

“Where AVs are indeed needed is where they work the least, where they work best they are  not needed”

- Prof. Oskar Nissin, Metropolia University

Rural-Suburban

# Up Up to the North

EuMOVE 2025 - Autonomous Vehicles & Society

24 July, 2025



# Tallin and Helsinki



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M.Sc. Management &  
Technology



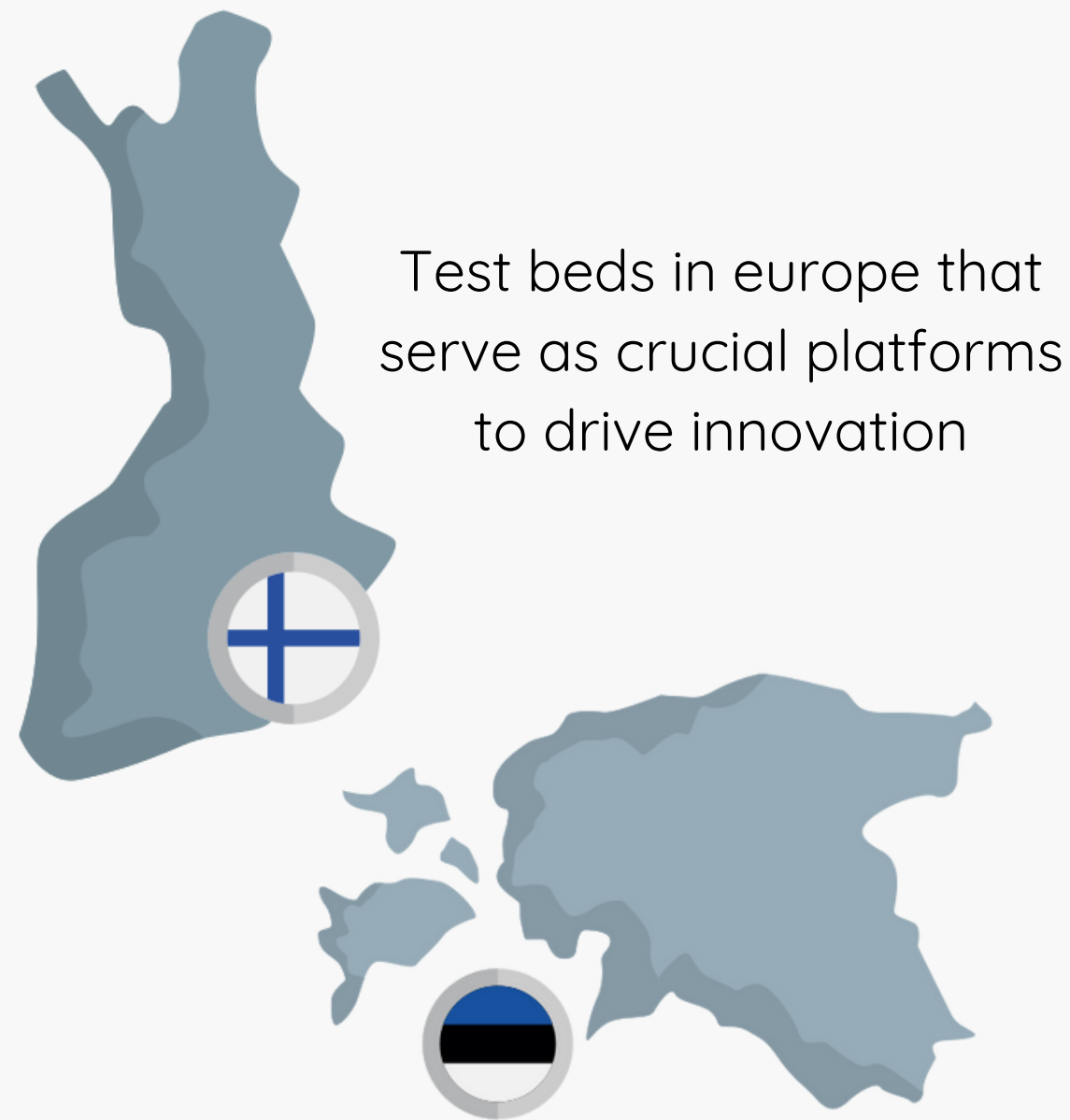
Silas Meyer  
M.A. RESET



Carlos Rivera  
M.Sc. Transportation  
Systems

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# Field trip



# Interviewees



## Academia



## Public Sector



## Advisory



## Policy



## Private Sector



## NGOs & Chambers

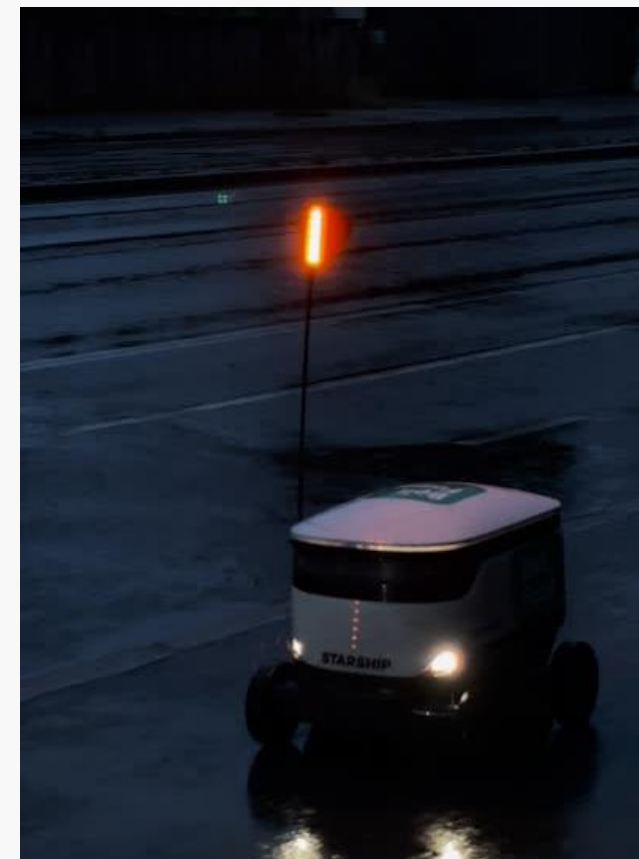


EESTI PUUETEGA INIMESTE KODA  
ESTONIAN CHAMBER OF PEOPLE WITH DISABILITIES





# Key Findings



"There's this idea of brutal transparency, that being brutally transparent about our technologies (...) has helped us gain a lot of trust from our citizens. And it's not always a nice conversation to have."

