

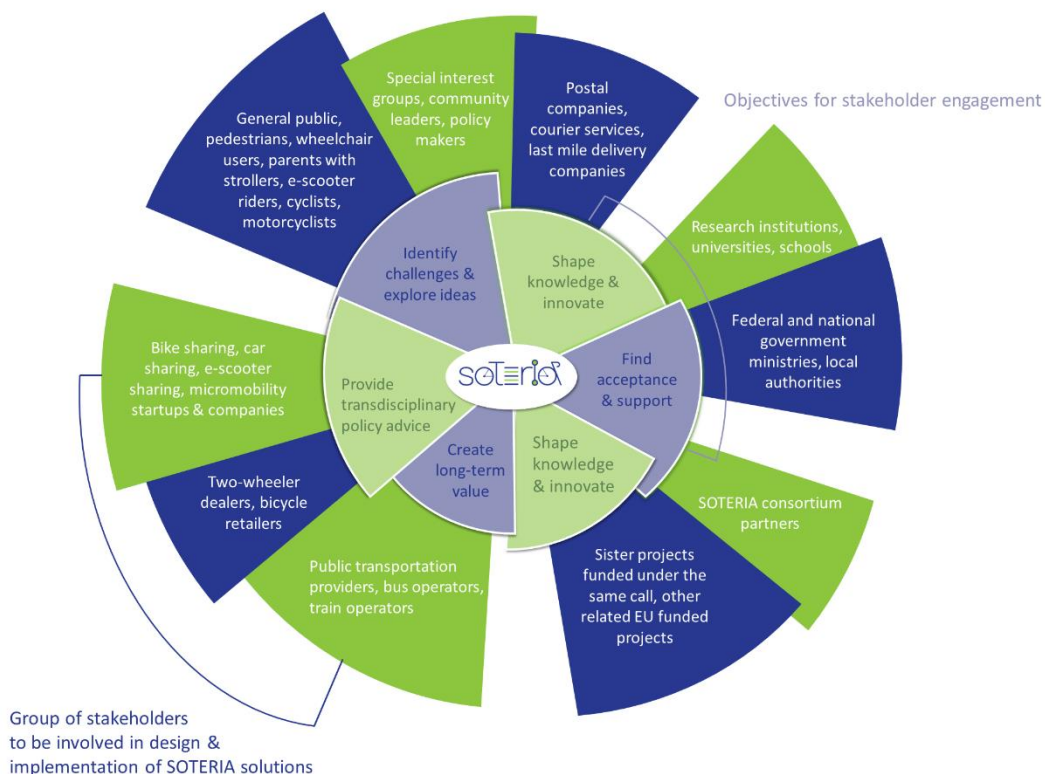
5 October 2023

## SOTERIA launched road safety Living Labs across Europe to support human-centric research and innovation in real-life settings

As a research and innovation project with high ambitions to deliver impact, SOTERIA has launched **road safety Living Labs spread across four European countries: Germany, Greece, Spain and United Kingdom.** The Living Labs are the heart of the project. Having embraced multi-method approaches that involve an active participation of end-users and stakeholders, SOTERIA has established these co-creation spaces to identify solutions for long-lasting challenges faced by vulnerable road users.

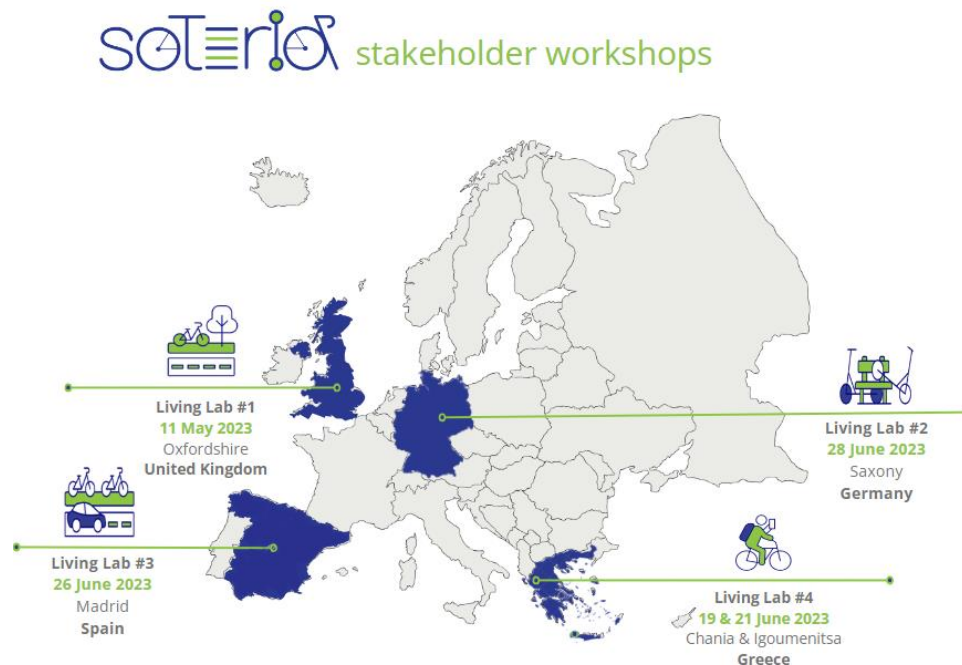
### Living Labs as a co-creation vehicle

During SOTERIA Living Labs setup, local communities and stakeholder analysis was performed to identify group representatives that will participate, creating SOTERIA’s first community. Living Labs provide the opportunity to explore, test and validate innovative ideas and ultimately co-create pathways towards **safer roads and a more inclusive urban environment for pedestrians, cyclists and motorcyclists, as well as powered-two wheelers.** Their innovation potential can be transformative for the way people move around cities.



*“We believe that bringing together academia and industry, cities and citizens to cooperate has the potential to create unimagined opportunities. The manifold of societal functions involved ensures robust knowledge creation and long-term impact. Going the extra mile is definitely worth it.” notes Professor Colin Booth from the University of the West England in the United Kingdom, responsible for the SOTERIA Living Labs.*

In this **quadruple helix cooperation model**, the focus is shifted from expert-driven towards user-centric **innovation**. While it may require more effort to arrive at tangible results, the outcomes of co-creation are expected to more effectively address urban mobility challenges and promote road safety equity.



### **Societal acceptance is essential**

Over the first months of SOTERIA, the consortium dedicated their efforts to organising a series of workshops that were the first events to involve the local authorities and communities in the project activities, to inform them about its objectives and how to become actively engaged in the long run. Importantly, stakeholders and interested members of the public were invited to share their experiences and concerns about road safety.

In their welcoming speeches, the Living Lab leaders (**Oxfordshire County Council**, **Fraunhofer IVI**, **Nommon** and **Cyclopolis**) affirmed that stakeholder involvement is key to the success of SOTERIA. Many different stakeholder groups need to work together to find solutions to the challenges faced by

vulnerable road users, for new technologies prioritising safety over speed to gain broad acceptance in society and for policy interventions to be integrated into cities' mobility strategy.

### Ongoing activities

The SOTERIA Living Lab activities started in May 2023 and will last until June 2025. The findings of the first workshops will feed into the drawing of the SOTERIA use cases on which the consortium is currently focused. Other activities include a general public survey to gain insights into road user behaviours, their attitudes towards road safety and risk perceptions as well as route decision criteria. The results will help determine the direction of further research and should provide impetus for further knowledge exchange with stakeholders in the four Living Labs and greater alignment between safe mobility solutions developed and needs of road users.



There is exciting work ahead aiming to accelerate urban mobility change, so stay tuned!

### For additional information contact us!

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