



CCAM

CONNECTED, COOPERATIVE
& AUTOMATED MOBILITY

Breakout Session **Cluster 6 „Societal aspects and people needs“**

ccam.eu

CLUSTER 6: Societal Aspects & People Needs (MCM 10.10.24)

Five suggestions for LSDemos based on Cluster 6 afternoon session

1. Address Key Societal Pain Points

Large-scale demonstrations should directly address the most pressing mobility challenges faced by different sectors of society.

Cities: Focus on addressing social, equity, and human-related challenges that affect urban residents' quality of life and access to opportunities (Equitable access to opportunities, public health and safety, urban livability)

Rural Areas: Focus on increasing mobility and access to essential services in areas with limited transport options, especially for non-drivers

Transport Industry: Focus on enhancing the global competitiveness of industries through involvement in large-scale demonstrations of innovative mobility solutions (Innovation leadership, Sustainability leadership).

2. Select Use Cases Based on Societal Pain Points

Use cases for large-scale demonstrations should be chosen based on their ability to effectively address identified pain points.

Alignment with societal needs: Ensure that use cases are clearly aligned with societal needs and demonstrate how they could resolve key mobility challenges. (societal needs of particular interest: climate change, equity, road safety, land use, prosperity/competitiveness)

Urban equity and accessibility: Prioritise use cases that address urban equity by providing door-to-door services for non-drivers and enhancing access in rural areas through shared automated transport.

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3. Create a Clear Narrative for Each Demonstration

The narrative of the demonstration should clearly articulate the societal need and the proposed solution.

Narrative format: “In order to reach societal target/need **A**, there will be a large-scale demonstration of **X** for use case **Y**, involving stakeholders **Z**.”

Guiding the demonstration: Use the narrative to guide the development of the large-scale demonstration, ensuring a clear purpose and a clear articulation of the anticipated impact.

Inclusive narrative design: Ensure the narrative includes and engages all stakeholders and end-users, particularly vulnerable groups, to build trust and address their needs.

4. Base Large-Scale Demonstrations on Use Cases that Define "Large"

Demonstrations should be large in both reach and impact, focusing on addressing significant societal mobility challenges.

Large reach: Ensure that demonstrations aim to involve a large number of people, providing broad participation across various user groups.

Large societal effect: Focus on achieving a significant societal impact, enhancing mobility, accessibility, and sustainability for a wide range of users.

Service-focused demonstrations: Prioritize service-based demonstrations that integrate the complete ecosystem, including business models, vehicles, infrastructure, stakeholders, and investment needs.

Comprehensive ecosystem approach: Ensure that demonstrations cover the entire service life cycle, including vehicle updates, life-cycle costs, and the creation of new job roles requiring specialized skills.

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5. Engage Stakeholders and Ensure Broad Participation

Broad stakeholder involvement is critical to the success of large-scale demonstrations, with continuous monitoring and co-creation throughout the project lifecycle.

Stakeholder inclusion: Involve diverse stakeholders, including public authorities, businesses, logistics providers, and the public, with some being specific to use cases and others common across multiple demonstrations.

Co-creation with stakeholders: Actively engage diverse stakeholder groups, including vulnerable populations, to ensure that services are designed with their specific needs in mind.

Ongoing public feedback: Continuously monitor public and user feedback to adapt services based on real-world needs as the project progresses.

Citizen co-design: Co-design services with local citizens, ensuring that their feedback is incorporated and that the demonstrations meet their needs effectively.

Knowledge exchange: Facilitate ongoing knowledge sharing across CCAM projects to build on successful outcomes, ensuring that lessons learned are applied across initiatives and avoid redundant efforts.