

## DETERMINANTS OF SOCIAL ACCEPTANCE OF SMART AND SUSTAINABLE URBAN MOBILITY

### Abstract for the general public

Urban transport is an important factor of social and economic development of cities, but also a sources of ecological and social problems. Due to the serious social and environmental problems caused by urban transport European Union undertook many activities to reduce the scale of this negative phenomenon regarding with fast development of urban transport – very often in no control way. The concept of smart and sustainable mobility (SSUM) is one of the dimensions of the European Green Deal Strategy of European Union to manage above urban mobility and transport problems (The European Green Deal, 2019). Planning of smart and sustainable urban mobility has become an international concern. There are three narratives to achieve smart and sustainable mobility: Electro-mobility (EM); Collective transport 2.0 (CT) and Low-mobility societies (LM) (Holden et. al., 2020) - EM-CT-LM strategies. The need for a shift towards SSUM has generated a significant number of research and scientific projects in this area. There are many factors that determine the level and speed of the move towards SSUM. According to the Sustainable and Smart Mobility Strategy (2020) social acceptance is a key factor in the transformation processes towards SSUM.

The main scientific objective of the project is to generate new knowledge on the factors (stimulants and barriers) and relationships between them determining social acceptance of three EM-CT-LM strategies enabling to move towards (SSUM). Two main research hypotheses were formulated: H1: Each of the EM-CT-LM strategy is characterised by a different set of social acceptance factors; H2: Profiles of Poles' acceptance of the EM-CT-LM strategy differ in terms of socio-demographic characteristics.

The proposed research will fill the research gap resulting from: (a) the lack of comprehensive and systematic approach to classifying factors of the development of SSUM solutions: social, technological, economic, environmental, political, value-related and legal (STEPPVL); (b) the lack of comprehensive and in-depth research on social acceptance of EM-CT-LM strategy enabling to move towards smart and sustainable urban mobility (SSUM) by polish society; (c) the lack of in-depth research on socio-demographic factors which determine social acceptance and adoption of SSUM by Polish society and the lack of Poles' profile of SSUM acceptance.

The research concept includes the implementation of eight research tasks:

- Task 1. Identification and classification of factors determining implementation of solutions within three SSUM strategies: Electro-mobility (EM), Collective transport 2.0 (CT) and Low-mobility societies (LM)
- Task 2: Review and evaluation of existing constructs and measurements within social acceptance of smart and sustainable urban mobility (SSUM) models
- Task 3. Design and conduct of qualitative research (IDI) on driving forces and barriers of SSUM strategies implementation: Electro-mobility (EM), Collective transport 2.0 (CT) and Low-mobility societies (LM)
- Task 4. Development of theoretical models (constructs, measurement variables, relations between variables) for measuring social acceptance of the EM-CT-LM strategies
- Task 5. Design and conduct of quantitative research (surveys) to verify theoretical models for measuring social acceptance of the EM-CT-LM strategies
- Task 6. Relationship analysis of SSUM acceptance models - statistical data processing and analysis
- Task 7. Elaboration of different types of profiles of Polish inhabitants reflecting their level of social acceptance of the EM-CT-LM strategy
- Task 8. Development of methodological recommendations for a model study on social acceptance of SSUM solutions