

Horizon Europe: UK–EU CCAM Collaboration Webinar Series 2025

WEBINAR 5- Societal Readiness for CAM: Aligning Innovation with Public Good

29th October 2025

www.iukbc.org.uk



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UK

Business
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The Opportunity for the UK in Horizon Europe CCAM

CAM PATHFINDER

CAM Pathfinder Mobilise

Funded by UK Government

Mobilise delivers tailored support to shape your strategy, sharpen your business model, and accelerate growth

Supports the development of strategic products and services

Supports the development of business models and revenue streams

Up to £100,000 per company for up to 18 months

info@zenzic.io

CAM Pathfinder Demonstrate

Funded by UK Government

Supporting businesses to develop their market relevant technologies and engage customers

Provides strategic advice on market entry and customer engagement

Helps to build a network of potential customers and partners

Supports the development of a go-to-market strategy

info@zenzic.io

CAM Pathfinder Enable

Funded by UK Government

Representative trial projects, designed to mature service and operational models ahead of complete technology readiness.

Supports the development of service and operational models

Helps to build a network of potential customers and partners

Supports the development of a go-to-market strategy

info@zenzic.io

Exploring Synergies

(Examples)



CCAM Events

UK CAM Cohort Events (IUK)

Zenzic CAM Innovators day

Etc

CCAM work programme 2025

TOPIC #	CCAM CLUSTER	TOPIC TITLE	TYPE OF ACTION	BUDGET (EUR MILLION)	# OF PROJECTS EXPECTED TO BE FUNDED
HORIZON-CLS-2026-01-D6-03	2	Next-generation environment perception for real-world CCAM operations. Error-free and secure technologies to improve safety, efficiency, cost-effectiveness, and connectivity	RIA	8	2
HORIZON-CLS-2026-01-D6-04	3	Integration of human driving behaviour in the validation of CCAM systems	RIA	5	1
HORIZON-CLS-2026-01-D6-05	5	Approaches, verification and training for Edge AI building blocks for CCAM Systems	RIA	4	1
HORIZON-CLS-2026-01-D6-06	7	Federated CCAM data exchange platform	IA	4	1

Submissions: 16 September 2025 – 20 January 2026

DRAFT CCAM work programme 2026-27

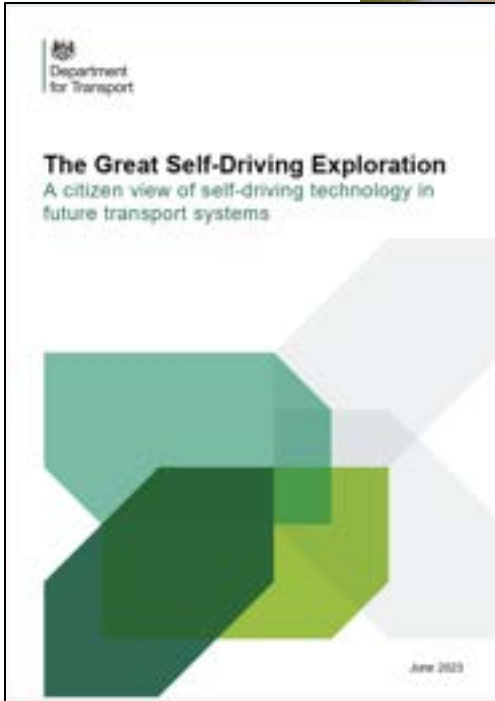
TOPIC #	CCAM CLUSTER	TOPIC TITLE	TYPE OF ACTION	BUDGET (EUR MILLION)	# OF PROJECTS EXPECTED TO BE FUNDED
HORIZON-CLS-2026-10-D6-01	1	Flagship-pilot: large-scale demonstrations of CCAM	IA	100	1
HORIZON-CLS-2026-10-D6-02	8	Geopolitical competition and socioeconomic resilience in CCAM: an innovation and policy roadmap for EU leadership	RIA	4	1
HORIZON-CLS-2026-10-D6-03	2, 3 & 5	Generative AI for smarter CCAM: enhancing perception, decision-making, and validation	RIA	14	2
HORIZON-CLS-2027-06-D6-04	4	Holistic solutions for CCAM integration in critical scenarios	RIA	6	1
HORIZON-CLS-2027-06-D6-05	3 & 7	European CCAM knowledge hub and tools for safe and scalable deployment	CSA	4	1



Innovate UK

Business Connect

From Technology Readiness to Societal Readiness: Putting People in the Driving Seat



UK Citizen Priorities (*Great Self-Driving Exploration*)

- Trust & Safety
- Experience & Understanding
- Inclusion & Accessibility
- Local & Social Context
- Purpose & Public Value

EU Cluster 6 Goals (*Societal Aspects & People Needs*)

- Build Public Trust
- Co-creation & Engagement
- Equitable Mobility
- Cultural & Regional Sensitivity
- Societal & Environmental Impact



Speakers



**Edward
Houghton**

Director of Research
and Insights,
DG Cities.



Lewis Kelly

Senior Future Mobility
Developer,
Transport for West
Midlands.



Ingrid Skogsmo

Senior Research Leader
Future Transportation,
Swedish National Road
and Transport Research
Institute (VTI),

Cluster 6 Leader for Societal
Aspects and User Needs

Societal Readiness for CAM: Aligning Innovation with Public Good



Can AI operated AVs be a public good?

For the public AI is something many people have an awareness of, but little knowledge and understanding.

Far from being a clear benefit, the public recognises real concerns over its safety.

But AI in mobility and transport has the potential to be transformational.

About us

dg:cities

An independent urban innovation company owned by the public sector, and driven by innovation for public good.

Based in London we bring together social and behavioural scientists, engineers, software developers and economists to deliver innovation with and for the public.



Our work in CAM

dg:cities



Gateway

UK's first public trial where we facilitated both public participation and logistics use cases



Smart Mobility Living Lab (SMLL)

Helped to establish the UK's premier urban CAM and future mobility testbed in Woolwich, London.



D-Risk

We conducted several national surveys of AV safety, and crowd-sourced edge-case examples for the development of the D-RISK library of AV training data.



MERGE Greenwich

Developed a blueprint for a commercial autonomous ride-sharing service, integrating with public transport



Project Endeavour

We delivered trials, engagement events, and deep user-research with the public exploring attitudes and perceptions of AVs.

Ethical Roads

Working with Reed Mobility we delivered deliberative workshops to enable communities to shape the ethical operation of AVs.

Deep Safe

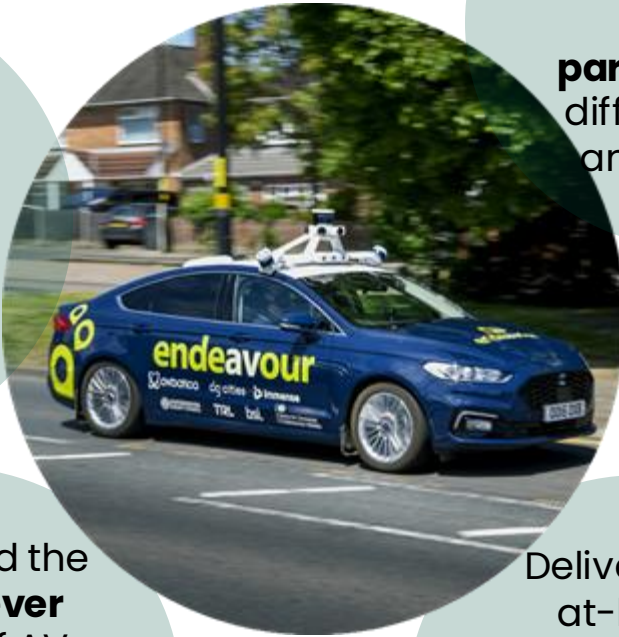
Explored ADAS and self-driving attitudes, collecting edge-cases, measuring understanding of "careful and competent" driver.

Trials and engagement

dg:cities

Project Endeavour

Mobility Assessment Framework to support local authority trialling.



Delivered **on-road trial** including over **100 participants** of different ages, and abilities.

Conducted the **largest ever survey** of AV attitudes and perceptions (2491 respondents)

Delivered an at-home **immersive VR experience** of AVs to over 2000 subscribers.

D-RISK



Conducted **AV simulation survey** with over 1500 respondents

Delivered **community engagement tour** to 6 UK cities.

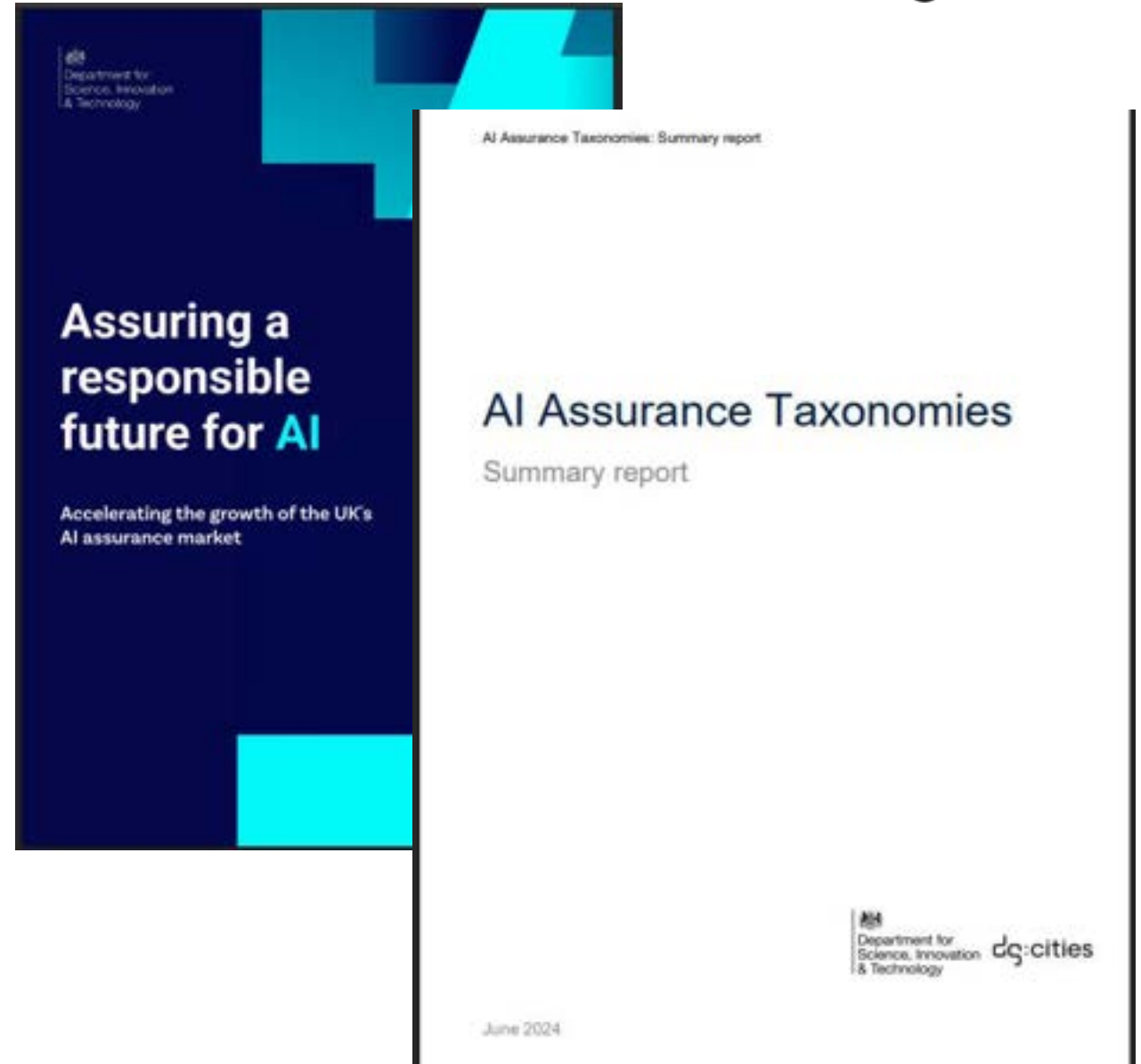
Collected over **100 unique "edge-case"** examples for developing AV training software

Policy Research

How does UK AI developers and those procuring tools understand and use assurance terminology?

- National survey of 1300 business and public sector leaders.
- 30 deep-dive interviews across sectors, including CAM.

Assessment of knowledge and understanding, and attitudes towards trustworthy AI, ethical I and responsible AI.



Safety first?

Two online experiment of 1000 people to understand what kind of information shifts opinions.

- Explore understanding of current road safety stats.
- Tested direct safety messaging and indirect safety messaging (e.g. emphasising human error) to see which was most effective.



