

# 6G4 SOCIETY



## Ensuring 6G Social Acceptance

6 November 2024

Joint Online Webinar



Co-funded by  
the European Union

Project funded by



Schweizerische Eidgenossenschaft  
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Federal Department of Economic Affairs,  
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# 6GSNS

**6G4Society**  
Towards a sustainable and accepted 6G for Society  
Grant Agreement no 101139070

**Hexa-X-II**  
European level 6G Flagship project  
Grant Agreement no 101095759



# Dr Monique Calisti

**Welcome and introduction  
to the webinar**

*Martel Innovate*

# OBJECTIVES OF TODAY

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Presenting the work done so far by the 6G4Society and the Hexa-X-II SNS JU projects on how to **integrate social acceptance into the development of 6G** and how to ensure **societal and environmental values** are integrated by design.

Animating discussion and gathering feedback from the audience on the **main challenges and priorities to ensure 6G social acceptance.**

# AGENDA

- **Welcome and introduction to the webinar** – Dr Monique Calisti (*Martel Innovate*)
- **6G Societal Acceptance and Sustainability** – Chiara Mazzone (*SNS JU Office*) and Pavlos Fournogerakis (*SNS JU Office*)
- **Introduction to the 6G4Society and Hexa-X-II projects** – Eva Hajdok (*Martel Innovate*) and Dr Mikko Uusitalo (*Nokia*)
- **Building a Social Acceptance Model for 6G** – Margot Bezzi (*CyberEthics Lab.*)
- **Analysis of previous surveys on 5G** – Maurizio Cecchi (*Institute P.I.I.U.*) and Ishita Mishra (*Institute P.I.I.U.*)
- **Public Engagement and Preliminary results from 6G4Society Citizen Survey** – Flavia Maragno (*Digital for Planet*)
- **Feedback from local Public Administrations** – Louise Renoux (*ORANGE*)

**Please use  
the Q&A  
panel**

**The webinar  
is recorded**

# NETIQUETTE

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**MUTE  
YOUR MICROPHONE**



**TURN OFF  
YOUR CAMERA**



**RAISE  
YOUR HAND**

# SPREAD THE WORD



**#6G #SocialAcceptance  
#SNSJU #6G4Society #HexaXii**

Use the hashtags and share your  
experience on social media, tagging:  
**@6G4Society, @Hexa\_X\_II, @6G\_SNS**

# Let's engage!

We will be asking your input through a Slido poll  
Take this opportunity to **share your thoughts with us!**  
Results will be discussed at the end of the webinar



[bit.ly/3YBVdlh](https://bit.ly/3YBVdlh)

# Chiara Mazzone Pavlos Fournogerakis

**6G Societal Acceptance  
and Sustainability**

*SNS JU office*





# 6G SNS

## Hexa-X-II and 6G4Society webinar Ensuring 6G Social Acceptance

Chiara MAZZONE

Programme Officer - Smart Networks and Services Joint Undertaking

*6 November 2024 - Online*



6G SNS  
IA

Smart Networks and Services Joint Undertaking (SNS JU) is **EU's 6G Research and Innovation Programme**



**Responsible research that considers environmental footprint and societal impact**

Ensure that societal, environmental and economic values are embedded by design into the development of 6G, bringing a sustainability and societal perspective to technological development.

129 MM €

What is new?

Higher TRL  
Focus on 6G  
Standardisation  
Extended PoCs

International  
Collaboration

Lighthouse  
Projects

Artificial  
Intelligence

Trials with  
Verticals

### Stream B

Research for radical technology advancement towards 6G definition

- B1. System Architecture
- B2. Wireless Tech
- B3. Infrastructure & devices
- B4. Reliability & Security

B5. Japan

B6. South Korea

B7. Sustainability

**SUSTAIN-6G**

B8. Reliable AI

13 MM €



### Stream C

Experimental infrastructures and Platforms

C. Microelectronics

### Stream D

Large Scale Trials and Pilots with Verticals

D. Large Scale Trials

### Other

Synergies and CSA

CSA. Operations

**6G4SOCIETY**

Synergy EU-Rail  
FRMCS

30% budget earmarked

26 MM €

**6G-VERSUS**

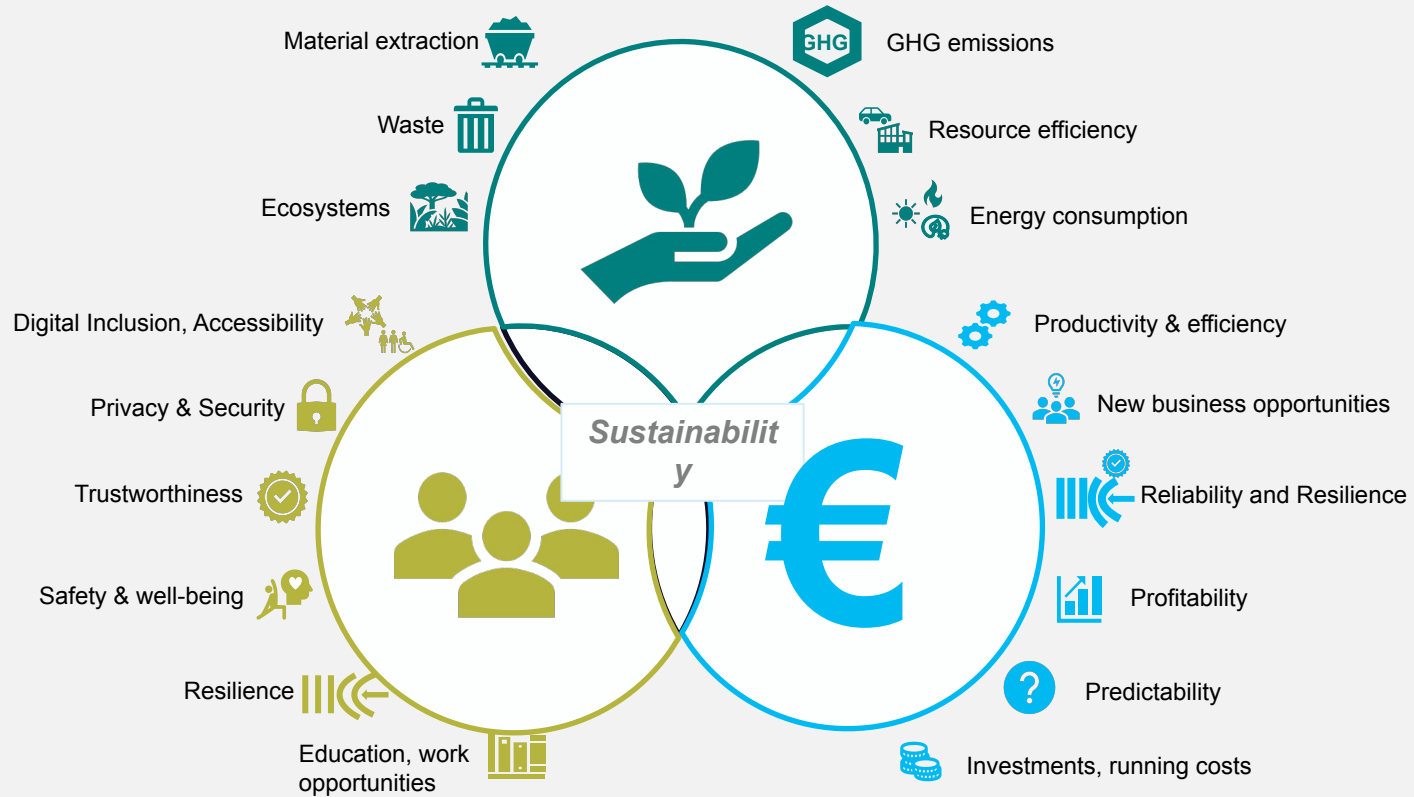
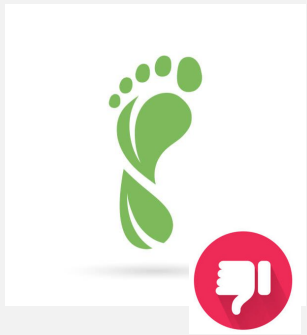
**AMAZING-6G**



