Unfolding the potential of CCAM – a societal rather than a technical question?

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The role of a social dialogue on CCAM

- setting the stage -

The dialogue have various aims.

- Negotiate desirable future transport
- Develop a research agenda
- Include requirements of the society in CCAM development
- Facilitate / Ensure user acceptance
- Create a balance of interests
- Facilitate innovation and learning process

Quelle: EC JRC 2019

Individual acceptance ≠ Societal acceptance

- **Individual acceptance** = Technology acceptance of a *single* person from the background of his/her *individual* interests.

- **Societal acceptance** = The results of a negotiation process on acceptance solutions considering *various* interests.

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Topics and insights from our works – results from stakeholder workshops as well as focus groups and surveys with potential users

1. Impacts
2. Potential users
3. Stakeholder
4. Test fields

1/4

The definition of societal goals should goes hand in hand with the technology development of CCAM.

1/4
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➢ Automated and connected driving is more than a technology => **wider impacts in various areas**

➢ We should not only develop technology solutions, but mobility solutions which meet societal goals

➢ ***Focus should be: How should an efficient and sustainable transport system looks like in the future and how can CCAM contribute to realize this vision?***

2/4

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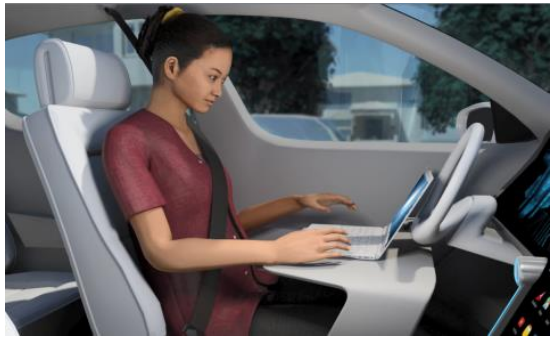
Who expects benefits? Users who are …
- driving a lot, and / or
- experienced with ADAS



relaxation
time saving
more privacy
higher efficiency
drink&drive
higher safety
connected vehicles
saving money by shared mobility

What are the concerns about?
- Users have high demands on costs,
- availability, and
- privacy

error prone
higher efficiency
lacking infrastructure
high costs
lacking trust
over-trust
responsibility questions
loss of flexibility

2/4

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- Potential users express requirements and concerns regarding the overall concept of automated vehicles

- Examples:

  - What is the role of the driver? Which activities are feasible on board?

  - How expensive will be autonomous vehicles and mobility services?
  - Where will such mobility services be available?

  - What happens in case of emergency?
  - How easy will be to book and pay for shared autonomous vehicles?
  - Who will control for security and cleanness in shared autonomous vehicles?

  - Will accessibility be considered in vehicles and at destination?

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Requirements

- Improved individual mobility and sustainable transport system (incl. avoid increased car use)
- Strengthening the active role of cities in shaping future mobility
- Supporting the transformation process of the (car) industry and simultaneously facilitating innovations in shared mobility and public transport

Potential actions

- Involve cities and municipalities in shaping mobility and enable living labs
- Facilitate tests and implementation of CCAM use cases in public transport, also in areas will small density
- Shape actively transformation/ change processes in industry and create framework conditions for new mobility services
- Facilitate pilot projects (test fields, living labs) by simplifying permission processes; create approapriate physical and digital infrastructure