Real number killed or seriously injured

29711

Estimated

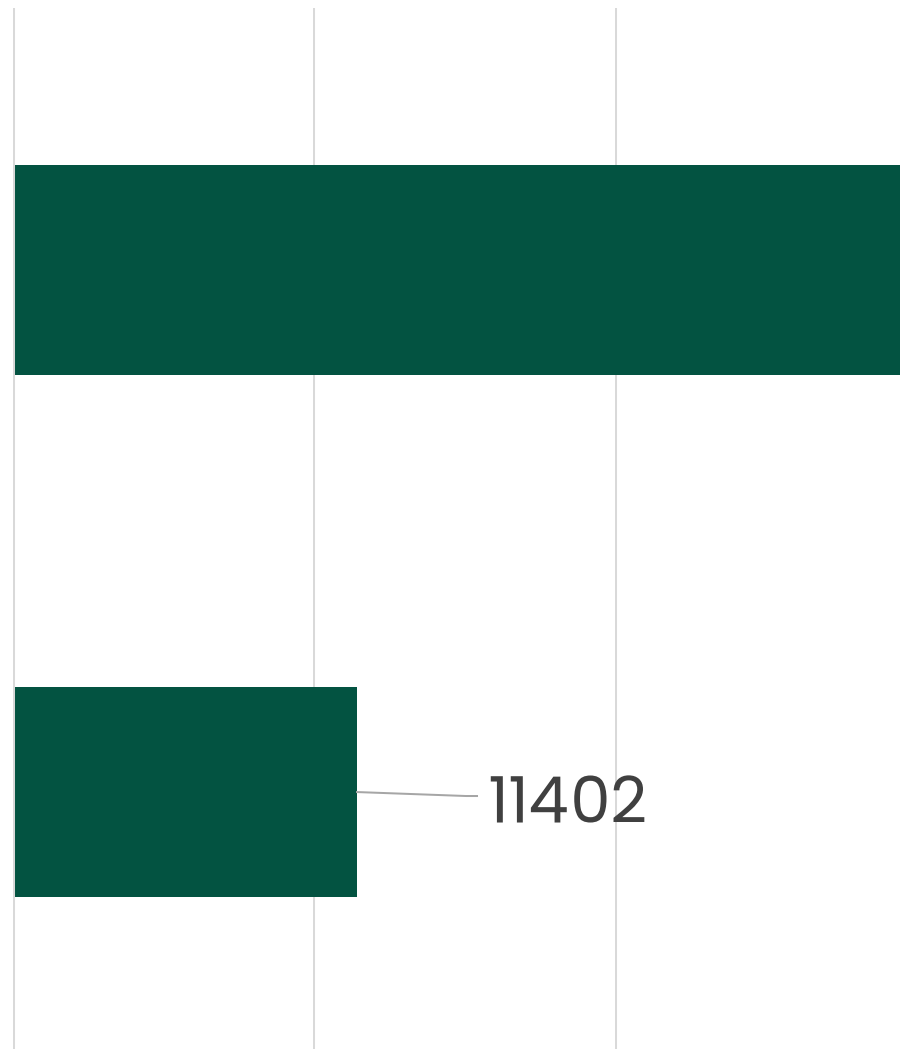
11402

0

10000

20000

30000



Underestimating the number of
killed and seriously injured people
on UK roads was associated **with low**
support for the introduction of
automated vehicles.

Emphasising **AV safety directly** was considerably more effective than **indirect messaging** which emphasised human error or limitations as causes of serious or fatal accidents:

68%

vs

41%

AV Safety: reported a positive reaction to AVs.

Human error cause: reported a positive reaction to AVs.

Communicating the **predicted decrease in killed or seriously injured people** was effective, even for groups with low levels of support.

If KSIs are predicted to drop by 10%, support jumps from...

40%



to

78%

...for Automated Vehicles.

Three questions we are interested in....

How can the **safety case** be made more clearly to those with significant distrust in technology?

What AI messaging and information is needed as a **foundation** of acceptance of AVs?

Is it possible to **inoculate** the public from AI/AV misinformation, so they can make **informed decisions**?

Thank you

dg:cities



Get in touch:

Ed.Houghton@dgcities.com

info@dgcities.com



Birmingham

ITS World Congress 2027
25-29 October 2027

Societal Readiness for CAM

Lewis Kelly – Transport for West Midlands

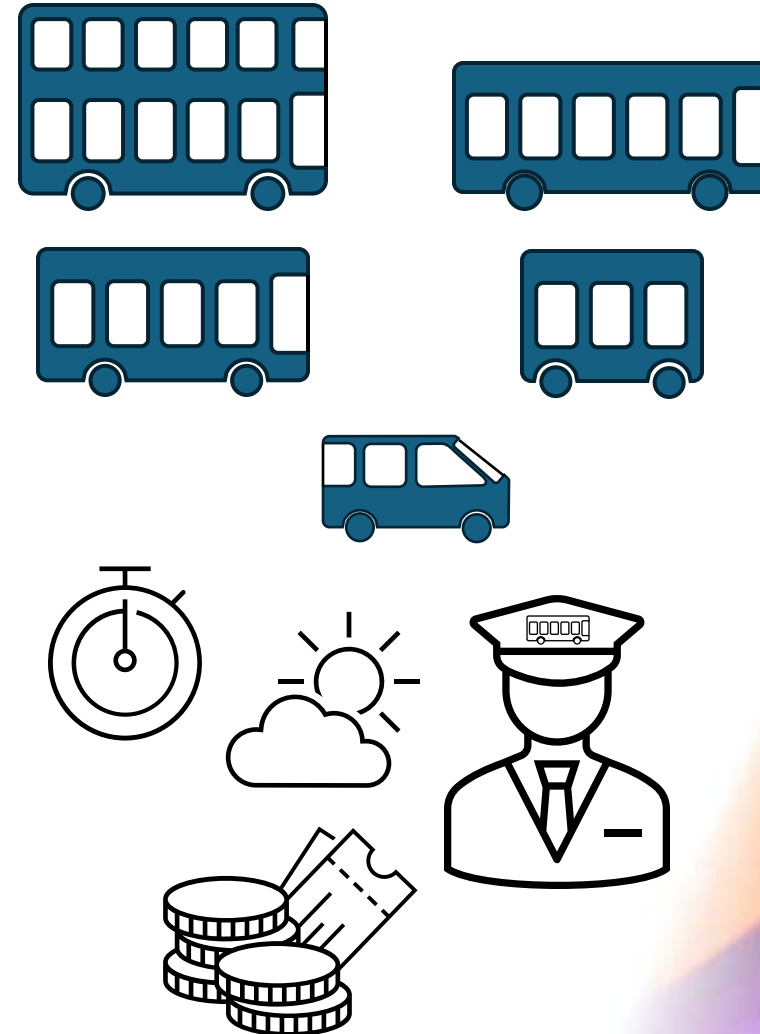
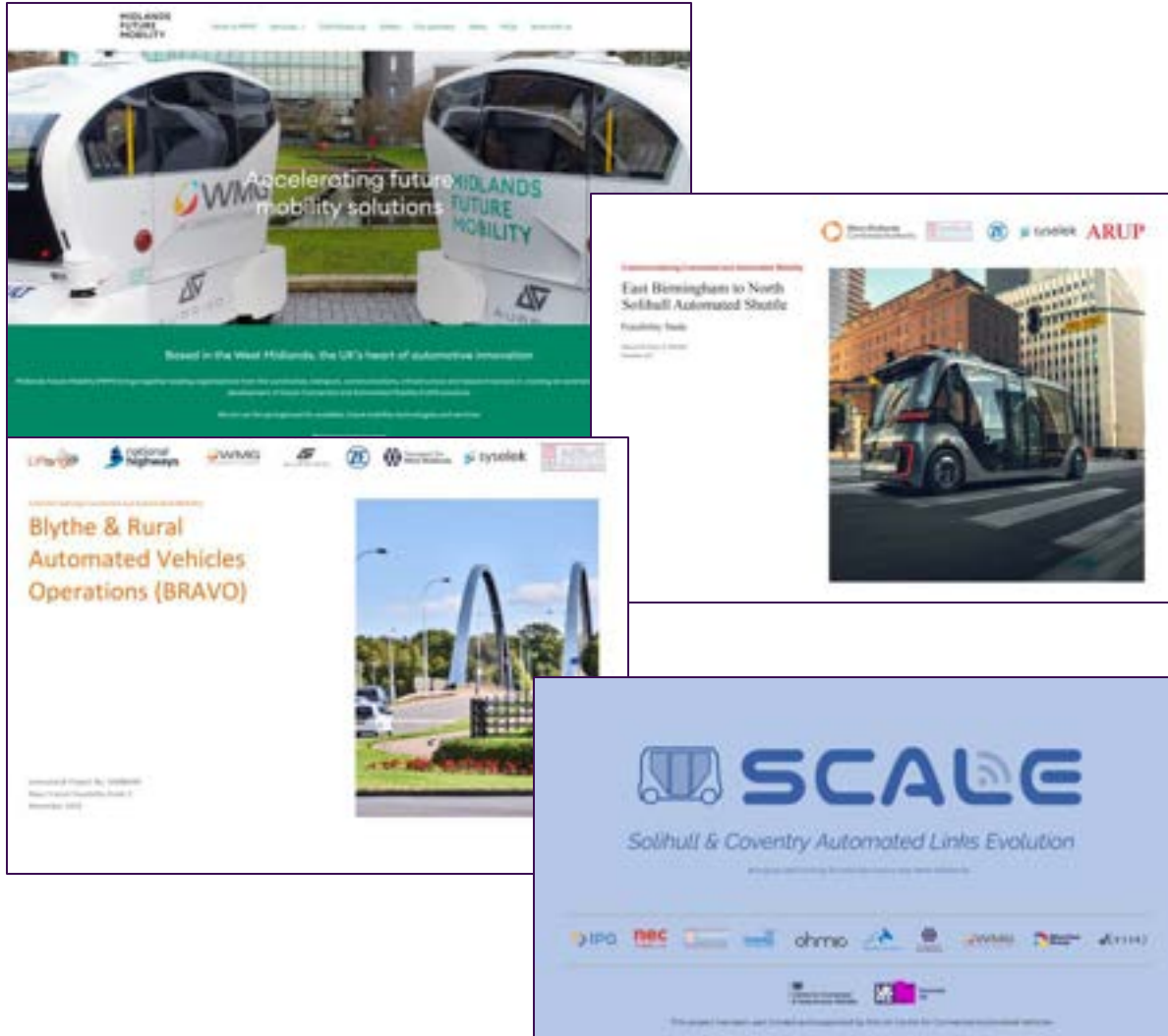
The 33rd ITS World Congress



