

Empowering communities  
through automated  
mobility education &  
capacity building

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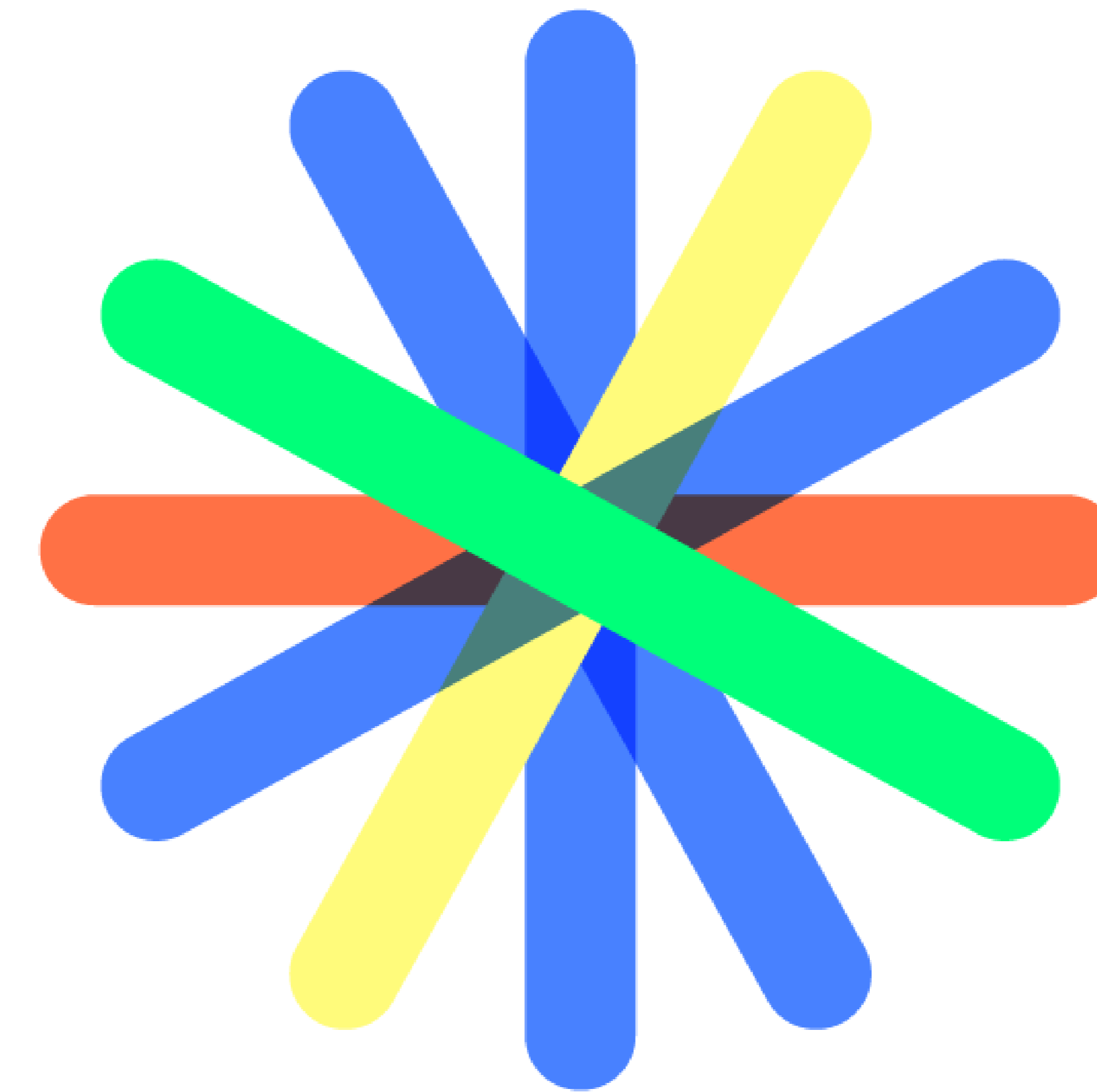
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LLS  
SERBON  
2023

# European Passengers' Federation

## Our main priorities

- Represent passengers at EU level (all modes)
- Strong passenger rights
- Improved door-to-door travel experience
- Addressing transport poverty
- Accessible and inclusive public transport
- Put end-users at the centre



# European Passengers' Federation

➤ [www.epf.eu](http://www.epf.eu)



# Put end-users at the centre

## Reach out to citizens!

- Existing/new mobility solutions: meeting user expectations?
- Service design principles

## Develop inclusive and accessible mobility services

- Not all users are the same!
- Universal Design
- Identify 'hidden' needs
- Digital divide - technology is a means, not a goal!

## Changing travel behaviour

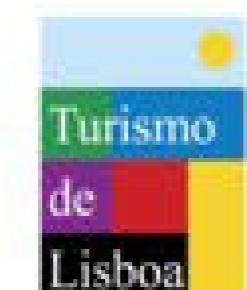
- Break the habit
- Skills - Positive/negative experiences - Socialisation



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LISBON, PORTUGAL  
22-24 MAY 2023

ITS: The Game Changer.

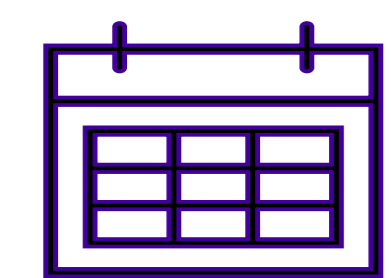
# End-user and stakeholder engagement in the SHOW project

## SHOW in a nutshell

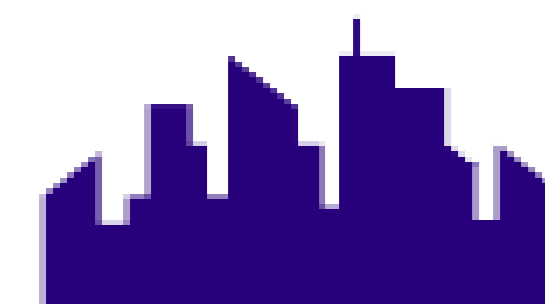
- Deployment of shared, connected and electrified automated vehicles to advance sustainable urban mobility



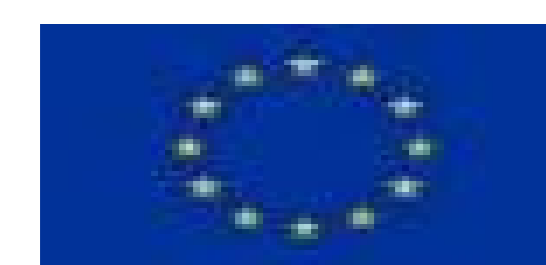
69 partners from 13 EU-countries



January 2020 – December 2023



Real-life urban demos in 20 cities



H2020 R&I programme GA No 875530

SHared automation Operating models for Worldwide adoption



 This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 875530.

# End-user and stakeholder engagement in the SHOW project

- User acceptance surveys and interviews
- User engagement activities, a.o. Ideathons, Hackathons

## Customized engagement strategies per pilot

- Who are the local stakeholders, who are the end-users?
- Which communication channels and tools can we use?
- How can we engage and involve stakeholders and end-users?
- How can we encourage people to try out the SHOW services?

## Webinar SHOW-Ride2Autonomy

- <https://summalab.nl/show-ride2autonomy-webinar-gained-perspectives-on-user-engagement-and-public-acceptance-of-connected-and-cooperative-automated-mobility>



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**Thank you!**