

Participatory Futures of Mobility



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Abstract

By awarding **up to €1 million** weMOVE turns small municipalities into **Europe's leading AV testbeds**. WeMove imagines automated vehicles in rural and suburban areas through strong local ownership and co-creation.

While the standard model starts with technology, weMove begins with **community needs** and shapes the technology to fit them.

Problem definition

Rural and suburban areas face unique mobility challenges that **"off-the-shelf"** solutions can't solve.



Technology alone is not enough—when disconnected from community realities, it risks poor adoption and unmet needs.



To succeed, solutions must be **community-based**, aligning with **local demand patterns** and **earning public trust**.

Proposal

weMove supports municipalities with **grant-funded pilots** for:

- 1 Shared autonomous on-demand shuttles
- 2 Autonomous delivery robots

Each municipality tailors the chosen model to local socio-cultural conditions and specific mobility needs.

💡 Special focus: Inclusive interaction design for seniors and digitally less experienced users.

📱 Digital training programs during the launch phase help build user confidence and long-term adoption.

Our guiding values

Co-development

Support

Inclusivity

How it works



Municipalities apply for the grant



The strongest proposal becomes the pilot village



Citizens receive training and support



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Impact

Enabling **local co-creation** of responsible autonomous mobility systems and generating **critical knowledge** on rural lived-realities.



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Stakeholders

Bayerisches
Staatsministerium
für Digitales

Bayerisches
Staatsministerium
für Wohnen
Bau und Verkehr



EASY
MILE



Municipalities

Own creation

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Challenges

sustainability



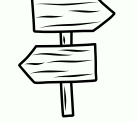
digital literacy



acceptance



infrastructure



regulations



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References:

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