- Rannar Park, E-Estonia



# Key Findings

Tech first? then people?

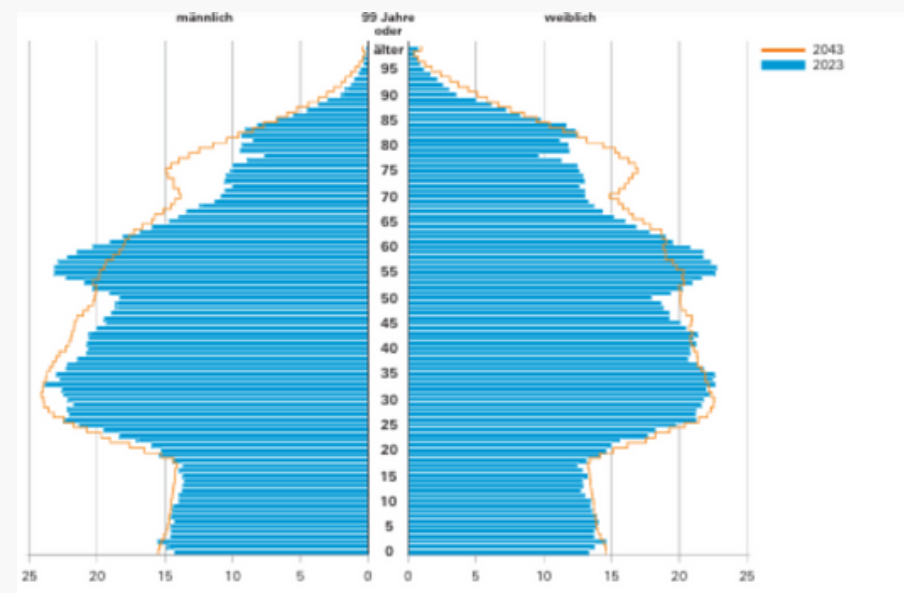
Estonia's countryside is well developed but the elderly are left behind." - Activist Tallinna Mobility



"Now the young engineer wonders why this AV doesn't work for a women with 3 kids"

# People come first

- Villages are still isolated from public transport
- Population is growing older



Source: Bayerische Landesamt für Statistik



# To reimagine everyday mobility for rural communities







Competition Among Municipalities for being Bavaria's Testbed Village



Source: own creation generated with chatGPT

# How?

month

1

3

4

6 - 30

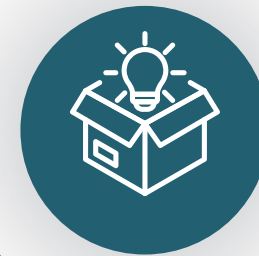
## Phase 1: Competition Launch

Launching event with Municipalities to showcase the prizes and motivate them to participate



## Phase 3: Local Customization

Give the 1.000.000 euro grant in AV tech and design, and adapt the pilot to local socio-cultural needs and mobility patterns. Talks with partners.



