 2020 research and innovation programme, within the thematic section 'Societal Challenge on Health, Demographic Change and Wellbeing', it assembles a team of international experts from academia, industry and dementia groups to work collaboratively in tackling the burdens imposed by dementia and developing innovative solutions using caring robots.

The €4 million project will last for three years during which three pilot studies of robots interacting with people with dementia will be undertaken.

The first pilot will run in the West of Ireland, organised by NUI Galway's School of Nursing and Midwifery, the second will run in Stockport, UK, organised by the city's health care managers, while the third will run in Italy, organised by a leading research hospital, Casa Sollievo della Sofferenza, which is pushing research boundaries in comprehensive geriatric assessment.

The project's communication strategist, Professor Kathy Murphy of NUI Galway explains: "MARIO is an exciting and innova-

tive project that will make a huge difference to the lives of people with dementia.

"We will be working directly with people with dementia to ensure that the issues they see as important are addressed. Multifaceted interventions will be developed, which will be delivered by humanoid robots."

The technology at the heart of MARIO is the robot Koenpai, designed and developed by a consortium partner, French company Robosoft. Other partners in the consortium will provide technological expertise in the areas of robotic applications and semantic computing.

All the outcomes of the research will be made public. These are expected to be of great benefit to people with dementia as well as lead to commercial opportunities for cutting-edge technology companies.

Project coordinator, Dr Dymphna Casey of NUI Galway, said of these pilot studies: "All interactions with caregivers, persons with dementia, older persons and stakeholders will fully comply with standards-based medical assessment methodologies, and aspire to provide a truly user-led design ethos."

Professor Murphy added: "The project will follow an open door communications policy. The project is funded by the European Commission and its results belong to all the citizens of the European Union."

Publication: Galway City Tribune  
Date: Friday, March 06, 2015  
Page: 35  
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The Mario Robot at the Nursing School at NUI Galway. Photo: Anisurrahman Khan

## Appendix B

Zentrale Verwaltung  
Abteilung Kommunikation



### Pressemitteilung

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Datum	März 2015

### Universität beteiligt sich an EU-Projekt zur Erforschung aktiven und gesunden Alterns mit Hilfe von Service-Robotern

Aktives und gesundes Alterwerden mit Hilfe von Service-Robotern zu ermöglichen ist Ziel des Forschungsprojekts „Managing active and healthy aging with use of caring service robots“ (MARIO), das 2015 an der Universität Passau gestartet ist. Das Projekt, das aus dem EU-Rahmenprogramm für Forschung und Innovation HORIZON 2020 gefördert wird, führt ein Konsortium aus wissenschaftlichen und industriellen Partnern aus ganz Europa zusammen. Die Passauer Forschungsgruppe des Projekts leitet Siegfried Handschuh (Lehrstuhl für Informatik mit Schwerpunkt Digital Libraries and Web Information Systems).

„MARIO ist ein aufregendes und innovatives Projekt, welches einen wichtigen Beitrag zur besseren Lebensqualität von Menschen mit Demenz leisten wird“, so Prof Handschuh. „In diesem Projekt werden vielfältige Interventionen entwickelt, welche von menschenähnlichen Robotern ausgeführt werden, um das alltägliche Leben der Betroffenen einfacher zu gestalten“.

Um das Projekt versammelt sich ein Team aus internationalen Expertinnen und Experten der Wissenschaft, Industrie sowie aus Selbsthilfegruppen für Demenzkranke. Sie arbeiten gemeinsam daran, die Probleme, welche durch Demenz entstehen, zu erfassen und innovative Lösungen durch die Verwendung von Pflege-Robotern zu finden. Die Gesamtleitung des Projekts liegt bei der National University of Ireland (NUI), Galway. Das technologische „Herz“ des Vorhabens ist der Roboter „Kompai“, der von dem französischen Unternehmen Robosoft entworfen und entwickelt wurde. Das Team der Universität Passau konzentriert sich auf die Anwendung von „Semantic Computing“.

Das Projekt hat am 1. Februar 2015 begonnen und wird für drei Jahre gefördert. In dieser Zeit werden drei Pilotstudien zur Interaktion von Robotern mit Demenzkranken unternommen werden. Die erste Pilotstudie wird in Westirland stattfinden, die zweite in Stockport, UK und die dritte in Italien, organisiert durch ein führendes

Forschungskrankenhaus. Alle Ergebnisse werden veröffentlicht. „Im Projekt verfolgen wir die Kommunikations-Politik der ‚offenen Türen‘ – das Projekt wird durch Mittel der Europäischen Kommission getragen und seine Ergebnisse gehören allen Bürgerinnen und Bürgern der Europäischen Union“, so Professor Handschuh.

Bevor Professor Handschuh den Lehrstuhl für Informatik mit Schwerpunkt Digital Libraries and Web Information Systems an der Universität Passau übernommen hat, war er Professor an der NUIG und Leiter der Knowledge Discovery Unit (Wissensentdeckung in Datenbanken) am Digital Enterprise Research Institute (DERI). „Wir stehen immer noch in regem Kontakt mit allen Mitgliedern des Koordinationsteams in Irland und wir möchten auf diesem Projekt mehrere zukünftige, gemeinsame Forschungs- und Innovationsaktivitäten aufbauen“, so Professor Handschuh. „Für die kommenden Jahre zeigt sich ein schnell wachsender Markt für Anwendungen und Services, ausgeführt von Robotern und für Roboter. Daher ist dies die für uns natürliche Entwicklung und Richtung unserer Forschungsaktivitäten.“

Eine zukünftige Zusammenarbeit mit Interessen- und Verbraucherguppen aus Bayern und insbesondere aus Niederbayern halte man dabei für erstrebenswert, betont Siegfried Handschuh. „Dadurch wollen wir Wertschöpfungsketten mit einer dauerhaften Wirkung etablieren, sowohl auf Seiten der Technologie-Versorgung, als auch auf Seiten der Benutzeranforderungen.“

Rückfragen zu dieser Pressemitteilung richten Sie bitte an Professor Siegfried Handschuh, Tel. 0851 509-3390, oder an das Referat für Medienarbeit, Tel. 0851 509-1439.

