



Dr Monique Calisti

Poll results and Q&A

Martel Innovate

Poll results



Let's discuss how social acceptance of 6G looks like in your projects!

Is your project explicitly addressing social acceptance?

Yes

79%

No

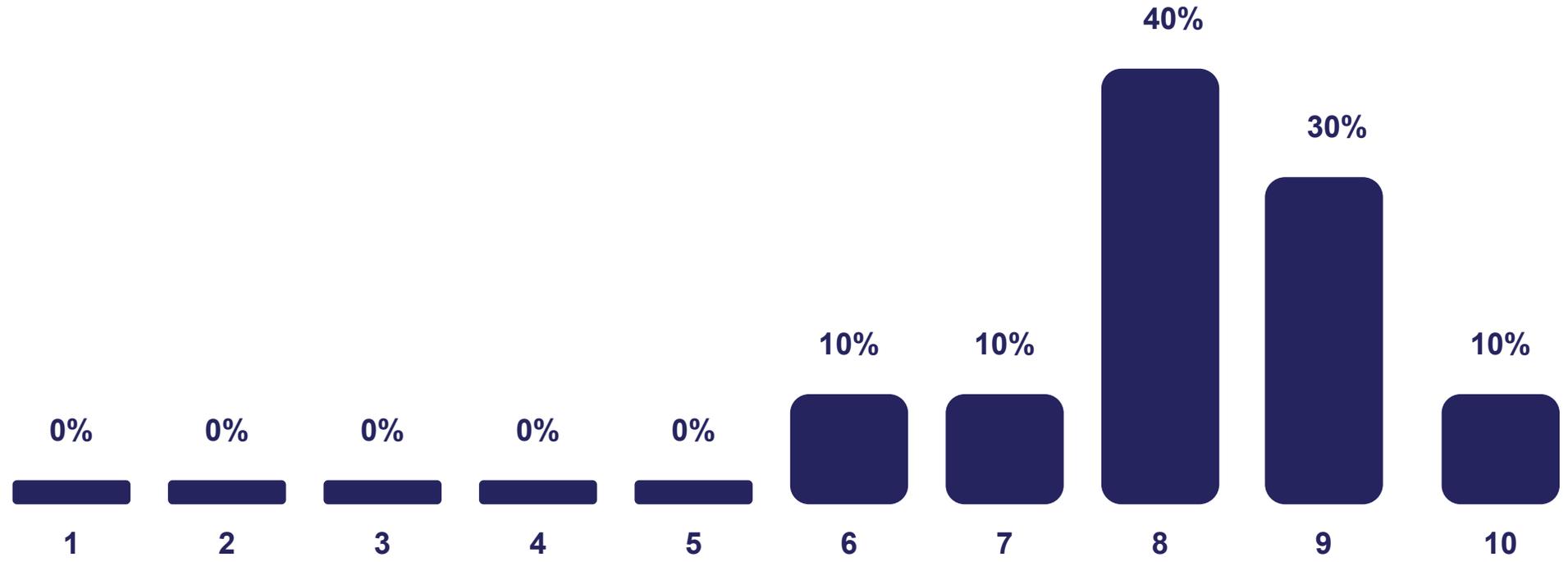
21%

What is "social acceptance" of 6G all about in your project?

User innovation	Rural Coverage	Price for consumer
Legitimation theory	Public understanding	Utility recognition
Ensure privacy	Codesign	Match expectations
Interaction	Right objectives	Coverage
Global Standards	Reliable promises	Education
Listening	Understanding	Co-creation
Flexibility	Acceptance	Acceptability
Desirability		

How relevant is the Social Acceptance Model to your project's use cases?

Score: 8.2



Not relevant

Highly relevant

Which aspects of acceptance are you currently addressing in your project?

User acceptance depends on user engagement in the co-design of the new digital systems. Lead users can also be innovators. In our project they are included
social values and factors impacting these values
6G4Society project is adopting the Social Acceptance of Technology methodology, overcoming limitations from state of the art models focusing on individual experience when using technology, considering 4 main intertwined aspects: user experience, social disruptiveness, value impact and trust
Rural Commercial Use Cases
Social, society
Economics of 6G
value impacts, trust, social disruptiveness
Stakeholder landscape, Social Disruptiveness and Trust

Are there new aspects of acceptance that you would be interested in further exploring?

Opinions Outside Europe

User equipment should be changed in order to manage the new Expectations

the role of geopolitics

How can we get Europe's mostly ageing (>65) society to accept 6G and not reject interaction with technology? We need to make great strides in the interaction between people and machines to make it more user-friendly and easier to use

The relation between acceptance and public engagement in cocreation of the 6G technology

User Experience expectations

Are there any planned activities in your project to engage more directly with civil society stakeholders?

Yes

71%

No

29%

How can projects like 6G4Society and Hexa-X-II, as well as the SNS JU, support you in action towards social acceptance of 6G?

Map relevant policy initiatives

80%

Map relevant standardisation efforts

80%

Organise dedicated webinars

40%

Join forces to organise a dedicated session at EuCNC 2025

40%

Other

20%

How can your project contribute to the social acceptance of 6G?

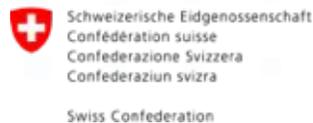
via sustainable business model reasearch

AI/ML concerns about trustworthiness and privacy

THANK YOU



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Research and Innovation SERI

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info@6g4society.eu

contact@hexa-x-ii.eu

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