



Italy

February 28, 2014



Fondazione Mondo Digitale (FMD) was the Italian national partner for GOW 2013. This year again they will participate through the *RomeCup, Excellence in Robotics* that is promoted every year in March, in collaboration with the Municipality of Rome and the National Headmaster Association.

The idea behind the event is that robotics can be used as a fun topic for young people to engage with. Schools, universities, companies and institutions meet at the prestigious *Tempio di Adriano* in Rome to bring the excellence of robotics to the capital of Italy. Over 1000 students per day from 70 different schools of Italy will visit the exhibition area and participate in competitions, workshops and laboratories.

The main focus of RomeCup 2014 will be on employment and digital jobs through educational robotics. It will explore what skills are needed to seek a job in the sector.

Three events in one

The RomeCup 2014 returns with its successful "3 events in one" formula: an exhibition area with laboratories and workshops, competitions and awards ceremony. The event will be promoted at local and national level through different channels:

- Dedicated website www.romecup.org
- Fondazione Mondo Digitale's website (www.mondodigitale.org), news sections, social media (#romecup2014) and newsletters
- Press office of the Fondazione Mondo digitale and all the official partners
- Websites of participants

In addition, the magazine FOCUS will be the media partner and will follow all the highlights of the 3 days with interviews and articles on RomeCup 2014.

Contact: Ms. **Barbara Quarta**, Project Manager
Campaign website: www.romecup.org