



# CCAM

CONNECTED, COOPERATIVE  
& AUTOMATED MOBILITY

[ccam.eu](http://ccam.eu)



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# **CCAM Association Multicluster meeting**

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# What aspects would make cities and regions with their use cases a priority to work with first?



# Key prioritization criteria

## 1. Political willingness and leadership

Commitment from local or regional leaders to support CCAM initiatives can ensure strategic alignment and decision-making continuity.

## 2. Vision on mobility transformation

A clear, strategic vision for sustainable and future-oriented mobility can facilitate integration of CCAM into broader urban development goals.

## 3. Complementarity with existing high-capacity public transport

Integration with established public transport systems can enhance network efficiency, multimodality, and sustainable urban mobility outcomes.

## 4. Diversity of urban contexts (e.g., size, type)

Including a range of city types (metropolitan, peri-urban, rural) can ensure CCAM is tested under varied conditions and applicable across contexts.

## 5. Governance capacity and institutional support

Robust administrative structures and dedicated teams can enable efficient planning, coordination, and implementation of CCAM.

## 6. Public acceptance and engagement

Early and inclusive engagement of citizens can help promote trust, manage expectations, and support long-term acceptance of CCAM solutions.

## 7. Existing CCAM-related infrastructure or initiatives

Presence of relevant infrastructure (e.g., digital mobility systems, testbeds) can provide a strong foundation for rapid deployment and demonstration.

## 8. Scalability and replicability of solutions

Pilots with potential for upscaling or replication in other cities can increase impact and cost-effectiveness across the CCAM ecosystem.

## 9. Cost-efficiency and financial feasibility

Initiatives that demonstrate efficient resource use and realistic budgets can be more viable and attractive for long-term investment.

## 10. Openness of society to innovation

A cultural and institutional climate that welcomes change can facilitate smoother introduction of CCAM technologies and services.

## 11. Clear identification of problem needs and pains

Cities that are able to specify their mobility challenges can provide clearer use cases, increasing the relevance and impact of CCAM interventions.



**Joint Roadmap**

STATUS QUO

TARGET

- Robotaxi
- Shuttle/public-transport
- freight

City

Country peri-urban

Do cities know what CCAM is?

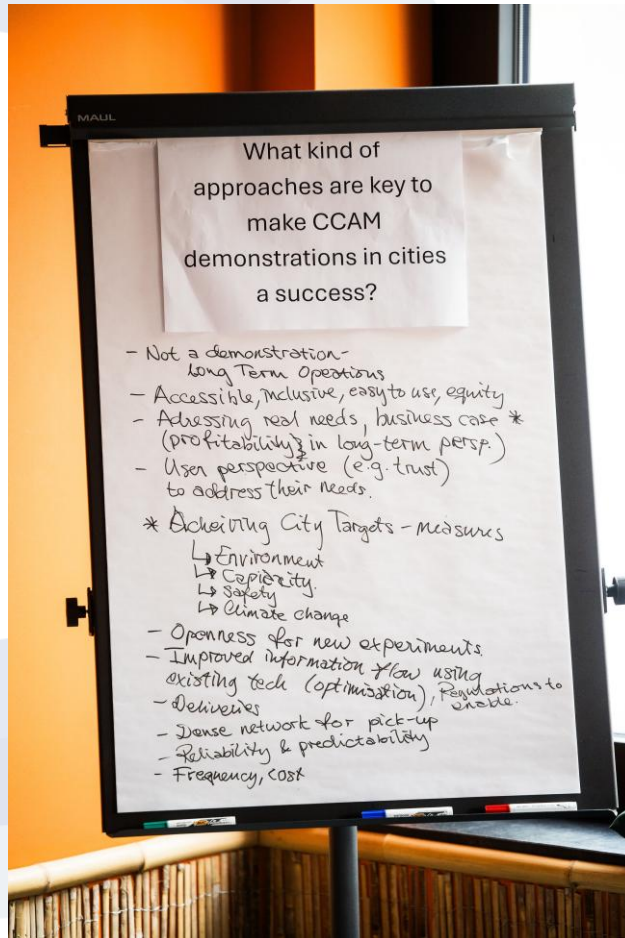
TIME

CCAM → PUSH ↔ PULL → SERVICE CITIES

Which aspects could a potential joint roadmap between CCAM and cities/regions include?



