Annex A:

Recommendations underpinning the rationale for the development of an engagement and education programme

Communication, education and public engagement are critical to the acceptable rollout of SDVs		
Communication is key	Engage with a wide public	Education first
Safe and acceptable deployment of SDVs needs communication to underpin it To ensure that there is equal access to both the technology and influence over how it is deployed (not restricted to those interested in the technology) There is a strong appetite from wide range of general public to learn more (and to be reassured)	It is important to "bring people along" with the development and deployment of the technology To realise most shared/societal benefits To enable different segments to help to define new use cases Therefore, to maximise the societal impact of the technology	Clear communication will address any preconceptions and provide shared basis of understanding of technology "Education" should therefore be the initial focus of communication campaigns

Public education on the "basics" of SDVs is needed, including reassurance on safety, before laying out potential benefits		
Basics of the technology	Reassure on safety	Map potential benefits
Important to start from the basics of what SDV technology is, and what it isn't This should include information about how the technology works But could also highlight different ways that it is being or has been deployed to date to demonstrate both that the technology is already advanced, but not yet in public use	Safety in use, in different situations and environments (especially rural roads and busy town centres) Safety in interaction with other road users and at different stages of roll out (especially early introduction when technology is unfamiliar) Reassurance in relation to safety regulation (e.g., around driver in charge vs vehicle in charge)	Once educated on basic facts and reassured on safety, communications should provide a vision of the potential for SDV technology to solve problems and provide societal and economic benefits (especially locally) "Inspire" thinking about uses for different audiences

Dialogue, in local areas and between the public and other stakeholders, is key to engage the public and identify new use cases		
Local authorities	Service providers	Manufacturers

Locally appropriate application of SDV technology is key Local (and regional) councils and transport authorities have a key role in explaining how SDVs could be used or will be trialed Impact on local finances/funding will be of interest to local taxpayers	Service providers should explore with users how best to design services to address poorly met needs As well as ensure accessibility (in terms of both disability and digital engagement)	Vehicle design will benefit from manufacturers understanding needs and experiences of potential users early in the development journey This should include mainstream users and, importantly, specific groups (e.g., older, disabled users)

Government (especially national) should be a key player in terms of investment, regulation and education.
Leading on communication:
• Strong public expectation that national government needs to educate the general public widely on SDV technology • Campaign should be widespread, national, consistent and ongoing • Should be coordinated with local communication around e.g., trials and infrastructure