Public Communication Materials

MARIO Project, Deliverable D10.3

D10.3

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Reviewer(s):	Dympna Casey
Nature:	O - Other
Dissemination level:	PU - Public

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Executive Summary

Many people with dementia live meaningful lives and retain many abilities if a supportive psycho-social environment exists. However people with dementia report that dementia affects their confidence to engage in social activities, leaving them lonely and isolated. The impact therefore is life limiting and places significant burden on individuals and societal support systems. The MARIO project addresses these difficult challenges through the use of caring service robots. This 3 year €4 million project is funded by the European Union's Horizon 2020 research and innovation programme, within the thematic section 'Societal Challenge on Health, Demographic Change and Wellbeing'. Co-ordinated by the National University of Ireland the project assembles a team of experts including people with dementia and dementia support groups as well as, the well-known Kompai platform and commercial footprint of ROBOSOFT, the control expertise of RURobots, advances from the computer laboratories at CNR, the innovative robot application development platform by Ortellio; the dedicated telecommunications of CNET and the exploitation experts (R2M) who will exploit the wider technical and market outreach potential of the MARIO project. These international experts will work collaboratively to develop the companion robot 'Mario Kompai.' In developing and validating the robot, three pilot studies will be undertaken where the Mario Kompai interacts with older people, people with dementia and their caregivers. A special area of focus is also to use the robot as a tool for caregivers and staff to assess and monitor patients in new and better ways. The first pilots will be undertaken in two long stay care residential settings in the West of Ireland, the second in community settings in Stockport, UK, and the third in the acute hospital setting in Casa Sollievo della Sofferenza Hospital southern Italy. The MARIO project will lead to advances in the use of semantic data analytics, personal interactions, and unique applications tailored to better connect older persons to their care providers, community, own social circle and also to their personal interests. This project, dominated and guided by a user perspective, will advance the EU's scientific and market leadership in service robots.

Texts

Texts from blog posts, posters, interviews etc., in different languages which can be used for producing additional dissemination material

Blog posts and articles

- Loneliness by Mario Kompaï the Robot

- Dementia from the inside.. a film by the Social Care Institute for Excellence

- MARIO in the German press

- Article in Lifo.gr (Greek e-magazine)

- Article in El Pais (Spanish newspaper)

- Article in Panorama (Italian news magazine)

- Article in New economy (Manchester)

Blog posts and articles

- Robot & Gran – renowned robotics expert advises UK government on robot care (University of Sheffield blog post)

- Blog post in Ortelio's Web site

- Bio Centre blog post

- Fundacion Carlos Slim blog post

- Radio Interview in Greek Radio station Athina 9.84

Presentations

- [Short presentation of Project](#)
- [Presentation given in ERF 2015](#)
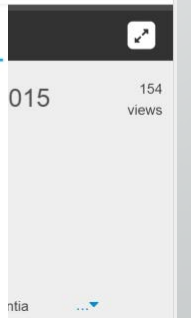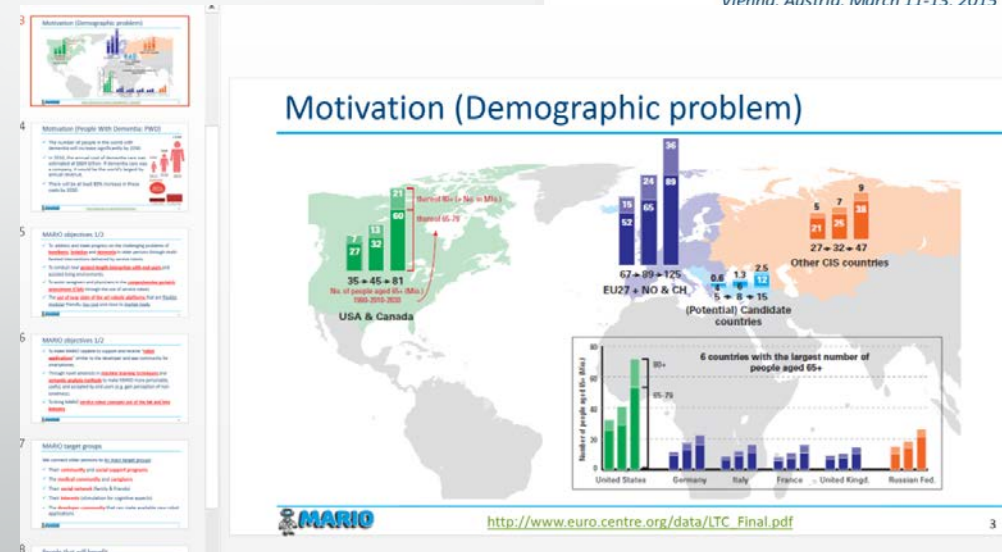
Papers and posters

