



Joint WEBINAR

Why Inclusive Automated
Mobility Matters for Europe?



JOIN US



22 APRIL 2026




14:00-14:45 CEST



**Funded by
the European Union**

Project funded by

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Federal Department of Economic Affairs,
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State Secretariat for Education,
Research and Innovation SERI



**UK Research
and Innovation**



Speakers



Sergio Fernandes

Head of Office
CCAM Association



**Miranda Quijano
Monzón**

Project Support Manager
ERTICO - ITS Europe



Anna Anund

Research Director
Swedish National Road
and Transport Research
Institute (VTI)



Moderator



Céline Lefort

Senior Communications Officer
ERTICO – ITS Europe



Agenda



- **Welcome and Introduction**
 - Céline Lefort
- **Keynote speech: Why inclusivity matters in automated mobility and the importance of community engagement**
 - Sergio Fernandes
- **Presentation from CulturalRoad**
 - Miranda Quijano Monzón
- **Presentation from Diversify-CCAM**
 - Anna Anund
- **Q&A with the audience**



22/04/2026

The CCAM Partnership: opportunities for Universities

Sergio Fernandes, Head of Office



ccam.eu

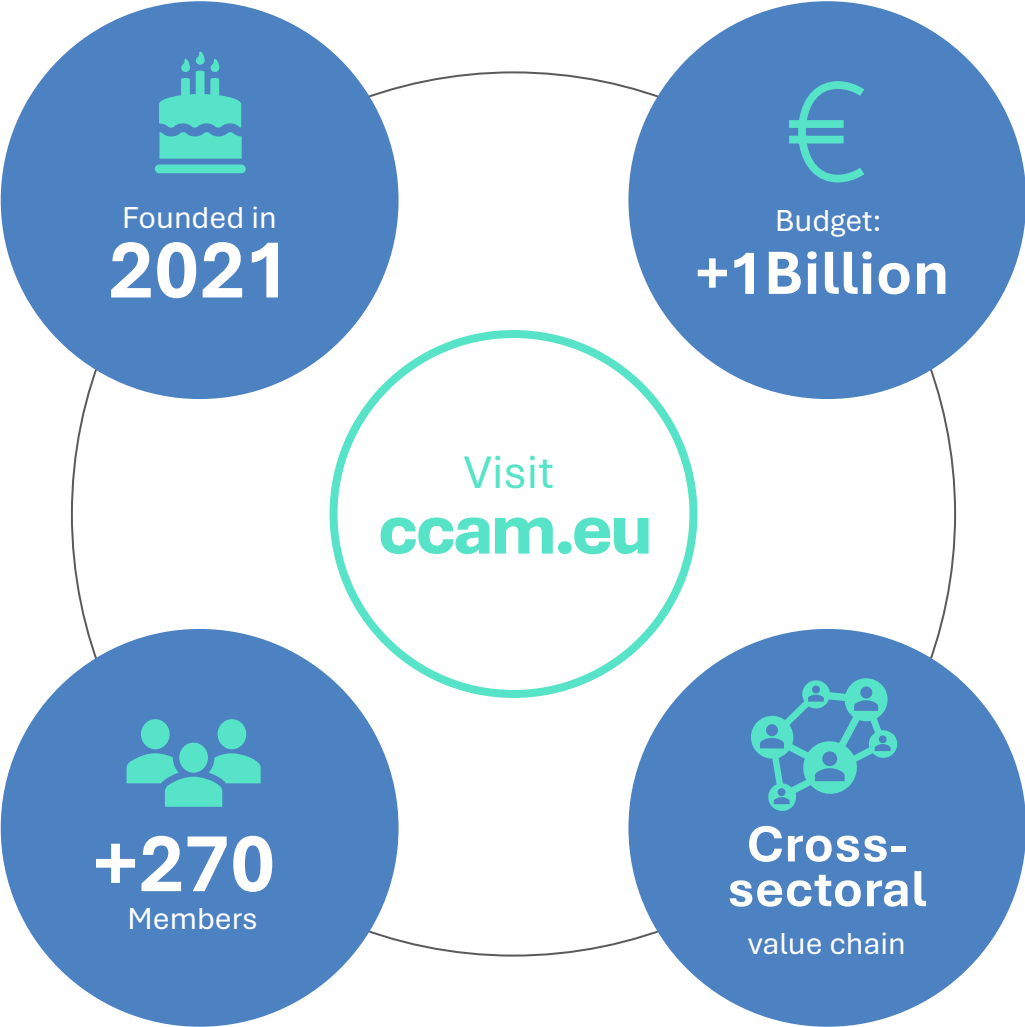
CCAM Partnership

MISSION

Exploit the full systemic benefits of new mobility solutions

Assess impacts and understand user and societal effects to harmonise European R&I efforts.