### Europe is leading on the definition and validation of KVIs in 6G Standardization

#### Sustainable 6G

minimization of negative impact (footprint) of ICT operations



#### 6G for Sustainability

inducing positive impact and avoiding risks in other sectors (handprint) from use cases



**Sustainability is both a challenge and an opportunity**

Call 1

Call 2

Call 3

### Stream A – B5G R&I

*Not exhaustive list of SNS projects*



### Stream B – 6G R&I



### Stream C – Experimental Infrastructures



### Stream D – Large Scale Trials & Pilots



# 6G SNS

SMART NETWORKS AND SERVICES  
JOINT UNDERTAKING

**THANK YOU FOR YOUR ATTENTION**



Contact us:

[smart-networks.europa.eu](https://smart-networks.europa.eu)





# Eva Hajdok

**Introduction to the  
6G4Society project**

*Martel Innovate*

# 6G4SOCIETY



## HEXA-X-II

## Ensuring 6G Social Acceptance

**6 November 2024**

**Eva Hajdok (Martel Innovate)**

**Joint Online Webinar**

**6G4Society (Project Manager)**



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European level 6G Flagship project  
Grant Agreement no 101095759

**6G4SOCIETY** is an SNS JU project at work to ensure that **societal, environmental and economic values** are embedded into the design, development and adoption of **6G**, bringing a **sustainability perspective** to technological development.

→ A Coordination and Support Action - Jan 2024/Dec 2025

→ 6 Partners from 6 Different Countries



# 6G4SOCIETY OBJECTIVES

1 

Generating a **better understanding and shared knowledge** on the aspects influencing public acceptance of 6G technologies

3 

Engaging and reaching out to public audiences to help **build 6G awareness and social acceptance**

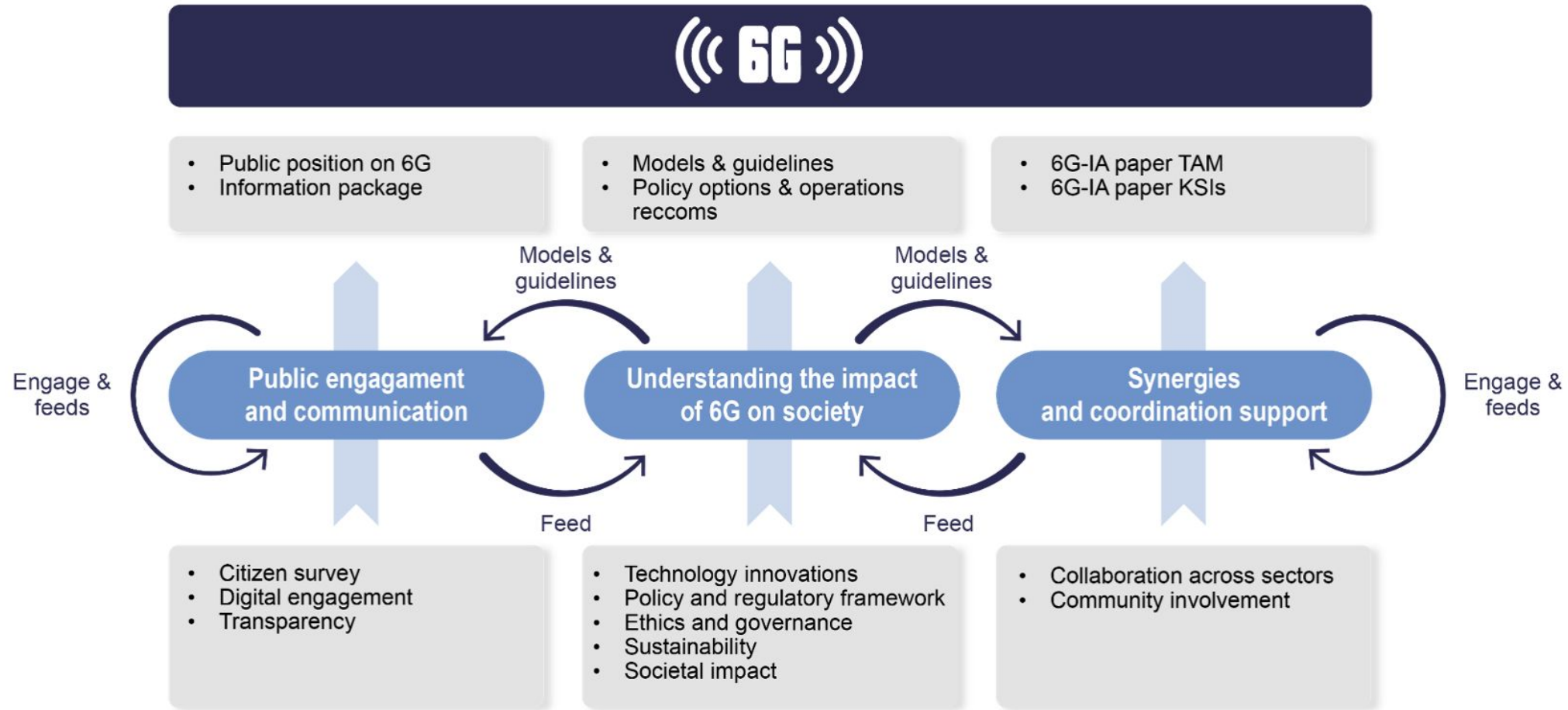
2 

Supporting the conception and development of a unified EU consensus framework on a **value-based, sustainable and ethics-driven** approach towards 6G, and supporting its promotion through the 6G EU and global standard-setting process

4 

Empowering the 6G community on how to **reflect EU policy and legislation into technology solutions** for future networks' development and services

# PROJECT STRUCTURE



# CORE PRINCIPLES



Bridging public and non-expert audiences with industries and SMEs in the Smart Network and Services ecosystem

Leveraging on the relevant work done by ongoing 6G SNS projects – see KVIs / Sustainability Task Force

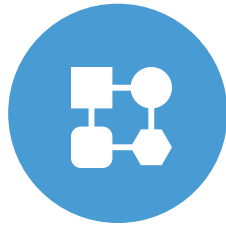
Promoting awareness, inclusivity, sustainability and trustworthiness, key factors for an ethics-driven 6G development and its social acceptance

# PLANNED OUTPUTS

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Summary of stakeholders' positions on the impact of 6G technologies on society and the expected improvements on citizens' life



Technology Acceptance Model for 6G as a roadmap building also on outputs of relevant SNS projects



Explanatory material for non-experts, fostering a better understanding of the potential effects of 6G and related technologies

# PLANNED OUTCOMES

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General public information events and publications in non-specialised media, studies, citizen/end-user panels, and open public debates with experts



Development of Sustainability Indicators, building on Key Value Indicators (KVI) for larger public validation and downstream exploitation at regulatory level



Advice on how to reflect EU policy objectives and EU legislation and guidance in SNS technology solutions for future networks' development and services

# MAIN ACHIEVEMENTS SO FAR

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- **SNS- JU WG and TF active participation to foster collaboration:** SNS JU Sustainability Task Force; SNS JU Communication Task Force; Social and Value Creation Working Group; 6G Architecture WG; Test, Measurement and KPI Validation WG.
- **Citizens survey** was launched to gather insights on public expectations, concerns, and hopes 6G (available on 9 languages and so far 500 responses have been received).
- **EUCNC 2024 White paper** on *‘Towards a Sustainable and Socially Accepted 6G for Society’* which explores how 6G networks can address critical societal and environmental challenges by placing sustainability and social values at the core of future technological development (available on our website).
- **Work on Impact, Key Value Indicators, Key Sustainability Indicators, Social Acceptance of Technology (SAT) Model** to provide orientation and guidance for future legislation and technology development processes (supporting requirement specifications) to better address 6G acceptance challenges. The corresponding deliverable, D1.1, will be published soon - stay tuned on 6G4Society channels.
- **Key Value/Sustainability Indicators Workshop and Webinar Series** is planned to support the use and impact of these indicators in the design and development of 6G. In close collaboration with several ongoing SNS JU projects as well as other relevant initiatives at European and International level. 1st interactive workshop took place on 25.10.2024 on KVI and Impact creation pathway, further hopes, challenges, questions and assumptions.

