



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

Scientific Responsible
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CulturalRoad develops sustainable and population -wide accepted deployment plans for Cooperative, Connected, and Autonomous Mobility (CCAM) services by combining participatory planning with a novel Five-Pointed Star Rating system able to capture both cultural and geographical diversity. At its core, the project advocates for active engagement with local communities, gathering valuable insights on their mobility needs. Through participatory planning, stakeholders from various cultural backgrounds and geographical regions collaborate to share their mobility needs. This inclusive approach ensures that CCAM solutions are tailor-made to meet the distinct demands of each community, this is, it makes them vectors of a more equitable mobility.