Accelerate awareness and implementation of innovative CCAM technologies and services.



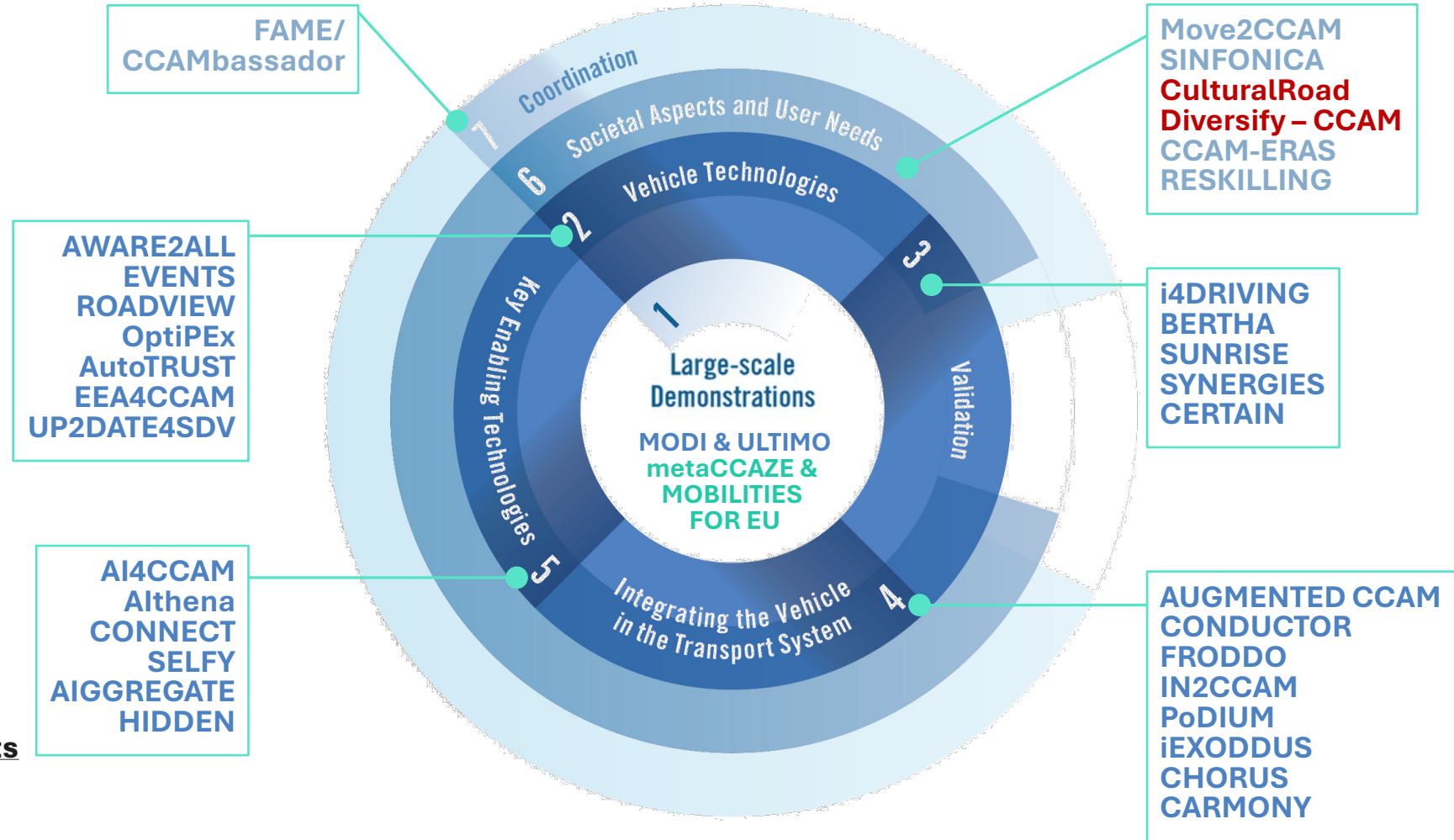
Project overview in CCAM clusters

Horizon Europe Work Programme

Destination Transport and Smart Mobility services

Calls 2021, 2022, 2023 & 2024 Projects

<https://www.ccam.eu/projects>



Inclusivity in Automated Mobility

A societal – not only technological – transformation

Mobility enables access to opportunities

Key question: who benefits?

Risk of reinforcing inequalities

Opportunity for inclusive systems

Access

Equity

Future



Why Inclusivity Matters?

Urban vs rural disparities

Digital divide and affordability

Accessibility for vulnerable users

Reducing social exclusion

Stronger societal impact



Inclusivity by Design

Embed inclusivity from the start

Accessible vehicles & interfaces

Representative datasets

Affordable services