# WHERE TO MEET NEXT?

# UPCOMING WORKSHOPS/WEBINARS

- **KVI/KSI roadmap webinar series:**
  - Objective and subjective measures of KV/KVIs: sharing methodological approaches and evaluation instruments; with TrialsNet (Dec 24/Jan 25)
  - Working with Trade-offs, What is Societal Sustainability, Acceptance, *Methodological (e.g. how to select and define values/impacts?), How to map value outcomes into project outputs (Q1/2 2025)*
  - Planning with projects *a series of small scale thematic workshops* to converge definitions, objectives: e.g. ecological sustainability, reusability, inclusivity, safety (until Q3 2025)
- **Green Next Generation Networks: Sustainability challenges and initiatives in mobile networks** - in collaboration with NGMN (Q2 2025)
- **Pre-standardisation and Standardisation for Sustainable 6G** - in collaboration with ETSI (Q3 2025)
- **Addressing Societal and Sustainability Challenges: the SNS JU Efforts** - in collaboration with other SNS JU projects and relevant TF/WGs (Q4 2025)

The screenshot displays a web interface for event management. At the top, there is a search bar with the text "Search for events" and a "Find Events" button. To the right of the search bar are navigation options: "List", "Month", and "Day". Below the search bar, the current date is shown as "Today" and the view is set to "Upcoming".

The events are listed by month:

- November 2024**
  - WED 6**: November 6 @ 9:30 am - 11:30 am  
**6G4Society & Hexa-X-II Webinar**  
(Virtual Event)  
Ensuring 6G Social Acceptance Communication networks are the backbone of our connected society. Reliable, secure and inclusive connectivity is indispensable to access many essential services, and this is why a [...]
  - WED 20**: November 20 @ 2:00 pm - 3:30 pm  
**SNS ICE / GUIDE: Automotive, Transport & Logistics Solutions Webinar**  
(Virtual Event)  
The EU has set forth a clear and ambitious action plan to enable Connected and Automated Mobility (CAM) across Europe and especially across the designated Pan-European Transport Corridors, with 5G [...]
- December 2024**
  - SUN 8**: December 8 - December 12  
**IEEE Global Communications Conference**  
Cape Town Cape Town, South Africa  
Welcome to IEEE Globecom 2024 IEEE Global Communications Conference (GLOBECOM) is one of the IEEE Communications Society's two flagship conferences dedicated to driving innovation in nearly every aspect of communications. Each [...]
  - WED 11**: December 11 - December 12  
**ETSI-ITU Symposium on ICT Sustainability: Standards Driving Environmental Innovation**  
International Telecommunication Union (ITU) Pl. des Nations 1211, Geneva, Switzerland  
ETSI with ETSI TC FF (Environmental Engineering) and the International

# UPCOMING EVENTS

## Participation to:

- ETSI-ITU Symposium on ICT Sustainability: Standards - Driving Environmental Innovation (December 2024)
- MWC 2025 (February 2025)
- EuCNC and 6G Summit (June 2025)
- ...

The screenshot shows a web interface for an event calendar. At the top, there is a search bar with the text "Search for events" and buttons for "Find Events", "List", "Month", and "Day". Below the search bar, there are navigation arrows and a dropdown menu currently set to "Today" and "Upcoming". The main content area is divided into sections for "November 2024" and "December 2024".

**November 2024**

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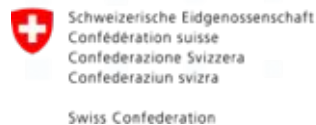
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## STAY UP TO DATE AND FOLLOW US



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info@6g4society.eu

contact@hexa-x-ii.eu

*The 6G4Society project received funding from the European Union's Horizon Europe Research and Innovation Programme under Grant Agreement No 101139070.*



# Dr Mikko Uusitalo

Introduction to the  
Hexa-X-II project

*Nokia*



6G4Society and Hexa-X-II webinar  
on social acceptance

Nov 6th 2024



# Introduction to the European level 6G Flagship Hexa-X-II

<https://hexa-x-ii.eu/>

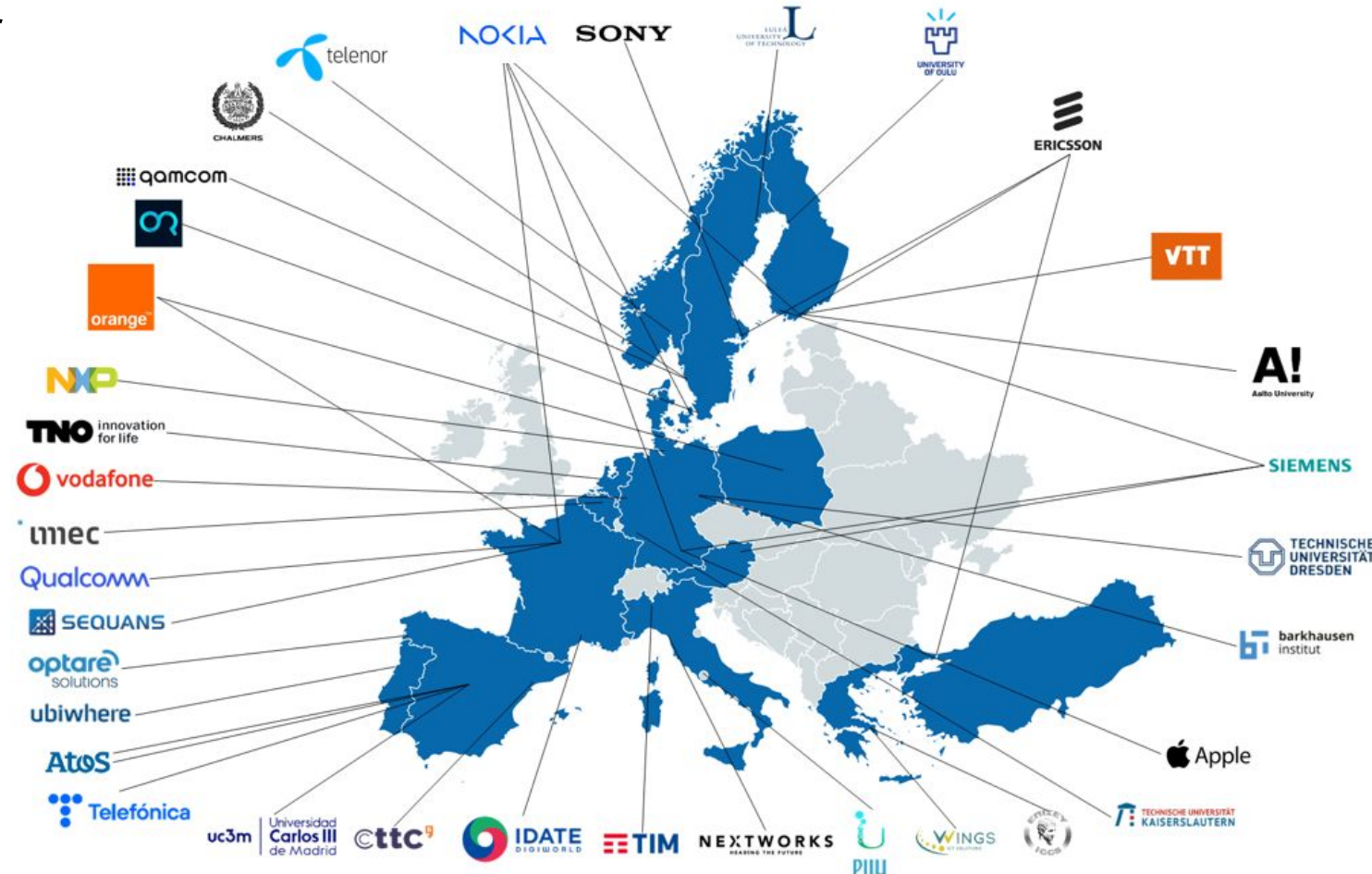
[Mikko.Uusitalo@nokia-bell-labs.com](mailto:Mikko.Uusitalo@nokia-bell-labs.com)



