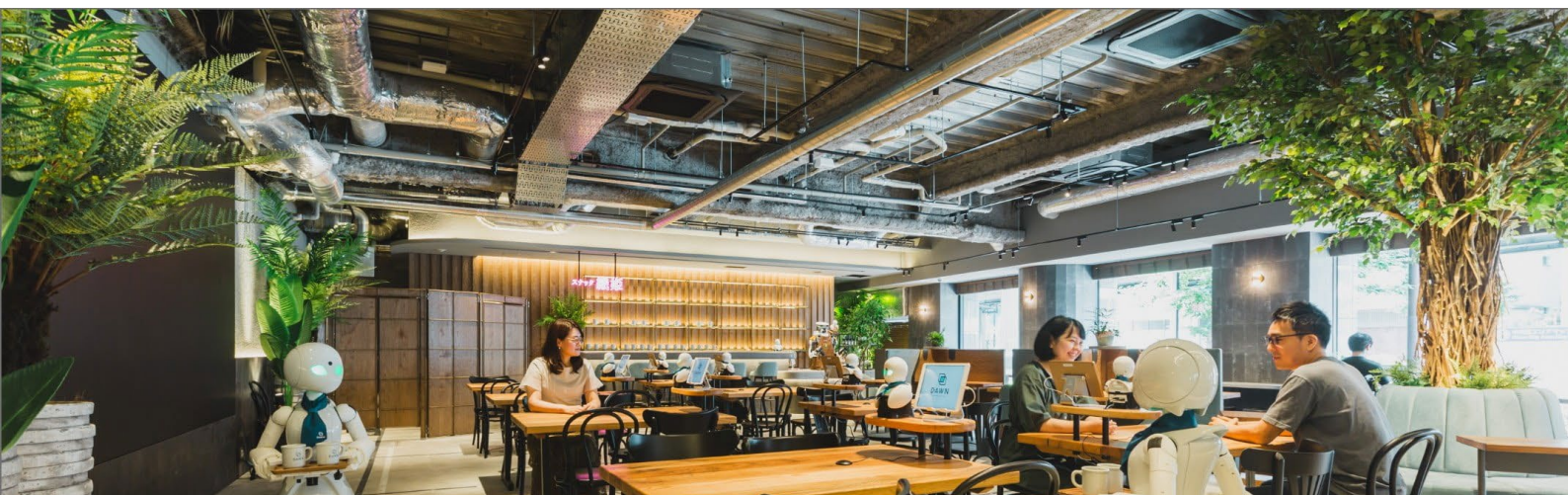




Bunshin Robot Café

Øens Madhus, Aarhus Ø (Aarhus), Denmark <https://oensmadhus.dk/bunshin-robotcafe>



Business in Numbers

Robots on Site: 7
Robot Pilots: 8-10
Digital Reach: 3.4k
First Opened: April 2025
Running Period: April- September 2025



More on Bunshin Robot Café

Bunshin Robot Café, hosted by Øens Madhus in Generationernes Hus, Aarhus Ø (Aarhus), Denmark, was the first robot café outside Japan. Running as a pop up from 2 April to 30 September 2025, it featured seven robots, five tabletop OriHime and two mobile OriHime-D, each operated in real time by a home-based “robot pilot” with a disability. The robots allowed pilots to greet guests, take orders, and chat with customers directly through live video and audio. The project focused on inclusion and automation, demonstrating how robotics and assistive technology can create meaningful remote work opportunities for people unable to be physically present.

How is sustainability visible in daily operations?

At the Bunshin Robot Café, sustainability was integrated into both its environmental and social practices. The café operated within the existing Øens Madhus space, reducing the need for new infrastructure. Energy-efficient robots and Denmark’s renewable electricity mix supported a low-carbon setup. Alongside this, the café promoted social sustainability by creating meaningful, remote jobs for people with disabilities, showing that inclusion and sustainability can work hand

How is food waste monitored or reduced?

Food waste was minimised through careful menu planning, portion control, and reuse of surplus ingredients in daily specials. The café also partnered with Too Good To Go to redistribute unsold meals at reduced prices. These steps helped prevent unnecessary waste while promoting awareness among guests and staff about sustainable food habits.