Co-creation with users



Trust & Community Engagement

Trust drives adoption

Pilots and living labs

Engage citizens early

Adapt to local contexts

Dialogue over top-down



From Innovation to Deployment

CCAM Partnership aligns stakeholders

Projects: CulturalRoad, Diversify-CCAM

Focus on diversity & culture

Scaling requires collaboration

Inclusivity = success factor



Thank you!



CCAM

CONNECTED, COOPERATIVE
& AUTOMATED MOBILITY

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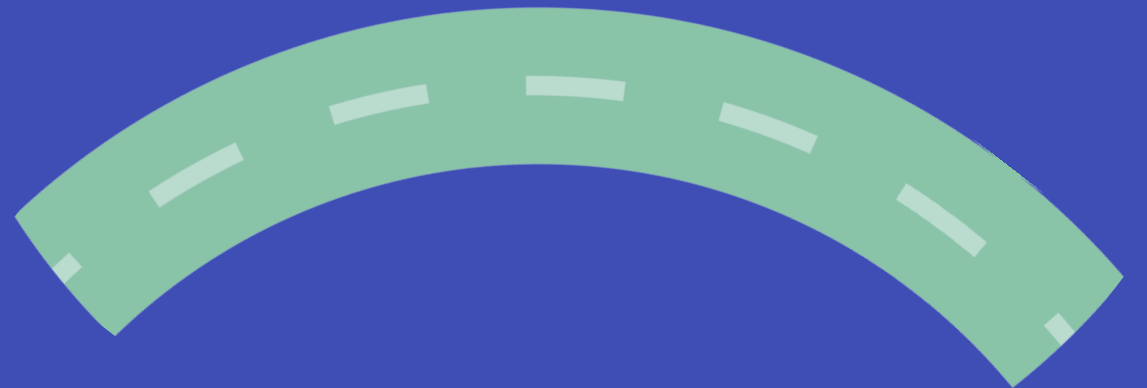
 [@CCAM_EU](https://twitter.com/CCAM_EU)

 [CCAM Association](https://www.linkedin.com/company/ccam-association)



CulturalRoad

Approach and methodology

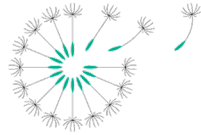




Municipality of Eilat



National Technical
University of Athens



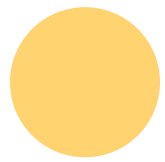
RRA LUR
regional development agency
of Ljubljana urban region



