MOVE2CCAM

Grant agreement No. 101069852

Move2CCAM

Methods and tools for comprehensive impact Assessment of the CCAM solutions for passengers and goods

HORIZON-CL5-2021-D6-01

D2.1

SATELLITE NETWORK AND ENGAGEMENT STRATEGY

WP2 – Satellites network and engagement

Dissemination Level		
SEN	Sensitive	

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.

Disclaimer

Due date of deliverable	Month 3 – November 2022
Actual submission date	Month 5 – January 2023
Start date of project	01/09/2022
Duration	30 months
Lead beneficiary	C M Monitor (Britain Thinks) Ltd
Contributors	C M Monitor (Britain Thinks) Ltd
Reviewers	BABLE UCL MOBY HKS CARTIF HEL GZM NAR

Disclaimer

Copyright

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.

Document history

Version	Date	Released by	Comments
0.1	25-11-2022	BRTH	First draft
0.2	23-01-2023	BRTH	Second draft
0.3	23-01-2023	UCL	Third draft – adding comments
0.4	25-01.2023	BRTH	Fourth draft – actioning comments and including appendices

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.

Table of contents

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.

List of figures

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.

1. Introduction

1.1. General context

This is the first deliverable in WP2 – the Satellites engagement strategy. This is a “living” document serving as the project’s guidance for all Satellites engagement activities, including the engagement strategy of both citizens and organisations.

1.2. Deliverable objectives

The satellite network and engagement process is a multidisciplinary and multi-systems network of representative actors from the entire CCAM (Cooperative, Connected, and Automated Mobility) ecosystem, including organisations/industry, authorities/regulatory bodies, infrastructure operators, telecommunication, public health experts, fuel providers, developers, demonstration areas, and course, citizens. In total the aim is that around 300 organisations and 8746 citizens (through panels) will be engaged across 8 countries.

Throughout the project's duration, the satellites will "orbit" the consortium and take part in several co-creation activities to jointly design CCAM use cases, scenarios, KPIs, and discuss the CCAM system-wide impacts, as well as validate MOVE2CCAM’s results to ensure social innovation.

The goals of the satellites are to:

- Spread knowledge and information about the project
- Provide policy recommendations, frameworks, and roadmaps
- Promote the progress and outcomes of MOVE2CCAM
- Ensure wide visibility of the project and public engagement, broadening the project’s endorsement and participation
- Coordinate scientific outreach through the development of open access papers and participation in scientific and industrial events

The objective of this deliverable is to outline the steps that will be taken to organise and conduct the satellite engagement process.

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.

2. Methodological approach: Overview

There are three components to the satellite network and engagement process:

Table 1: Overview of **organisation engagement**

(See appendix 1 for Activities format)

Organisation engagement will consist of five rounds of in-person workshops happening throughout the duration of the project, as shown below. The same organisations will take part in all workshops.

Timing	Title	Description
Months 5-6 (January – February 2023)	CCAM use cases, scenarios and Key Performance Indicators (KPIs) co- design	1 in person workshop of 40 organisations in each of the 3 prototypical regions and 1 online pan-European location.
Months 7-8 (March – April 2023)	CCAM prototype business models	
Month 10 (June 2023)	Final CCAM scenarios and KPIs & CCAM impact	

Table 2: Overview of **citizen engagement**

Citizen engagement will consist of a mixture of in person focus groups and online deliberative dialogues and surveys, as shown below. The same citizens will take part in all qualitative sessions.

Timing	Title	Description
Months 5-6 (January – February/ March 2023)	CCAM use cases, scenarios and KPIs co-design	5 in person focus groups of 6 people, in each of the 3 prototypical regions and 1 online pan-European location.
		5 online deliberative dialogues of 6 people in Cyprus, Germany, Spain, France and United Kingdom.
Months 11-14 (July 2023 – October 2023)	Final CCAM scenarios, KPIs & CCAM Impact	4 online deliberative dialogues of 8 people in each of the 8 countries.
		3 in person focus groups of 6 people in each of the 8 countries.
		In person virtual reality games with 32 people in The Netherlands, Poland, and United Kingdom.

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.

Month 16 (December 2023)	Pan-European citizens survey: CCAM requirements and impact	1 online survey consisting of 1,000 participants in each of the 8 countries (8,000 participants total).

Table 3: Overview of **mixing organisations and citizens**

Mixing organisations and citizens will take place as shown below. These will be the same organisations and citizens who participated in the qualitative sessions outlined in tables 1 and 2.

Timing	Title	Description
Month 15 (November 2023)	Mixing Citizens & Organisations: CCAM Impact	1 workshop of 20 organisations and 20 citizens reconvened from previous workshops, in each of the 3 prototype regions.
		1 online pan-European workshop of 20 organisations and 20 citizens reconvened from previous workshops.
Month 21 (May 2024)	Mixing Citizens & Organisations: Tool demonstration and feedback	1 workshop of 20 organisations and 20 citizens reconvened from previous workshops, in each of the 3 prototype regions.
		1 online pan-European workshop of 20 organisations and 20 citizens reconvened from previous workshops.
Month 26 (October 2024)	Mixing Citizens & Organisations: Tool presentation	1 workshop of 20 organisations and 20 citizens reconvened from previous workshops, in each of the 3 prototype regions.
		1 online pan-European workshop of 20 organisations and 20 citizens reconvened from previous workshops.

