

SOCIETY OF SAINT-VINCENT-DE-PAUL AND CLM BBDO PRÉSENT

B.E.N

BIONICALLY ENGINEERED NURSING

A film to raise awareness of the fight against loneliness.

The Society of Saint-Vincent-de-Paul is raising public awareness of the fight against loneliness and launching an appeal for volunteers through an original short film by CLM BBDO.

With the development of technology, robotics and social media, you might think that the population has never been more connected and that loneliness was a thing of the past. Yet it keeps growing and now affects **5 million individuals in France, i.e. 1 person in 8.**

The Society of Saint Vincent de Paul (SSVP), a local charity network that has been fighting isolation since 1833, is launching a national campaign on September 27th, Saint Vincent de Paul's day. For the occasion it is releasing a short film called **B.E.N. (Bionically Engineered Nursing)** that features a woman on her own, sharing her daily life with a robot companion.

With the film, SSVP wants to challenge public opinion and attract voluntary commitments. For **63% of French people, individual engagement is the primary lever against isolation***. In parallel, SSCP raises the question of the place of technology at the expense of human contact in the fight against loneliness.

B.E.N., a film by CLM BBDO

To put this message across in the media, SSVP brought in CLM BBDO to make a short film, produced by La Pac and directed by David Wilson. Disseminated on social media then in cinemas, B.E.N. (Bionically Engineered Nursing) introduces us to Claudine, an elderly lady who spends her time with B.E.N., a companion robot. At first we're surprised to see how easily B.E.N. carries out its tasks. Claudine must feel less alone since she acquired the robot. But the robot's imprecise, mechanical behaviour gradually betrays its social limits. The surprising complicity we thought we saw gives way to the absurdity of this man-machine relationship, leaving the spectator to ponder the legitimacy of technology in the fight against social isolation.



The film ends with this strong message:

Today, companion robots are being introduced to assist lonely people.

At Society of Saint-Vincent-de-Paul, we think that only human being can help in fighting loneliness.

We recruit volunteers.



To view the film: <https://youtu.be/kMXKr3-nQds>

*Research by Fondation de France - July 2015



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FONDÉE PAR FRÉDÉRIC OZANAM

CLMBBDO

The French and Japanese relationships to technology - SSVP/CLM BBDO research

In line with the launch of the new campaign, **the Society of Saint-Vincent-de-Paul conducted a survey on the relative relationships of French and Japanese people to technology**, based on a sample of 650 people. The study asked individuals in the two countries about the ambiguous relationship they could have with technology. In particular, when it seeks to understand and mimic human relations, as is the case in robot companionship. In answer to the question:

“Do you think that a robot can help a person to take care of their daily chores?” 88% of Japanese thought so, compared with 59.9% of French people. On the other hand, when they were asked **whether a robot could help prevent loneliness, 62% of interviewees answers with a resounding NO.**

The complete analysis is available in the press pack.

About the Society of Saint-Vincent-de-Paul

The Society of Saint Vincent de Paul is a local charity network that supports solitary or underprivileged people. It is active in **150 countries with 800,000 volunteers** worldwide. Its 17,000 French volunteers work in brotherly teams called Conferences and take targeted local action. The Society of Saint-Vincent-de-Paul is a lay Catholic registered charity.

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Post-Production - MIKROS

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