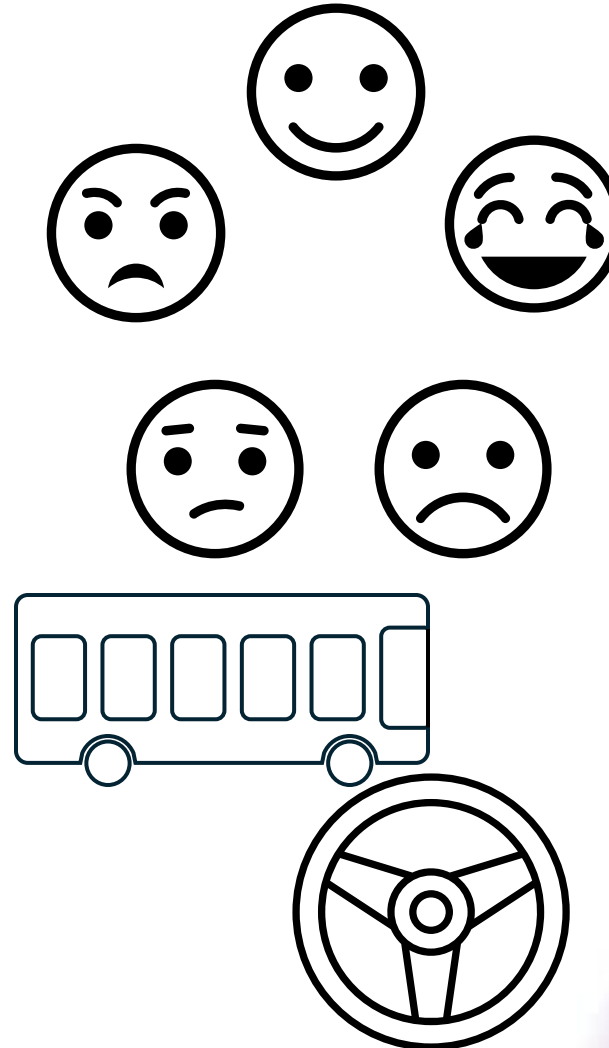
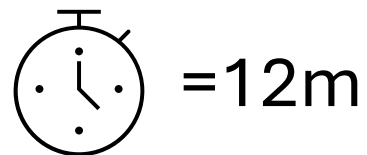
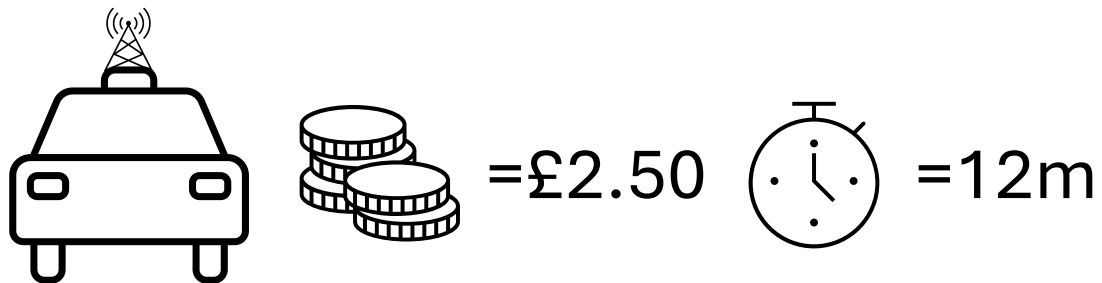
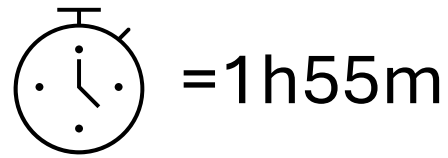
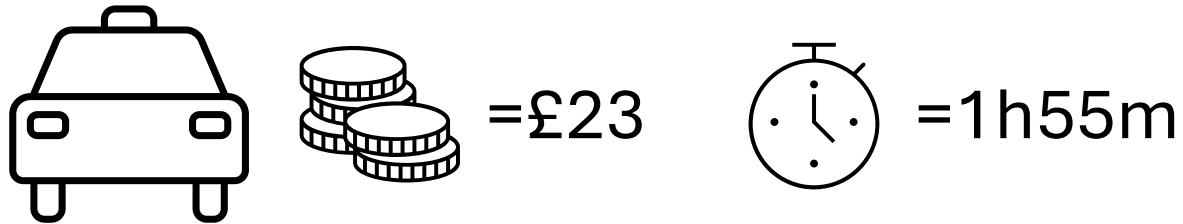
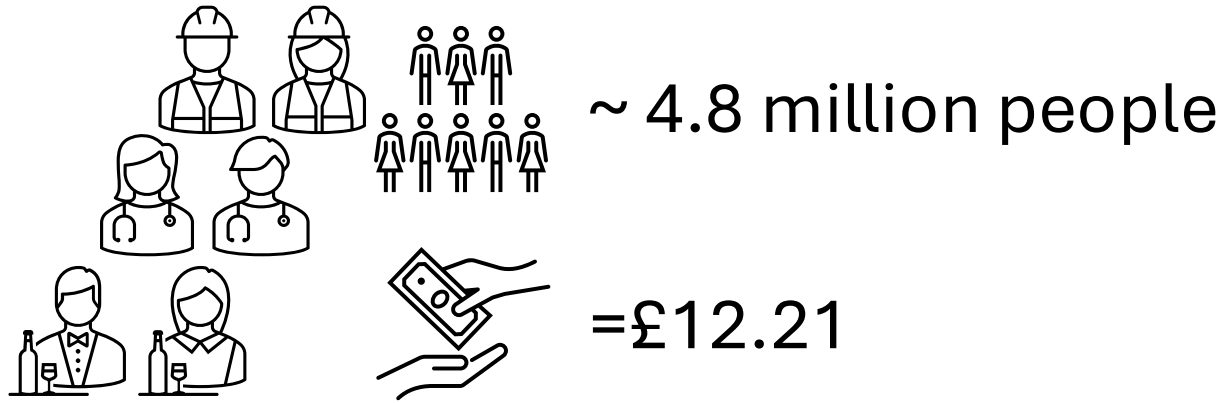
TfWM Overview



CAM Experience



Availability & Consistency



Accessibility

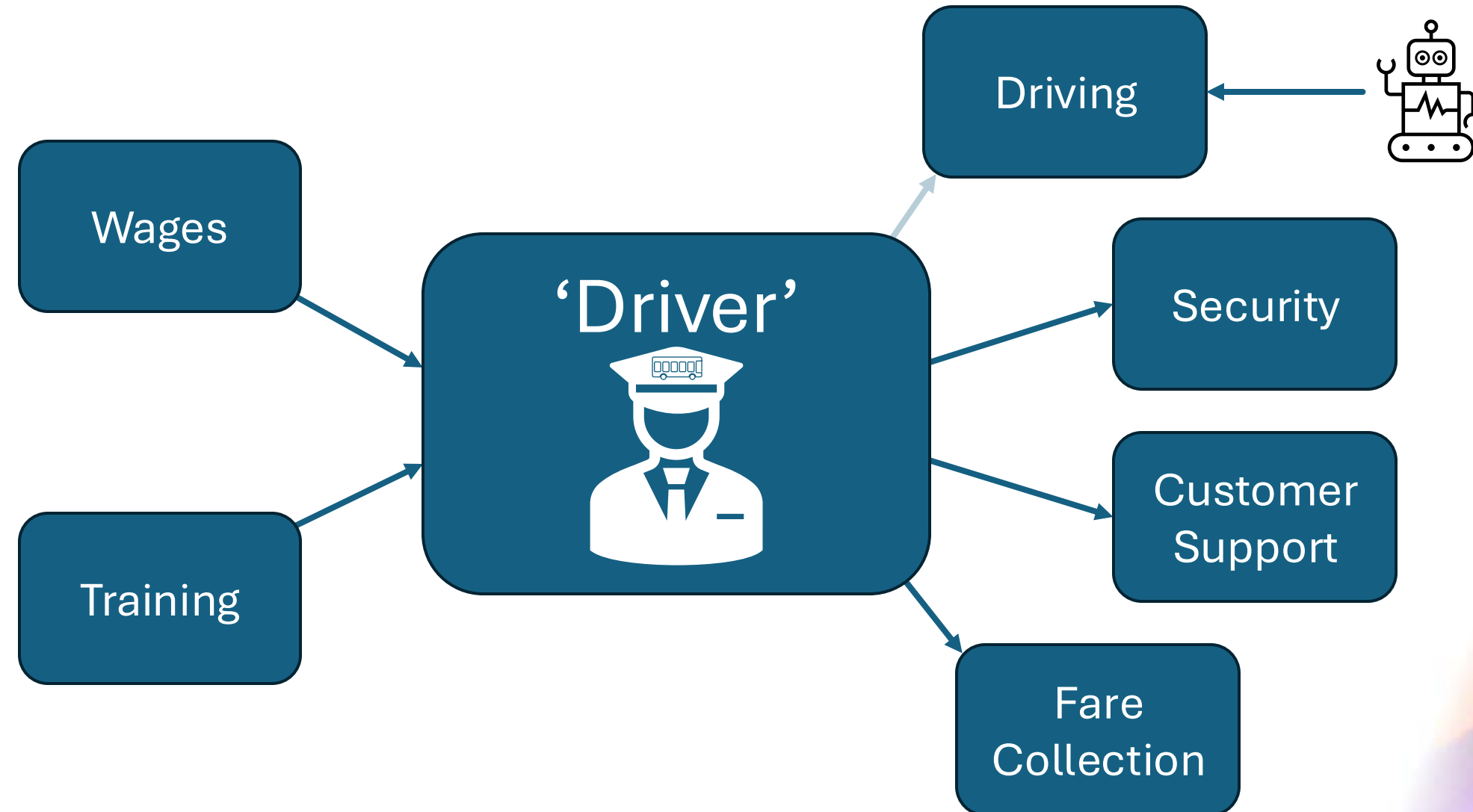
'Because I don't use Birmingham buses. I know they have ramps, but I also know they're manual ramps.

So, it's got to involve the driver getting out of his seat and opening the ramp. And a lot of them won't.

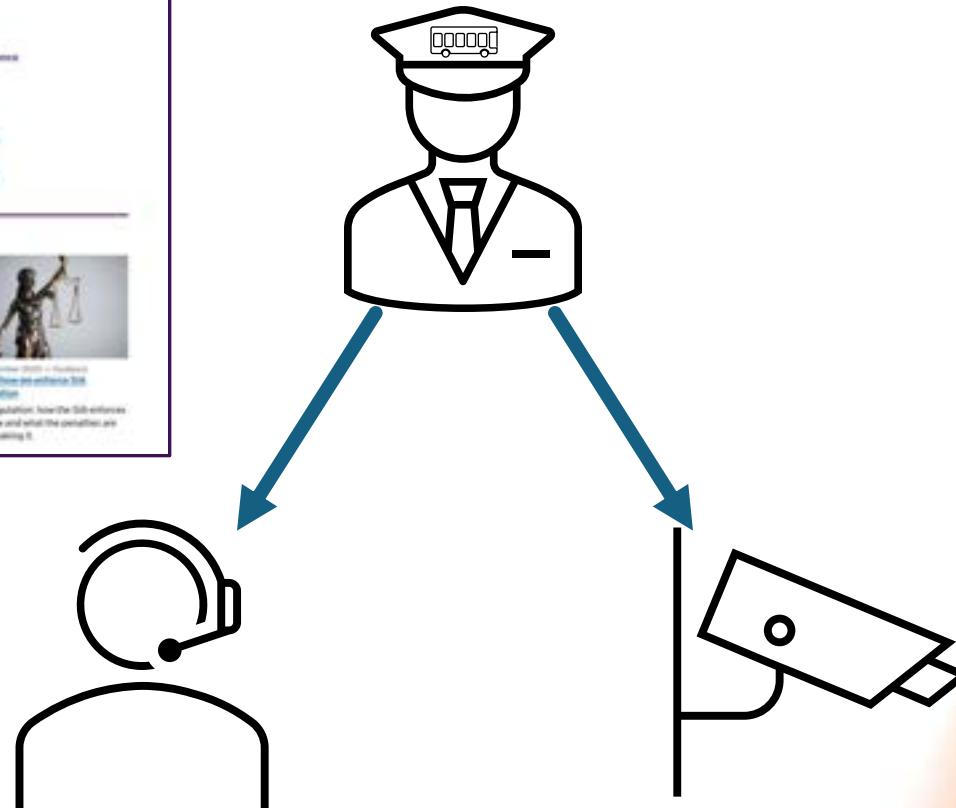
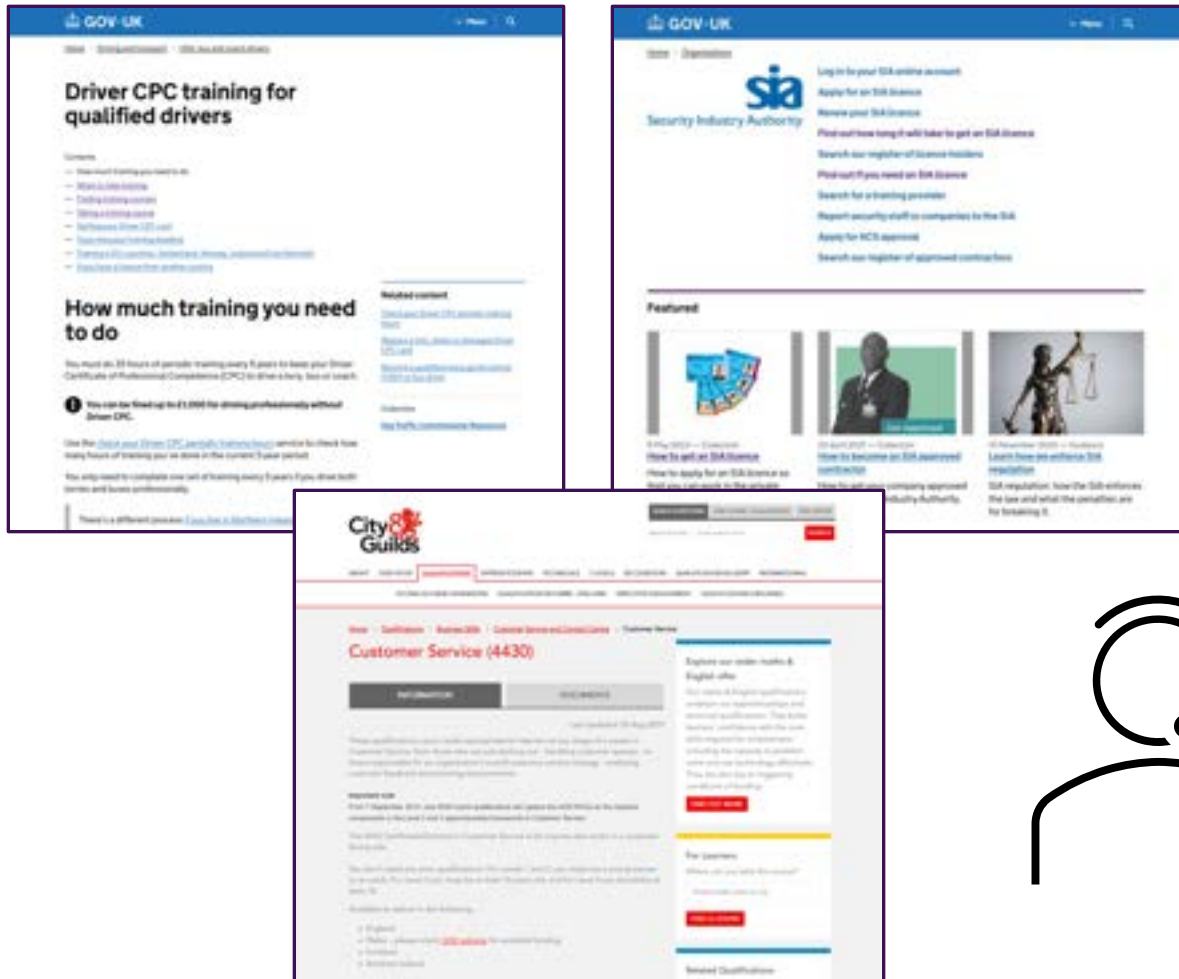
And I don't want the embarrassment of having buses go straight past and I'll get in the car'

