CulturalRoad

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

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Artificial Intelligence for Road Safety and Mobility Workshop

8th UN Global Road Safety Week

Athens, 15 May 2025

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The CulturalRoad project

- **CulturalRoad**:

  "Cultural, regional and societal factors to overcome barriers to connected, cooperative and automated mobility deployment".
  culturalroad.eu

- **Partners:**

  18 partners from 10 EU countries involving National Technical University of Athens

- **Duration of the project**:

  36 months (May 2024 - April 2027)

- **Framework Program**:

  This project has received funding from the Horizon Europe programme under grant agreement No 101147397

Elena Theodoraki, The CulturalRoad project

Co-funded by the European Union

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Background

- Challenge: **CCAM deployment** across Europe is fragmented and driven by top-down strategies that **ignore cultural and regional diversity** → limiting public trust, inclusivity, and acceptance.
- Vision: CulturalRoad aims to **create CCAM deployment strategies** that are culturally sensitive, regionally adaptable, and socially inclusive, ensuring mobility works for all.
- Why Now?: Achieving EU mobility and climate goals demands **human-centered innovation**. Past projects show that ignoring local context leads to poor adoption → CulturalRoad fills this gap.

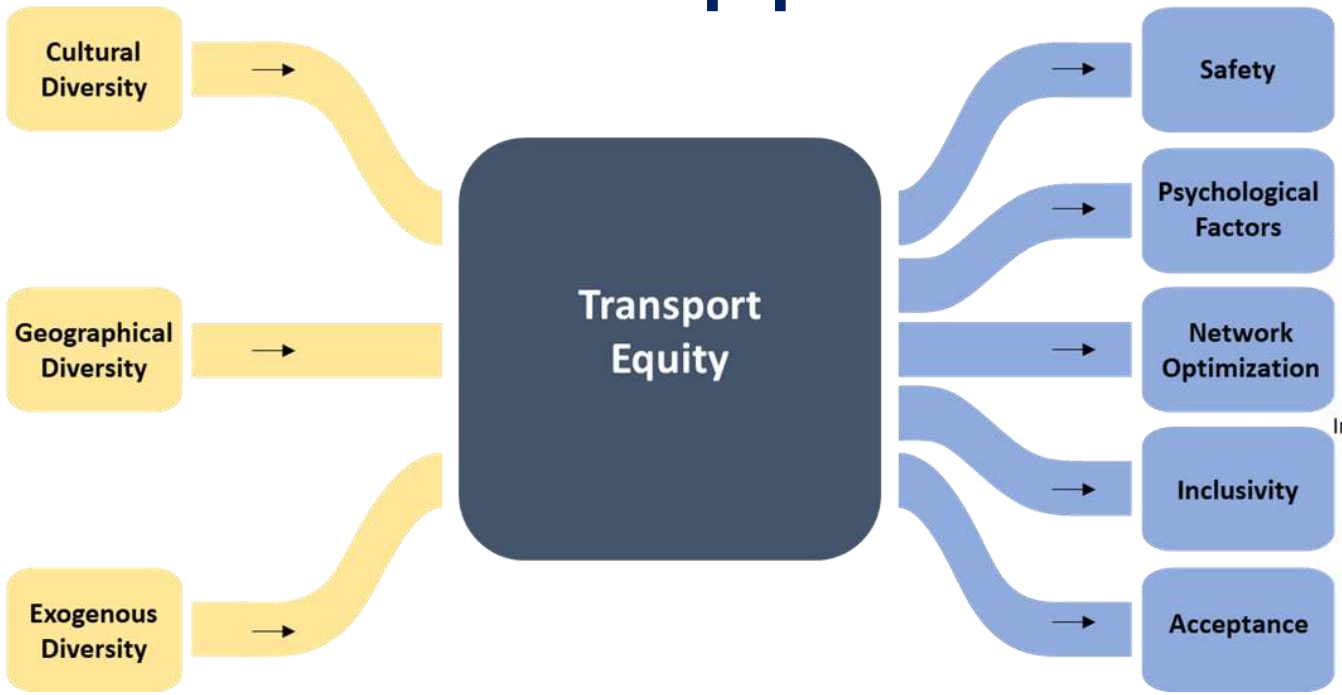
Objectives

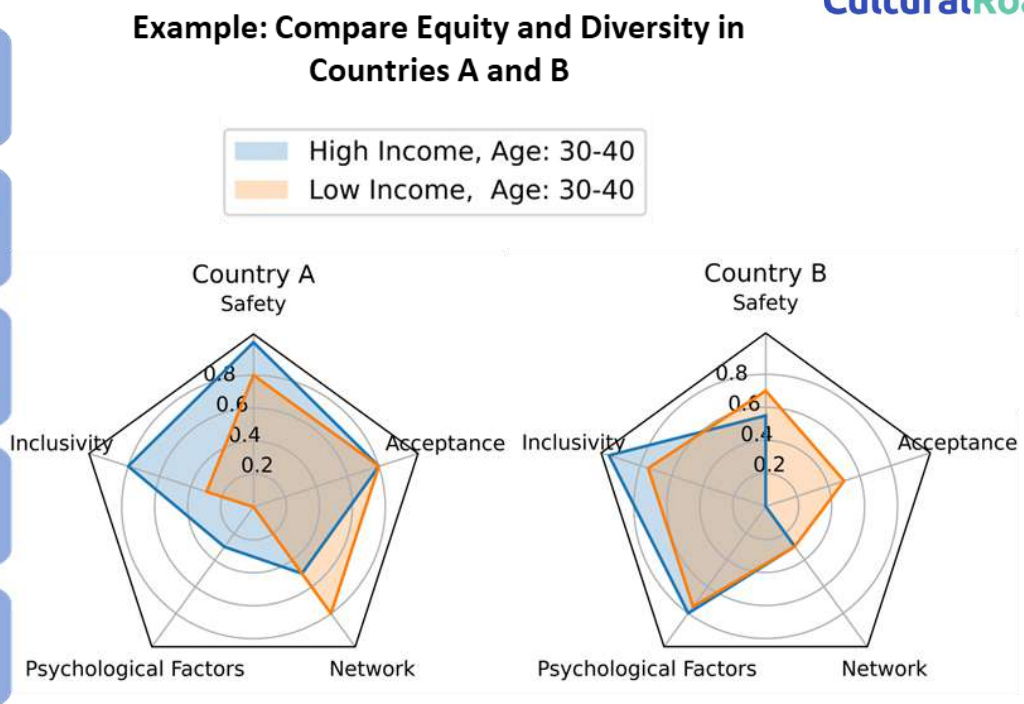
- Leverage participatory planning to incorporate cultural and geographical diversity into more equitable Cooperative, Connected and Automated Mobility (CCAM) deployment strategies.
- Increase societal acceptability of CCAM across different regions in Europe (and globally), targeting geographical diversity, cultural diversity, and exogenous aspects.
- The project will actively engage with local communities, gathering valuable insights on their mobility needs. Stakeholders from various cultural backgrounds and geographical regions will collaborate to share their mobility needs.
- This inclusive approach will ensure that CCAM solutions are tailor-made to meet the distinct demands of each community and deliver more equitable mobility.

CulturalRoad Approach

- CulturalRoad will develop sustainable and citizen-wide accepted deployment plans for Cooperative, Connected and Autonomous Mobility (CCAM) services.
- The project will develop new guidelines for CCAM implementation that consider diversity in all its aspects.
- This will be achieved by combining participatory planning with a novel Five-Pointed Star Rating system to capture both cultural and geographical diversity.

