

# Utilizing OriHime, an alter ego robot ICT × Sports × Community Co- Creation Project

NTT Communications Corporation  
Human Resources Dept.  
Labor Welfare Division's Fourth Team

# Social Rugby

ラグビーを信じて、ファン・会社・地域・家族をつなぎ  
“熱狂”させることによって、企業スポーツの多面的な価値を  
創造すること。



## 【Inspire】

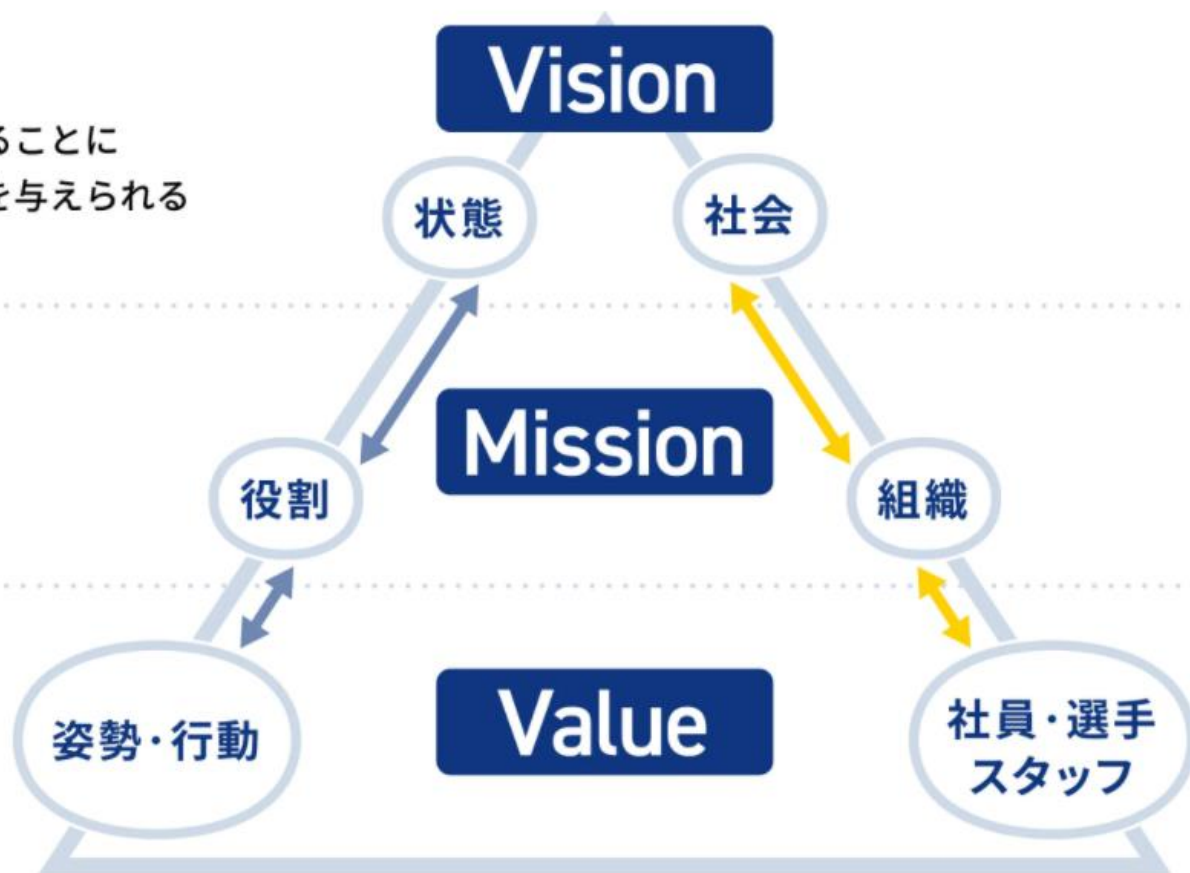
常識にとらわれずあらゆることに  
挑戦し続け、インパクトを与えられる  
ラグビー界のシンボル

## 【2つのV】

**V**ictory & **V**alue  
(勝ち)と(価値)

## 【人間力】

現役中・引退後問わず  
社会・地域・会社内で  
トップランナーに



## 1. 自らが始める

- ・スポーツ界・ラグビー界を常に意識して、何事も“初”の取り組みを意識
  - ・自主性を重んじて、自らがアクションを起こす
  - ・常にポジティブなマインドで挑戦し続けるマインドを持って行動する
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## 2. 共に高め合い育む

- ・チームに関わるすべての方々と率直に向き合い伝えあう
  - ・相手を敬い、考えや視点を受け入れ、互いの強みをチームの強化に結び付ける
  - ・チームのために自分自身がスキルを高め、リスペクトされる人間性を磨く
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## 3. 社会・会社・地域

- ・すべてのチーム活動が、各ステークホルダーの得になっているか、徹底的に考える
- ・真摯な対応を心掛ける
- ・期待を超え、革新的な価値を創造しインパクトを与え続ける。

アスリートとして社会課題をどのように解決できるかセッションを重ね、内容を進化させ、未来を具体化していくプロジェクト

# シャイニングアークス 「未来プロジェクト」が 始動!

選手たちが自ら創造する、未来の姿とは？

## Health Action Week



It has been demonstrated that the training knowledge and know-how that athletes have been working on aiming for "victory" will be returned to employees, contributing to health promotion, and that various project measures will help deepen communication. It was an opportunity for many people to realize the new "value" of athletes.