*'It is common sense. If it was a geezer, he is walking, if he hasn't got an Oyster he is walking, I don't care what time of the night it is, he is walking. If it is a girl then I won't kick her off, especially if she is pretty. If she's a proper minger and a certain colour, they are f***** getting off. [...] It depends on the people really.'*

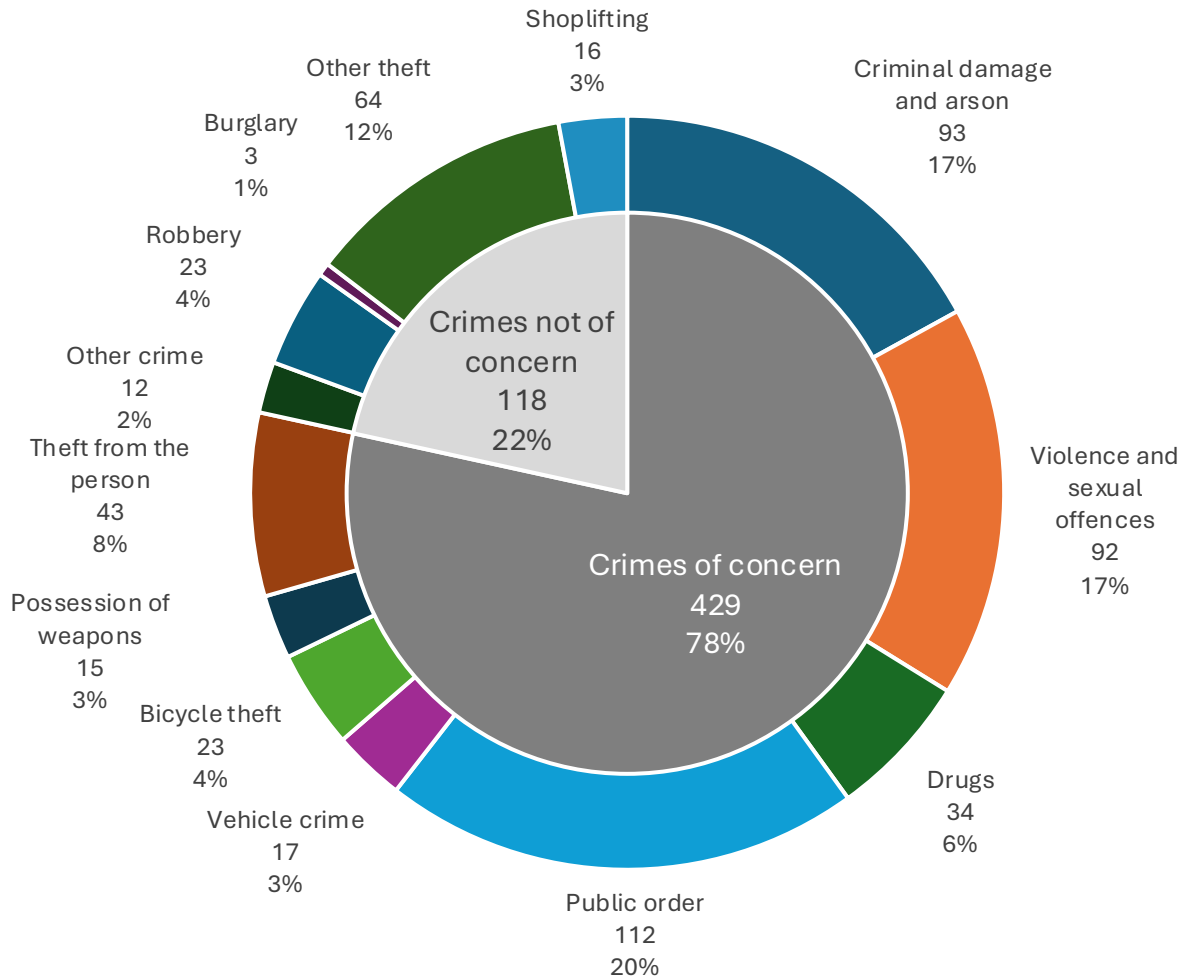
CAM Implications



On Board Role



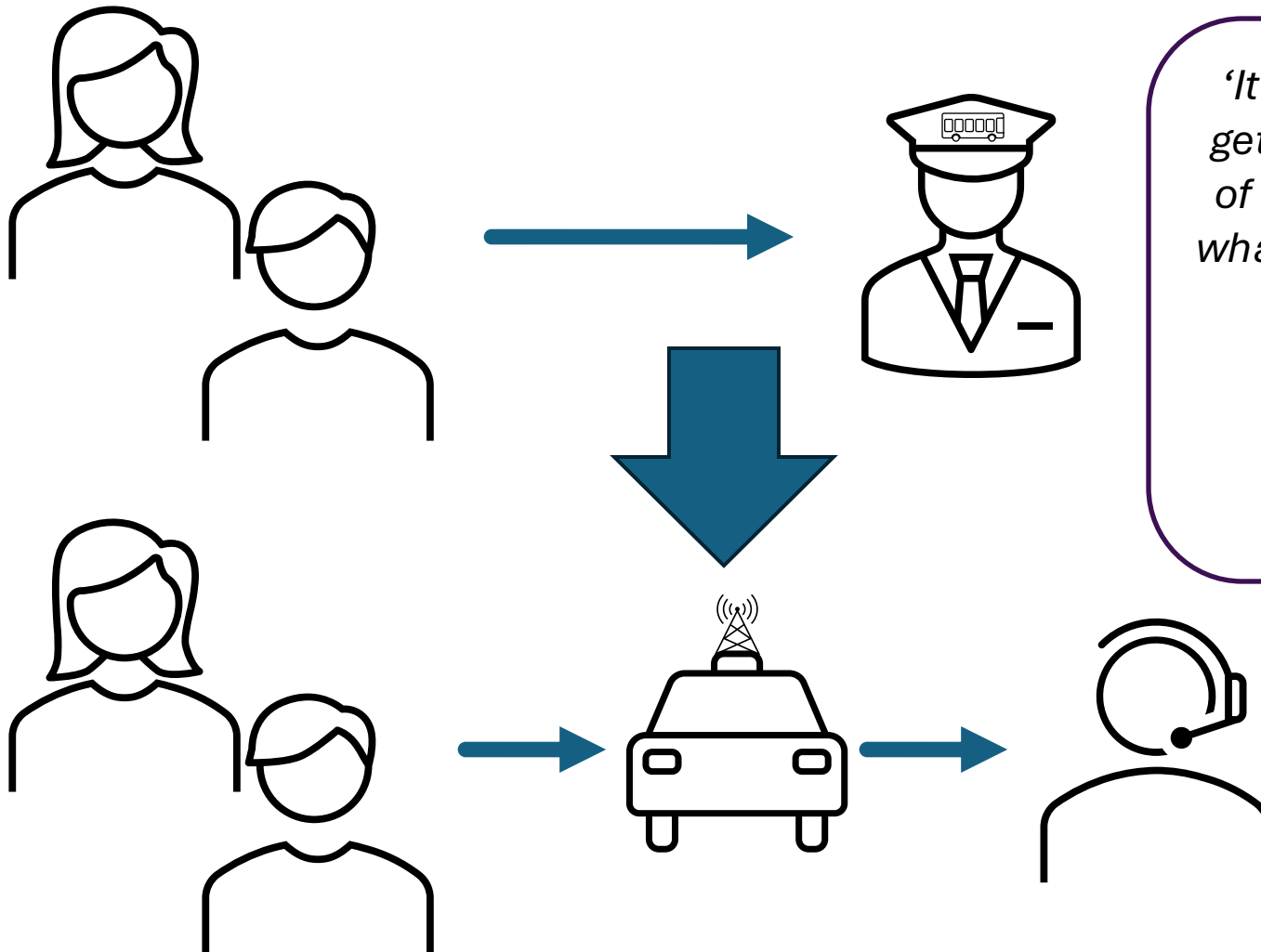
Staff-less Concerns



'Just purely, you're very vulnerable, you know. It's all very well saying you can shout and things like that, but you imagine if you get a crowd of kids getting on there with you, how are they going to distinguish your shout for help? With a group of kids shouting and yelling? You know, we already get incidents already where people will walk in, stick out from under you and things like that. There's nothing to stop that'

'But I'm also thinking even for the able bodied, a solo female getting on, especially when they're going back to their car in the evening after something... there's nothing to actually stop something happening to them'

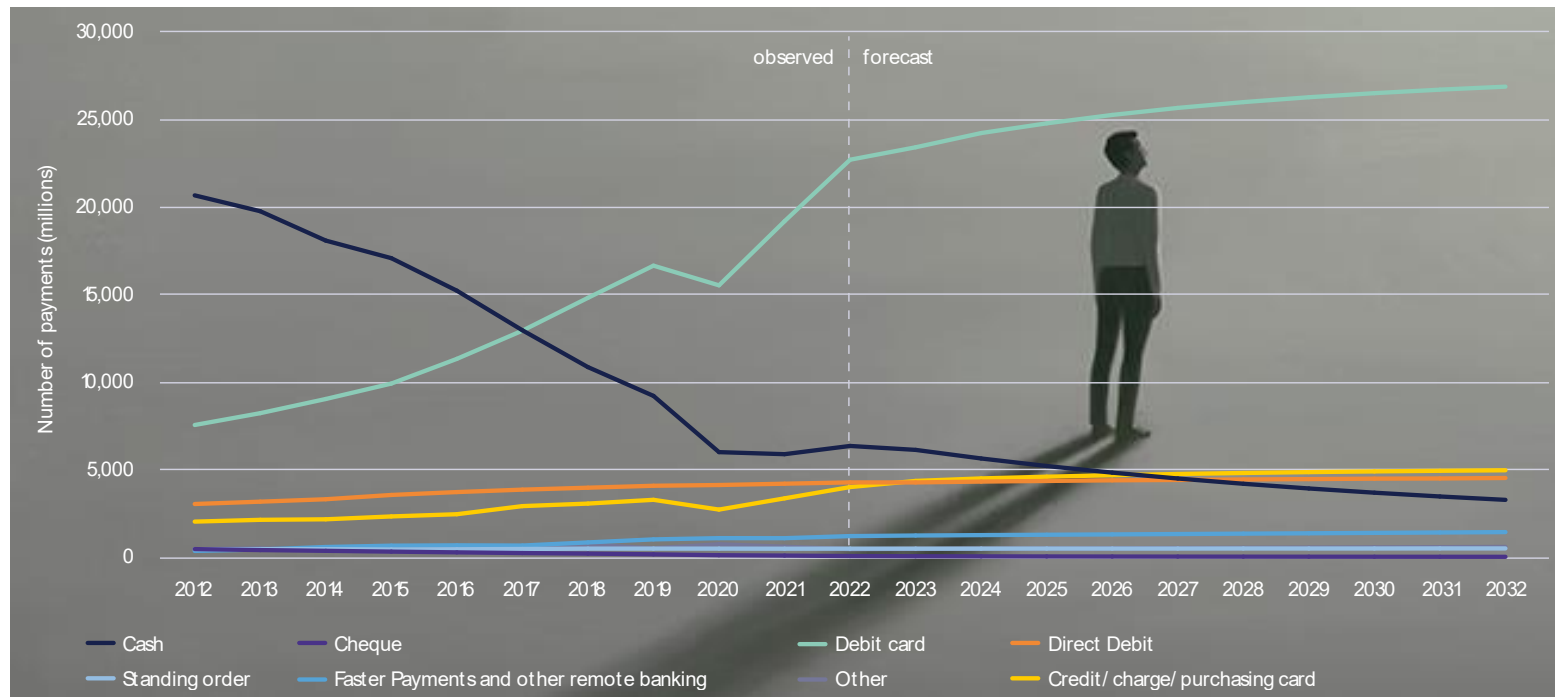
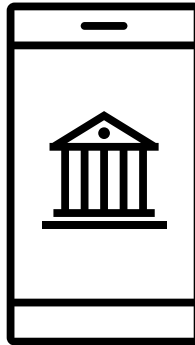
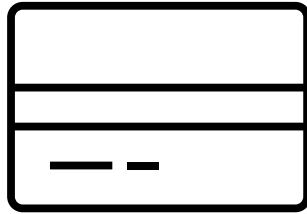
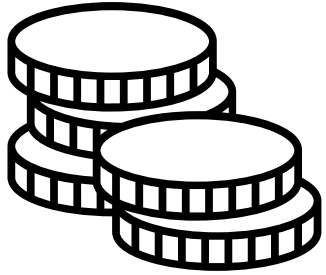
Staff-less Concerns



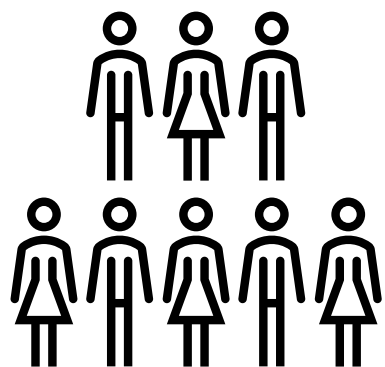
'It's not that, it's just, erm, we get rid of a driver for getting rid of the driver's sake. You know, what, why do we want it to drive along without a driver particularly?'