CARNET
FUTURE MOBILITY RESEARCH HUB



**18 Partners (13 Partners, 5 Associated)
with an overall budget: €4,327,206
(including non-EC funded partners)**



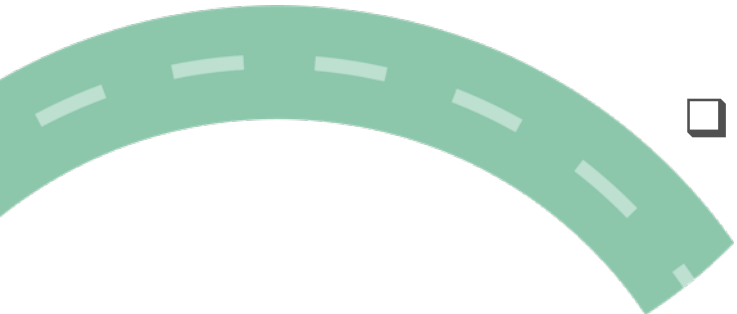
CulturalRoad objectives

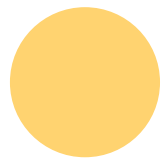


Leverage participatory planning to incorporate **cultural and geographical diversity** into the design of more **equitable** Cooperative, Connected and Automated Mobility (CCAM) deployment strategies.



- ❑ Increase societal benefits and acceptability of CCAM across different regions in Europe (and globally), targeting geographical, cultural and sociodemographic diversity.
- ❑ Actively engage with local communities and stakeholders from various cultural backgrounds and geographical regions to gather insights on their mobility needs.
- ❑ Develop sustainable and citizen-wide accepted deployment plans for CCAM services
- ❑ Develop new guidelines for CCAM implementation that consider diversity in all its aspects





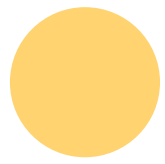
Methodological approach



5-Pointed Star Rating System to measure equity



2-Step Participatory Co-creation Framework



Demonstration sites



Chosen to account for geographical, cultural and sociodemographic diversity:

- Catalunya, Spain
- West Midlands and Oxfordshire, United Kingdom
- Karlsruhe, Germany
- Ljubljana, Slovenia
- Eilat, Israel





Outputs – stay tuned to know more!



- Toolkit of recommendations and best practice for Public Authorities, Technology Companies and Transport Operators
 - how to create fair and equitable CCAM
 - How to use the Five-Pointed Star Model and how to adapt for local contexts
- Roadmap / strategy for the fair deployment of CCAM across Europe
- Trainings and toolkit promoted through channels such as the CCAM Knowledge Base and Net Zero Cities websites



THANK YOU!

Why Inclusive Automated Mobility Matters for Europe?

Diversify-CCAM perspective

Dr Anna Anund, VTI



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Basic Facts

- HORIZON-CL5-2023-D6-01-04: Integrating European diversity in the design, development and implementation of CCAM solutions to support mobility equity (CCAM Partnership)
- 15 partners in 7 European countries
- Budget: ~ 4 M€
- Start Date: 01 June, 2024
- Duration: 3 years
- Coordinator: Anna Anund, VTI
- Scientific Manager: Stella Nikolaou, CERTH





Vision and aim

Diversify-CCAM **envisions** to develop **methods and tools** that support CCAM developers, transportation planners and policy makers (European, national, regional) in integrating social diversities in the design and implementation of future shared autonomous mobility in all European landscapes.

Diversify-CCAM **aims** to expand the existing knowledge on CCAM social acceptance and willingness to use, by integrating **cultural, geographical** and **policy** aspects collected in 6 European countries, covering **12 diversified local contexts** as well as best practice strategies in CCAM design, development and implementation to pioneer their fair deployment and advance mobility equity Europewide.

Ambition

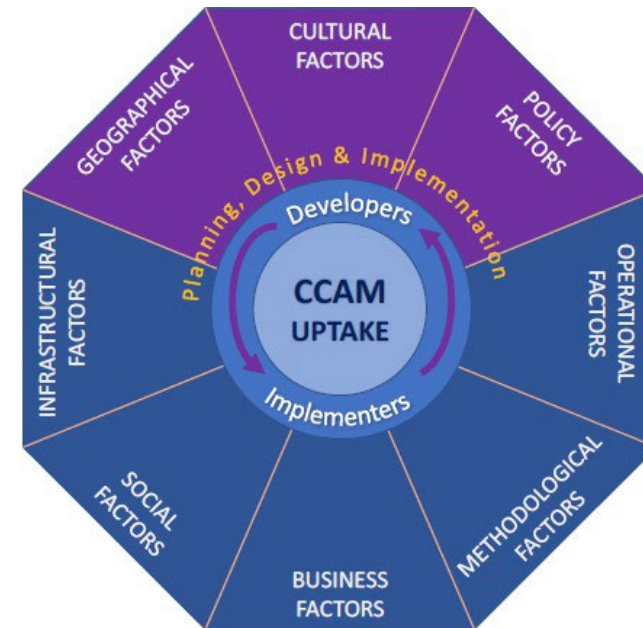
- Diversify-CCAM project goal is to **deepen our understanding** of the diverse social contexts affecting the acceptance, adoption, and utilisation of CCAM within the European mobility ecosystem.
- Additionally, the project aims to **identify solutions** for overcoming challenges and barriers that **impede the effectiveness of shared services**, particularly in areas with unique **geographical and cultural demands**.

