Driving inclusion: shaping user acceptance through inclusive AV experiences



ULTIMO
Advancing Sustainable User-centric Mobility with Automated Vehicles

Co-funded by the European Union

Project co-funded by

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Confederaziun svizra

Swiss Confederation

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State Secretariat for Education, Research and Innovation SERI

Delphine Grandsart
European Passengers' Federation

16 October 2026

European Passengers' Federation

We are the voice of public transport users in Europe.

- European association of national and regional passengers' organisations
- +40 member organisations
- 20 countries

Main objectives

Advocate passengers' views at EU level

Promote sustainable mobility

Improve end-to-end journey experience

Tackle transport poverty

Defend better passenger rights

Always ask *'What's in it for users?'*

Lessons learned from R&I projects



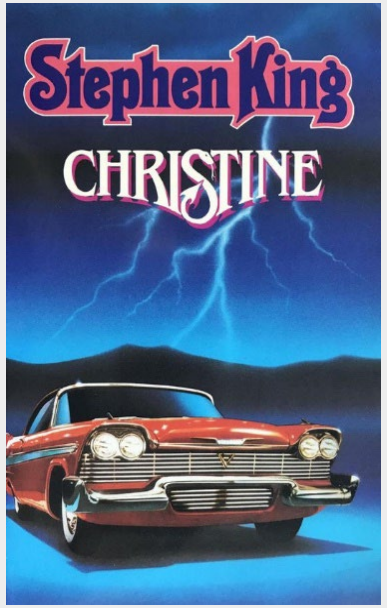


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Is this what we really want/need?











Passenger needs and expectations



Source: Maslow's pyramid, applied to public transport (CIPTEC, Peek and van Hagen) – HiReach project

Building trust in Automated Mobility



Seamless

Useful integration and a comfortable connected journey



Inclusive

Fair access and value for diverse passengers

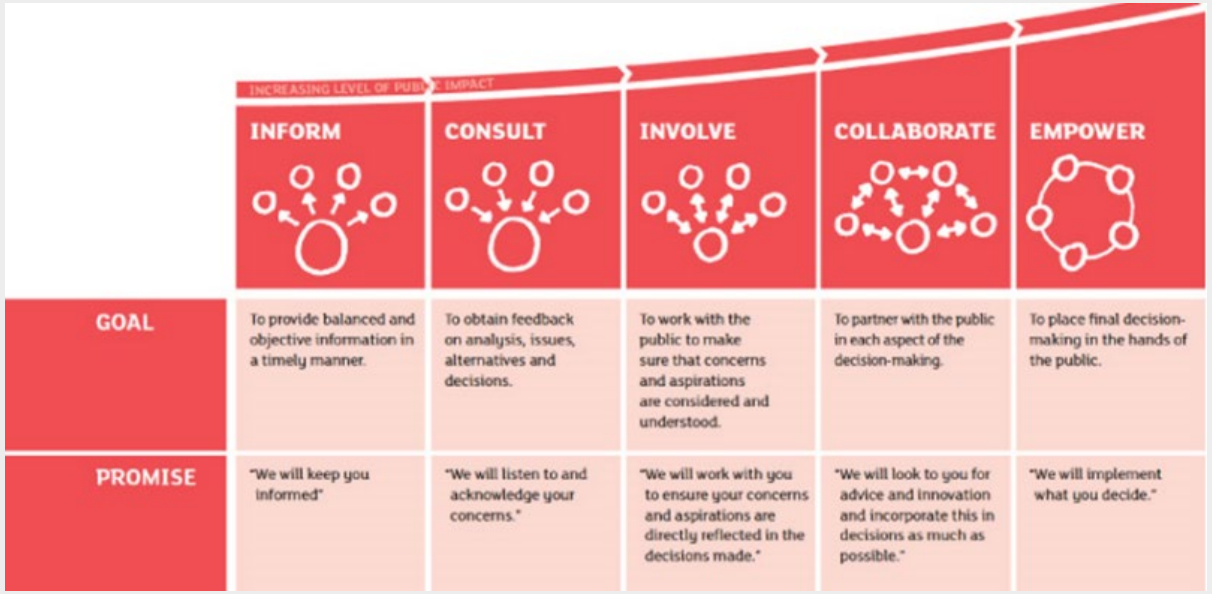


Trustworthy

Services are safe, reliable, transparent, and accountable

Framework and guidelines
→ Customized engagement strategies

- Identifying the stakeholders and end-users
- Communication channels and tools
- How to engage stakeholders and end-users
- Incentivization and nudging strategies
- User acceptance surveys (guidance participants)