'I just like interacting with human beings. Sorry.'

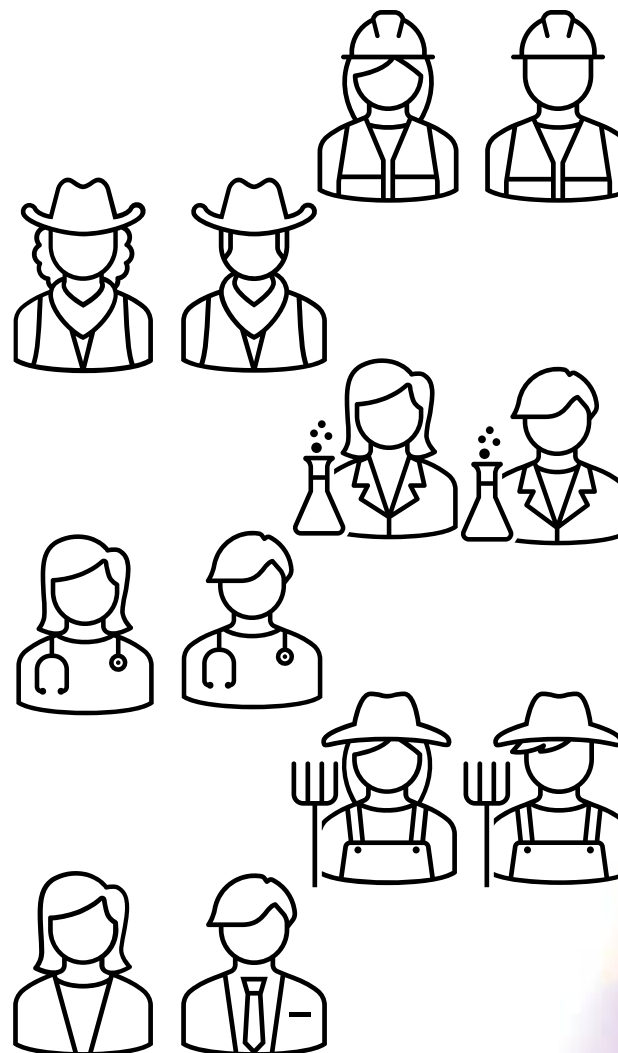
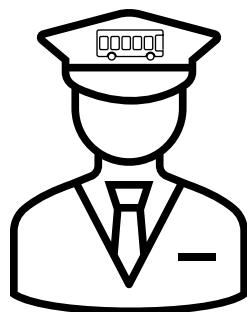
Fare Collection



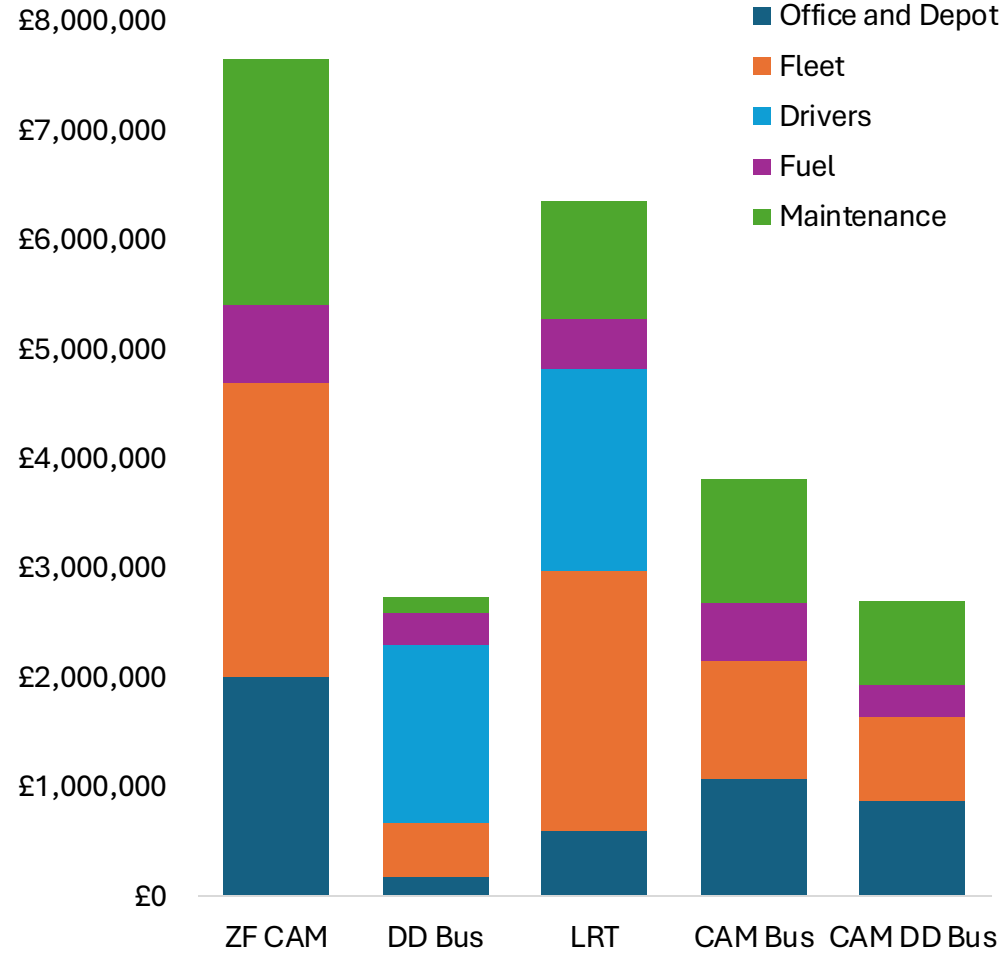
Job Impacts



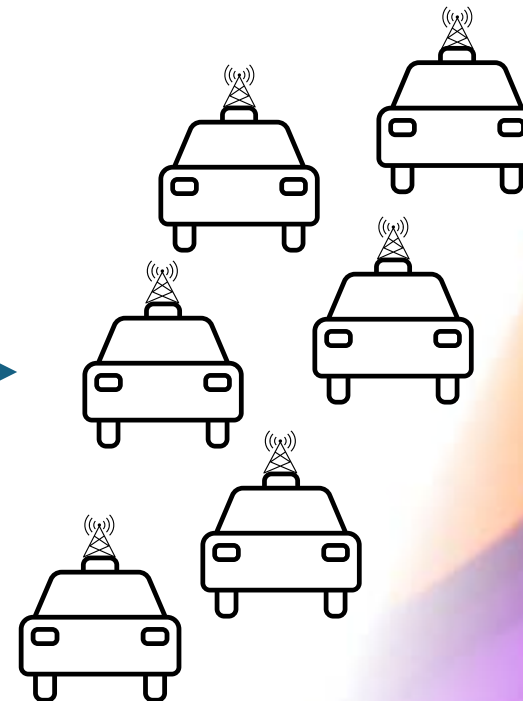
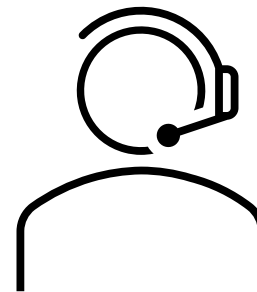
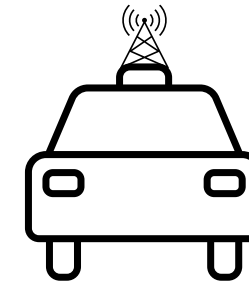
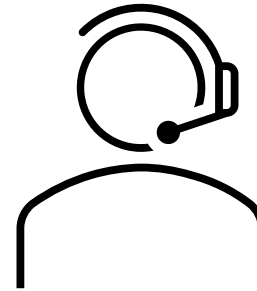
~ 500,000 people



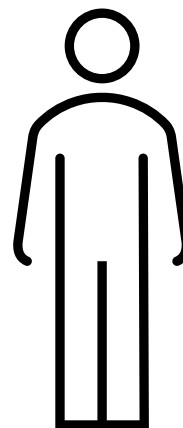
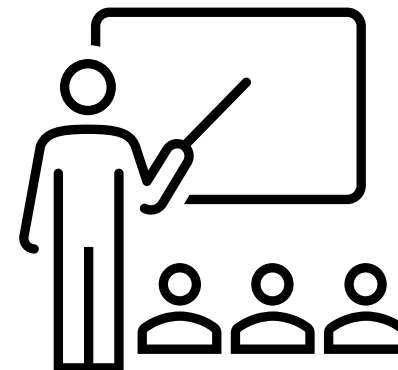
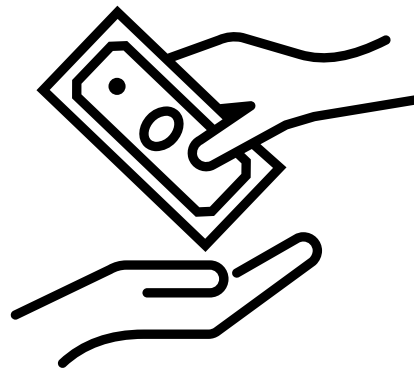
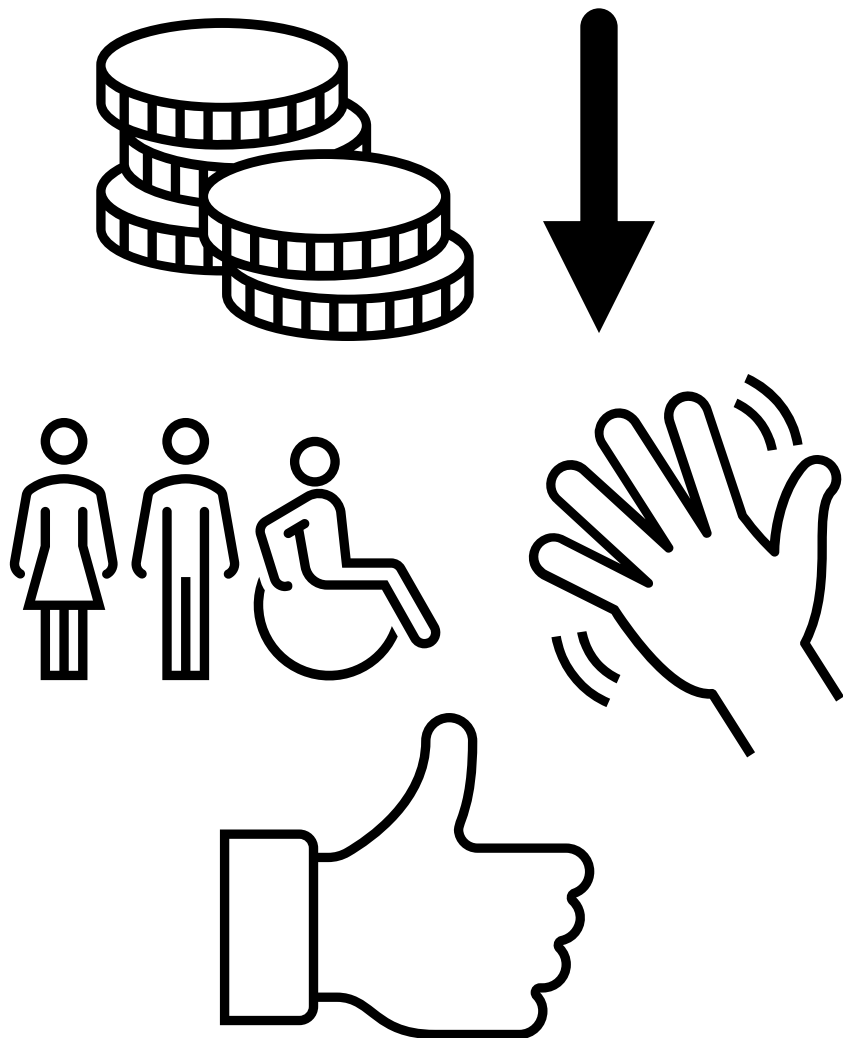
Service Costs



CAM annual operating costs comparison to other public transport modes



Wrap-up





Birmingham

ITS World Congress 2027
25-29 October 2027

Thank you
Lewis Kelly
lewis.kelly@tfwm.org.uk

The 33rd ITS World Congress





Societal readiness for CAM

Webinar 29 October 2025

Ingrid Skogsmo, VTI



vti

TEST VEHICLE. KEEP A SAFE DISTANCE.