## Phase 5: Training and Support

Citizens receive digital training and support



## Phase 0: Competition Planing

Strategic Planing, graphic design, idea development and local media outreach



## Phase 2: Application & Selection

Municipalities apply  
Proposals are evaluated  
Select the Testbed Village



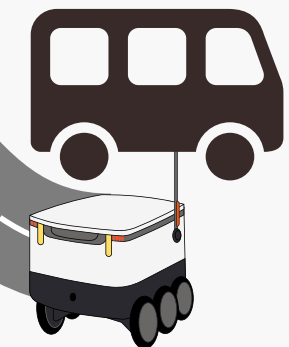
## Phase 4: Pilot Launch in the Testbed Village

Showcasing the shuttles or delivery robots onsite and with media coverage

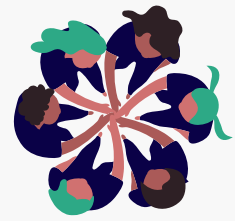


## Phase 6: 1 year AV Pilot

Shuttle or Delivery Robots  
Deployment



# The expected impact



Empowerment & responsible innovation



Critical knowledge



Participation



First rural AV Pilot in Europe!





# What and who do we need ?

Bayerisches  
Staatsministerium  
für Digitales



Bayerisches  
Staatsministerium  
für Wohnen  
Bau und Verkehr

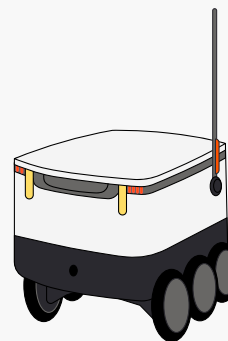


LOCAL MEDIA

EASY  
MILE



Municipalities

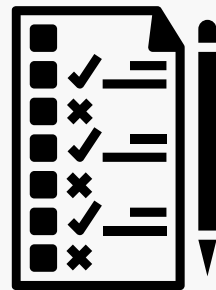


 **weMove**



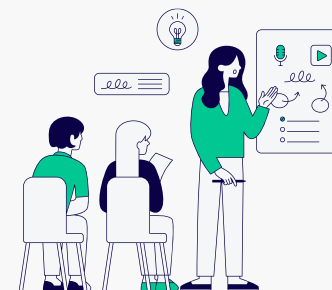
Source: own creation generated with chatGPT

# Investment needed: 400.000 - 1.000.000 €



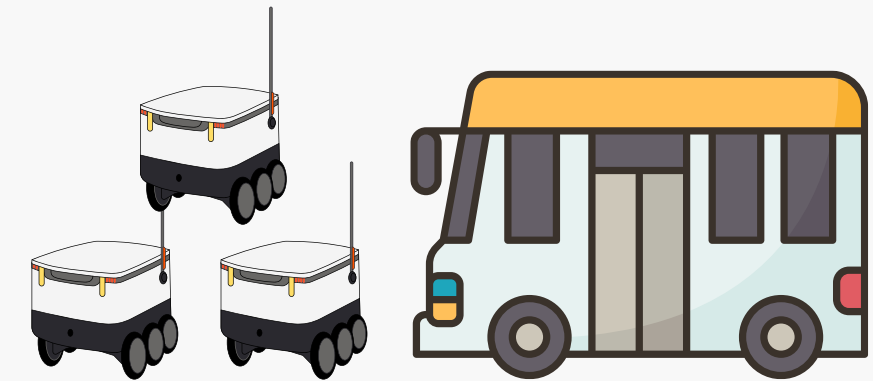
Plan, Launch, Media, Project  
Management, and Mobility  
Expert Advise

260,000 €



Local Customization  
& Setup

90,000 €



Fleet Launch

50,000-650,000 €

# Challenges

sustainability

digital literacy



acceptance



regulations



infrastructure





where citizens del



Let's stop imagining and co-create the first Rural Autonomous Vehicle  
Testbed!

Join us at the booth to experience firsthand what this vision could look  
like!



Source: own creation generated with chatGPT