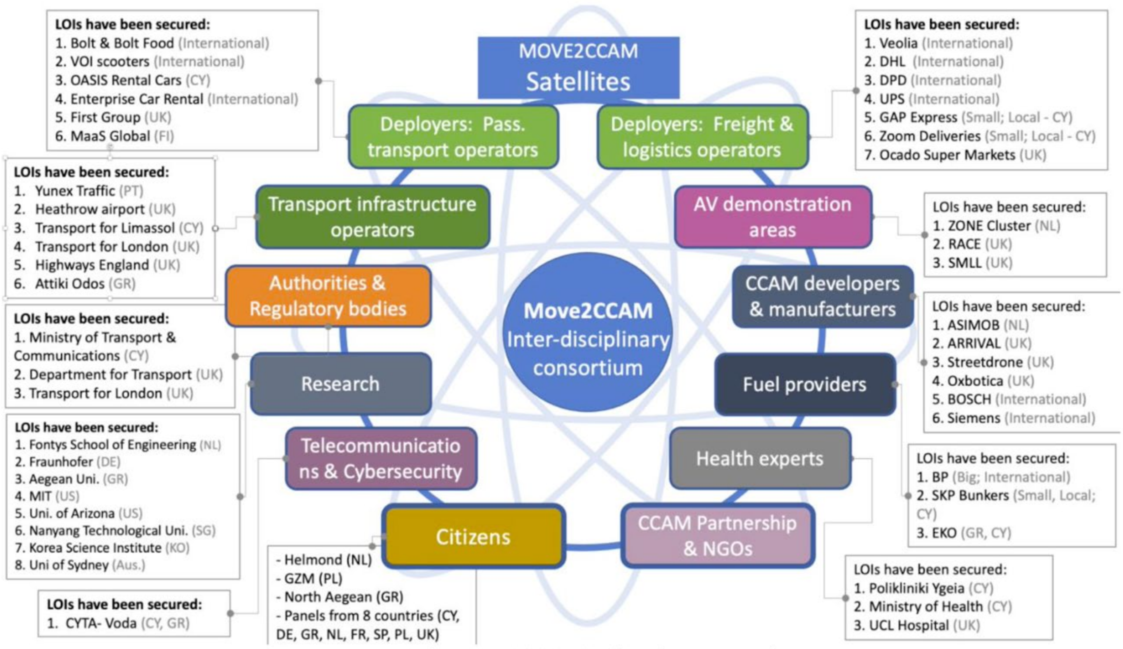
Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.

3. Methodological approach: In detail

3.1. CCAM eco-system analysis

At the proposal stage, we started off with Letters of Intent from a number of organisations – as per Figure 1 below:

Figure 1: Organisations already engaged



The number of organisations to reach out to (at this stage) has now expanded to a database of N=257 organisations.

The consortium already holds a significant amount of information on the satellite organisations in the database (and where key information is missing it will be collected at the engagement stage).

In terms of **regions**, the split as follows:

Region	Number of organisations identified
Helmond (The Netherlands)	74
GZM (Poland)	23
North Aegean (Greece)	5
Cyprus	9
Germany	4
France	16
Spain	28
United Kingdom	79
Pan-European/ International	19

In terms of **areas of focus**, the split as follows:

Area of focus	Number of organisations identified
Deployers: Passenger transport operators	35
Deployers: Freight and logistics operators	32
Autonomous vehicle demonstration areas	11
CCAM developers and manufacturers	45

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.

Fuel providers	11
Health experts	22
CCAM Partnerships and NGOs	25
Telecommunications and cybersecurity	5
Research	21
Authorities and regulatory bodies	24
Transport infrastructure operators	25

In terms of **size of organisation (in terms of number of employees)**, the split is as follows:

Size	Number of organisations identified
Small	58
Medium	7
Large	14
Information not provided	*177*

Lastly, in terms of sector, the split is as follows:

Sector	Number of organisations identified
Private	144
Public	56
Private and public/ Semi-public	24
NGO	11
Information not provided	22

The current satellite make-up shows an overall good spread in terms of areas of focus but is somewhat unevenly skewed across the different regions. All regions should aim to involve as many organisations as possible to ensure that the consortium as a whole has a good representation of organisations. Comprehensive engagement materials have been developed for this to be used by all partners, see Appendix 2

The outline process and materials for engaging organisations can be seen in Appendix 3.

Table 4: Citizens to be engaged

This was our starting point for considering the profile of citizens to engage, see Appendix 3:

General population	Across a range of demographics including age and gender.
Several population vulnerable groups including:	People with long-term health conditions or disabilities that impact their mobility
	Older people
	Rural populations and people in cities living in less dense areas, not served by Public Transport
	Ethnic minorities
	People on low incomes

Based on detailed discussion with the consortium partners, a sample framework has been specified.

Detailed discussions with the consortium partners established that the recruitment framework can be kept largely consistent across regions. Two exceptions:

1. GZM (Poland): The potential to include participants living in post-industrial areas

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.

2. France: The potential to include participants who regularly engage in cross-border travel (e.g. for work)

BritainThinks is taking the lead in creating a **recruitment screener**, which is a questionnaire that will be used by recruitment agencies (contracted by the local partners) to identify participants against the quotas or requirements set out in the sample frame. This will need some degree of localisation in each region which recruitment agencies should be able to help with.

We It is also recommended that partners work with **profile sheets** (using a template provided by BritainThinks) to document who is to be included in the research and to track recruitment progress. An excel document should be created both for the organisations' and citizens' recruitment. These documents should be used consistently by all partners involved to ensure the same information is captured across all markets:

- For organisations: This should firstly include columns which capture who this individual is such as: name, job role, organisation, type of organisation, the geographical coverage of their operations, previous experience with CCAM solutions or not, as well as contact details. It should also include columns which detail attempts made to contact this individual and the outcomes or next steps.
- For citizens: This should include the various quotas agreed upon in the sample frame with the citizen details stored accordingly within it.

3.2. Strategic CCAM ecosystem analysis

There is a need to identify the type of stakeholders, their interests, needs, priorities, the level of engagement and impact and the relationships with other stakeholders in this project.