Now: CCAM Partnership

EUROPEAN LEADERSHIP IN **SAFE AND SUSTAINABLE** ROAD TRANSPORT THROUGH AUTOMATION

Strengthen
Competitiveness
of European Industries

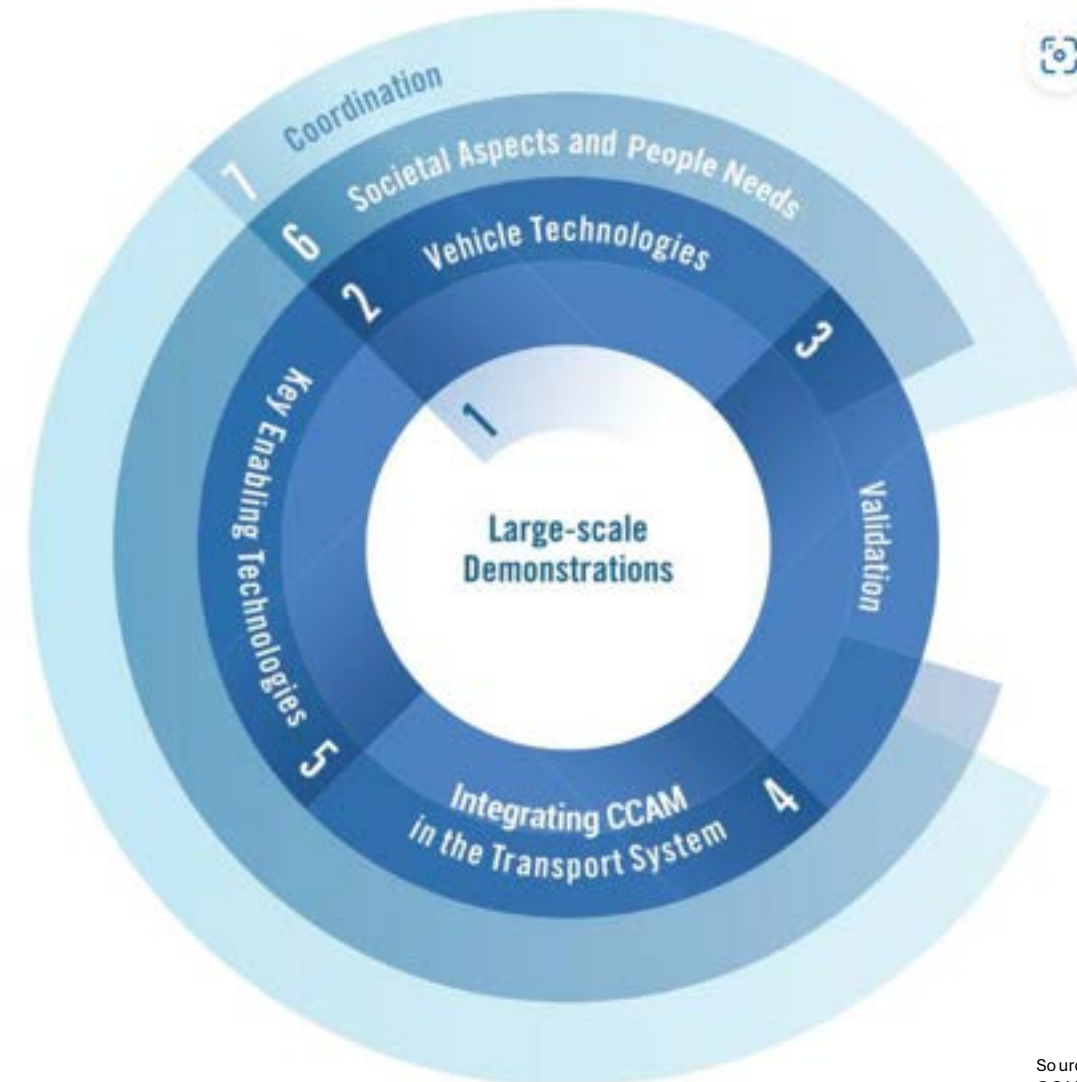
Increase Safety
in road transport

Reduce negative
impact from road
transport on
environment

Ensure
inclusive mobility
and good access
for all

CCAM Partnership

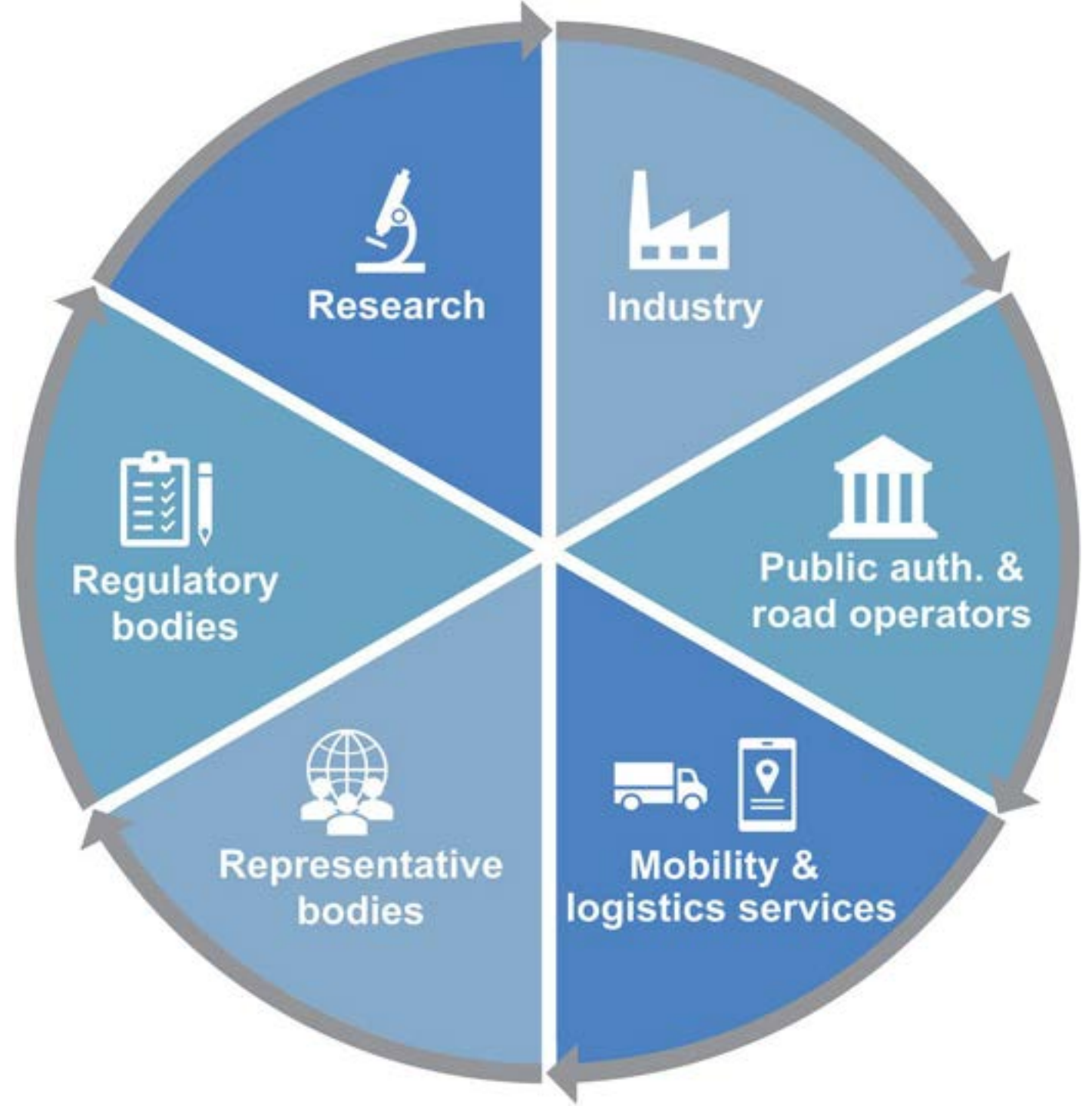
- ✓ Increasing safety in road transport.
- ✓ Ensuring inclusive mobility and goods access for all.
- ✓ Strengthening competitiveness of European industries.
- ✓ Reducing negative impacts from road transport on environment.
- ✓ Capitalising knowledge to accelerate development and deployment of CCAM solutions.



