



ROBOTS, ACTUALLY!

- www.robotsactually.com
- <https://www.linkedin.com/company/robots-actually/>
- We specialize in **societal integration of robotics and AI** systems, **translating advanced robotics and AI systems** into meaningful human experiences and **successful products**
- Team competencies in **cultural anthropology; psychology; innovation; social statistics and data science; health management; ethics**
- We can lead societal integration and large-scale real-world deployment through **participatory design, embodied experimentation, public enagement, human-centered innovation.**
- **Extensive network of SSH professionals across continents, languages**



Topics addressed

Topic number & Title	Role	Expertise offered
HORIZON-CL4-2027-02-DIGITAL-EMERGING-52-two stage	WP Lead	Area of expertise: SSH/human-centred innovation; UX studies;pilot implementation and scaling; ethics and societal impact; dissemination and engagement; innovation workshops; country-specific and domain-specific socio-cultural and linguistic expertise. Workforce transition; collaborative automation, leadership alignment with factory floor dynamics; Contributing to a succesful robotics/AI integration of robotics and AI; organizational adaptation, and workforce buy-in; socially acceptable and socially desireable robots.
HORIZON-CL4-2027-04-HUMAN-01	WP Lead	Area of expertise: SSH/human-centred innovation; UX studies; pilot implementation and scaling; ethics and societal impact; dissemination and engagement; innovation workshops: country-specific and domain-specific socio-cultural and linguistic expertise. Contributing to not only socially acceptable but also socially desireable robots.

The project idea

Topic number & Title	Project idea
HORIZON-CL4-2027-02-DIGITAL-EMERGING-52	Project idea: “Community-Owned Robotics for Social and Civic Resilience in Rural Areas” - Social innovation project developing new models of robotic creation, ownership and deployment in disadvantaged areas in order to make them more resilient. It takes local social and environmental needs into account; and democratizes the access to and ownership of robotics technology for those who need it to improve their daily lives, yet are simultaneously—and paradoxically—economically threatened by its progress. Such a model has the potential to enable access to robotics tools, including through collaborative development. It would create local jobs, bridge anticipated skills gaps, and ensure local environmental and economic sustainability needs are met. - We expect it will succeed because it addresses EU strategic objectives around demographic resilience; inclusion, and socially beneficial AI/robotics.

Competences / type of partners sought

Topic number & Title	Type of partners / competences sought
HORIZON-CL4-2027-02-DIGITAL-EMERGING-52	For the Community owned Robotics Project, we are looking for: - technical partners to provide the technology - municipal innovation authorities to provide local support

Contact details

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