Levels of participation © International Association for Public Participation (Source: Place Speak)

https://show-project.eu/ Knowledge Hub – Deliverables – D9.4 Users engagement and co-creation initiatives

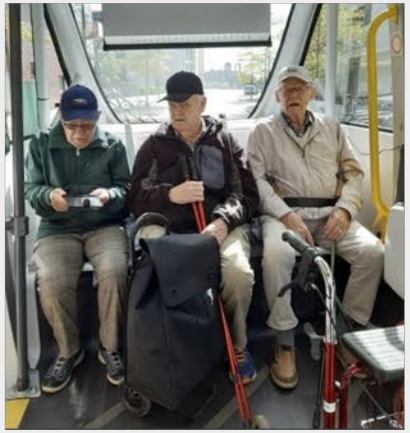



DLR


DEINE MEINUNG
ÄNDERT DIE MOBILITÄT DER ZUKUNFT
UMFRAGELINK IN DEN CAPTIONS
SHOW
SURAAA


SHOW
betl
Autonomous Mobility Day Conference
Thursday 30 & Friday 31 May 2024
Valence & Crest, France
betl


DEMO SITE OF THE MONTH
Community Engagement Award
Carinthia
SHOW




Supertester:in werden
und automatisiertes Fahren hautnah erleben!
Testtage:
Fr. 30.06.2023
Fr. 14.07.2023
Fr. 28.07.2023


VGF
RMV
FRANKFURT
EASY
JETZT IM RIEDERWALD DIE AUTONOME ZUKUNFT TESTEN!
PROBEFAHRT-ZUKUNFT.DE
@RMV_EASY
EASY


Disegna il bus del futuro!
CONTEST dedicato alla scuola primaria
Modalità di partecipazione




Ride the future
Testa vår självkörande buss!
SHOW
transdev
the mobility company
vti

