



SHOW Ideathons

Approach and first insights

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SHOW in a nutshell

Deployment of shared, connected and electrified automated vehicles to advance sustainable urban mobility



69 partners from 13 EU-countries



January 2020 – December 2023



Real-life urban demos in 20 cities



H2020 R&I programme GA No 875530



SHOW objectives



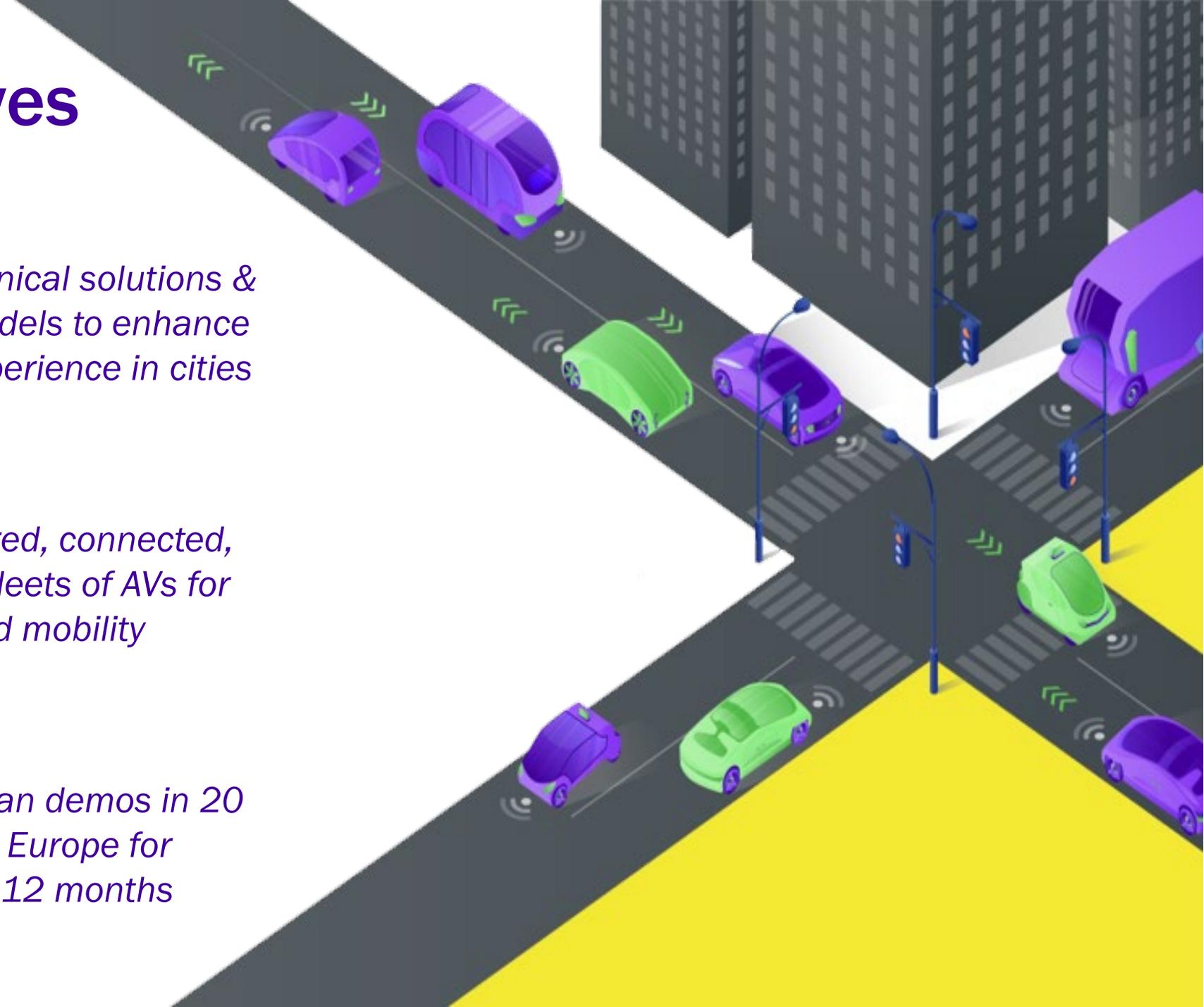
Develop technical solutions & business models to enhance travelers' experience in cities



Deploy shared, connected, electrified fleets of AVs for shared mobility



Real-life urban demos in 20 cities in Europe for at least 12 months



User engagement and co-creation



What's in it for the passengers / end-users?



