

Cultural, regional and societal factors to overcome barriers to connected, cooperative and automated mobility deployment

CulturalRoad

Duration

36 months (May 2024 – May 2027)

Objectives

The main objective is to ensure that CCAM services promote **equity** in mobility

- ❑ CulturalRoad will **develop new guidelines** for CCAM implementation that intrinsically consider diversity in all its aspects
- ❑ The project leverages **participatory planning methods to involve** local communities, region /cities and governments develop tailor-made strategies to meet their specific and unique mobility needs

Methodology

- A **Two-Step co-creation** framework, where workshops, interviews, and focus groups are the main methods of participation used to identify stakeholders' needs
- CulturalRoad will **integrate cultural and geographical diversity** into CCAM planning models, to foster mobility equity, ensuring equal access to transportation options, particularly CCAM-based solutions
- **Quantitative and qualitative** analysis will be linked

Impact

Increased knowledge about the influence of geographical and cultural dimensions on the societal acceptability

Integration of **geographical and cultural factors** in the planning, design, development and implementation of CCAM solutions

A strategy to **support** the fair deployment of CCAM systems and services, to enhanced acceptability and willingness to use CCAM in Europe, contributing to societal benefits

Enhanced sharing of solutions, experiences, and knowledge among European cities fosters cultural diversity in CCAM development and deployment