At ShiningArcs, we have been engaged in activities such as the East Japan Reconstruction Support Activity "1 point 10 yen donation", in which our achievements contribute to society. If we can donate wheelchairs, toys, etc. to Urayasu City with our own efforts (number of tries), we will be able to let the age group who had little contact with Shining Arcs know about the team and rugby, and above all, that. We believe that it is a great value to make people happy, and we are continuing our activities.

## Support for children with disabilities



We regularly interact with children with disabilities in Urayasu City. We want every child to have various experiences in the same way, and we hope that they will get a chance to try something, realize it as much as possible, and be confident, and continue to support.

# 分身ロボット「OriHime」を活用した ICT×スポーツ×地域の共創プロジェクト

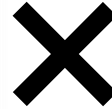
**Due to the spread of COVID-19**



**People's interaction has been lost and many have become lonely  
It was the same for athletes**




# For athletes to solve the social problem of "loneliness"



**Experience spending time in the same space, even if you are far away  
Shining Arcs x OriHime was able to achieve that.**

# What is the alter ego robot "OriHime"?



コミュニケーションテクノロジーで  
人類の孤独を解消する。

Solving human loneliness through communication technology.



The alter ego robot OriHime overcomes "movement restrictions" due to living and work environments, hospitalization, physical disabilities, etc., and realizes communication that makes you feel like you are there. OriHime is equipped with a camera, microphone and speaker, and can be operated via the Internet. By placing OriHime in "a place you want to go if there are no restrictions on movement" such as a school, a company, or a remote home, you can look around and react to the conversation you hear, as if "the person is there". It is possible to communicate like "I am".

## OryLab Inc.

OryLab Inc. was established in September 2012 to realize "a future where you can overcome physical problems and distances through research and development of communication technology, meet people you want to meet, and participate in society." .. We will continue to provide products in order to actively reflect the voices of users and promote connections between humans.

## In March 2021, we started co-creation project with ShiningArcs × Ori Laboratories × NTT!



参加者	目的	役割
シャイニングアークス	ラグビー選手による地域貢献（浦安市）の実現、ファン交流による選手のモチベーション・パフォーマンス向上を目指す『2つのVの実現（Victory・Value）のための未来プロジェクト』*2の取り組みの強化	練習時および試合当日におけるオリヒメの活用、ラグビー選手の参画、チーム活性化の効果検証
オリィ研究所	オリヒメを活用した次世代コミュニケーションの検証（遠隔からのスポーツ応援、地域とスポーツチームとの連携強化、エンターテインメント体験など）	オリヒメの提供とイベント支援、プロジェクト全体管理
NTT	ICTを通じた、障がいをはじめとする、制約をもつ人々のスポーツやエンターテインメントなどの文化的側面における社会参画の実現、研究所開発技術の検証	NTTグループのリソースの活用および研究内容の検証、水平展開可能なプロジェクトの設計、構築

# Demonstration (1)

## OriHime enables new exchanges between children and rugby players at local facilities for the disabled

- ◆ **Mission**  
Reinvigorating sports teams and revitalizing local communities by connecting rugby players with local people through Orihime and creating new cheering and watching experiences
- ◆ **Experiment 1**  
Introduced one OriHime each to the welfare facility for people with disabilities in Urayasu City and the facility dedicated to rugby players in Shining Arcs.  
Children attending OriHime at both bases and the team staff of Shining Arcs will operate and interact with each other by practicing and visiting the clubhouse "Arcs Urayasu Park".  
\* Implemented on March 17th (Wednesday) and 25th (Thursday), 2021
- ◆ **Experiment 2**  
Two OriHimes will be placed at the ShiningArcs match venue (Chichibunomiya Rugby Stadium) for behind-the-scenes tours, communication with players, and match watching.



## Non-contact project by OriHime

### ◆ Mission

Aiming to solve the social problem "lonely meal problems" that has become more apparent in the COVID-19 pandemic by co-creating multi-stakeholders by utilizing technology and local assets.

### ◆ Experiment

We have installed one OriHime each at the home of an elementary school student living in Urayasu City and at Shining Arcs' rugby player-only facility. Junior high school students and Shining Arcs players operate Ori Hime at both bases and enjoy dialogue while eating together.

- Implemented on Thursday, September 30, 2021

### ◆ Feedback

KEEP ( Good point )

- Communication proceeded smoothly by having a meal together
- We were able to remotely know the current state of elementary school loneliness in the corona vortex.

PROBLEM (Task )

- It is difficult to talk while eating.
- Because I heard about the troubles of elementary school students, I wonder if I can contribute to the future. ( online limitations )



## ShiningArcs × OriHime

### Watching a new rugby game

- For children with developmental disabilities in Urayasu City.
- Providing an experience of connecting with rugby and OriHime (technology) with children who feel the connection is diluted due to the COVID-19 pandemic.
- Providing communication opportunities with Lagerman through OriHime on a daily basis (other than match days) and extraordinary (match days)

### Non-contact meal project

- For children with loneliness /lonely meal problems in Urayasu City.
- For children who have lost the enjoyment of eating due to the COVID-19, we will connect with OriHime (technology) and provide an opportunity to enjoy eating the same pot of rice with Lagerman.
- Through food with OriHime, deepen relationships and create new encounters and connections.

## Social project

### Project to solve social issues

<Example>

- Children with developmental disabilities
- Children who feel "lonely meal problems"
- People who have difficulty going out who feel lonely.
- Elderly people who feel lonely            etc



## Fan engagement project

### Project to create a new sports viewing experience

<Example>

- Lunch with rugby players and through Orihime
- Pre-match stadium tour
- Post-match retrospective meeting            etc





**ShiningArcs solves many social problems  
with the power of sports.  
And we will inspire many people and create smiles.**