- 12th Extended Semantic Web Conference 2015 (Poster)

- The Emerging Policy and Ethics of Human Robot Interaction (Paper)

- 5th International Nursing and Midwifery Conference 2015 (Poster)

Images

Pictures and images used in interviews and other dissemination material

Event images

Article images

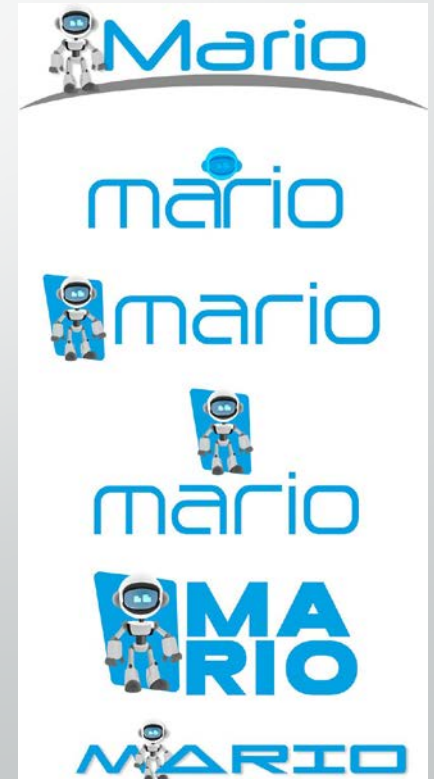# Logos and social media covers

Social media cover

Profile picture on social media

Latest version of logo used on the site

Early logo versions

Social media content

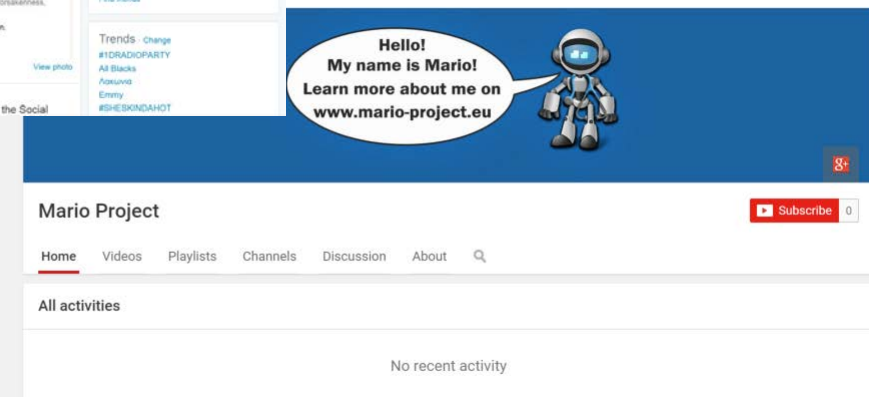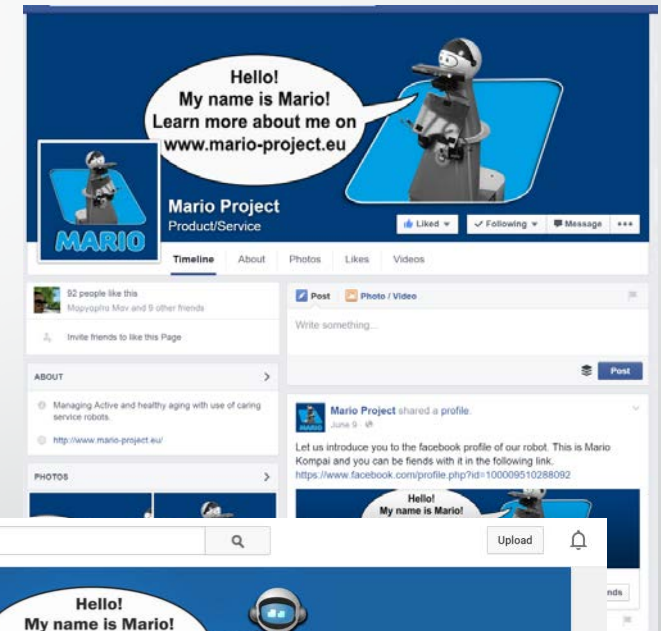Content presented in social media accounts

