



Moving forward together: what's next for EU mobility & transport
21 February 2024, Brussels

The future of Mobility Automation in Europe

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Why automation deployment is not that fast

- **Too much technology - too little user needs served**
 - technology provides good solutions mainly outside cities
 - users require equally reliable solutions inside and outside cities
- **Slow transformation from vehicle ownership to mobility services**
 - the mentality of citizens is still strongly car-oriented
 - very few Authorities dare to limit car occupation of public space
- **Advanced technological solutions - weak integration**
 - technology building blocks are well advanced
 - technologies integration fails to address interaction with vulnerable road user's safety
- **Society seeks speed - safe automated vehicles are slow**
 - traffic safety is incompatible with speed, with or without automation
 - AV higher speeds can be maintained mainly in motorways



CCAM and Artificial Intelligence

- Important steps so far with AI and Digitalisation
 - great advances in artificial intelligence for CCAM (sensors and data processing)
 - digitalisation of transport services is supporting CCAM
- Artificial Intelligence and CCAM interdependence
 - CCAM is made possible by the advances in AI
 - AI is upgraded by the numerous complex CCAM technologies
- Artificial Intelligence is not enough yet for full control
 - the desired level of full control cannot be achieved yet by AI (mistakes)
 - AI cannot fully address complex user behaviour
- Digitalisation is the key to integration
 - from vehicle to traffic, to transport, to mobility
 - from vehicle ownership to transport services



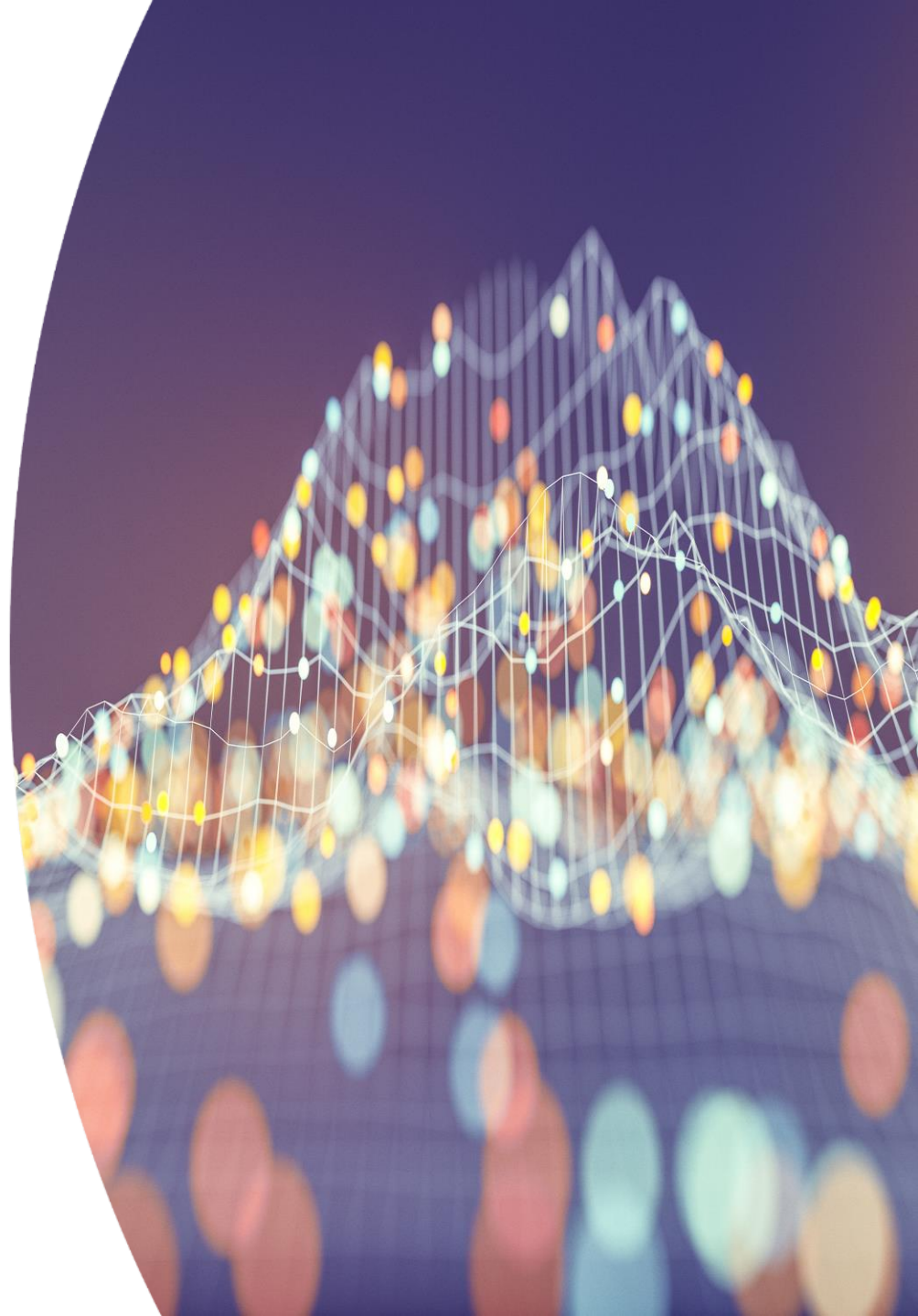
Need for realistic business models

- **Automation should be seen more as a social than technology challenge**
 - focus to address driver and pedestrian needs & behaviour
 - transform traveller's needs towards car ownership and transport services
- **CCAM progress comes in big steps (S-curve)**
 - faster deployment with technology proof solutions
 - deployment acceleration when user needs are well met
- **CCAM priority focus on Public Transport and public space**
 - PT being the key solution for safe, healthy and green mobility
 - CCAM should also align with the re-sharing of public space
- **Full Automation might never come**
 - somewhere yes (motorways, controlled areas), somewhere never (down-town)
 - active travelling and individual driving will always be there



The role of the EU and the Industry

- Align automation with **sustainable mobility policy** and build **successful** business models
- Facilitate **cooperation** between stakeholders and promote interoperability
- Invest in **both research and deployment** of CCAM (including CEF)
- Speed up **updating** appropriate regulations and standards





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