CLUSTER 6: Societal Aspects & People Needs

WELCOME TO BREAKOUT SESSION!

Recommendations for **large-scale demo projects involving MaaS**, **to include user & societal aspects**, **location-specific** characteristics of the implementation area

Input for Partnership's **evaluation of the largescale demonstrators** & public engagement activities for realistic expectations

CCAM
CONNECTED, COOPERATIVE & AUTOMATED MOBILITY

CLUSTER 6: Societal Aspects & People Needs

TO BE DISCUSSED TODAY!

PROJECT	Results with potential for implementation in LSDemos	Lessons learned (both positive and negative)	What is hindering / what still needs to be done?
CCAM MEMBERS	***From SRIA:***		
MOVE2CCAM	Recommendations for **large-scale demo projects involving MaaS**, **to include user & societal aspects**, **location-specific** characteristics of the implementation area		
SINFONICA			
DIVERSIFY CCAM			
CULTURALROAD	Input for Partnership's **evaluation of the largescale demonstrators** & public engagement activities for realistic expectations		
CCAM-ERAS			

Do this

CulturalRoad

CulturalRoad is only five months old…

Help shape our methodology:

- *What problems are you looking to solve?*
- *What would be useful to include?*

Plan to use our toolkit

- *KPI scoring system for each pillar*
- *Help your prioritisation / design*

Don’t do this…

CulturalRoad

Work in isolation, reinvent the wheel!

- There’s a lot of projects already in CCAM, especially in Cluster 6

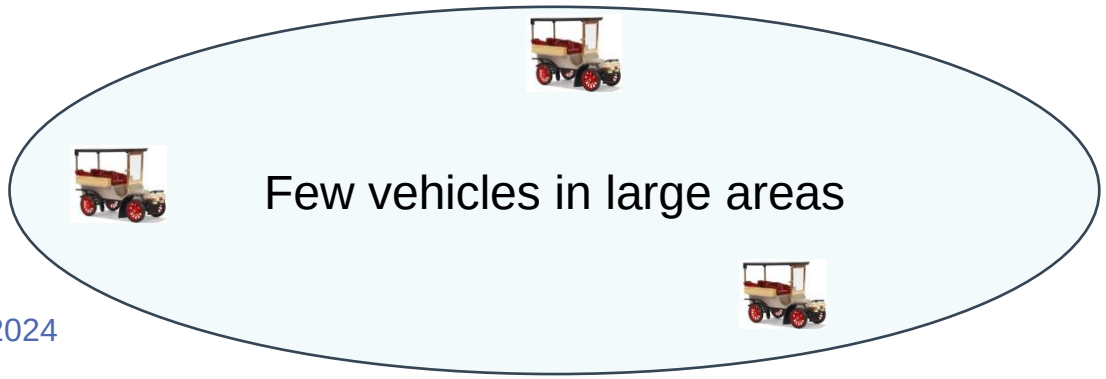
Focus on technology at the expense of the service / human considerations

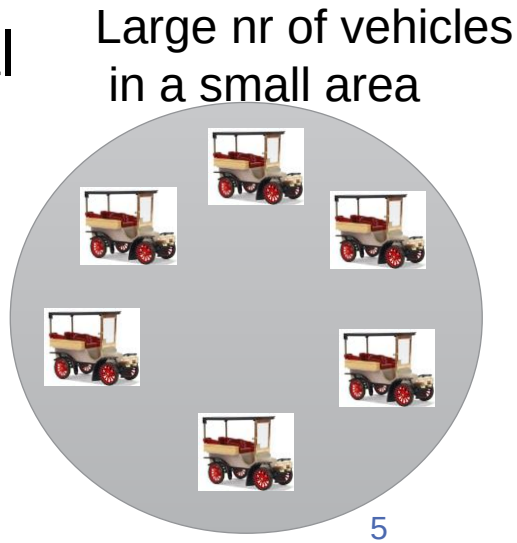
Assume no need for adaption

- Cultural / geographical issues will play a part

Some things to consider in relation to large scale

1. Select an area with a need for mobility.
2. What is the “large scale” component for you?
   - Geographical: Select a well define area: small or big, define time of the year, type of environment (rural or urban), type of land (islands or not) etc.
   - Cultural: Target groups: adapt the operation to a clear target group or make sure it fits all?
   - Level of service: Provide a high qualitive service.
   - Time of operation: it takes time to get users on board: several months or demonstration?

