

LEARN, COMMUNICATE AND ENGAGE

WITH AUTOMATED VEHICLES



INTRODUCTION TO PAVE UK AND OUR BELIEFS

Partners for Automated Vehicle Education United Kingdom (PAVE UK) is a non-governmental and non-profit membership organisation created on behalf of the UK's Centre for Connected & Autonomous Vehicles (CCAV) by WMG at the University of Warwick.

Our founding members include the Department of Business and Trade, the Department for Transport, the Centre for Connected and Autonomous Vehicles, Transport for West Midlands, and WMG, University of Warwick.

OUR VISION

Enabling public trust and acceptance of self-driving technology through accurate and inclusive awareness and education programmes.



OUR BELIEFS

1. Self-driving vehicle technology can improve the safety, mobility, and sustainability of our transportation system.
2. The public should be fully involved and engaged in the development of self-driving technology.
3. Safety is our number one priority. This technology needs to be safe enough to operate on the roads.
4. The Connected and Automated Mobility (CAM) ecosystem needs to collaborate to tackle the safety challenges in a noncompetitive manner.
5. Messages and knowledge about self-driving vehicle safety should be communicated to the public in an accessible manner.



OUR MISSIONS



Learn

Using scientific rigour, we identify and understand different personas and their behaviours in our society. Identify suitable types of content and communication mechanisms based on scientific literature.



Communicate

Physical and digital educational content will be customised for different groups in society to gradually build up their understanding of self-driving technology, from a generic introduction to its benefits and communicating safety.



Engage

Organise interactive and hands-on activities for the public to engage with self-driving vehicle technology to help build societal trust and acceptance in this new transport innovation.



PAVE UK WORK PROGRAMMES



Research underpinned educational materials for different personas on self-driving technology



School outreach activities to educate and inspire our future users and engineers



Community outreach activities to deepen the public's understanding of self-driving technology



Educational content across our website and social media channels



Webinars with various topics for the public and the wider self-driving ecosystem



Online video library with a collection of easily accessed educational content



Policy advocacy supporting policymakers in making informed decisions

WHY WE DO THIS?

PAVE UK believes that the public is paramount to the development and deployment of self-driving technology.

The public needs to be part of the journey to help shape the introduction of self-driving vehicle technology in the UK. Public needs to be accurately informed about the capabilities and limitations of this emerging technology to develop trust and confidence. By bridging the gaps between technical knowledge and public understanding through different activities and programmes, we aim to bring the public on the self-driving journey. This will enable the UK to unlock the potential societal and economic benefits of self-driving vehicle technology.



THE UNIQUENESS OF PAVE UK

PAVE UK is powered by WMG, and takes a people first approach to research, education, awareness and engagement about Automated Vehicles in the UK. Leveraging the world-leading research foundations on Safe Autonomy at WMG and Transport for West Midlands, PAVE UK will take a scientific and evidence based engagement approach to content creation and engagement programme design.

Supported by the Department for Business and Trade, Department for Transport, and Centre for Connected and Autonomous Vehicles, PAVE UK will work closely with regulators and policymakers to communicate public perspectives on this technology and to strengthen public acceptance.

This timely intervention is essential as the Automated Vehicles Bill is going through the UK Parliament and we look to CAM deployment future in the UK.

PAVE UK will have special focus on engagement with future users of CAM. Through PAVE UK's outreach programme in schools, we aim to raise awareness about CAM and safety of automated vehicles with school students. Through the future PAVE UK member network, we aim to cover wide areas of the UK to provide an inclusive approach for the UK.



MEMBERSHIP

OUR MEMBERSHIP TYPES

- ▶ Corporate membership
- ▶ Research Organisation membership
- ▶ Public sector bodies (Local authorities/ registered charities) membership
- ▶ Academic membership

MEMBERSHIP BENEFITS

- ▶ Opportunities to influence and support PAVE UK's policy advocacy
- ▶ Influence the design and focus of PAVE UK communication and engagement activities
- ▶ Become part of PAVE UK's engagement activities
- ▶ Access to members' only research and development opportunities
- ▶ Monthly membership newsletter for industry updates and knowledge
- ▶ Collaborate with world-class academia and researchers on different research projects
- ▶ Expand your connections with international leading technology developers and manufacturers
- ▶ Increase your organisation's visibility in the national and international self-driving ecosystem
- ▶ Your organisation will be recognised and featured in PAVE UK's printed and digital materials such as our official report, newsletter, social media channels and website

HOW TO JOIN

Please email PAVEUK@warwick.ac.uk with details about your organisation.

We will be in touch shortly.

PAVE UK KEY OFFICIALS



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Isobel Pastor
Co-Head of the Centre for Connected and Autonomous Vehicles (CCAV)



Simon Connick
Co-Head of the Centre for Connected and Autonomous Vehicles (CCAV)



Dr Nick Reed
Founder, Reed Mobility

PAVE IN THE WORLD

PAVE UK will work closely with PAVE Europe, Canada and US for international collaboration.



To work with PAVE UK,
please email
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Get in touch with us

 PAVE United Kingdom
 PAVE UK

To work with WMG's Safe Autonomy research, please contact:

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