# What kind of approaches are key to make CCAM demonstrations in cities a success?



# Results

- Not a Demonstration
  - Should aim for Long-term operations and already initially set agreements among involved actors including maintenance etc.
- Integrate and complement current solutions
  - Will give time to mature the solution and is a way to sustainably manage expectations.
- Implementation needs a strong vision and should take advantage of early adopters to get solution up and running as intended.
- The solution should solve real problems of the city
  - CCAM developers should “go-see” to understand the perspectives of the city in the same way as cities come to CCAM to understand technology perspectives.
- To see if the new solution is successful, it is important to set requirements and criteria for what success means but also to dare long term targets. Success might not come instantly.
- The city could set requirements for certain zones of the city to favour certain behaviour and new solutions, as an incentive to start new patterns.
- Procurement
  - To set the right criteria as city when procuring new services
  - Agreements for risk sharing between stakeholder of the system. Share both success and risk when investing in new solutions.
- Involve end users in different manners during the journey.
  - Already with existing digital tools information flow could be much improved between infrastructure and users, when it comes to traffic situation, delays and optimised travel patterns in “real-time”.
  - Solutions should target satisfied customers and to gain trust by adopting the user’s perspective. Something that is beneficial for the citizens will be used. (and even be a competition to own cars) It is important to calculate penetration rate though, who is reached. Solutions should also involve: Easy to use/ flexible, Equity, Safety etc. This includes a dense network for pick up, reliability and predictability, frequency and cost.
- The business case and profitability for implementation of a solution is important but should be looked at over time but could also be solving other issues of the city (individually or in combination with other targets)
- as Environment, Climate change, Safety, Capacity issues, Working conditions etc.
- There are several interesting use-cases in the city that would help to solve problems, e.g. Public Transportation, Nighttime deliveries, Utility transports...
- Share success stories AND failures, and learn from experiences





**How to tackle cities'/  
regions' challenges  
with CCAM  
solutions?**





# Conclusion

We need to deliver CCAM solutions with proven, positive impacts on efficiency, accessibility and safety of urban mobility (deliver systemic benefits to the city). CCAM should complement existing public transport schemes, enrich them, and enrich the portfolio of transport offerings available to end users, to convince people to truly use these options.

To tackle the cities'/regions' challenges, we need to know and understand them. These include:

- Accessibility
- Last mile logistics in low emission zones, needing more coherent approaches
- Driver shortage
- Macro level solutions needed, making public transport with shared vehicles preferable over private vehicle ownership
- Need for transport on demand, and provision of reliable information on available mobility solutions, tailored to the users' needs
- Connect city centres with surroundings, including peri-urban and rural areas
- Bring services to an ageing population to ensure they can maintain their independence.

The challenges brought us further to the ambitions we as CCAM Partnership could or should have:

- Have viable CCAM solutions contributing to safety, sustainability and enabling changing uses of public space
- Create evidence and examples with clear benefits
- Critical mass often still is too low for true impacts. We should look for smaller use cases and smaller cities, where we can realistically show the impacts: use meaningful pilots bringing true understanding of benefits, challenges, barriers. Run meaningful tests and services
- Strive for European autonomy and resilience. Investments and long term planning will be needed, and a bigger plan than "just public transport".

From ambition, the discussion continued to lessons learned:

- In experimenting with different potential solutions, local authorities need to be firmly involved
- For end users it is essential to have public transport connected to the overall mobility system, and especially to first and last mile solutions.
- We need to find ways to reach commercial speed and sufficient capacity for AD vehicles, and flexibility, to allow for scaling
- CCAM should complement