CulturalRoad Approach

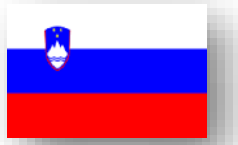




1. Barcelona
Regional

2. Karlsruhe
Local

3. Eilat
Local



4. Ljubljana
Regional

5. UK
Regional / National
(West Midlands and Oxfordshire)

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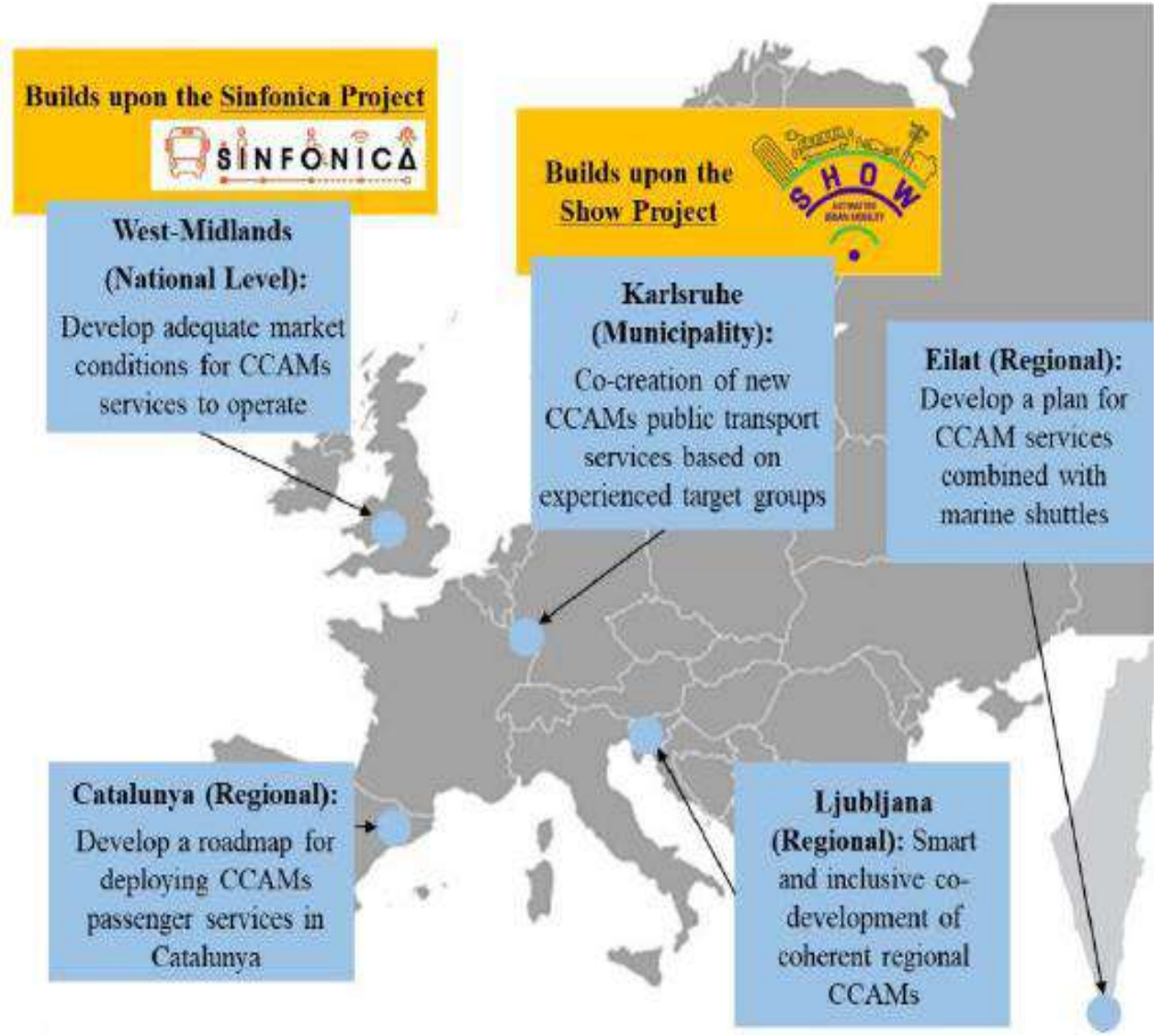
Demonstration sites

Diversities aspects vary throughout the EU. Therefore five demonstration sites are used to capture the ranges of diversity:

1. Catalunya, Spain
2. Karlsruhe, Germany
3. Eilat, Israel
4. Ljubljana, Slovenia
5. West Midlands, United Kingdom



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Expected Results

- **Toolkit of recommendations and best practice** for Public Authorities, Technology Companies and Transport Operators
  - how to create fair and equitable CCAM
  - use of the Five-Pointed Star Model and how to adapt for local contexts
- **Roadmap / strategy** for the fair deployment of CCAM across Europe
- **Toolkit promoted through channels** such as the CCAM Knowledge Base and Net Zero Cities websites (and EvoRoads)