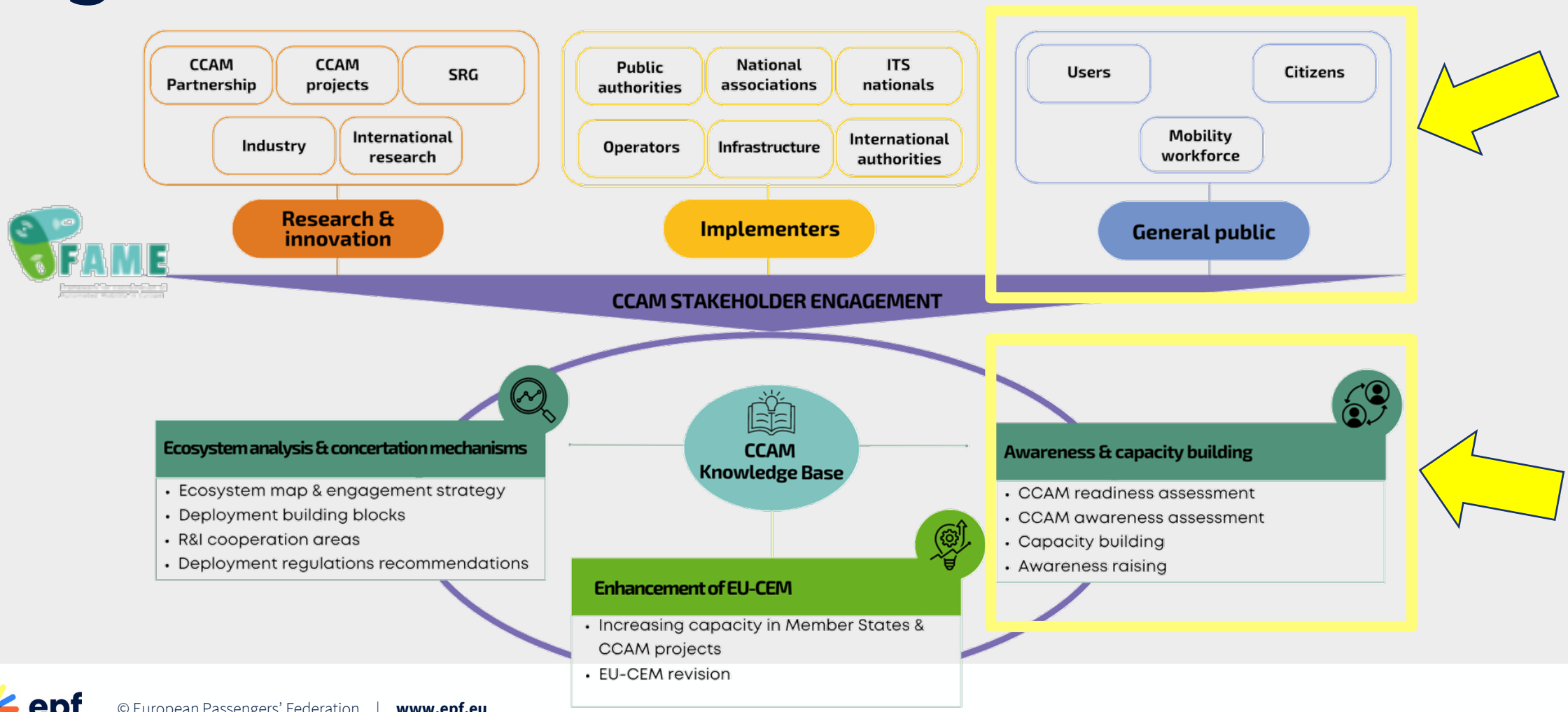




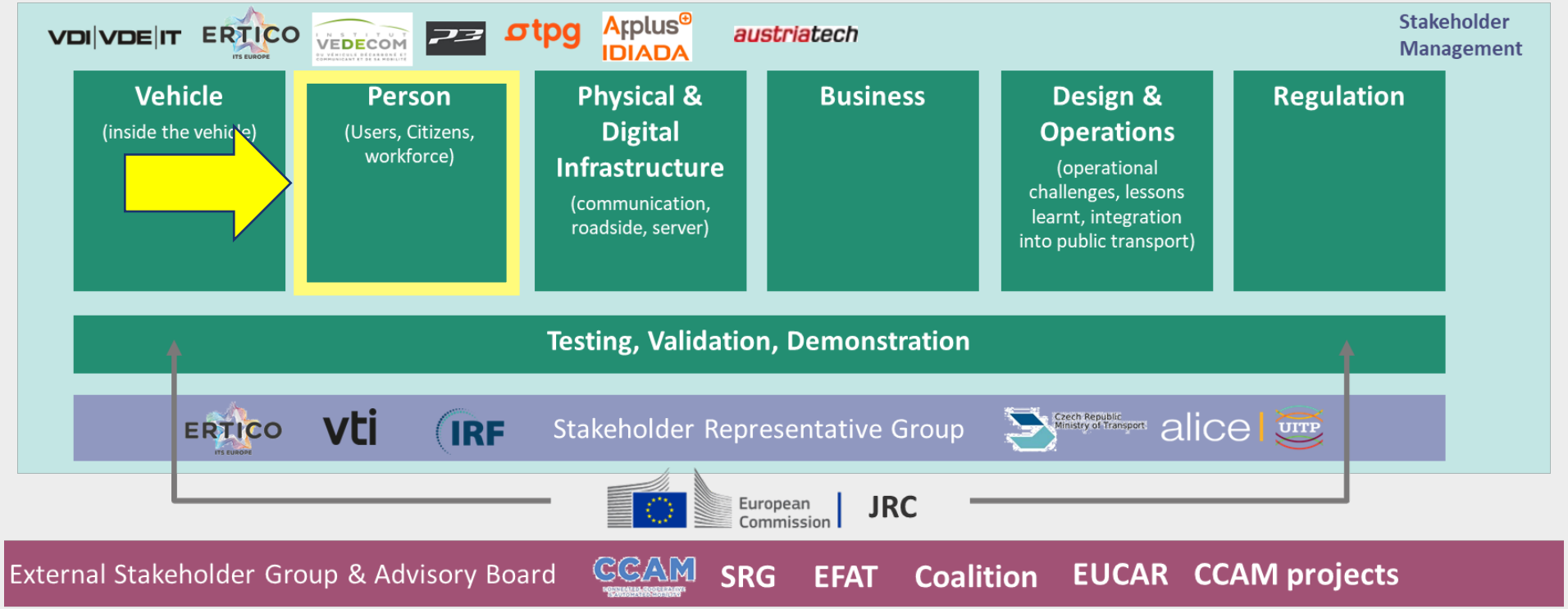
User and stakeholder engagement: What works, and what are the barriers?

- Start early, before key decisions are fixed
- Use interactive, participatory methods, not just surveys
- Engage diverse and potentially excluded user groups deliberately
- Close the feedback loop and show how feedback influences design
- Treat engagement as a continuous process, not a one-off event
- Use real-world trials to build informed acceptance

CCAMbassador – Main activities & targeted communities



CCAMbassador – Building blocks for CCAM deployment



EPF position – Automated mobility

- 👥 Put citizens at the centre
- 🎯 Automation is a means, not an end
- ♿ Advance inclusive and sustainable mobility
- 🚌 Strengthen public transport and fill genuine gaps
- 🔗 Prioritise shared and integrated mobility
- 📊 Evidence before scale

https://www.epf.eu/epfs-position-on-automated-mobility/

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Thank you

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