European Passengers' Federation
Fédération Européenne des Voyageurs

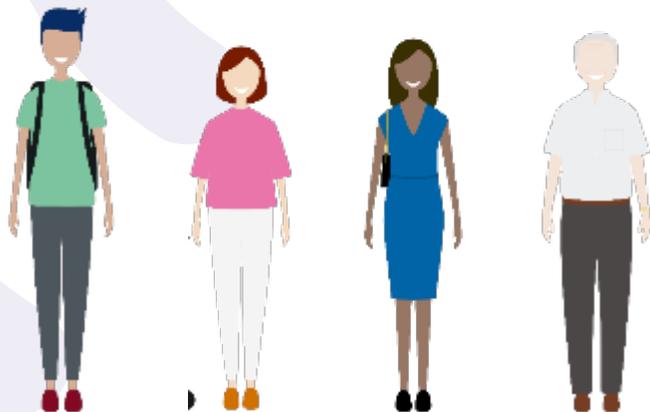
EPF

Europäischer Fahrgastverband
Europese Reizigersfederatie

First SHOW Ideathon: 15. January 2021



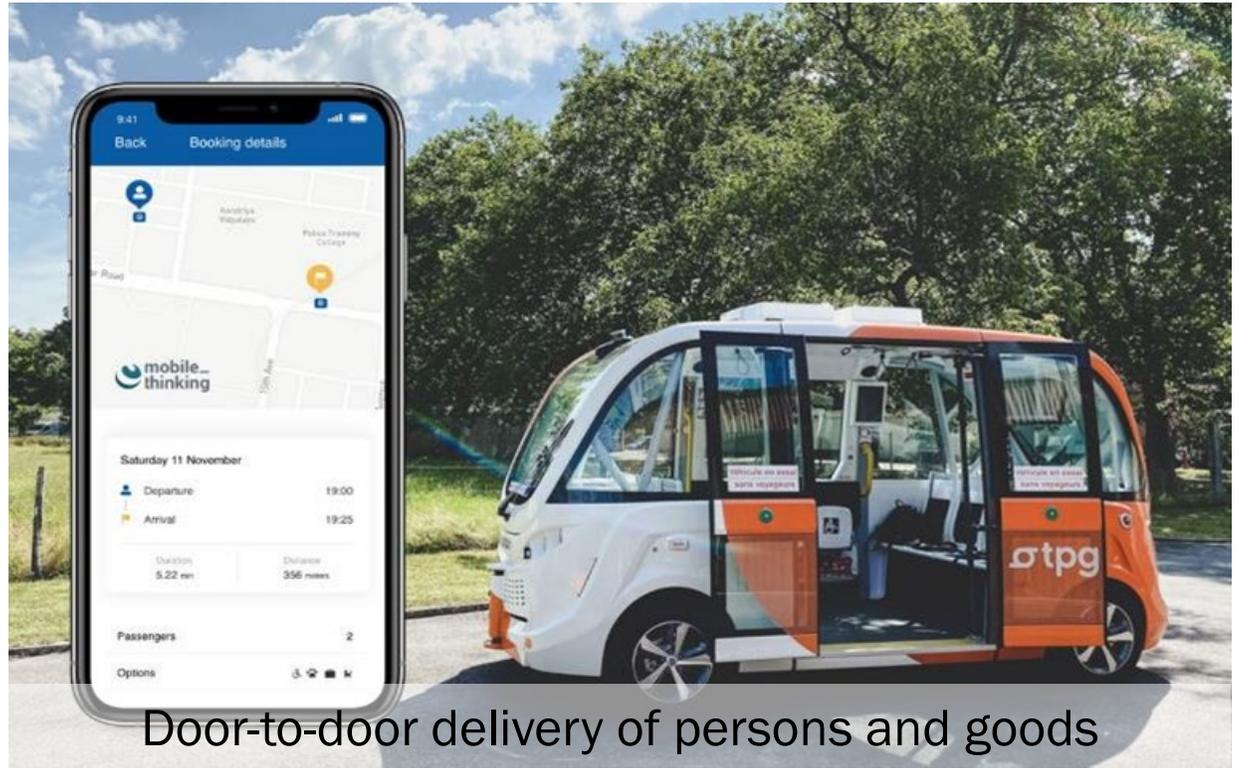
- Organised by ERTICO & EPF, supported by UITP, CERTH and Eurocities
- 39 participants
- Plenary session to set the scene
- Parallel sessions to brainstorm
- Starting point: end-user needs



"Mobility Personas for Singapore" by [Penny Kong](#) is licensed under [CC BY-NC-SA 4.0](#).