Below is an overview of what we know so far but this is a 'living document' and our understanding will grow as we start to engage stakeholders in activities and we can add to, and build on, this section.

Deployers: Passenger Transport Operators

These stakeholders need to understand future modes of transport – what will make sense from the point of view of their operating model and user base – as well as how their operations will fit in a mixed transport system of autonomous vehicles and conventional vehicles.

Deployers: Freight & Logistics Operators

These stakeholders need to understand the possibilities of autonomous vehicles in freight and logistics and what the impact this can have on their operating model. They will also need to understand how to share road space with autonomous passenger vehicles as well as conventional vehicles in a transition phase.

Transport Infrastructure Operators

These stakeholders need to take into account the implementation of CCAM solutions on future planning, what digital and physical infrastructure needs to be put in place and when, who should be leading in putting the infrastructure in place.

AV Demonstration Areas

These stakeholders can impart knowledge of current best practice, enablers and barriers for autonomous vehicles.

Authorities and Regulatory Bodies

These stakeholders need to consider policies and projects for regional infrastructure and public transportation, an overarching view on how CCAM solutions will fit into infrastructure planning.

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.

CCAM Developers and Manufacturers

These actors can impart valuable insight into the possibilities within the region for the progression of MOVE2CCAM by representing different parts of the development of autonomous vehicles, such as systems, vehicle developers, testing, etc.

Research

Can impart cutting-edge insight into regional projects focused on CCAM solutions.

Fuel Providers

These actors form a critical part of the infrastructure planning for making CCAM solutions work in a region – therefore important to think about 'fuel' in the widest possible sense, e.g. taking in developers of electric batteries for mobility purposes, electric network administrators, charging station providers etc.

Telecommunications and Cybersecurity

These actors form a critical part of infrastructure planning for making CCAM solutions work in a region.

Health Experts

These actors can impart knowledge into health implications linked to the implementation of CCAM solutions.

CCAM Partnership and NGO's

These actors can offer views on the impact on CCAM solutions on specific audiences in – and areas of – society.

Citizens

Citizens' lives will be profoundly impacted by the implementation of CCAM solutions and their views on expected benefits, drawbacks, fears use cases and scenarios needs to be heard and taken into account.

3.3. Engagement strategy

Setting up workshops research

At the beginning of the process, the eight project partners responsible for engagement in their countries should take the following steps:

1. **Confirming roles and responsibilities:** The most important step ahead of beginning the research process is to establish the roles and responsibilities of each local partner. Throughout this document, there are indications of what types of roles and tasks should be considered, and how many people will be required for each. However, the exact way in which this is set up will be dependent on the experience and capacity of individual team members. Therefore, partners should give careful consideration as to their own requirements. As a minimum, it is recommended to have one person allocated specifically to organisation engagement and one to citizen engagement. It is then expected that there will a one person who will have more of a 'helicopter view' overseeing both strands of work.
2. **Putting clear project management processes in place:** Partners should also establish key project management processes including regular scheduled catch ups between team members, clear timelines for project as well as internal milestones, and a

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.

person responsible for monitoring progress and ensuring deadlines are not missed and a communication channel between all members to discuss the project requirements.

3. **Creating project email addresses:** It is also strongly recommended to set up two dedicated email addresses for the project: one for citizens, and one for organisations. This will help to give a feeling of consistency for those taking part, while also providing clarity on where to go to if they have questions or require assistance through the use of a single point of contact for each audience. It also gives the project a sense of formality and credibility. The responsibility of monitoring these inboxes should be assigned to one person within the team, but multiple team members should be given access to them to cover for annual leave or illness.

Recruiting <u>citizens</u> to take part in qualitative research

Recruiting citizens to take part in research is best done through a specialist recruitment agency in each of the local markets. These agencies will be able to find the right citizens to take part in the research, and can likely also organise payment of participant incentives (usually for a fee of c.15% per incentive).

Partners should therefore:

1. **Establish team members to lead on organising and monitoring recruitment:** As above, establishing roles and responsibilities is key. It is recommended to have at least 2 team members allocated to this. Their role will be to liaise with the recruitment agency, monitor progress, communicate with participants via the dedicated email inbox, and update the wider team on any challenges faced in securing participants against the agreed sample frames.
2. **Find a recruitment agency:** If a preferred recruitment agency is not already in place, partners will need to contact at least 3 agencies to discuss pricing and ways of working. The recruitment agency should have a clear understanding of the project objectives, project requirements and specific sample requirements, as well as clarity on roles and responsibilities in the project (e.g., how incentives will be paid) – this can be achieved through a briefing call as well as written documentation (sample frame, recruitment screener, profile sheet). They should also be comfortable adhering to your ways of working in terms of delivering updates, communication and project management. A GDPR-compliant method of transferring participant data should also be agreed at this stage, for example using a secure upload link.
3. **Start recruitment:** The chosen recruitment agency should then be able to start recruitment using the recruitment screener already in place. The local partner should set clear expectations with the recruitment agency on a recruitment deadline of around a week before fieldwork is due to start. The partner should also set a schedule for recruitment updates, which may get more frequent as the recruitment deadline approaches. The recruitment agency will be able to advise on any potential issues.
4. **Monitor progress and respond to issues:** The team members allocated to managing recruitment should then work closely with the recruitment agency to monitor progress, keeping track of how many citizens have been recruited and helping to identify any gaps in the overall sample. They should also be on hand to respond to any issues and trouble shoot solutions, including updating other partners to ensure any approaches to troubleshooting are consistent across locations as necessary.

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.