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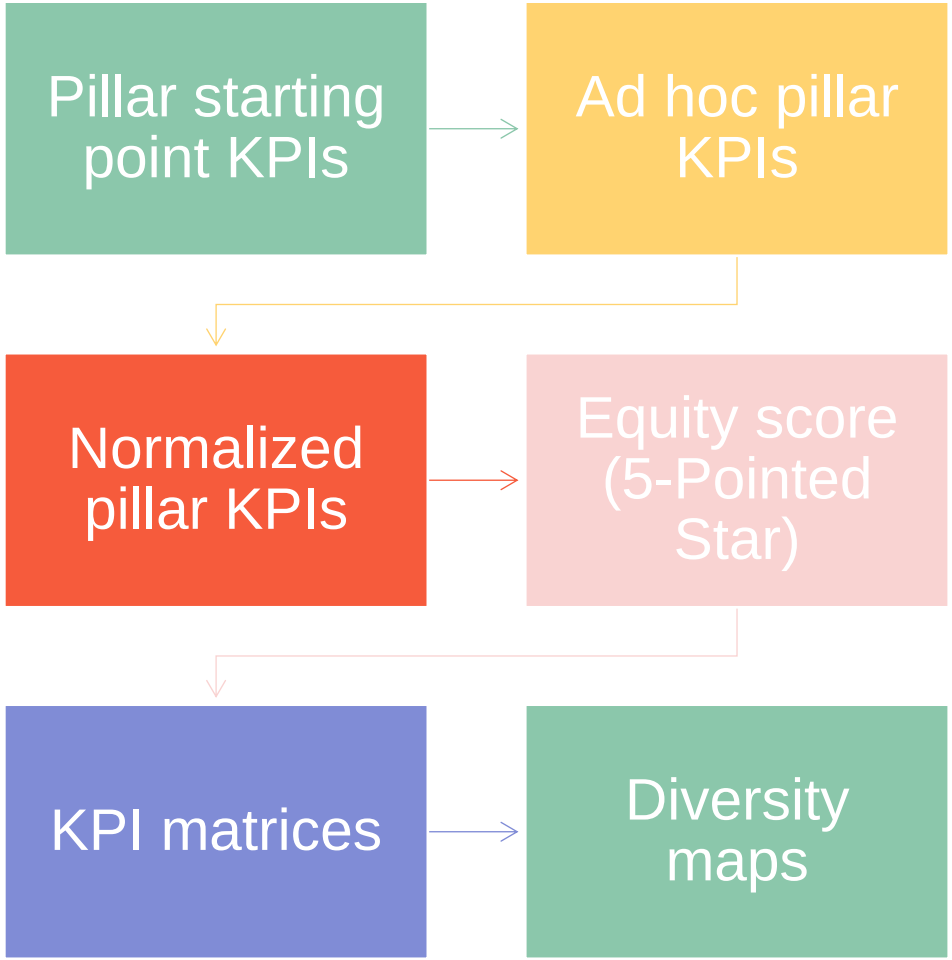
GOAL: To define a holistic and comprehensive methodology that assesses to what extent predefined or existing **CCAM-based** mobility solutions contribute to mobility equity.

5 pillars

A practical toolkit that empowers cities and regions to **design inclusive, human-scale mobility systems** — ensuring **streets serve life, not just traffic.**



Scientific and Social Impact

- Provide a step change in the understanding of how geographic, cultural and exogenous diversity interacts with CCAM in Five diverse Demonstration Sites.
- The outputs will establish new knowledge, strategies and methodologies which can be applied using structured, easy to use toolkits featuring strategies and policy advice applicable.
- Outputs target the full range of CCAM stakeholders and allow for a long-lasting impact on CCAM deployment and equity in transport.
- CulturalRoad will deliver the following results to target groups, to meet each of the expected outcomes of the topic:
- Detailed understanding of how Cultural, Geographical and Exogenous diversity affect transport infrastructure, needs and behaviours (with respect to CCAM) in five European Countries.
- New CCAM products and Services identifying gaps, unmet needs and proposing new innovative solutions, ensuring that services improve mobile equity.

Future Challenges

- **Cultural and Regional Complexity:** Accurately capturing and integrating the vast diversity of cultural values, mobility behaviors, and social norms across different European regions may prove more nuanced than expected.
- **Stakeholder Engagement:** Ensuring consistent and meaningful participation from local communities, policymakers, industry players, and civil society throughout the project lifecycle can be difficult, especially in underrepresented areas.
- **Harmonization vs. Localization:** Balancing the need for EU-wide standards with localized adaptation could generate friction, especially if some local needs conflict with regulatory frameworks or technical norms.
- **Technological Uncertainty**: As CCAM technologies evolve rapidly, the project may need to adjust assumptions or methods to stay relevant to newer innovations or deployment models.

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