

The ART of students' involvement in the (automated) future of mobility



Automated transport is a concept that has been up in the air for years. Belgium has been testing automated shuttles since 2018, but a major part of society still isn't aware of this upcoming technology.

Mpact has created awareness and involved students in the upswing of automated transport through our youth platform A Tribe Called

Transport. Being a student means making a lot of choices, like how to travel. Moreover, students are an indication of how our society will look like in 5–10 years. This makes them a group that is eligible for more research. The main question that we wanted to ask them was: is automated transport a solution for you? If so, how can it be rolled out sustainably?

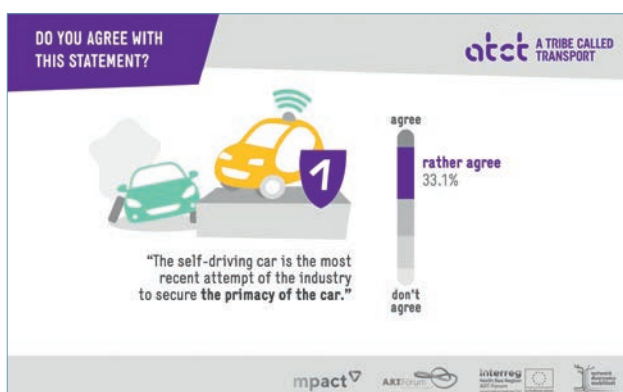
Students and experts show the way

Mpact brought students and mobility experts together in three domains:

- 1. Insights:** Mpact launched several surveys and created tailor-made content for students on automated transport.
- 2. Talk value:** through Lost Lectures – interactive guest lectures – we created a learning space where students could think critically and discuss the potential impact of automated transport with experts.
- 3. Engagement:** through hackathons and student challenges, we let students come up with (automated) solutions for their mobility needs.



Mpact empowered students to examine our mobility system and to consider automated transport as a possibility for their future travels. At the same time, Mpact collaborated on a discussion shared their views on automated transport.



» Mpact empowered students to examine the potential of automated mobility.

Snackable insights

Public authorities are on the fence when it comes to automated transport. We often hear how complex, revolutionary and unknown this technology is and that we don't know how to prepare society to cope with it. Mpact decided to ask students, as a part of society, how they would use automated transport.

One of the most important insights is linked to our belief that automated transport is only an added value when it's shared. For people to share it, the concept of shared mobility must be more top of mind, with or without automation.

Mpact looked for ways to make automated transport more snackable by linking it to a regional Flemish concept: basic accessibility. Since 2019, Flanders has been working on this new mobility framework to make destinations more accessible for everyone. Mpact collaborated with a university student to include automated transport into this framework by researching the potential of automated shuttles in the region of Limburg.

» *Shared mobility must be top of mind, with or without automation.*



What Flemish students think about automated mobility

Lessons learned

It's rather challenging to involve users with a transport mode that's not quite there yet. But how to prepare users for automated transport? It pays to:

1. Collaborate with organisations that are directly in contact with the target group. In our case, universities and colleges were the perfect institutions to work with.
2. Involve your users in every step of the way: co-identify, co-create, co-test, and co-evaluate.
3. Realise that there are underlying structures that keep certain patterns unchanged. Where is automated transport headed to? Do we want it to be shared? If so, make sure people are aware of and use shared transport options now.
4. Think outside the box: innovation comes with creativity.

Contact

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