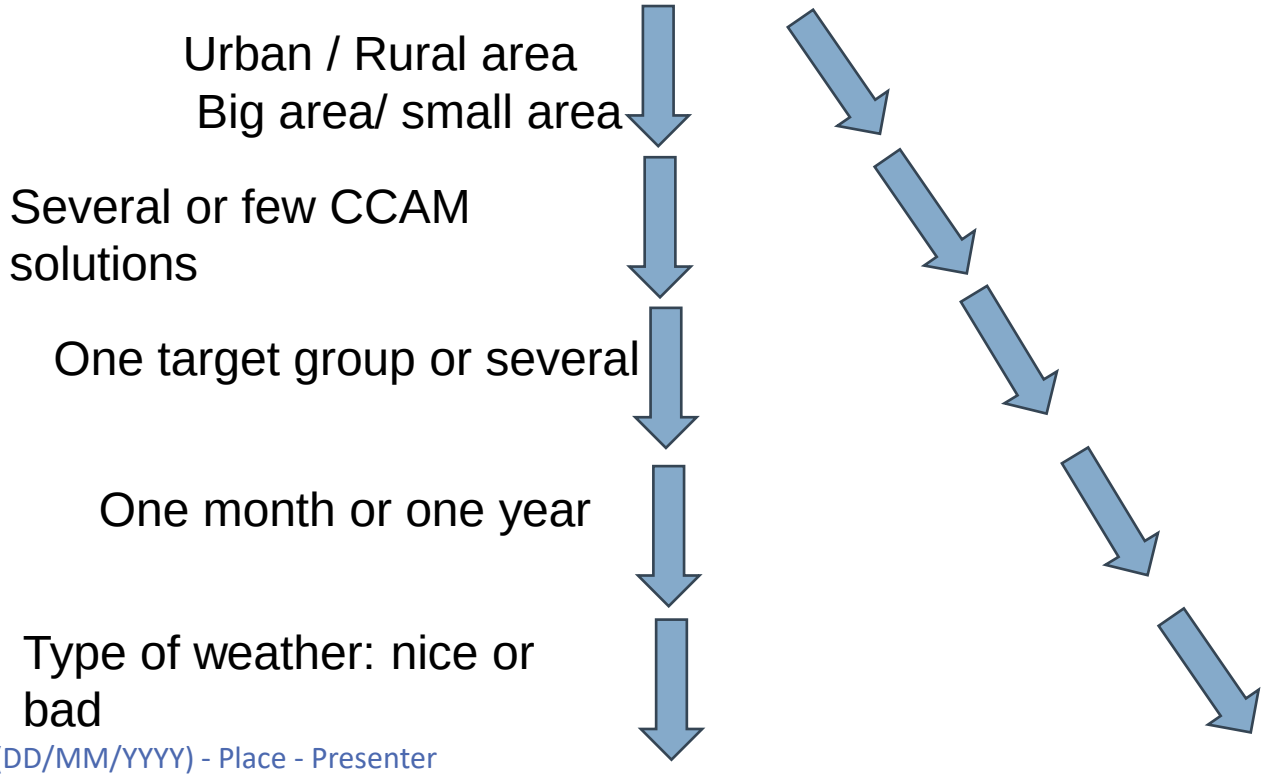




Data collection and evaluation

Evaluation: what is the core topics you want to understand?

- Context dependent issues will confound the results.
- Centralized or decentralized data collection have pros and cons.
- Cultural, Geographical or Policy related factors is the focus of Diversify - CCAM



Is it possible to define an evaluation framework that is generic but at the same time covers a system of system solution with different confounding factors?

DO’s for Large-Scale Demonstrators (LSD) in CCAM

- **1. Engage End-Users Early**
  Incorporate diverse user groups (including vulnerable populations) into the planning and design process to ensure the solutions meet real needs.
- **2. Prioritize Accessibility and Inclusivity**
  Design systems that are easy to use for all, including people with disabilities, and those in rural or underserved regions.
- **3. Focus on Safety and Trust**
  Build systems that meet high safety standards, ensuring public confidence and a smooth transition to automated solutions.
- **4. Adapt to Local Conditions**
  Tailor demos to the local context, considering urban vs. rural needs, existing infrastructure, and regional regulations.
- **5. Ensure Long-term Sustainability**
  Design demonstrators with scalability and environmental impact in mind, focusing on sustainable, future-proof solutions.

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Building towards the future

DON'Ts for Large-Scale Demonstrators (LSD) in CCAM

- **1. Don't Overlook Regulatory Barriers**
  Avoid underestimating the time and complexity required for compliance with local and international regulations.
- **2. Don't Isolate Stakeholder Groups**
  Ensure that all stakeholders (e.g., transport operators, policy-makers, citizens) are involved from the start to prevent misalignment with societal needs.
- **3. Don't Underestimate User Adoption Challenges**
  Avoid neglecting user acceptance issues—public trust in technology and services must be built through education and engagement.
- **4. Don't Ignore Data Privacy and Security**
  Be proactive in addressing data privacy concerns to avoid public resistance and ensure adherence to privacy regulations.
- **5. Don't Focus Solely on Technology**
  Avoid over-prioritizing the technical aspects of CCAM solutions at the expense of real-world applicability and societal impact.

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Do‘s

- **Consider job transformation and creation from services and product.**
  - 34% of partcipants think job losses will increase due to CCAM
  - 47% believe new skills will be required
  - Freight and transportation sectors are facing an increasing drivers shortage
- **Prioritise onboard engagement activities for private AV cars transportation services**
  - 20% of participants would engage in entertainment activities while onboard
  - ca. 10% of participants would work while commuting in an AV
  - EU residents spend more than four times as much in car travel than in public transport
- **Consider overcommunicating onboard security aspects for users**
  - Participants believed cyber attacks as a real threat
  - Participants find it hard to predict how big an impact cyber threats will have, while at the same time trusting that security systems will be able to keep up with advancements

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Do‘s

- **Include vulnerable groups in your LSD**
  - Present concerns of risks of unsupervised travel and those posed by other travellers
  - Lack of assistance of vulnerable passengers once on board is a current concern

- **Tailor and innovate the services/products business models to be provided**
  - Participants were concerned about not having accesibility to CCAM due to affordability

- **Consider promoting regulatory change**
  - Drone delivery requires an extensive set of new regulations regarding location for take off, land, and fly over, as well as safety and security aspects
  - CCAM requires repurposing urban space and changing current transport infrastructure

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SINFONICA

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10/10/2024

SINFONICA Meets the CCAM Association – Cluster 6

Prof. Mauro Dell'Amico
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- How doors work
- Incentives
- Create a community
- Explain what happens
- KPIs and evaluation methodology

- Do not implement only a «smartphone» option
- Do not consider just «a few» disabilities
- Do not forget languages
- Speed (not only slow vehicles)