Diversify- CCAMs 5 Strategic objectives



The project comprise of 5 Strategic objectives

- Study the **cultural, geographical and policy aspects** that affect the social acceptance, usage and deployment of CCAM solutions
- Create and evaluate **iteration-driven methodological** tools and apply them for data collection, disaggregation and correlation with real end-users at 6 European countries and 12 local contexts
- Study the **influence of diversification factors on CCAM impact areas**
- Develop a **live knowledge transferability mechanism** on recurring diversification patterns affecting CCAM deployment in specific local contexts.
- Sustainable **short and mid-term valorisation and governance** models for mobility equity



Why inclusion is a key factor in the successful deployment of automated mobility?



One size do not fit all - cultural/ geographical/policy perspective considered

- Residents
- Commuters/workers
- Visitors
- Tourists
- Students
- Children/young
- Elderly
- Migrants/Refuges
- Persons with special needs

Pilot site	Residents	Commuters/workers	Visitors	Tourists	Students	Children/young	Elderly	Migrants/Refugees
Linköping	x	x	x		x	x	x	
Nykil	x	x	x			x	x	
Barcelona	x	x	(x)		x			
Tarragona	x				x	x	x	
Thessaloniki	x	x	x		x		x	x
Rhodes	x			x				
Monheim	x	x	(x)	(x)			x	
Frankfurt	x					X (young)	x	
Brno	x						x	
Přerov	x	x						
Modena	x	x			x	X (young)		
Carpi	x				x	X (young)		

12 pilot sites in Europe (six countries)

How different regions and communities experience mobility differently?



Pilot Comparison

Side-by-side analysis of multiple pilot sites

Linköping Sweden	Nykil Sweden	Frankfurt Germany	Monheim Germany	Modena Italy	Carpi Italy
Thessaloniki Greece	Rhodes Greece	Brno Czech Republic	Přerov Czech Republic	Barcelona Spain	Baix Penedès Spain

Combined Summary

Average values across all 12 selected pilot sites. Shows the range (spread) between highest and lowest performing sites.

Cultural diversification factors affecting CCAM

74

Range: 56 – 88 | Spread: 32

points

Geographical diversification factors affecting CCAM

68

Range: 45 – 87 | Spread: 42

points

Policy diversification factors affecting CCAM

72

Range: 66 – 81 | Spread: 15

points

Diversified Mobility Equity Index

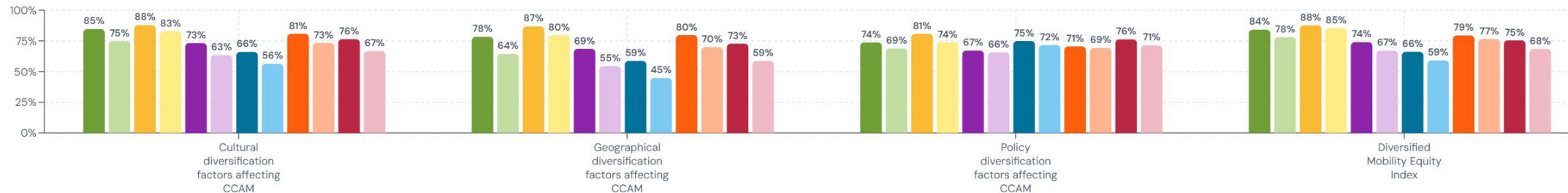
75

Range: 59 – 88 | Spread: 29

points

Diversify Impact KPIs by Pilot Site

Compare key performance indicators across each selected pilot site individually. Each bar represents a single pilot's score for that KPI.