Setting up a quantitative survey with citizens

For the quantitative element of the research with citizens, UCL will design the questionnaire and Britain Thinks will lead on survey scripting (turning a questionnaire into an online survey). Partners will need to find a survey agency to support (i.e. script, host, provide sample, field and collate the data) with the distribution of the survey to the public. Please note this is only applicable to the survey taking place in Activity 6, where the questionnaire will be standardised (all questions in same format in all countries), and most questions will be closed (participant chooses from fixed set of answers).

The process for partners should be as follows:

1. **Establish team members to lead on organising and monitoring survey progress:** As above with the qualitative component, it is recommended to have at least 2 team members allocated to this. Their role will be to liaise with the survey agency, monitor progress once in field, and update the wider team (and partners, when necessary) on any challenges faced.
2. **Find a survey agency:** This process should be comparable to that of finding a qualitative recruitment agency. If a preferred agency is not already in place, it is recommended to contact at least 3 agencies to discuss pricing and ways of working before selecting one to work with. It is expected for now that the sample will just be nationally representative sample, however if any specific requirements to the quantitative sample are agreed upon during early conversations on sample, survey agencies should be briefed accordingly. Please note more specific requirements will incur extra costs.
3. **Deliver the survey:** Once the survey is drafted and signed off, BritainThinks will lead on scripting the survey and will then share a survey link with partners. Partner teams should test the scripted survey several times before signing it off.
4. **Soft launch and pilot study:** Survey agencies should first 'soft' launch the survey on a small sample. The data with the participants' responses to the questionnaire will be shared with UCL, who will check for any issues. Given that the majority of the questions will be closed translation of responses will only be needed for the few open-ended questions. If any are identified, the questionnaire will be revised, before a full launch of the survey.
5. **Final data:** Partners should agree a **tab specification** with their survey agencies to ensure they are aligned on how they want their data tables to look, including any down and cross breaks. Survey agencies can usually provide a template for creating a tab specification that partners can work into. Once the survey is finished in field (i.e., the target number of completed surveys has been reached), survey agencies will share the data in the agreed way for analysis.

Establishing the organisation network

Once the sample has been agreed upon, partners will need to confirm participation with organisations who have provided a Letter of Intent. It is also expected that some further recruitment will be required to reach the full sample needed. Details of how to approach this are below.

Confirming participation with organisations who have provided a Letter of Intent

As noted above, it is strongly recommended to have a dedicated email address for organisations so there is a clear and consistent point of contact. As with citizen recruitment and organisation,

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.

partner teams should also allocate at least 2 team members to establishing the organisation network.

Given the duration of their engagement, it is critical that the organisations selected meet the needs of the project and that they are aware of what their involvement will consist of. Therefore, the team members in charge of confirming participation should reach out to all organisations personally to confirm what the process will look like and ensure that they can commit to the long-term collaboration. Throughout this, they should be clear in also highlighting the benefits of participation for those taking part, as this will help to drive retention over the fieldwork period.

Partners should consider over-recruiting organisations at the outset to ensure a sufficient sample is retained throughout the full research programme, as some attrition should be expected for this audience (e.g., people moving on from their role, organisational priorities shifting, time constraints, etc.).

Further recruitment of organisations

Where further recruitment of organisations is required beyond what is achieved from organisations providing a Letter of Intent, the following approaches are available to partners:

1. **Using pre-existing contacts and networks:** It is firstly advised to further explore what contacts are already available in professional networks, either directly or through ‘snowballing’ (making further contacts through contacts already in place). This step should largely already in be motion.
2. **Through further sample building:** Further ‘sample building’ could be required. This process entails doing desk research to find relevant individuals (already started as part of developing the sample frame, as described earlier) and then approaching them directly to invite them to the research.
3. **With the support of specialist recruiters:** If preferred, it is also possible to utilise agencies that specialise in finding professionals to take part in research. This will incur extra charges.

In securing new contacts, the following approach is recommended:

1. **Creating an invite letter:** An email template should be created that outlines the goals of the project overall, details of organisation engagement and crucially ‘sells’ the work to organisations, both in terms of a financial incentive and core reason / benefit to them in taking part. It is important that this letter comes from an organisation that could be seen to verify the legitimacy of the research on behalf of the partner conducting the research (e.g. from the MOVE2CCAM consortium, making it clear that it is a project funded by the European Union), and preferably be signed by someone senior within that organisation. This template should be tailored for individuals to encourage participation, for example including reference to a specific area of work they have been involved in.
2. **Making initial contact:** It is recommended to take a dual approach to initial contact: phoning the individual (if a number is available) immediately after sending the email through the dedicated inbox. This will allow the caller to make an initial introduction on the phone, direct them to the email for information and secure a time for a follow up call.
3. **Following up:** We recommend that each individual is followed up with a maximum of three times. Should they not respond or engage after this, it should be assumed that they are not interested in participating.

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.

Research design

Alongside recruitment and confirming participation, the partner consortium should collaborate on the research design. This is best done through a series of design sprint workshops. For activities 1 and 2 the partner consortium will take a streamlined approach to the design sprints, whilst for subsequent activities the consortium will follow the following approach:

Three half day design sprint workshops: an initial one to examine the overall research objectives for both organisation and citizen engagement, and a further two to deep dive into each separate strand.

In the first workshop, partners will assess all research objectives for both organisation and citizen strands, and dissect the core requirements of each stage of research. As part of this, partners should map out all project research objectives across different research components to make sure that all objectives are being met across the duration of the project. The output of this workshop should be a document outlining the **Theory of Change**.

In the second workshops (one focused on organisations, one focused on citizens), partners should sketch out a methodological overview of what will be covered in each individual research component. As part of this, consideration should be given to any consistent measures or tools that will be used throughout both the organisation and citizen research strands, for example any tracking questions to be used, the use of workbooks for participants to use during the dialogue sessions, and what stimulus will be required.