# Hexa-X-II overview



- Hexa-X-II is the European level 6G Flagship
- Focus is continued development of technology and define the 6G platform and system
- Funded through Horizon Europe SNS-JU
- 44 partners
  - Cover the entire value-stack from hardware to system to platform to applications to service providers and a strong academic presence
- Nokia is overall leader
- Ericsson is technical manager



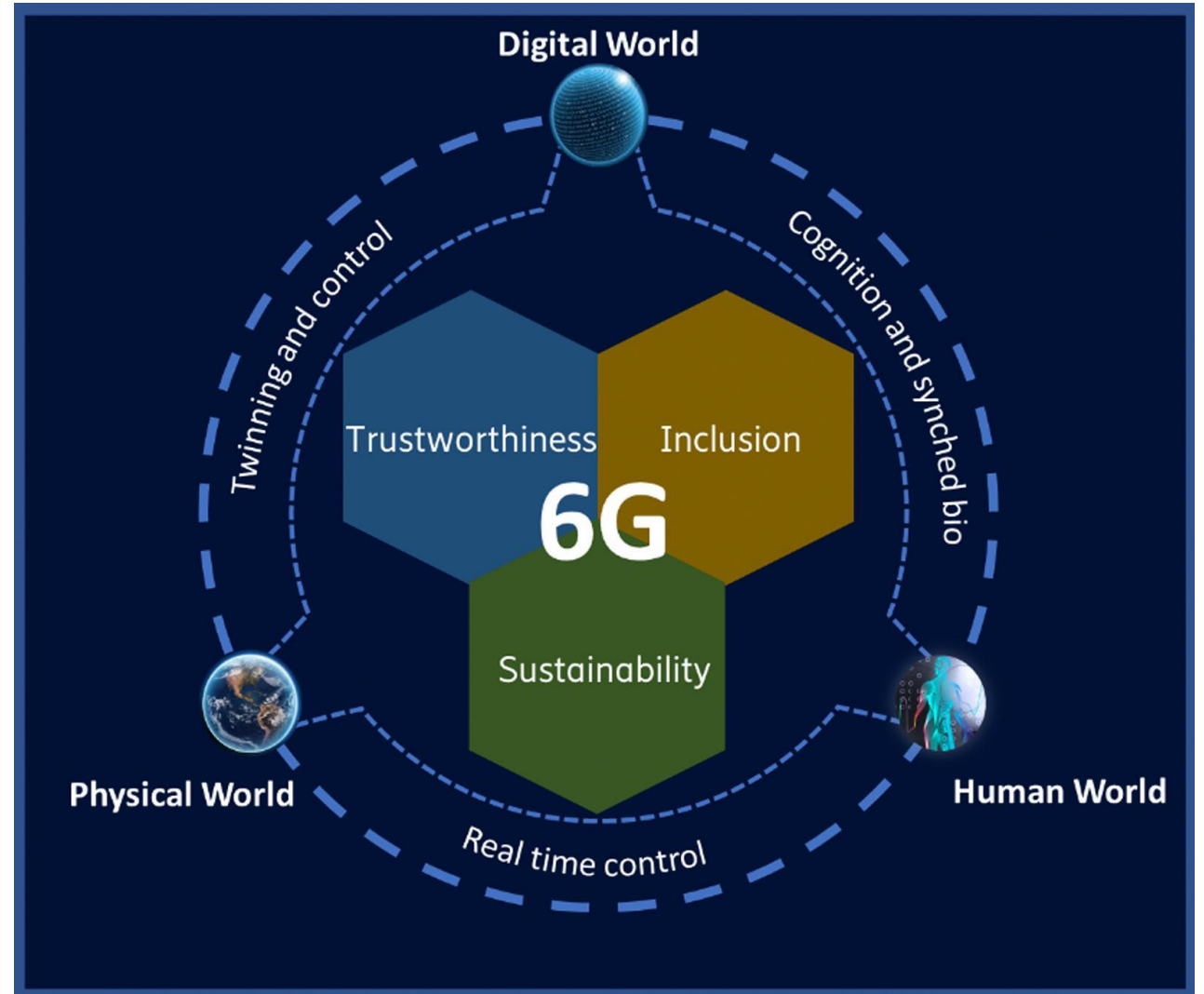
# Hexa-X-II European 6G Flagship Consortium covering the entire value stack



# Hexa-X vision on 6G



- Connecting the physical, digital and human world
- Key values:
  - Sustainability
  - Inclusion
  - Trustworthiness
- Research challenges:
  - Connecting intelligence
  - Network of networks
  - Sustainability
  - Global service coverage
  - Extreme experience
  - Trustworthiness



# UN Sustainable development goals as basis



## SUSTAINABLE DEVELOPMENT GOALS



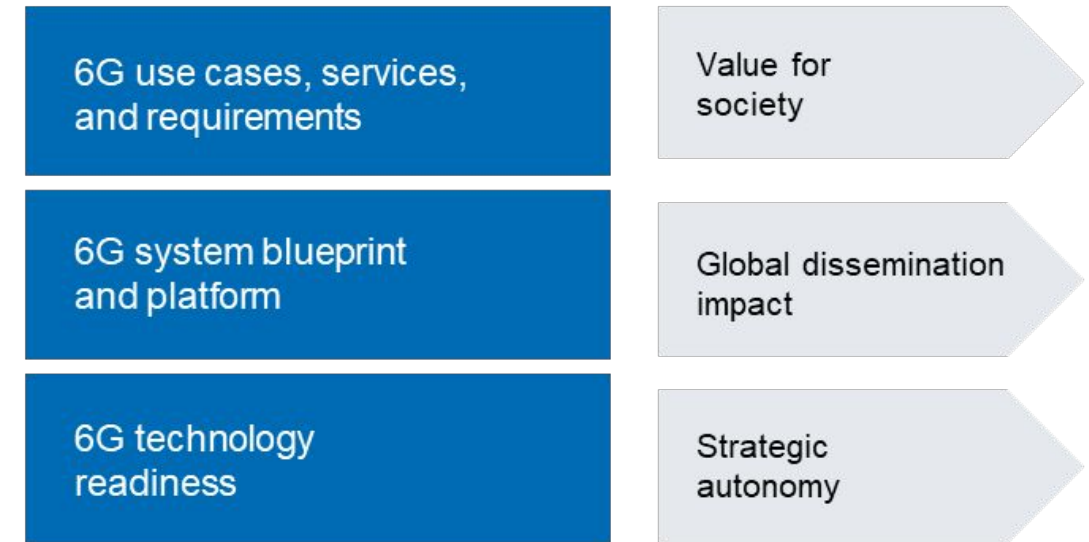
# Overall objectives of Hexa-X-II



A holistic flagship towards the 6G platform and system  
to inspire digital transformation for the world to act together in meeting needs in society and ecosystems with novel 6G services