Workshop – April 2026

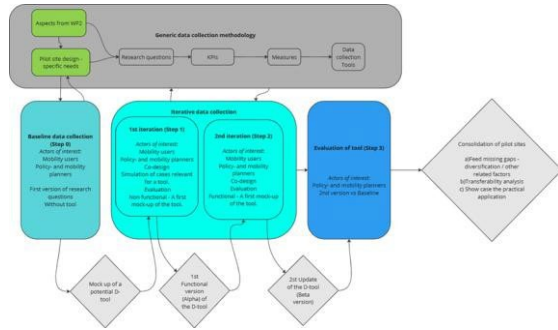
■ Linköping ■ Nykil ■ Frankfurt ■ Monheim ■ Modena ■ Carpi ■ Thessaloniki ■ Rhodes ■ Brno ■ Přerov ■ Barcelona ■ Baix Penedès

How participatory approaches can support better planning and decision-making?

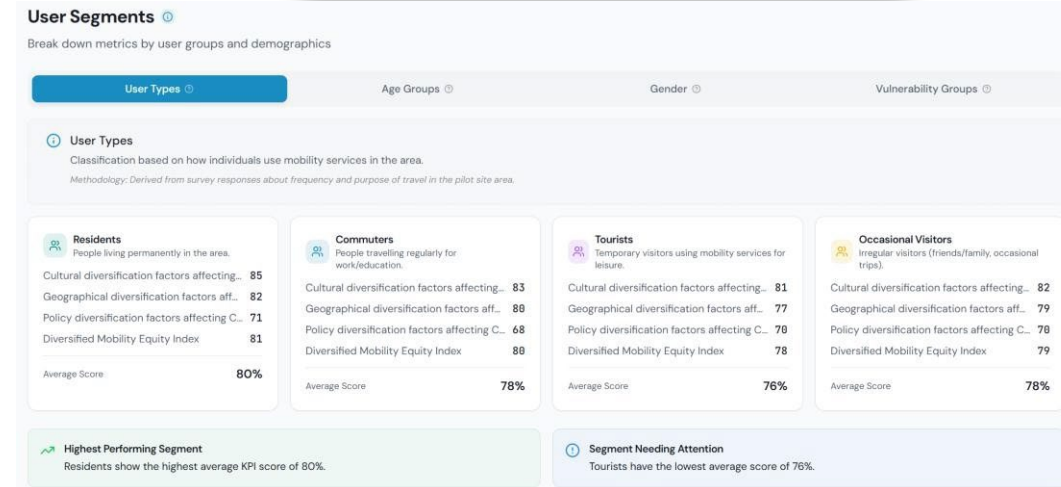


Target users needs is central

- Stakeholders**
- Planners
 - Policy makers
 - Developers



Baseline → 1st iteration → 2nd iteration → Final evaluation



Select across categories to combine Clear All

- Children**
Children under 18 years requiring special mobility considerations.
- Elderly**
Senior citizens with potential mobility limitations.
- Migrants**
Migrants and refugees with specific mobility needs.
- Disabled**
People with disabilities requiring accessible mobility solutions.
- Low Income**
Low-income individuals with affordability constraints.



Thank you!



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Q&A



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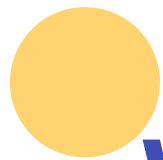
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What's next

Training Session - Practically Considering Diversity and Inclusion for Future Automated Public Transport Services

ITS European Congress Istanbul

Tuesday 28 April – 10:30-12:00 – Room 3B/11



EUROPEAN
CONGRESS
ISTANBUL
27-29 APRIL 2026

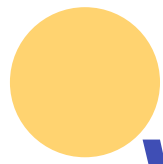
TRAINING SESSION

Practically Considering Diversity and Inclusion for Future Automated Public Transport Services



CulturalRoad





What's next



Webinar: Co-Creating Mobility Solutions with Local Communities - Insights from the CulturalRoad Demo Sites

Wednesday 13 May – 14:00-15:00

CulturalRoad

REGISTER NOW

WEBINAR

Co-Creating Mobility Solutions with Local Communities

Insights from the CulturalRoad demo sites

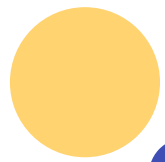
13 MAY 2026

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