Further deep dive design sprints (approx. 2 hours each)

With the core foundations of the research clear, further design sprints will be required for each of the research components (workshops, focus groups, deliberative dialogues, online communities, survey) in order to draft an outline of the research and craft key questions.

These sessions will be short and focused in nature, with a dedicated person taking clear notes on agreed-upon structures and questions. Here, further consideration should also be given to specific stimulus to be used.

Furthermore, the workshop should also begin to consider logistical requirements for qualitative research, such as what room / venue set up or equipment is required. Further details of this are in the following section.

Drafting materials

After each design sprint, the responsible project partner, as listed in the Activities Plan circulated at the beginning of the project, will lead on drafting the research materials, with partners feeding into this. The process will be managed by UCL as leader of Task 3.2. of the project. To ensure this process is a smooth as possible, keeping to agreed timelines and processes is key.

Follow up

Following each research component, it is also recommended that partners come together for a ‘lessons learnt’ meeting to identify how improvements can be made for future stages of work.

Set-up and logistics for qualitative research (workshops, focus groups, deliberative dialogues)

Partners need to work together to outline all logistical requirements for each qualitative research component. However, as a starting point this is expected to include:

1. **Finding a suitable venue for in person sessions.** Discussions should be had between partners to confirm locations and venue requirements for the different in-person research

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.

elements. Partner teams should then explore options and confirm the most suitable venue for their needs. As a minimum, venues should:

- Be easily accessible via public transport and with good (preferably free) parking facilities.
- Have flexible usage: for example, an outside space where the vehicle trials can take place, one main room where the dialogue session will happen, and then smaller break-out rooms or spaces for further discussions and/or virtual reality testing, all in easy walking distance from one another.
- Have the necessary tech equipment (e.g., audio-visual equipment, projector, laptop, cables, microphone, lectern, etc.)
- Have catering options; as a minimum we recommend teas and coffees throughout the day, however if the workshop runs for a full day then breakfast / lunch should be provided. As below, steps should be taken to check attendees' food requirements, however it is recommended to provide a range of options (including vegan / vegetarian / halal).

2. **Setting up online research:** Where research is to be held online, partners should:
   - Determine which online platform (e.g., Zoom for online focus groups, Recollective for online communities) is to be used and why, considering the specific requirements of each research stage (sharing materials, moving into break-out groups etc) and which platform is therefore the most suitable.
     - *Recollective is an online qualitative research platform used to connect participants with researchers throughout the duration of a research programme. Participants can login to Recollective's secure platform via a web browser, build their profile, complete a series of tasks and activities and interact with other participants to share ideas and exchange views.
   - Partners should also host a drop-in tech session for participations ahead of the research itself, to check that they have been able to download any necessary software, to ensure that participants feel comfortable with the tech and also to ensure that microphones and videos are working.
3. **Creating a schedule for the research:** This is most important for in person research, particularly sessions with more practical elements. For example:
   - For in person trials, demonstrations partners will need to determine how long the vehicle's route is, how long it takes to complete this route, how many people can trial the vehicle one time etc.
   - For use of virtual reality headsets, how many sets there are, where they can be set up and how many people can use them at once.
   - These factors will then shape the timing of the day. Partners should consider whether a staggered schedule is required for these elements.
4. **Understanding what materials and equipment are required for the research.** This is most important for in person research. Partners should have a clear list prepared in advance, outlining all materials and equipment required on the day and a person (or multiple people) allocated to being in charge of bringing them. Things for partner teams to bring along are likely to include:
   - Pens, markers and paper
   - Workbooks for participants
   - Digital recording tools
   - Laptops

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.

- Print outs of key information including participant lists for easy registration on the day, the schedule for moderators, etc.
- Print outs of any stimulus
- Name tags

5. **Roles and responsibilities on the day:** Each partner team member should have clearly assigned roles on the day. Once again, this is particularly important for in person research and will likely include:
    - Having a designated person in charge of the **research needs**. This person will likely also be lead facilitator, and will be the go to person for any questions or issues on materials and the impact of any timings changes on the discussions. They will direct the research.
    - Having a designated person in charge of the **event**. This person will be in charge of the venue management, registration of participants on arrival, lunch and timings overall.
    - Several 'runners' who are available to move between different areas of the research. These people will assist as required for example taking care of extra printing requirements, moving around tables and chairs.
    - Table moderators. These people will lead individual break out groups and discussions. We recommend one facilitator per 8 participants. It is also advised to have the same moderators assigned to the same group of participants across the project for consistency and to aid in building on what is heard in each session.
    - In online workshops/focus groups (e.g., on Zoom), there will be a need for behind the scenes tech support to onboard participants, troubleshoot any tech issues and set up breakout groups. A separate person should provide behind the scenes tech support covering the same responsibilities for any observers taking part. These online sessions will also require a lead facilitator, moderators and note takers.
6. **Gathering key information for organisation and citizen participants:** Along with briefing participants, partner project teams should also ensure they have:
    - The necessary consent forms for taking part, including permission to record research. Consent forms should provide clear outlines of the research including:
        - Key objectives for the research
        - Who the research is being conducted by, including the whole research consortium (e.g., partner, vehicle provider, and end client)
        - How participant data will be handled, and who will have access to it
        - Data retention policy
        - The opt-out process
        - An outline of what will be expected from them
        - If relevant, any filming permissions including how the outputs will be used and whether participants will be identifiable. Participants should be able to opt-out of filming without dropping out of the research entirely.
        - A description of the virtual reality headsets, including how they work, why they're being used, and any additional considerations (e.g., advice on anyone who should not take part in using the technology for health/safety reasons).
    - Information on any specific requirements e.g., accessibility requirements
    - Details of food requirements, allergies, and intolerances of all participants and staff involved in the in-person sessions

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.