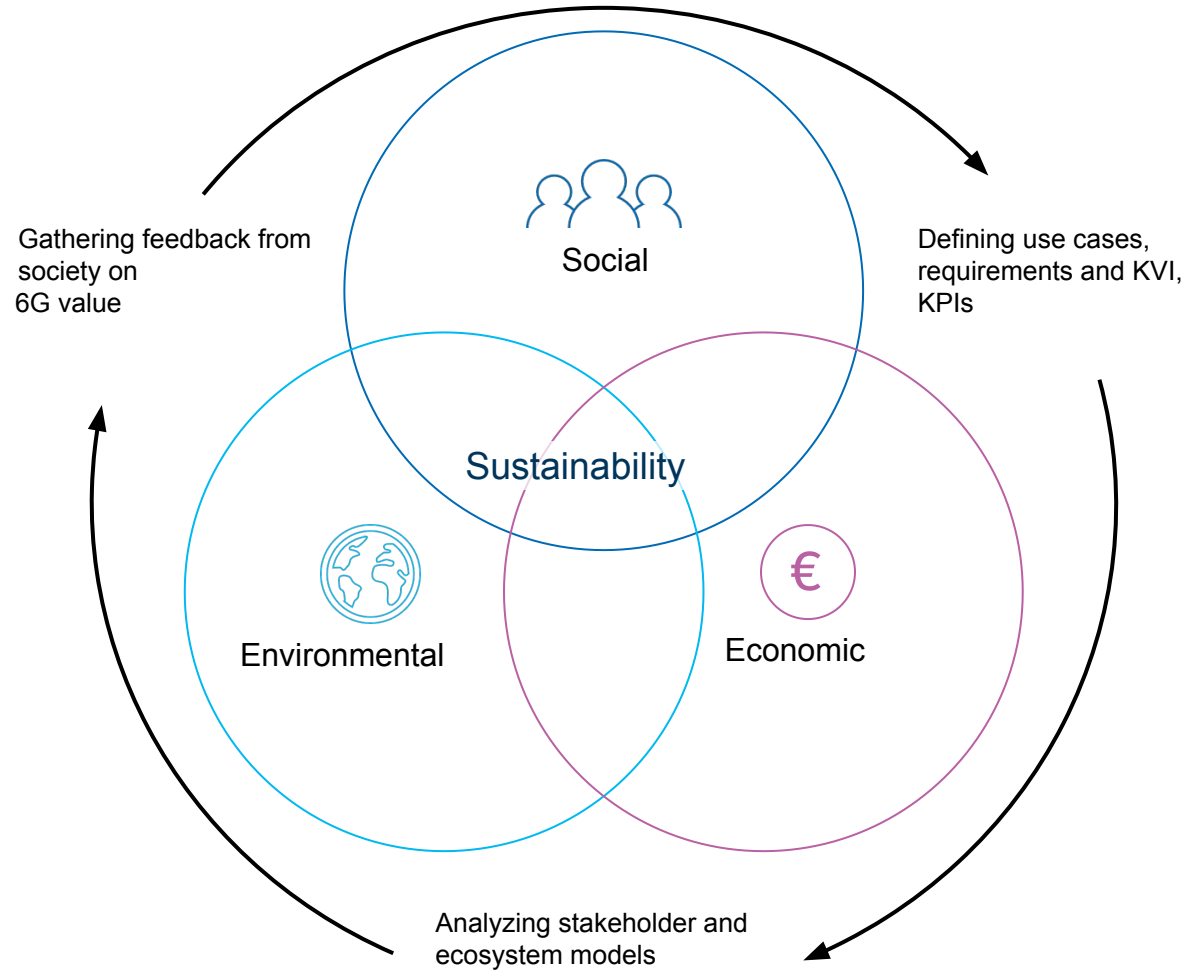


Hexa-X & Horizon-2020 candidate enablers

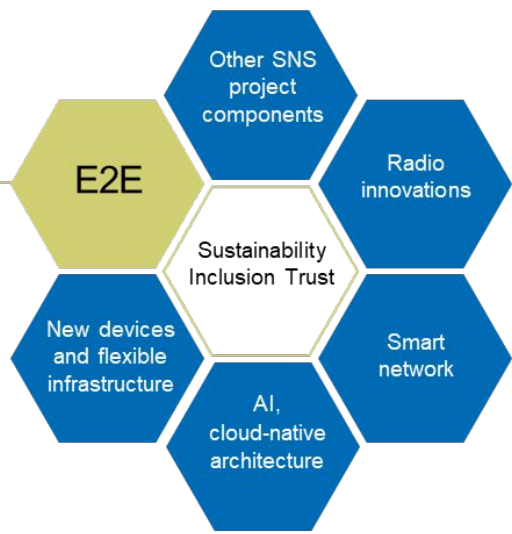
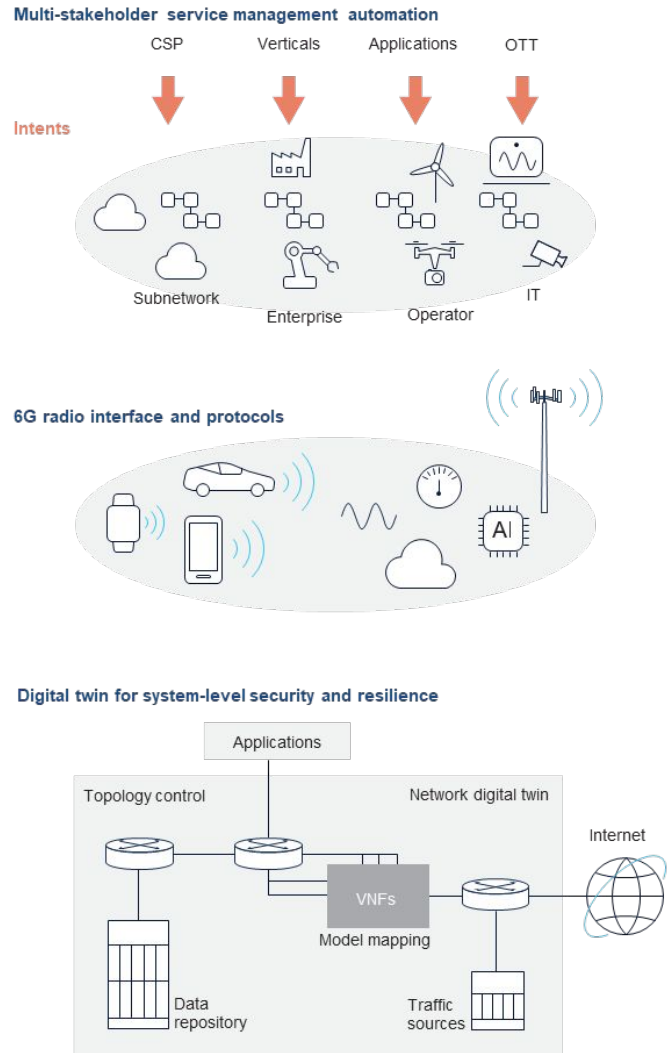


