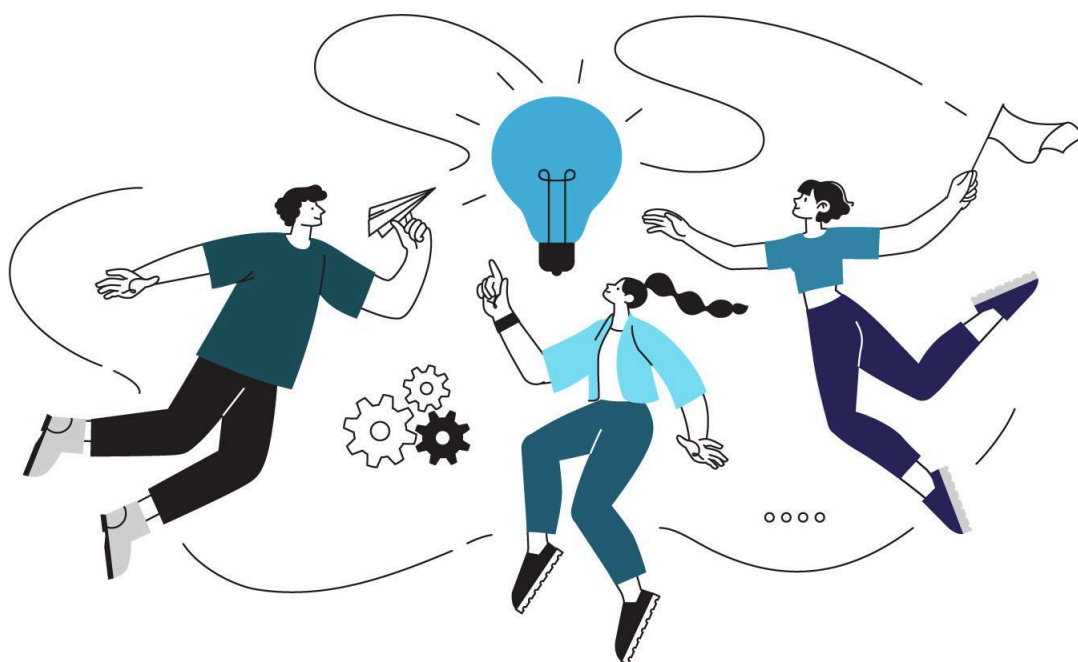


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6G4SOCIETY

COMMUNICATIONS TOOLKIT

6G4SOCIETY CITIZEN SURVEY RESULTS



www.6g4society.eu



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ABOUT THIS TOOLKIT

The 6G4Society project, part of the SNS JU portfolio, set out to ensure that societal and sustainable values are properly embedded into the development of 6G technology. This toolkit brings together the project's key communication assets so that SNS JU can promote the survey results across its own channels.

The toolkit contains three ready-to-use elements:

- News item — for publication on the SNS JU website or newsletter
- Social media posts — five platform-ready posts for LinkedIn or X
- Newsletter entry — a short item ready to drop into an SNS JU newsletter



1 NEWS ITEM

Citizen voices highlight what society expects from 6G

6G4Society explored how future connectivity can serve people — here is what citizens said

As research into sixth-generation communication networks continues to advance, the question is no longer only what 6G will make technically possible. It is also about what kind of digital future people want, what they expect from new connectivity systems, and which values should guide their development.

The 6G4Society project — part of the SNS JU research portfolio — aimed to support the development of 6G in a way that is sustainable, socially accepted and aligned with people's needs. By engaging citizens early in the research process, the project sought to better understand public expectations, concerns and priorities before future networks become part of everyday infrastructure.

To capture these perspectives, 6G4Society carried out public engagement activities, including a citizen survey collecting over 1,800 responses across Europe, as well as workshops, dialogues and online interactions. The findings show that although public awareness of 6G is still emerging, people already have clear views on how future connectivity should be communicated, governed and used.

A CLEAR MESSAGE: TRUST MUST BE BUILT FROM THE START

One of the strongest insights from the citizen input is that trust cannot be treated as an afterthought. People do not reject technological progress, but they expect it to be developed responsibly, with clear safeguards, public accountability and honest communication.

Privacy stands out as the clearest concern. In the 6G4Society citizen survey, 64% of respondents ranked privacy as their top priority when thinking about future connectivity. This shows that people are not only interested in what 6G could enable — they also want to know how their data will be used, who will control it and what protections will be in place.