7. **Communicating with organisation and citizen participants:** Consistent participant communication is important throughout the research project to ensure that everybody taking part feels clear on what is being asked of them. This should primarily come from the dedicated email address set up for participants. Some key communications include:
    - A welcome email thanking them for agreeing to take part in the research. This should cover:
        - A link to the consent form (outlined above)
        - Some information about the research including key aims
        - A clear fieldwork schedule for participants including all dates / times / locations / Zoom links etc. for their participation
        - Information on incentive payments, including how much, how, and when they will be paid (we recommend staggering incentives and weighting them to the final event to encourage continued participation).
        - A clear contact process if they have any questions about the research (e.g., "if you have any questions please don't hesitate to get in contact by replying to this email / calling this number (XXXXX) and asking about the MOVE2CCAM research")
    - An email ahead of each research element taking place, sent out 2-3 days beforehand and including:
        - A reminder of the time, date, and location for that element
        - Venue details if in-person (including parking information and where to go when they arrive)
        - Zoom / other platform link if online
        - When they can expect their incentive for that element if they attend
    - Chaser emails for online community participation (e.g., "you have completed 4 of 6 activities on the online community platform, this is just a reminder that you must complete all 6 activities to receive your full incentive for this part of the research. If you are having any issues completing the activities, please get in touch to let us know."
    - A thank you email at the end of each research element and at the end of the full research programme, confirming (final) incentives and reminding them to get in touch if they have any questions after the research has concluded / between elements.
8. **Data collection and management.** It is also crucial to determine how research data will be collected, stored and managed to ensure nothing is lost and that it is in a usable format. This will include:
    - At in person events, having all paper materials collected at the end of the day and organised by one person rather than individual facilitators. Partners should consider the best way to organise materials.
    - Plastic sleeves and boxes should be used to aid organisation, and a record should be kept of who has what hard-copy data, when it is due to be brought into the office following the events for data processing, and where it is stored once in the office both during and after data processing. It is not recommended to courier hard-copy materials from venues to partners' offices at the end of the research, as data could be lost in transit.
    - Recordings made in person through digital recorders should be collected by one person, uploaded to a central online location and then clearer for future usage. For online research, a clear system of where recordings will be stored and a

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.

consistent naming convention for files should be agreed upon to ensure easy identification of recordings.

Follow up after qualitative research

It is critical that organisations remain engaged after each workshop, to secure their continued engagement with the overall process. Therefore, follow up after each session is key, and again should come from the dedicated email addresses. As soon as possible after each workshop, email communication should be sent to all organisations which includes:

- Thank you for their participation
- Where possible, a summary of the findings that emerged and implications for next steps
- Details of the next steps of their engagement, and a timeline for when they can expect to hear more
- A link to a voluntary survey, which asks for feedback on the session they attended which can then be used to improve future sessions
- An open invitation for broader feedback and conversation between research components.

Qualitative and quantitative Key Performance indicators

There is a need to establish Key Performance Indicators, per satellite block, to monitor and assess engagement approaches.

For **organisations** we suggest the following:

- Number of organisations contacted for participation vs. number of organisations taking part, by:
    - Type of organisation/ area of focus
    - Region
    - Size of business
- Organisations' level of engagement, i.e. the number of activities they participate in overall
- Organisations' feedback from taking part, e.g.:
    - Relevance of session to own organisation
    - Enjoyment of session
    - Quality of session content
    - Quality of session organisation
    - Most enjoyed part of session(s)
    - Least enjoyed part of sessions(s)
    - Call to action (i.e. what will the participant do as a result of taking part in the session, e.g. tell colleagues, share on social media, look to learn more etc.)

For **citizens** we suggest the following:

- Citizens' level of engagement, i.e. the number of activities they participate in overall
- Citizens' feedback from taking part, e.g.:
    - Relevance of session for my life and circumstances
    - Enjoyment of session
    - Quality of session content
    - Quality of session organisation
    - Most enjoyed part of session(s)
    - Least enjoyed part of sessions(s)

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.

- Call to action (i.e. what will the participant do as a result of taking part in the session, e.g. tell family and friends colleagues, share on social media, look to learn more etc.)

4. Conclusions and future steps

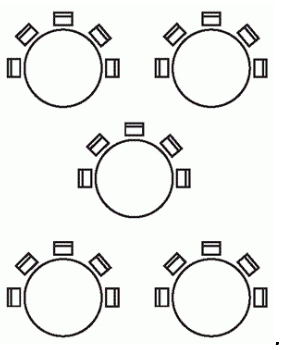
As a “living” document servicing as the project’s guidance for all Satellites engagement activities, including the engagement strategy of both citizens and organisations, all partners need to buy into the document and the processes and actions that are set out. BritainThinks will lead on the socialising of the document and ensure that all partners feel comfortable with the roles set out.

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.