> 200 partners

26 Countries

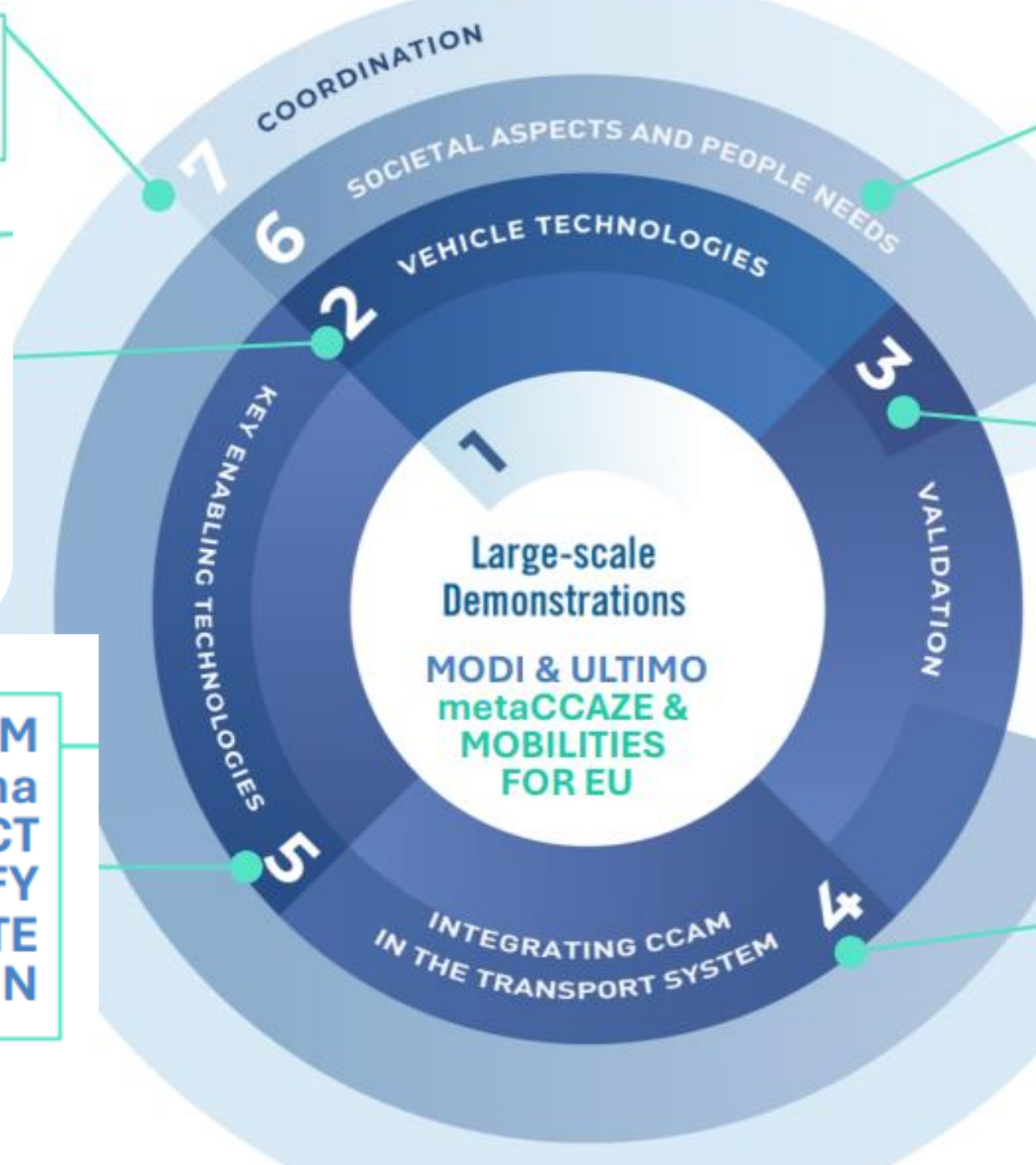
6 Categories



FAME/
CCAMBassador

AWARE2ALL
EVENTS
ROADVIEW
OptiPEX
AutoTRUST
EEA4CCAM
UP2DATE4SDV

AI4CCAM
Althena
CONNECT
SELFY
AIGGREGATE
HIDDEN



Move2CCAM
SINFONICA
CulturalRoad
Diversify – CCAM
CCAM-ERAS
RESKILLING

i4DRIVING
BERTHA
SUNRISE
SYNERGIES
CERTAIN

AUGMENTED CCAM
CONDUCTOR
FRODDO
IN2CCAM
PoDIUM
iEXODDUS
CHORUS
CARMONY

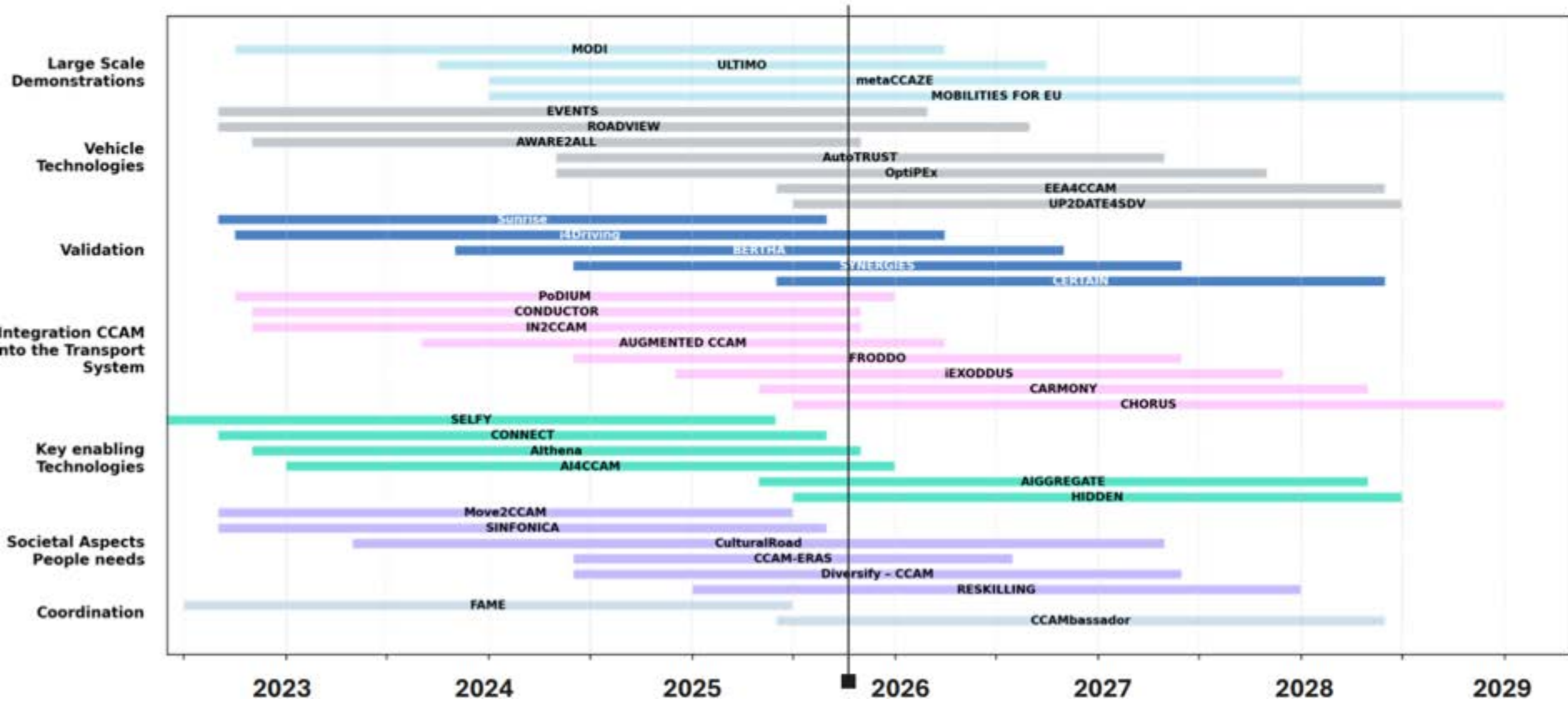
CCAM Partnership Coverage

What is the focus of the project content?



- Based on answers from project coordinator interviews
- Multiple answers possible

CCAM Partnership projects on a timeline



Horizon Europe WP26-27 ("CCAM")



HORIZON-CL5-2026...
Flagship-pilot: large-scale demonstrations of CCAM (IA)
Generative AI for smarter CCAM: enhancing perception, decision-making, and validation (RIA)
Geopolitical competition and socioeconomic resilience in CCAM: an innovation and policy roadmap for EU leadership (RIA)
HORIZON-CL5-2027...
Holistic solutions for CCAM integration in critical scenarios (RIA)
European CCAM knowledge hub and tools for safe and scalable deployment



Foto Adrian Bar, Unsplash

HORIZON EUROPE WORK PROGRAMME 2025

Societal Readiness Pilot



Standard text in SR pilot topics:

[in "EXPECTED OUTCOME"]

Responsiveness to a deeper understanding of the needs and concerns of diverse social group involved in or potentially affected by the R&I development, thereby increasing the potential for beneficial societal uptake, and building trust in results and outcomes.

[in "SCOPE"]

This topic is a Societal-Readiness pilot:

*Proposals **must follow the specific requirements** [link to pdf doc] applying to the Societal readiness pilot, as described in the introduction of the Horizon Europe Main Work Programme 2025 for Climate, Energy and Mobility. They entail the use of an **interdisciplinary approach** to **deepening consideration and responsiveness of research and innovation activities to societal needs and concerns.***

*This topic requires effective **contribution of the relevant SSH expertise**, including the involvement of SSH experts in the consortium, to **meaningfully support Societal Readiness**. Specifically, SSH expertise is expected to **facilitate the social-technological interface** and **enable the design of project objectives** with Societal Readiness related activities.*

And then...??

Horizon Europe

Framework programme for research and innovation 2021–2027

Some relevant organisations





Learning for Deployment of Robotaxis at Scale

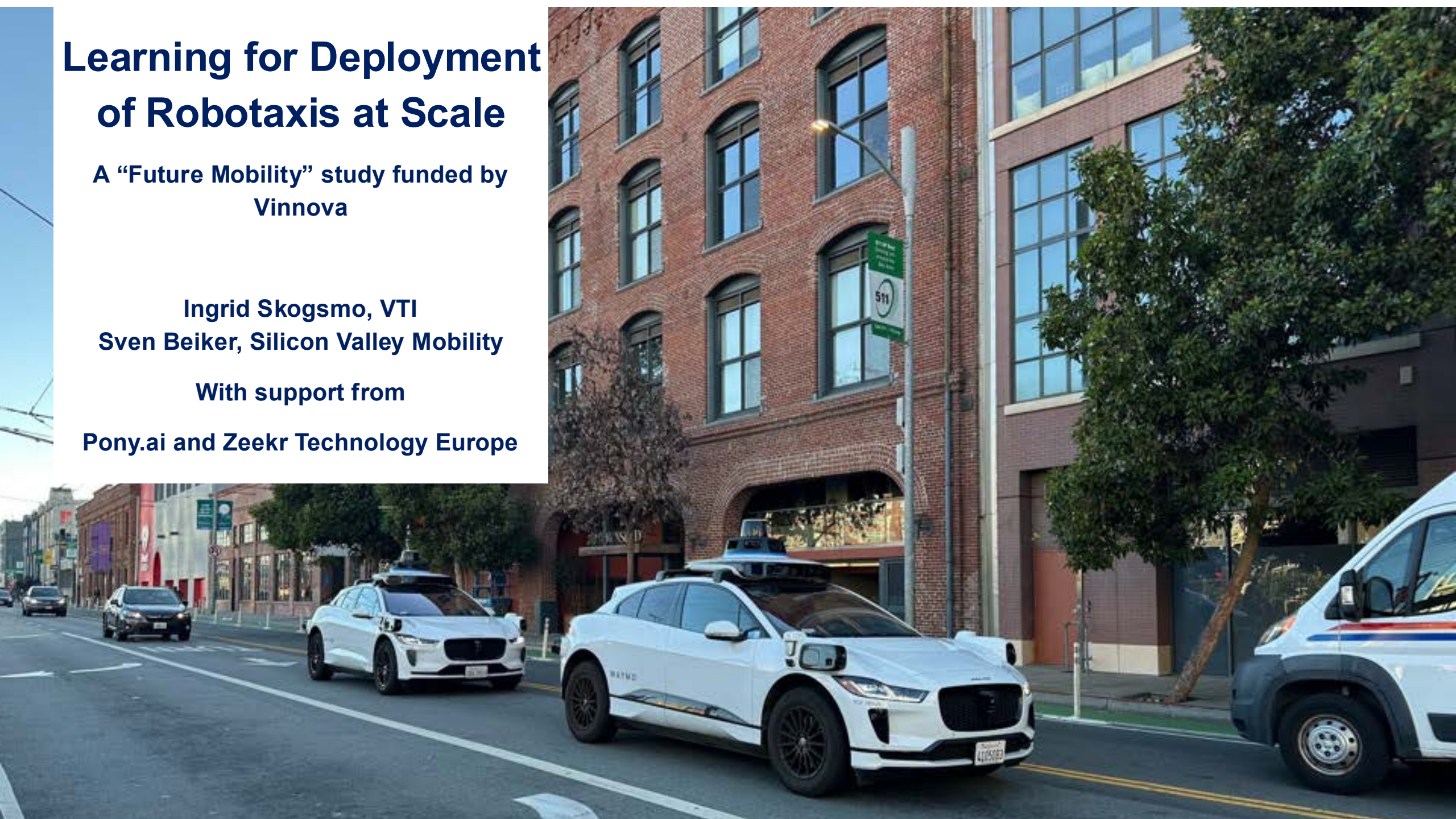
A “Future Mobility” study funded by
Vinnova

Ingrid Skogsmo, VTI

Sven Beiker, Silicon Valley Mobility

With support from

Pony.ai and Zeekr Technology Europe



Motivation



- Commercial robotaxi services largely deployed in U.S. & China



- Waymo leading in U.S.; Baidu, Pony.ai & WeRide leading in China



- Europe considers deploying CCAM solutions like robotaxis to meet climate and mobility goals;
- No large-scale implementations, yet.



***Learnings for
successful, equitable,
and evidence-based
adoption in European
contexts?***

Overall Summary



Industry Objectives

- Reduce dependency on human drivers, provide better service
- Increase market value

Cities (Regions) Objectives

- Reduce cost for providing transport to people who need it
- Reduce congestion, pollution...
- Increase efficiency, safety

Primary view in the U.S.

- Individual transport
- Replace Uber, Lyft



Primary view in Europe

- Shared vehicles
- Integrate & extend PT



Conclusions

- **Robotaxis hold a lot of potential but face gaps:**
 - Integration
 - Profitability
 - Scale
- **Success depends on:**
 - Safety assurance
 - Integration into mobility systems
 - Viable business models
 - City leadership & collaboration





Photo: Sven Beiker

TACK! THANK YOU!
ingrid.skogsmo@vti.se



vti

LAST OPPORTUNITY

Submit your page pitch decks! To be included in the digital brochure that we will compile at the end of this series!

TEMPLATE : <https://custom-eur.cvent.com/1EEE3F7178EC486E8926B23F55A0B125/files/1713637ffebd4beb969054c22a864269.pptx>

RADAR:WE HAS PIONEERED RADAR+CAMERA FOUNDATION MODELS FOR

Cranfield University - Division Automation Group

Company Name - HE CCAM Topic of Interest

Logo

Proposed Approach What is your understanding of the part of the topic problem you can solve?	Organisational Capabilities What Skills, capabilities, facilities does your organisation have that will be vital for this project?
Experience What previous, relevant work or track record can you bring to the a consortia	Administrative Information Are you planning on being a coordinator or a partner?

Hydrogen Europe - UK-EU CCAMP Collaboration Workshop Series 2025



Send to :
Anthony.Gallego@iukbc.org.uk

Deadline 7th November 2025



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HORIZON-CL5-2026-10-D6-10: Flagship-pilot: large-scale demonstrations of CCAM.