What is the role of local sourcing?

Local sourcing played a key role in keeping the Bunshin Robot Café sustainable and community-focused. Ingredients were supplied by regional producers and Danish suppliers, ensuring freshness and reducing transport emissions. This approach also supported the local economy and aligned with Øens Madhus’s wider commitment to responsible, seasonal, and community-based food production.

How is digital used to grow and promote the business?

Øens Madhus uses digital tools to grow its community and promote its social mission. The website highlights menus, opening hours, booking, and its inclusive purpose, and is optimised for local search. Its Google Business Profile and listings are kept fresh with photos, posts, and prompt replies to reviews to maintain visibility and trust. On Instagram, Facebook, and LinkedIn it shares short videos, team stories, event notices, and impact updates, supported by small, locally targeted ads. A monthly newsletter covers new initiatives and upcoming activities, and the café tracks engagement, bookings, and website visits to see what works and strengthen outreach

What data is informing key decisions?

At Øens Madhus, decisions are guided by a mix of operational, financial, and social data. Daily sales reports and booking numbers help the team plan menus, staffing, and stock levels efficiently. Food waste logs and energy readings are reviewed to adjust purchasing and reduce resource use. Feedback from customers, both online and in person, informs menu updates and service improvements. Social impact data—such as the number of supported jobs created and the progress of employees with disabilities—is also tracked to ensure the café stays true to its mission. Together, these insights allow Øens Madhus to balance sustainability, community value, and sound business operations.

How is Social Media shaping Customer Relationships?

Øens Madhus uses social media to build loyalty, attract new visitors, and strengthen its sense of community. Through Facebook, Instagram, and LinkedIn, the café shares menu highlights, special events, and behind-the-scenes moments that showcase both food and people. Posts often feature staff, volunteers, and success stories, much as receiving the Aarhus Municipality Disability Award to highlight its inclusive mission. The tone is warm, open, and personal, helping to build trust and transparency. On Instagram, eye-catching food photos and short videos appeal to younger audiences, while Facebook focuses on local events and community updates, and LinkedIn presents the café's social enterprise work to partners and supporters. Engagement is encouraged through questions, comments, and shared user content, turning followers into active supporters and regular visitors.

What tools support energy or waste tracking?

Øens Madhus uses simple, practical tools to monitor and reduce its environmental impact. Energy use is tracked through the building's smart meters and utility dashboard, which show real-time electricity and heating data from Generationernes Hus. In the kitchen, energy-efficient appliances and smart plugs help monitor and manage high-use equipment such as ovens, dishwashers, and fridges. Food waste is recorded manually each day using weighing sheets and digital logs, allowing the team to see patterns and adjust portion sizes or ordering. Surplus food is redistributed through Too Good To Go, ensuring that excess meals reach customers at a reduced price instead of going to waste. These tools support Øens Madhus in maintaining a responsible, transparent, and sustainable approach to daily operations.

How does community involvement support sustainability?

At Øens Madhus, community involvement is central to sustainability—both social and environmental. The café is based in Generationernes Hus, a shared space that brings together people of all ages, abilities, and backgrounds. By offering meaningful jobs to people who face barriers to employment, Øens Madhus promotes social sustainability, ensuring inclusion and equality are part of everyday operations. The café also partners with local organisations, volunteers, and residents to run events and workshops that encourage shared responsibility and reduce waste. Surplus food is redistributed through Too Good To Go, cutting food waste while supporting affordable access. This close connection with the local community helps the café stay rooted, resourceful, and resilient—proving that sustainability grows stronger when people are actively involved.

Use of AI

At Øens Madhus, artificial intelligence is used in a practical and socially focused way. The café took part in the Bunshin Robot Café project, where robots served customers while being remotely operated by people with physical disabilities. Although the robots themselves were controlled by humans rather than fully automated, the system used AI-assisted technology for navigation, communication, and service interaction—helping the robots move safely and respond smoothly to customers. This initiative showed how AI and robotics can support inclusion by enabling people who cannot work in person to take part in café operations. Beyond this project, Øens Madhus continues to explore how smart technologies, such as digital booking tools and energy tracking systems, can make daily operations more efficient while staying true to its social mission.