Appendix 1: Activities format

The co-creation activities needed for BB2 are described in Table 1 below:

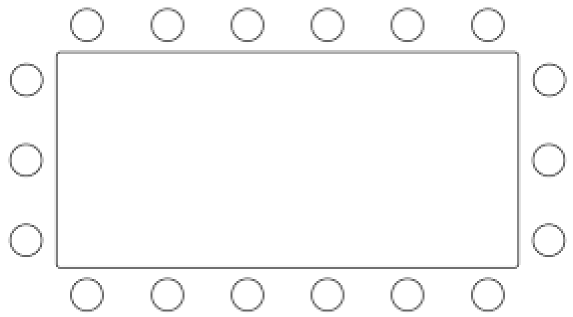
Table 1: The MOVE2CCAM Satellites engagement activities

#	Title of activity	Activities, Audience size, Methods & Data	Description
1	CCAM use cases, scenarios and KPIs co-design - Organisations	*Activities*: 1 physical workshop in each of the 3 prototypical regions **+** 1 online pan-European *(total: 4)* *Audience size*: 40 org. in each region + at least 120 pan-European *(total: 240 org. at least)*	***1 in person workshop of 40 organisations in each of the 3 prototypical regions.*** *Duration: 2 hours.* *Language: local language* *Number of moderators required: 3-5 (depending on number of organisations).* *Venue: One large room required with 3-5 tables able to sit 6-8 people (and room for moderator). Room layout should be cabaret style, as below*  *Equipment: One large screen that everyone can see clearly, 3-5 flipcharts, post-it notes, coloured pens and markers, microphone (depending on size of room). Ensure availability of audio/visual equipment and WIFI in venue (depending on session needs). Sessions should be recorded via digital recorders – one per table (provided participants have been informed and have consented to this prior to the session).* *Paperwork: Consent forms, sign-in sheets, name tags with names/organisations.*

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.

			Arrival/registration: A team member should greet participants, register them, and direct them to their table. *Sustenance: Water should be available on tables, and warm beverages and biscuits should be available during arrival/registration.* ***1 online pan-European workshop*** *Platform: Zoom* *Duration: 2 hours.* *Language: English introduction and then local language* *Number of participants: 120 in total (24 per region)* *Number of breakout groups: 6-8.(delivered in local language)* *Number of moderators required:6-8.* *Tech requirements: Strong WIFI connection, access to laptop / desktop / tablet.* *Paperwork: Signed consent forms prior to session.*
2	CCAM use cases, scenarios and KPIs co-design - Citizens	*Activities*: face to face dialogues/ focus groups in the 3 prototypical regions + 5 online dialogues in CY, DE, SP, FR, UK *Audience size*: 30 people in each country *(total: 240 people)*	***In person citizen focus groups in each of the prototypical regions (30 participants for each region).*** *Duration: 1.5 hours.* *Number of sessions required: 5.(one session per audience group identified in the sampling strategy)* *Number of participants per session: 6.* *Number of moderators required: 1.* *Venue: One medium size room required. Room layout should be boardroom style.*

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.

			 *Equipment: One large screen that everyone can see clearly (if required for the session), one flipchart, post-it notes, coloured pens, and markers. Ensure availability of audio/visual equipment and WIFI in venue (depending on session needs). Session should be recorded via a digital recorder (provided participants have been informed and have consented to this prior to the session).* *Paperwork: Consent forms, sign-in sheets.* *Arrival/registration: A team member should greet participants and sign them in, ensuring they have returned their signed consent forms.* *Sustenance: Water should be available on tables, and warm beverages should be available during arrival/registration.* *Alternative option would be to run one workshop-style session with all 30 participants, running for two hours.* *This would be simpler in terms of organising as the session would be held at a specific date and all the preparation would need to be done once. Also, venue would be only required for one session.* *However, this session would require a larger sized room (to be able to host 40 people together with moderators) and a larger team of 4-5 moderators. It would also mean that there would be less flexibility with regard to organising the session in order to meet different schedules and needs.* ***Online dialogues in* CY, DE, SP, FR, UK** *Platform: Recollective.*

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.

			Duration: TBC, but we would recommend a maximum of 30 minutes per day. *Language: Local language.* *Number of participants: 30 per country.* *Number of moderators required:1-2.* *Tech requirements: Strong WIFI connection, access to laptop / desktop / tablet / smartphone.* *Paperwork: Signed consent forms prior to taking part in activities.*
3	CCAM prototype business models - Organisations	*Activities*: 1 physical workshop in each of the 3 prototypical regions **+** 1 hybrid pan-European *(total: 4)* *Audience size*: 40 org. in each region + at least 120 pan-European *(total: 240 org. at least; same org. as #1)*	***1 in person workshop of 40 organisations in each of the 3 prototypical regions****: please refer to description for activity 1.* ***1 hybrid pan-European workshop*** *We would advise against the format of hybrid workshops as those participating online will struggle to engage and have their voices heard during the session.* *We would therefore recommend hosting an online pan-European workshop: please refer to relevant description for activity 1.*
4	Final CCAM scenarios and KPIs & CCAM impact - Organisations	*Activities*: 1 physical workshop in each of the 3 prototypical regions **+** 1 online pan-European *(total: 4)* *Audience size*: 40 org. in each region + at least 120 pan-European *(total: 240 org. at least; same org. as #1)*	***1 in person workshop of 40 organisations in each of the 3 prototypical regions****: please refer to description for activity 1.* ***1 online pan-European workshop:*** *please refer to description for activity 1.*
5	Final CCAM scenarios, KPIs & CCAM Impact – Citizens	*Activities*: i) online dialogues in 8 countries ii) focus groups and virtual reality games in 3 countries (NL, PL, UK) iv) AV demonstration in Helmond, NL	*TBC*

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.