Cybersecurity is closely connected to this concern. A total of 801 respondents ranked cybersecurity threats as their second priority, suggesting that many people see privacy and cybersecurity as linked rather than separate issues.

For future 6G development, this creates a clear expectation: privacy needs to be built in from the start. People want stronger safeguards, clearer rules and more transparency around data use. Trust will depend on whether future networks give users confidence that their personal information and rights are protected.

SUSTAINABILITY IS NOT A SIDE TOPIC

Environmental sustainability also appears strongly in the citizen input. Respondents raised concerns about energy use, e-waste, data centres, AI systems, critical minerals and the wider environmental footprint of digital infrastructure.

When asked which issues should guide political and industrial priorities, climate change was selected by 21.6% of participants — placing it just behind economic growth, which was selected by 23.5%.

This does not mean people reject innovation. The input shows a more balanced view: citizens see potential for 6G to support greener systems, smarter energy use and more efficient services. At the same time, they want the environmental cost of future networks to be taken seriously. If 6G is presented as part of the future, people expect it to be aligned with climate goals, resource efficiency and responsible infrastructure planning.

THE NEED FOR PRACTICAL VALUE IN DAILY LIFE

The survey also shows that people are most interested in 6G when its benefits are linked to real life. Personal safety was selected by more than 40% of citizens as an area where future connectivity could make a difference. Access to fast and reliable information was also selected by more than 40%.

For many respondents, safety is not only about emergency response or network reliability — it also includes privacy, data protection and feeling secure when using digital services. Other priorities included smoother work experiences and stronger connections with loved ones; just under one third of respondents selected more seamless and efficient work experiences as an area for improvement.

These results suggest that people will judge 6G by its usefulness. Faster networks may matter, but only if they help make daily life safer, easier, more reliable and more connected.

TRUSTED COMMUNICATION NEEDS TO MEET PEOPLE WHERE THEY ARE

The findings also reveal important lessons about how future connectivity should be communicated. When seeking information about connectivity technologies, people continue to rely most on traditional news media, including news websites, newspapers and magazines. Social media and conversations with friends and colleagues also play an important role.

By contrast, government websites, technical journals, educational institutions and industry reports rank much lower as trusted sources. This points to a gap between where expert information is usually published and where people actually turn when forming opinions.

For 6G communication, this means that accurate information must also be accessible, relatable and visible in the spaces people already use. Building trust will require clearer public-facing explanations, stronger media engagement and honest communication about both benefits and risks.

PUBLIC PRIORITIES FOR POLICY AND INDUSTRY

When asked what should guide future digital innovation and connectivity, respondents highlighted a mix of economic, environmental and social priorities. Economic growth ranked highest, followed closely by climate change, job security and fair labour policies, and peace and security.

This shows that people see 6G not only as a technical upgrade, but as part of a wider social and economic transition. They expect future connectivity to support competitiveness and innovation, while also contributing to sustainability, fair work and social stability.

For policymakers, this means embedding public values into decision-making early. Privacy, fairness, sustainability and inclusion should be treated as core principles in future governance frameworks. For technology providers, the findings point to the importance of designing systems that are secure, energy-conscious, reliable and easy to understand.

TOWARDS A HUMAN-CENTRED 6G FUTURE

The citizen input gathered through 6G4Society shows that people are open to the possibilities of future connectivity, but they want innovation to move forward with responsibility. Across the survey and engagement activities, a consistent expectation emerges: 6G should serve society, not the other way around.

Public trust will depend on how well future networks protect privacy, support sustainability, promote fairness and improve daily life. As 6G research continues, these insights provide an important reminder: the success of future connectivity will not be measured only by what the technology can do, but by how well it reflects the values, needs and expectations of the people it is meant to serve.


The 6G4Society project was funded by the Smart Networks and Services Joint Undertaking (SNS JU). It collected over 1,800 citizen survey responses across Europe, alongside workshops, dialogues and online engagement.

2 SOCIAL MEDIA POSTS

How to use these

Five ready-to-post messages for LinkedIn or X (formerly Twitter). Each post focuses on a different finding from the 6G4Society citizen survey. You can post them individually over several days or weeks. Where the original posts used bold Unicode characters, plain text has been used here for ease of editing — you may wish to re-apply bold formatting in your social platform's editor. Add #6G4Society and #SNSJU hashtags as appropriate.

POST 1 — WORK, LIFE AND PRACTICAL VALUE

Work, Life, and 6G Balance 

As 6G research evolves, we often focus on innovation: faster speeds, smarter systems, new frontiers.