Proposed approach

‘Cargo bike width, agility and congestion-busting, small van capability and protection’.

‘Automotive-Lite; Inclusive minimobility – liberating the road ahead’.

Novel use case partner, automotive tech developer SME, helps address many identified shortcomings for moving people and goods, versus SoA EV road solutions. Accelerating to nascent European and global markets a new generation architecture of reduced component number, in-use/through-life resource frugal, ultra-efficient, ultra-low GHG, PM2,5 emission, fully-enclosed, EV platforms.

Differentiator is developing-in space/time efficiency and congestion-busting from the ‘ground up’, not redesigning legacy vans and cars for electric powertrains. To this end goal, power-source and materials agnostic for diverse ability users.

Experience and Organisation capabilities

First Horizon project won Ecoplast <https://ecoplast-horizon.eu/>

Winner of collaborative Innovate UK 'Road to Zero' project number 29280 technical and market feasibility. Winner of Rushlight Powered Transport Award. Finalist Business Green Transport award versus Toyota and Volvo.

Core tech offer is; protectable, widely granted hardware patents for failsafe, predictable Cg shifting suspension/steering systems, enabling high Cg tolerance, allowing holistic optimally sized; 1) modular vehicle platforms, 2) traction battery energy use. Plus range agnostic supporting infrastructure. Trade secrets, including software protocols, updatable OTA.

Team includes; ISO9001, ISO14001, privately-owned SME providing vehicle design, engineering, development and fast prototype solutions for customers such as TATA, Jaguar, Land Rover, Aston Martin Lagonda, Williams Grand Prix Engineering Ltd, SAIC, Changan, Raytheon, Nissan, Cummins, Gibbs, Red Bull Formula 1, motorsports clients and Tier 1 suppliers. Developed, validated front suspension for Nissan1 enabling front wheel drive vehicles to corner according to TfL London taxi regulations. Chassis design competency demonstrated by a) niche-vehicle Whippet all-terrain logistics support vehicle and b) urban logistic vehicle, Fernhay – vehicles both in production with first orders secured.



Partners

Innovative use case seeking urban logistics, taxi operators, RTOs, co-ordinator, city pilots, OEMs, Tier 1s, AI, data, ADAS, MaaS, research academics, software developers, suspension, steering, tyre, brake, ECU manufacturers, organisations and/or others that can contribute to the wider goal of accelerating ZEV adoption, increasing circularity and reducing all in-use and through-life GHG and PM2,5 emissions, especially in urban areas.

Administrative information

Stryker Design Ltd
10 Hazel Rd , Oxford, OX2 9LF, United Kingdom.

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HORIZON-CL5-2026-05-D6-02: Geopolitical competition and socioeconomic resilience in CCAM: an innovation and policy roadmap for EU leadership

Approach

Investigate **geopolitical, legal and/or social dimensions of CCAM** deployment to map Europe's strategic **vulnerabilities, dependencies & sovereignty risks**.

Assess **societal impacts** (equity, transport poverty, employment) of CCAM deployment.

Co-design **governance & policy suggestions** that strengthen competitiveness and resilience.

Experience



Multidisciplinary
ELSA expertise
(ethical, legal, social)

Regulatory/soft-law
requirements →
practical guidance

Policy analysis and
governance models

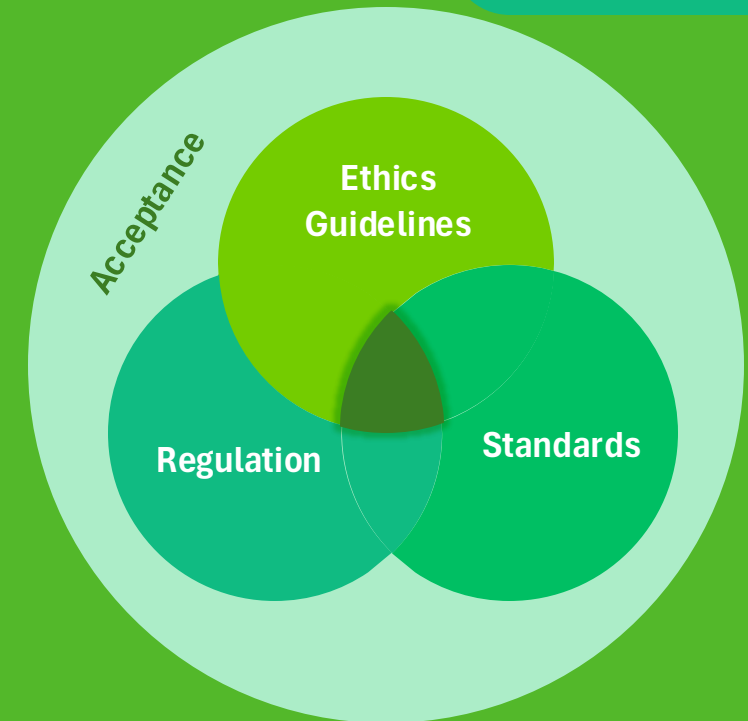
Direct focus on AI in
safety-critical
mobility domains

Automotive, rails,
aviation

Societal
Readiness Levels

Close link to
technical
departments

Capabilities



Admin

Partner (ethics, users)

Germany
999981731

Deutsches Zentrum für Luft- und Raumfahrt
sofia.kyrampalidou@dlr.de



Proposed Approach

Developing advanced & collective perception systems
Improving fusion from:
multiple sensor technologies
sensors across different vehicles
infrastructure-based sensors
Create novel datasets.

Organisational Capabilities

Expertise with:
multiple sensor technologies
sensor fusion
trajectory prediction, and tracking.
Academic organisation
Extensive experience with delivery of technology demonstrators
Proving ground testing (own facility)

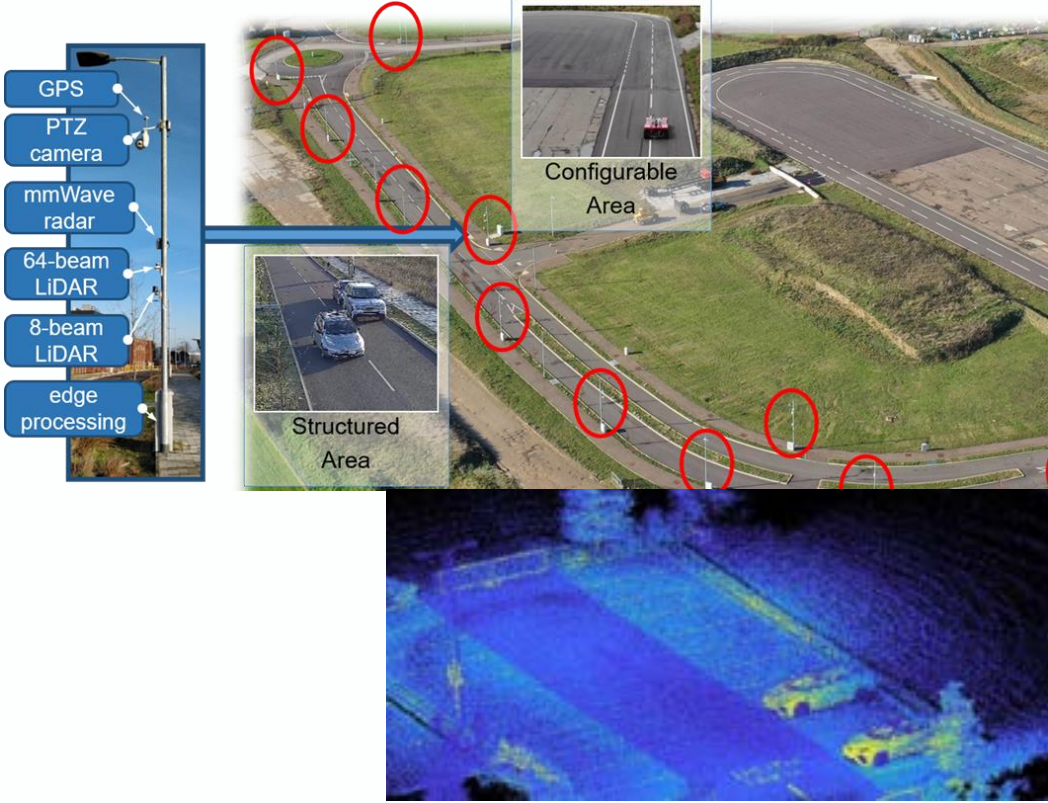
Experience

Several collaborations with leading automotive partners, especially in prediction and perception problems.
Specific examples:
Human Drive (£13.5M, led by Nissan)
TASCC:CogShift (£1.6M, led by JLR)
MuCCA (£4.6M, led by IDIADA)
Driven by Sound (£1M, led by Calyo)

Administrative Information

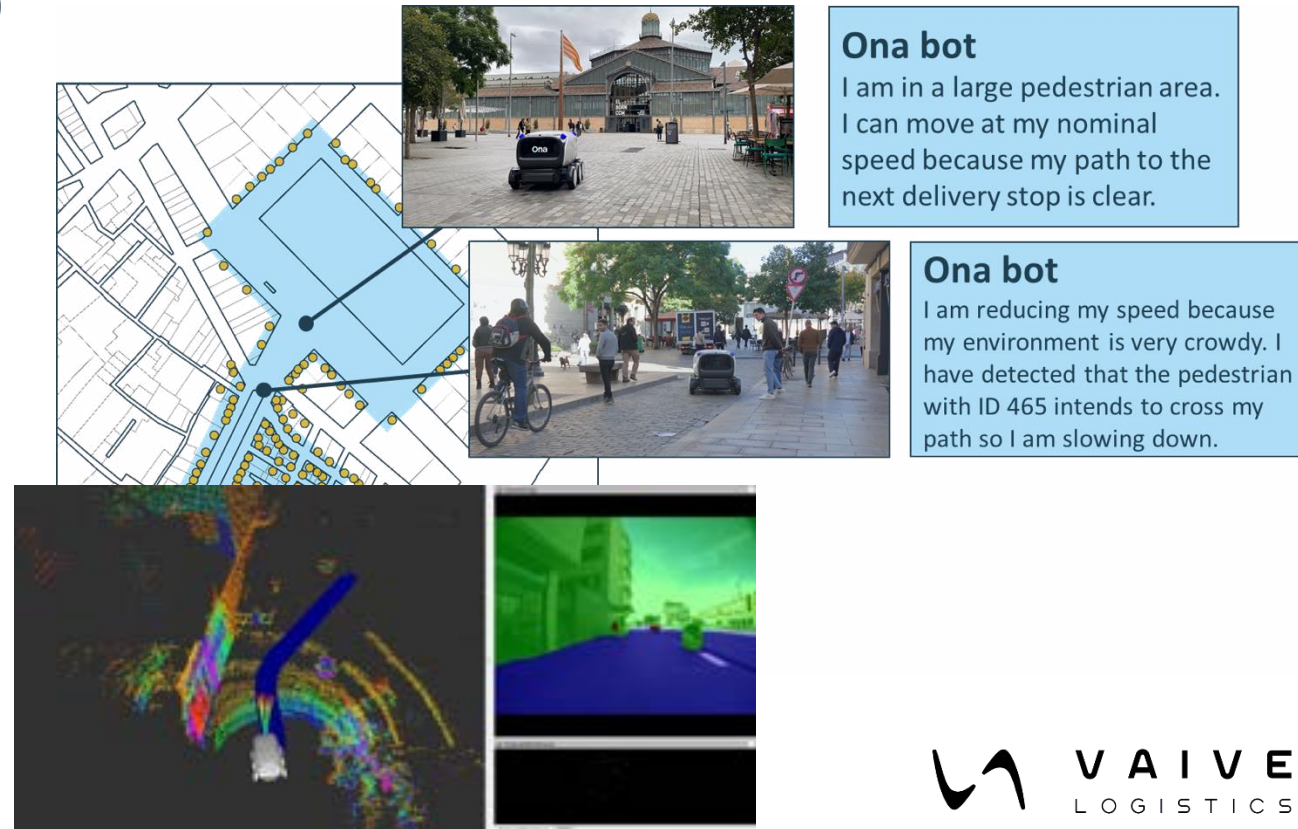
Planning to be a partner.
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United Kingdom



Real-Time Language Reasoning Model for CCAM systems

- CCAM topic: **HORIZON-CL5-2026-10-D6-03: Generative AI for smarter CCAM: enhancing perception, decision-making, and validation**
- Proposed approach: **Real-Time Language Reasoning Model (including monitoring of CCAM systems and decision making process for path planning)**
- Organisation capabilities: **own prototypes, expertise in AV deployments**
- Experience: **European projects (LogiSmile, CERTAIN), EIT Urban Mobility is one of our investors, spinoff from the Technical University of Catalonia**
- Administrative details: **partner role, Spain, clement.lemardele@vaivelogistics.com, Spain, PIC: 882153988**



Thank you

