Title: “Enhancing user acceptance of connected and autonomous vehicles (CAVs): the PAsCAL approach”

Abstract: Large-scale innovative research and developments in Connected and Autonomous Vehicles (CAVs) have primarily focused on "hard" technological advances (€25m AUTOPILOT and €36m L3Pilot), outpacing and insufficiently addressing the "soft" human component in this evolution. The EU-funded project PAsCAL proposes an awareness-driven approach to the assessment of all issues raised by the majority (if not all) of the general public that hinder the wide market uptake of CAVs. It will not only focus on the interaction of the “users” in or near CAV, but also assess the impact of connected transport on people’s well-being, quality of life, and equity. This talk will focus on the analysis and assessment of the public’s acceptance and attitude towards CAVs, using data collected from the project's trials in the real world. It will also present two studies carried out in the PAsCAL projects, namely (1) city readiness for CAVs using a multi-stakeholder and multicriteria analysis through analytic hierarchy process, and (2) diffusion of CAVs concerning mode choice, policy interventions and sustainability impacts, aimed at shedding light on how Cooperative, Connected and Automated Mobility (CCAM) helps achieve the EU Smart Mobility strategy and Green Deal target.