

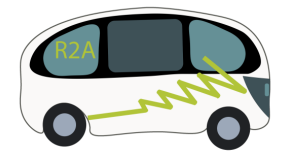
Educational Campaign guidelines

Ride2Autonomy Workshop
7 July 2022

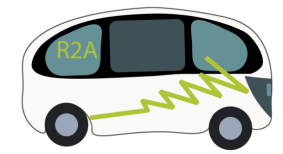
Introduction – MAPtm
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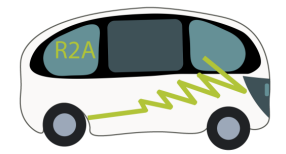


Time	Description	Speaker
09:30	Walk in	
09:35	Introduction Welcome, objectives of the workshop	Moderator: MAPtm
09:40	What is an Educational Campaign? Define the objective, stakeholders/end-users, communication and engagement strategies <i>15' presentation and 5' open discussion</i>	EPF
10:00	Best practices (challenges & factors of success) SHOW Project - Delphine Grandsart AVENUE Project - Niels Nijdam Ride2Autonomy: Tartu - Pirko Konsa Ride2Autonomy: Barcelona - Christian Riester <i>5 min. presentation each</i>	Delphine Grandsart, Niels Nijdam, Pirko Konsa, Christian Riester
10:20	Interactive - MURAL Context of your pilot: - Target groups: stakeholders & end users - Communication resources - Engagement activities - Incentives & nudging <i>60' interactive discussion</i> <i>Pilot and project partners exchange experiences, challenges, factors of success</i>	All
11:20	Open discussion, wrap-up & key takeaways	MAPtm, EPF
12:00	End of workshop	



Ride-2-Autonomy (April 2021 – November 2022)

- Demonstrate automated shuttles' integration into transport systems in 10 EU cities
 - Aveiro (PT), Barcelona (ES), Esch (LU), Inverness (UK), Pfaffenthal (LU), Reggio Emilia (IT), Tampere (FI), Tartu (EE), Trikala (GR), Zaventem (BE),
- R2A objectives
 1. Accelerate the uptake of innovative, inclusive, user-oriented and well-integrated automated shuttle solutions for passengers
 2. Increase the public acceptance and use of automated shuttle solutions through fostering a clear understanding of its benefits and limits
- Outputs
 - *10 practical demonstrations;*
 - *Educational campaign guidelines;*
 - *Toolbox with implementation guidelines;*
 - *Workshops/webinars;*
 - *Stocktaking report EU MaaS projects;*
 - *Pilot Fiches detailing specific experiences associated with the pilots;*
 - *Lessons Learnt guide;*
 - *Knowledge platform;*



Educational Campaign guidelines

- Provide guidance on educational campaigns to
 - increase user acceptance
 - increase uptake of automated shuttle services
- Sharing experiences of past/ongoing campaigns (SHOW, AVENUE, R2A)
- Jointly explore do's and don'ts
- Update insights and compile input for deliverable *D2: Educational Campaign guidelines*