But the 6G4Society citizen survey reveals that for many — especially those aged 45–64 — the promise of 6G is not just about technology. It is about making everyday life smoother and safer.

For these respondents, 6G is less about gadgets and more about practical value:

- ✓ Automation that simplifies work
- ✓ Improved safety and reliability
- ✓ Seamless digital experiences that reduce daily friction

These findings from the SNS JU-funded 6G4Society project are a reminder that public expectations should shape how 6G is developed — not just what it can technically achieve.

POST 2 — CLIMATE CHANGE AND INDUSTRY PRIORITIES

 What should drive industry and policy development?


According to the 6G4Society citizen survey, 4 in 10 people believe climate change should be the leading issue shaping industry and policy development.

This finding sends a clear message: people expect future technologies — including connectivity and digital infrastructure — to be developed with environmental impact in mind.

Innovation still matters. So do economic growth, inclusion and social equity. But for many citizens, climate action is not a separate conversation. It is part of how progress should be defined.

The SNS JU-funded 6G4Society project gathered over 1,800 citizen responses across Europe to understand what society expects from the next generation of connectivity.

POST 3 — PRIVACY AS THE TOP CONCERN

 Privacy is the top concern for future connectivity

In the 6G4Society citizen survey, 64% of respondents ranked privacy as their top priority when thinking about future connectivity.

This shows that people are not only asking what 6G can enable. They also want to know:

Who controls the data?


How will it be used?

What safeguards will be in place?

The message is clear: trust in 6G will depend on privacy being built in from the start, not added later.

This is one of the key findings from the SNS JU-funded 6G4Society project, which set out to ensure societal values are embedded into 6G development from the beginning.

POST 4 — TRUST AND GOVERNANCE

 Trust in 6G is also about governance

Many citizens see 6G as a promising technology — but one that needs clear ethical rules and accountability.

Across the 6G4Society survey responses, one idea comes through strongly: technology itself is not the only issue. What matters is how it is used, who benefits, and how risks are managed.

Respondents called for stronger safeguards around human rights, transparency, access to reliable information, and the right to connect and disconnect.

The takeaway: building trust in 6G will require more than innovation. It will require privacy, ethics and governance to move forward together.

These results come from the SNS JU-funded 6G4Society project, which engaged citizens across Europe to shape the societal dimension of 6G research.

POST 5 — SUSTAINABILITY AS OPPORTUNITY



Sustainability is both a concern and an opportunity for 6G

Citizens recognise that future connectivity could support greener systems — from smarter energy use to more efficient services.

But they also expect the environmental impact of 6G to be taken seriously from the start.

Across the 6G4Society public input, participants called for a measured, evidence-based approach to development. They want policies, research and governance frameworks that consider energy use, e-waste, resource extraction and the broader footprint of digital infrastructure.

The takeaway is clear: sustainability cannot be treated as a side topic. For 6G to earn public trust, environmental responsibility needs to be part of how the technology is designed, governed and communicated.

The 6G4Society project was funded by the SNS JU and gathered citizen perspectives from across Europe to inform the development of 6G.



3 NEWSLETTER ENTRY

How to use this

A short, self-contained entry for inclusion in an SNS JU newsletter. It summarises the 6G4Society survey results and can be followed by a 'Read more' link pointing to the full news item on your website. Suggested length when published: approximately 200 words.

What does society expect from 6G? Citizens have spoken

The SNS JU-funded 6G4Society project set out to bring a sociological perspective to 6G research — ensuring that societal and sustainable values are embedded in the development of next-generation connectivity from the start.

Now that the project has concluded, its citizen survey results offer a timely reminder of what the public expects from 6G. Gathering over 1,800 responses from across Europe, the survey found that:

- 64% of respondents ranked privacy as their top priority for future connectivity
- Climate change was seen as a key driver of industry and policy priorities, selected by over 4 in 10 participants
- Personal safety and access to reliable information were the top practical areas where citizens expect 6G to make a difference — both selected by more than 40% of respondents
- Citizens called for clearer governance, stronger data safeguards and honest communication about both benefits and risks

The findings are a valuable resource for researchers, policymakers and industry stakeholders working on 6G. They show that public trust in future connectivity will depend not only on technical performance, but on how well 6G reflects the values, needs and expectations of the people it is meant to serve.

→ **Read the full news item:** *[insert link to news item on SNS JU website]*