		Audience size: i) 32 in each country *(total: 256 people)*, ii) 18 in each country (*total: 144 people*), iii) 32 in each country *(128 people),*	
6	Pan-European citizens survey: CCAM requirements and impact (M16, WP3+WP4)	*Activities:* 1 online survey in 8 countries *Audience size*: = 1,000 in each country (total: 8,000 people) *Methods:* online questionnaires collecting revealed preference and stated preference data*;* *Data:* numeric	*TBC*
7	Mixing Citizens & Organisations: CCAM Impact (M15; WP3+WP4)	*Activities:* 1 physical workshop in each of the 3 regions **+** 1 online pan-European *Audience size*: 20 organisations + 20 citizens *(all reconverted; total: 160) Methods:* scenario exploitation, social simulation experiments, *Data*: text, images, numeric	*TBC* *We would recommend reconsidering the format of the online pan-European session mixing citizens and organisations, primarily due to language used during the session. Will we expect all participating citizens to take part in English? Should we consider implications of this in terms of participation levels and ensuring all voices are equally heard?*
8	IAMT prototype demo and feedback (M21; WP4)	*Activities*: 1 physical workshop in each of the 3 prototypical regions **+** 1 hybrid pan-European *(total: 4)* *Audience size:* 40 org. in each region + at least 120 pan-European	*TBC* *Same recommendations as before in terms of avoiding hybrid sessions.*
9	IAMT tool presentation (M26; WP4)	*Activities:* 1 physical in each of the 3 prototypical regions **+** 1 hybrid pan-European *(total: 4)* *Audience size*: 40 org. in each region + at least 120 pan-European	*TBC* *Same recommendations as before in terms of avoiding hybrid sessions.*

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.

Appendix 2: Satellite Engagement

Satellite engagement opt in text

Dear [Name of Contact]

Invitation to participate in the MOVE2CCAM research project

Co-operative, Connected and Automated Mobility (CCAM) systems are thought to be one of the most promising transportation solutions, having a significant impact on urban growth and serving as a key enabler of the sustainability of the transport ecosystem. The transportation and urban planning communities have made extensive attempts to investigate and quantify the effects of CCAM system designs for passenger and freight transport on mobility, socio-economic factors, and environmental factors as a result of this promising potential for CCAM solutions.

The project is being carried out by the MOVE2CCAM consortium; consisting of partners across Europe and the project is supported by the Horizon Europe Research and Innovation Programme, which promotes collaboration to tackle climate change, helps achieve the UN's Sustainable Development Goals and boosts the EU's competitiveness and growth.

As part of the MOVE2CAM consortium, [insert partner name] are looking conduct research with representatives from different sectors within [insert region] to collect insight about the impact of CCAM systems.

The objective of this research is to bring together a multi-disciplinary and multi-systems network of representatives across the whole CCAM ecosystem (i.e. passenger, freight deployers, infrastructure operators, telecommunication, public health experts, fuel providers, developers, demonstration areas, and of course citizens); consisting of organisations/industry, authorities/regulatory bodies, and citizens to understand the views, opinions and needs.

Invitation to take part:

We would like to invite your organisation to participate in the CCAM scenarios development, testing and validation of the Move2CCAM tool. You have been personally selected to take part, because we feel you will have an interesting perspective.

The research will consist of 3 co-creative events to co-design CCAM use cases, scenarios, KPIs and debate on the CCAMs systems-wide impacts.

- Event 1 will take place via [a 2hr online workshop / 2 hr in-person workshop] in either w/c 27th February or w/c 6th March 2023 [insert exact date if know]
- Event 2 will take place [a 2hr online workshop / 2 hr in-person workshop] in March/April 2023
- Event 3 will take place [a 2hr online workshop / 2 hr in-person workshop] in June 2023

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.

If you would like to take part in this exciting project, please complete your details by **Friday 27th January 2023** using the registration link

Further information to follow with regards to scheduling and format for the events for those who express their interest.

If you have any questions, or require further information please contact [**insert region contact name and email/phone**]

Thank you for taking the time to read this email and I hope very much that you will be able to take part and share your views with us as part of this important piece of work.

Yours sincerely,

[**Insert region coordinator name**]

Organisation invite: Helmond

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.

Organisation invite: GZM

Organisation invite: North Aegean Islands

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.

Organisation invite: Pan-European

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.

Appendix 3: Citizen's sampling strategy

MOVE2CCAM: sampling strategy for Activity 2 (Use cases, scenarios, KPIs - Citizens)

Context

- The activity consists of 8 events (Physical events in Helmond, GZM, and North Aegean; online events in Cyprus, Germany, Spain, France, and UK)
- Sample of at least 30 participants in each event
- Participants should be the same for this activity and for the online activities 5 (Final scenarios and KPIs, impact). Participants should be recruited for these three activities in a single recruitment stage, and informed when the activities are going to be held. At the end of activity 5, we will also ask some participants to join Activity 7 (CCAM impact)

Sample requirements

The sample for each event should not be a random sample representative of the whole population but a quota-based sample that includes individuals belonging to all groups that are object of interest for the project. These include men and women, younger and older people, individuals in households with young children, individuals with a disability or long-term health condition affecting mobility, people living in rural areas, and those with no access to a car or who do not have a driving license or are unable to drive for other reasons (e.g. health, fear, etc).

The sample should be composed of separate groups of participants, each having similar characteristics. This ensures that all characteristics are represented, and provides a split that can be used for breakout group discussions during the activities.

Due the possibility of individuals signing up for the event and eventually not joining it, we propose recruiting 40 participants, to ensure that at least 30 will join the event.

As such, we propose that the sample of 40 should be composed of 5 groups of 8 participants.

- 8 participants aged 18-35, at least 2 students
- 8 participants aged 35-65 and with no children living in the household
- 8 participants aged 35-65 and with children below 15 years old living in the household
- 8 participants aged 65+
- 8 people with a disability or long term health condition affecting mobility, or carers for someone with a disability or long term health condition affecting mobility

The following requirements apply to the whole sample of 40:

- At least 40% of the 40 participants (i.e. 16 participants) should be men and at least 40% should be women
- At least 10% of the 40 participants should be living in a village (locality with less than 2,000 people).

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.

- At least 10% of the 40 participants should have no driving license or are unable to drive for health or other reasons
- At least 10% of the 40 participants should be of ethnic or national minorities

https://twitter.com/Move2C/

https://www.linkedin.com/company/move2ccam/

www.move2ccam.eu

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.