Social media account groups

- Mario project group
  - Dissemination channel for anything related with the MARIO project (Events, News, Blog posts, Press releases, etc.).
  - Formal presentation of news related with the project
- Mario Kompaï group
  - Direct communication channel of the robot (presented as a person) with end-users and stakeholders
  - More informal communication and stimulation of discussions

Mario Project group

- Facebook page
- Twitter
- Google+
- YouTube

http://www.mario-project.eu/portal/
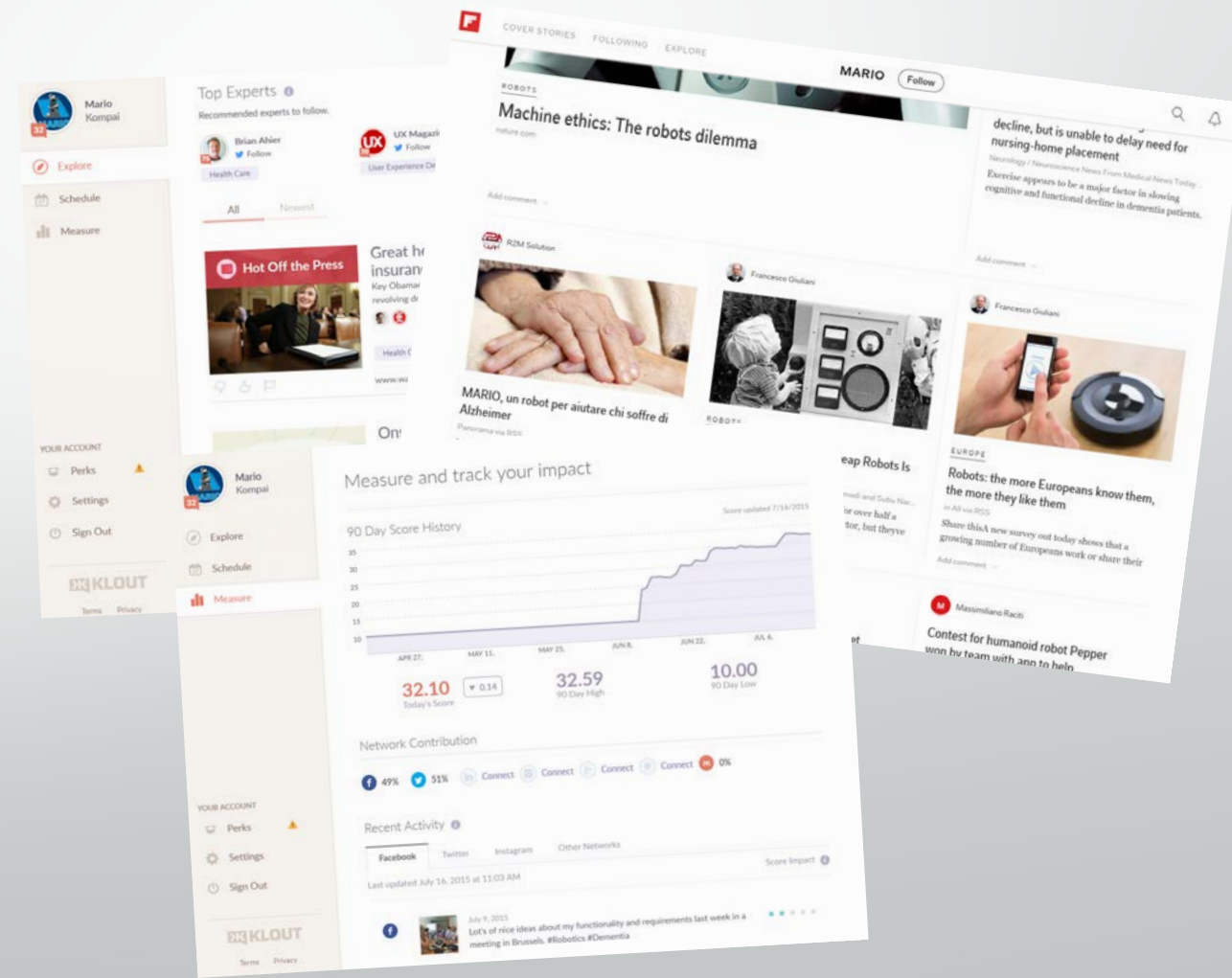
Consortium posts

Mario Kompaï group

- [Facebook profile](#)
- [Twitter](#)

Social media content discovery and repository

- [Klout for discovery and impact measurement](#)

- [Flipboard for content repository](#)

Sample posts