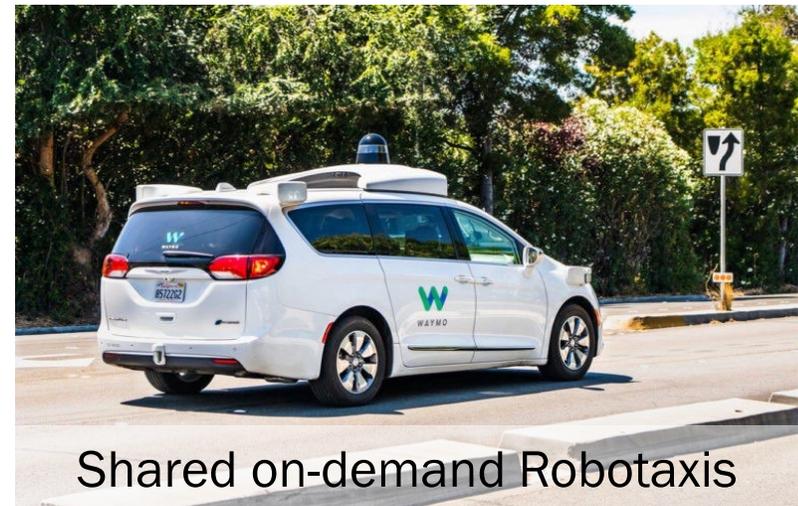
Driverless shuttle for first/last mile



Door-to-door delivery of persons and goods



Mass transit with driverless buses

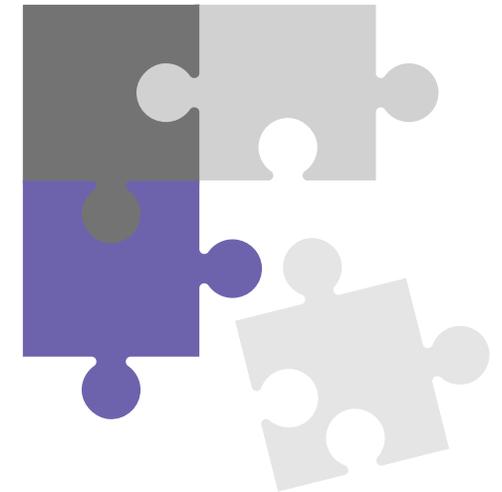


Shared on-demand Robotaxis

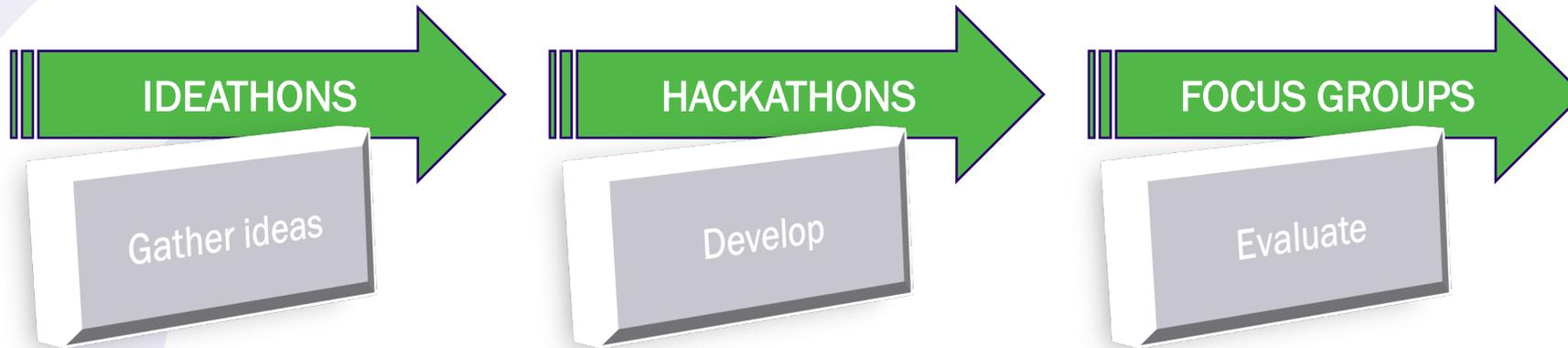
Selection of ideas



- 24/7 surveillance on board and stand-by human assistance
- Tutorial film on board to explain how the service works
- Pick-up points for parcels in the neighbourhood
- Flexibility to adapt capacity to increased demand and potential impact on bus depots
- Accessibility, audio-visual messaging and assistance for PRMs across the whole trajectory
- New safety culture for AVs & improving perceived safety
- Possibility for individual use of Robotaxis by Persons with Reduced Mobility



Next steps



- Assessment
- Hackathons: developing the best ideas!
- Focus groups: evaluating the results
- Next Ideathons: focus on SHOW demo sites & end-users
- Competition element between sites



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EPF – European Passengers’ Federation

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<http://linkedin.com/company/showh2020/>

<https://show-project.eu>



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