



Special Session

Diversity, Usability, and Equal Opportunities in Autonomous Mobility

Description:

The deployment of Connected, Cooperative, and Automated Mobility (CCAM) offers significant opportunities to reshape transport systems in more sustainable, accessible, and inclusive ways. However, ensuring that these solutions effectively respond to the needs of diverse user groups requires addressing barriers related to age, gender, income, disability, and digital literacy.

This session explores how diversity, usability, and equal opportunities can be systematically embedded into the design and implementation of CCAM solutions.

Through the use of relatable user personas and participatory methods, participants will engage with the emotional, practical, and systemic challenges faced by different citizens, while jointly identifying key enablers of adoption, trust, and acceptance.

The session is designed as an interactive and participatory activity, structured in the following phases:

1. **Welcome and Introduction:** Speakers and moderators briefly introduce themselves and their experience with inclusive and user-centred CCAM.
2. **Kick-off Interactive Question:** A live audience poll to capture perceptions on key factors influencing CCAM acceptance (e.g. safety, affordability, inclusivity, trust).
3. **Group Simulation Activity:** Participants work in small groups, each focusing on a fictional yet realistic user persona and discussing mobility challenges and interactions with CCAM solutions. Each speaker acts as a group moderator.
4. **Group Reporting and Discussion:** Each group presents a short synthesis of identified barriers, opportunities, and potential solutions, followed by a collective discussion.

Session Moderator:

- Giacomo Cantini, ICOOR-UNIMORE

Topics and Presenters:

From Technology to People: Building Inclusive and Trustworthy CCAM

- Giulia Renzi, Doctor, Senior Project Manager, UNIMORE-ICOOR

Advancing Inclusive Transportation through CCAM: The Role of Knowledge-driven innovation tools

- Dr. Anna Antonakopoulou, Smart Mobility Research Division leader, Senior Researcher, I-SENSE Group of ICCS, NTUA



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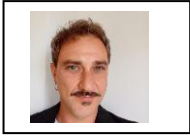
From diversity to deployment: inclusive and usable Human-Technology Interaction (HTI)

- Michela Apruzzese, Senior Innovation Consultant, PNO Innovation s.r.l.

Is CCAM Ready for Everyone? Towards Fair and Equitable Automated Mobility

- Stella Nikolaou, Senior Project Manager, CERTH/HIT

Moderator.....



Giacomo Cantini. He has been a European Project Manager and researcher of the University of Modena and Reggio Emilia and ICOOR since 2023, with a strong work experience and background in Social Sciences and Humanities (SSH). His work focuses primarily on sustainable and inclusive mobility, logistics and industry 5.0 topics. In this context, he has supported the coordination of the SINFONICA project and contributed to several collaborative European initiatives, including Diversify-CCAM, PROSPECTS 5.0, and Roads4ALL.

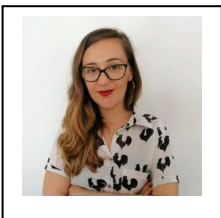


Speakers:

Giulia Renzi. She has been a Project Manager with the ICOOR–UNIMORE team since 2017, contributing to and coordinating activities across several European research and innovation projects. From 2022 to 2025, she served as Technical Coordinator of SINFONICA, a Horizon Europe project focused on user-centric approaches for CCAM. Since 2023, she has also been Technical Coordinator of KEYSTONE, a Horizon Europe project advancing a digital, interoperable, and secure transport ecosystem.



Anna Antonakopoulou. She is a senior Project Manager and Smart Mobility expert with over ten years of experience in managing large-scale EU-funded projects in the fields of urban mobility, CCAM, ITS, and sustainable transport. She currently leads the Smart Mobility Applied Systems Research Division at the ICCS, coordinating multidisciplinary teams across multi-country consortia. Her expertise covers end-to-end project and quality management, stakeholder coordination, risk and change management, and the design and implementation of user-centric mobility solutions. She has played key managerial roles in major European projects such as SINFONICA, ELABORATOR, SHOW, IN2CCAM, and eBRT2030, with a strong focus on inclusiveness, accessibility, and decision-support tools for public authorities. She holds a PhD in Electrical and Computer Engineering and is an active contributor to European mobility partnerships and working groups.



Michela Apruzzese. She is Senior EU funding expert with over 10 years of experience supporting innovation projects in transport, logistics, and smart mobility. Specialized in identifying strategic funding opportunities and coordinating multidisciplinary, international consortia, bridging public authorities, industry, research organisations, and SMEs. Proven track record across the full project lifecycle, with a strong focus on sustainable, scalable, and market-oriented innovation in transport. Michela is actively engaged in European mobility networks and professional associations, including Women in Mobility, Infrastructure and Transport (WiMIT) and sectoral communities fostering dialogue between research, industry, and policy.



Stella Nikolaou is a Human Factors expert and Research Associate at the Hellenic Institute of Transport since 2003. She holds a degree on Business Administration. She has been involved in numerous national and European research projects since 1996, mainly leading/ supporting the technical implementation. Her main research focus includes road safety research with emphasis on automation and connectivity, human factors impact studies and interaction concepts, driver/rider state monitoring, as well as business and policy roadmaps development on “smart mobility”. She is the Scientific Manager of the EU project Diversify-CCAM focusing on integrating diversification aspects in CCAM design and development to foster mobility equality.