SNS stream B projects

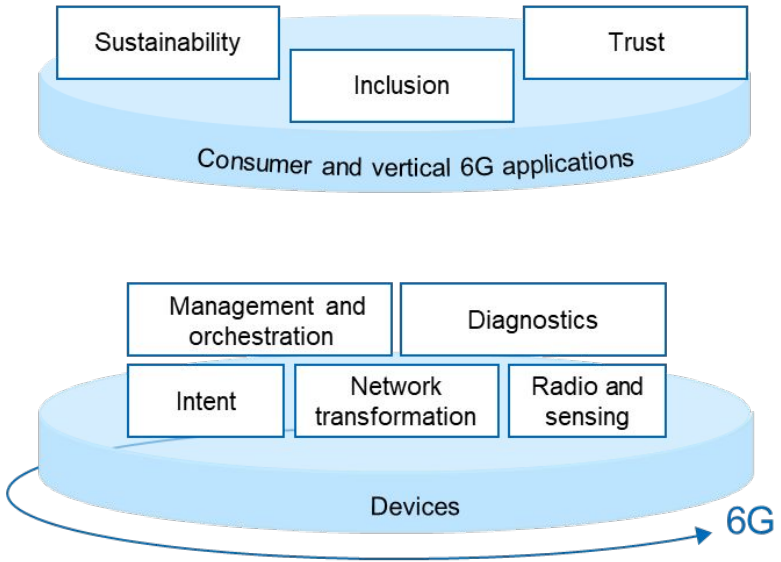
# WP1 Value, requirements and ecosystems