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Ziele

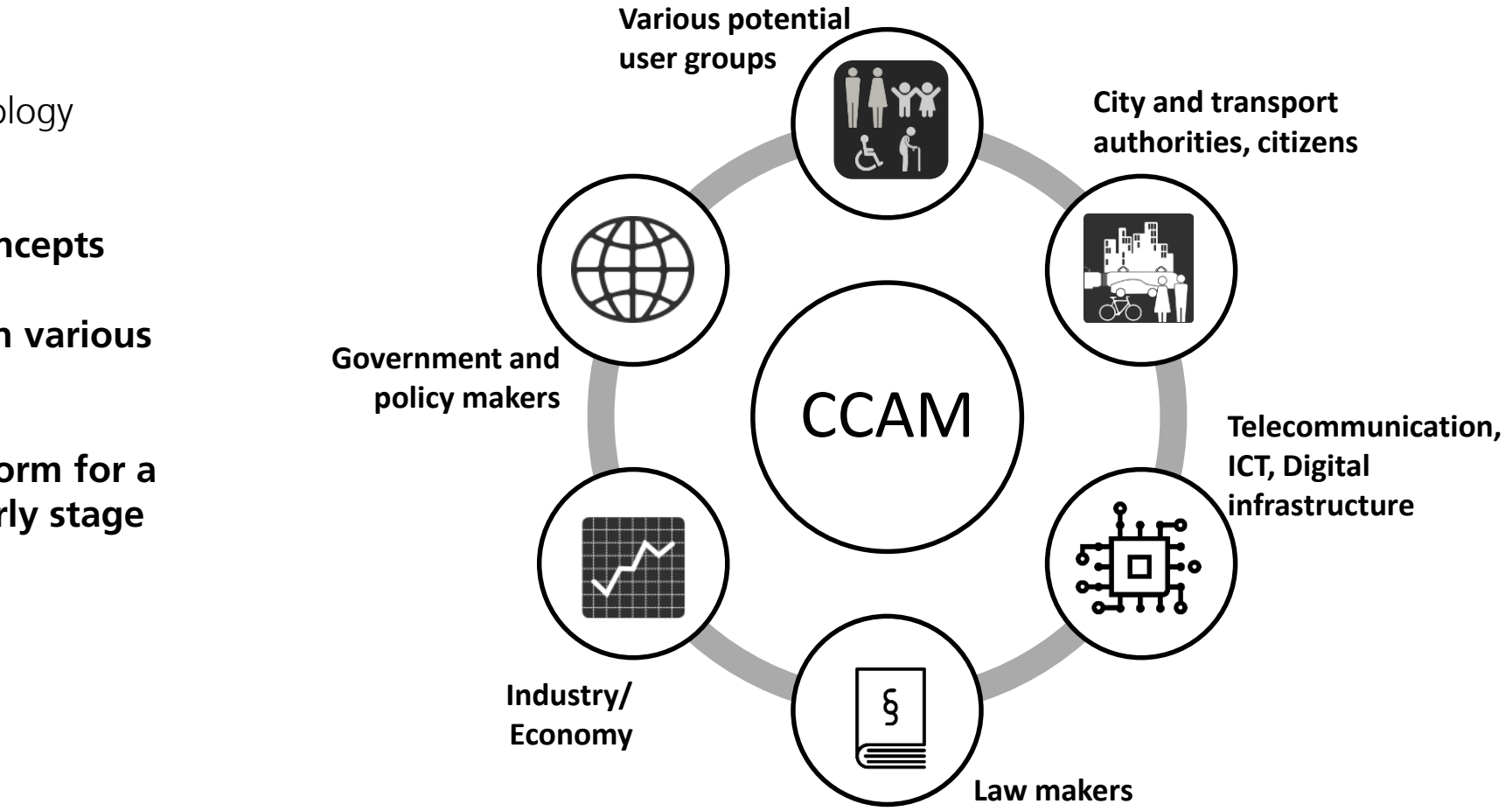
- bedarfsgerechte Umsetzung mitgestalten
- Akzeptanz fördern
- Anschlussfähigkeit der Projekte fördern

Handlungsbedarfe

- Kommunikation und ein realistisches Erwartungsmanagement als expliziter Teil von Forschungsprojekten berücksichtigen; professionelle Durchführung der Kommunikation
- Schaffung eines Testbetriebs vom größeren alltäglichen Nutzen und Einbettung der Feldtests in einem (räumlichen oder gesellschaftlichen) Gesamtkontext -> Bedarfe und Prioritäten im Vorfeld klären
- Einerseits einheitliche und standardisierte Genehmigungsprozesse in Feldtests, andererseits Förderregimes, die mehr Agilität und Flexibilität in der Forschungsarbeit zulassen

To sum up …

- Dialogue have **various aims**
- Dialogue **should be parallel** to technology development
- Potential users **evaluate** easier **full concepts**
- We should aim for a **balance between various interests**
- Test fields/ Living labs are a good **platform for a dialogue** and it should **start at an early stage**



Thank you for your attention!

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