# WP2 End-to-end system



6G network platform blueprint



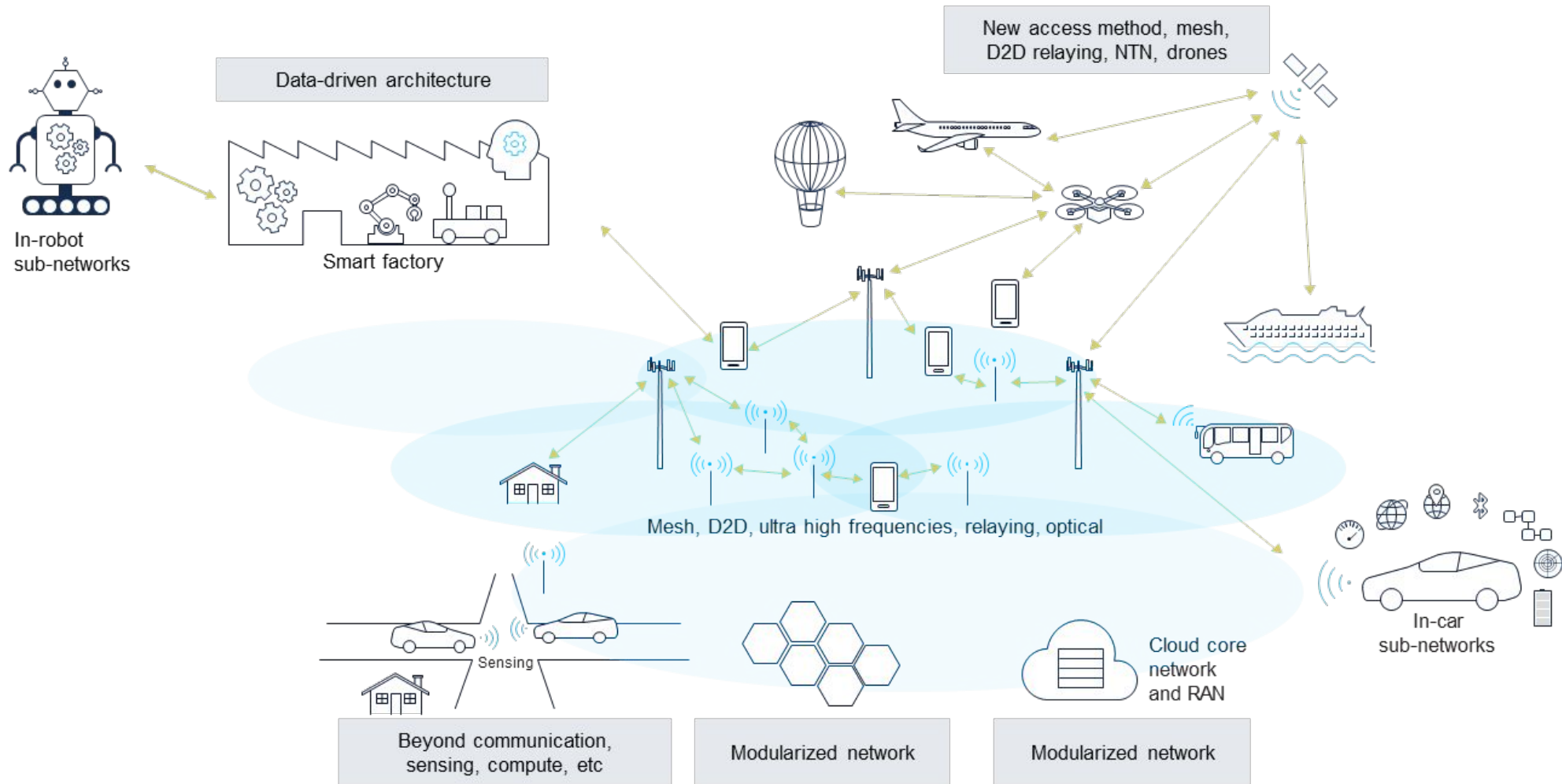
E2E system validation



# WP3 6G architecture design



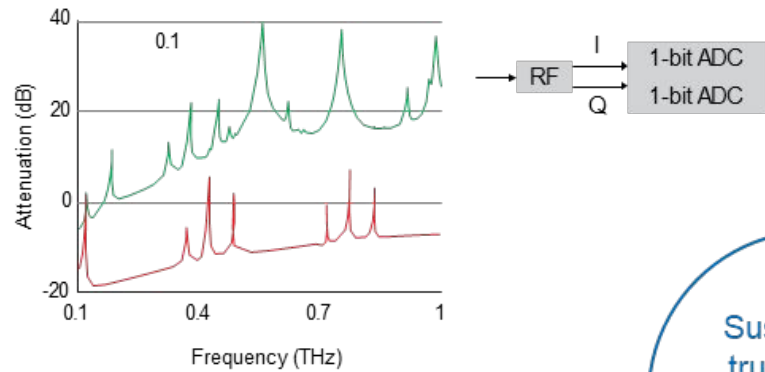
In-robot sub-networks



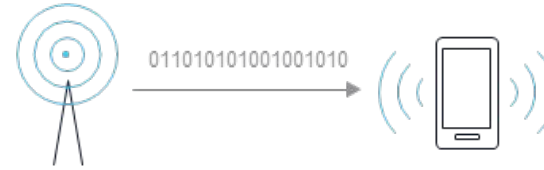
# WP4 Radio evolution and innovation



Towards THz communications



Joint communications and sensing

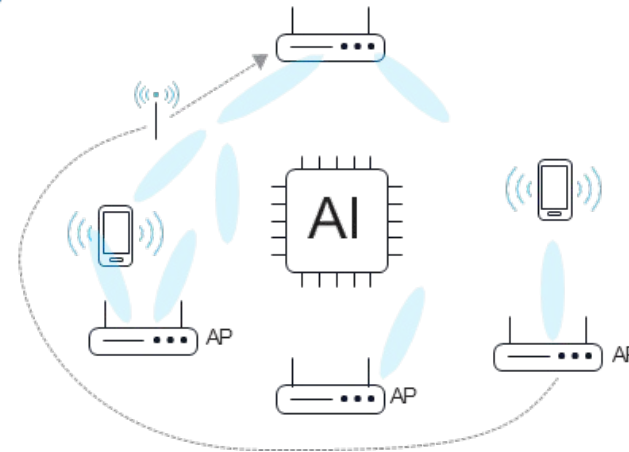


Flexible spectrum access solutions

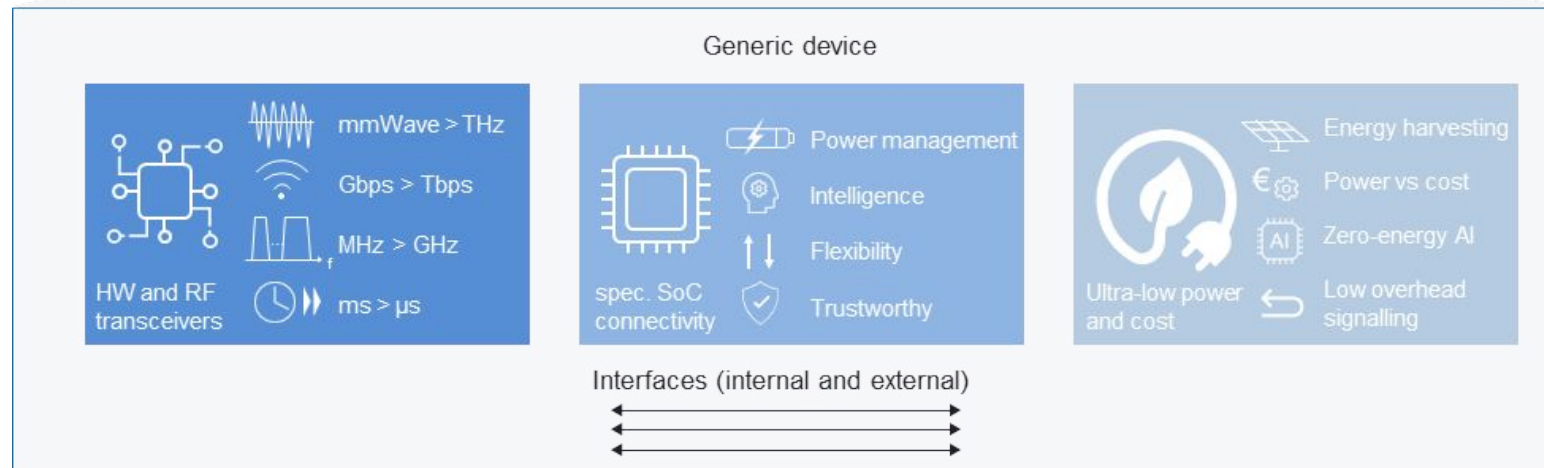
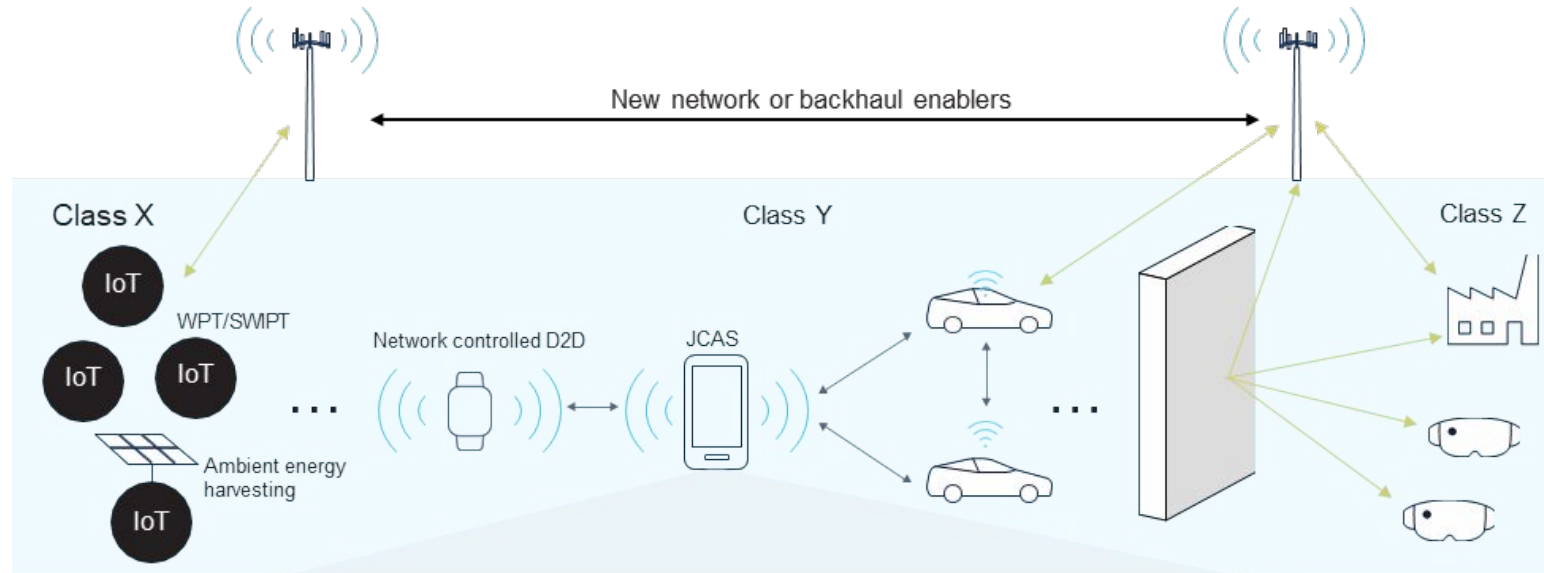


Sustainable,  
trustworthy,  
inclusive and holistic  
radio design

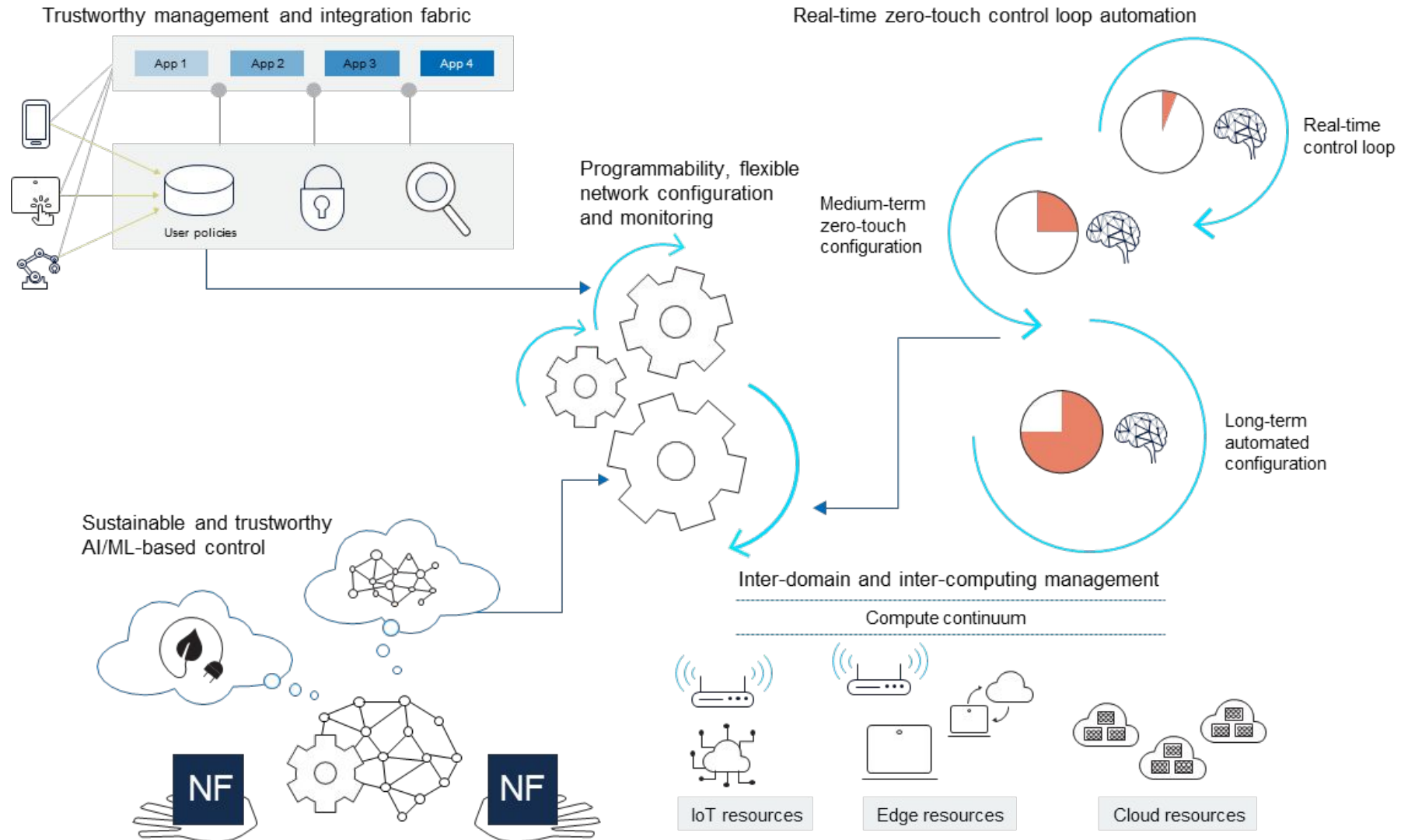
Intelligent radio air-interface design



# WP5 Future devices and flexible infrastructure



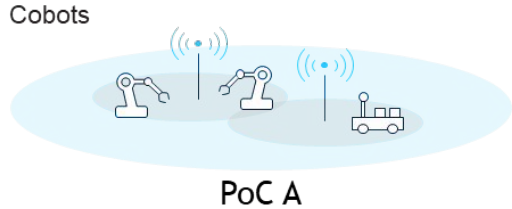
# WP6 Smart Network Management



# System-PoCs work evolution

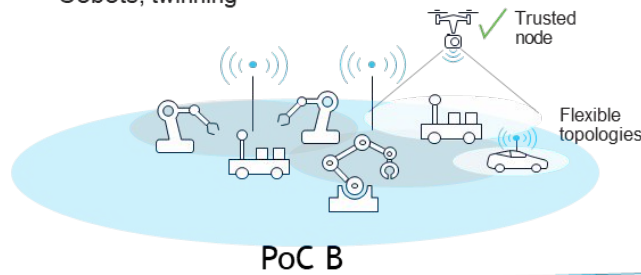


Sustainability Aspects	Social	Environmental	Economic
	Trustworthiness; Time related KPIs	Energy efficiency / Power consumption	Resilience / limited downtime; OPEX
Key enablers	Management and orchestration		Diagnostics intent
	Network architecture and transformation Trustworthy flexible topologies, Beyond communications		
	6G device components	6G radio aspects	



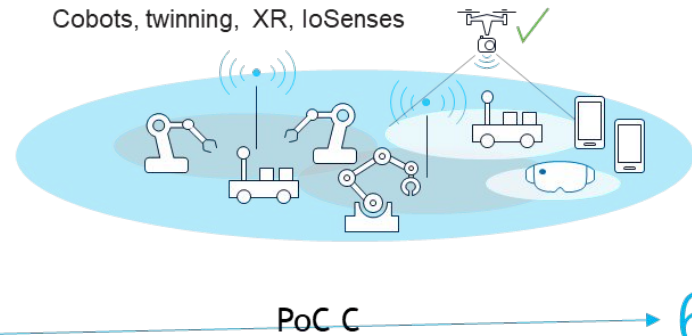
Social	Environmental	Economic
Trustworthiness; Exposure, security / privacy; Digital inclusion	Energy efficiency / Power consumption	Resilience / Limited downtime; OPEX; CAPEX
Management and orchestration		Diagnostics intent
Network architecture and transformation Trustworthy flexible topologies, Beyond communications		
6G device components	6G radio aspects	

Cobots, twinning



Social	Environmental	Economic
Trustworthiness; Exposure, security / privacy; Digital inclusion	Energy efficient radio, zero-energy devices	Resilience / Limited downtime; OPEX; CAPEX
Management and orchestration		Diagnostics intent
Network architecture and transformation Trustworthy flexible topologies, Beyond communications		
6G device components	6G radio aspects	

Cobots, twinning, XR, IoSenses



6G

Gradual addition

- **Three waves.** Currently in PoC B (PoC A laid a foundation, PoC B evolves and introduces new features, PoC C will evolve the previous two)
- In each wave: gradual addition of **technical** enablers. M&O, network enablers (flexible technologies, beyond coms), radio aspects, with respective KPIs
- Gradual placement of focus to diverse **sustainability** (societal) facets. **Environmental**, **Social** (Trust, Inclusion), **Financial** (to the degree possible), with respective indicators



## Hexa-X-II results from <https://hexa-x-ii.eu/results/>

- D1.2 - 6G use cases and requirements
- D1.3 - Environmental and social view on 6G
- D2.3 - Interim overall 6G system design
- D2.4 - End-to-end system evaluation results from the interim overall 6G system design
- D3.3 - Initial analysis of architectural enablers and framework
- D4.3 - Early results of 6G Radio Key Enablers
- D5.3 - Initial design and validation of technologies and architecture of 6G devices and infrastructure
- D6.3 - Initial Design of 6G Smart Network Management Framework
- Also presentations and videos from our workshops

Remember also: <https://hexa-x.eu/insightful-new-book-on-6g-now-available/>

# THANK YOU



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# Share your thoughts!



[bit.ly/3YBVdlh](https://bit.ly/3YBVdlh)



**Is your project explicitly addressing social acceptance?**

**What is “social acceptance” of 6G all about in your project?**



# Margot Bezzi

**Building a Social  
Acceptance Model for 6G**  
*CyberEthics Lab.*

# 6G4 SOCIETY



## HEXA-X-II

## Ensuring 6G Social Acceptance

6 November 2024

Margot Bezzi, CyberEthics Lab.

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# Acceptance: why it matters?

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- **Increasing attention** at policy level on understanding variables and dynamics influencing and shaping social acceptance of emerging technologies.
- Two reasons why acceptance is interesting in the context of 6G:
  - 6G development **is driven** by attention to integrating **sustainability values**
  - issues of **public acceptance** / global waves of discontent accompanied the rollout of 5G.



# Traditional approaches to studying acceptance

- A number of models have studied technologies acceptance.
- Aim: understand and predict how users come to accept and use new technologies.
- Limitations: focus on:
  - Individual use and interaction with technology (perceived usefulness, perceived ease of use, performance expectancy, effort expectancy...)
  - technology features; functionality; capabilities; how and whether it functions;

# Acceptance ≠ Acceptability

---

## Acceptance:

- **Definition:** The empirical state of affairs regarding how a technology is received or tolerated by a community.
- **Focus:** Actual adoption and use of technology in real-world contexts.
- **Methodology:** Typically involves empirical observation and data collection.

## Acceptability:

- **Definition:** A normative judgment of how technology ought to be.
- **Focus:** Ethical considerations and moral issues emerging from technology introduction.
- **Methodology:** Often involves anticipatory analysis and ethical reflection.

# What aspects are missing

---

## wider, societal level (societal groups)

- Public understanding (level of public awareness; the way technology is understood)
- Public concerns and perception of risks
- Trust in governance and other key stakeholders
- Attitude formation towards technology

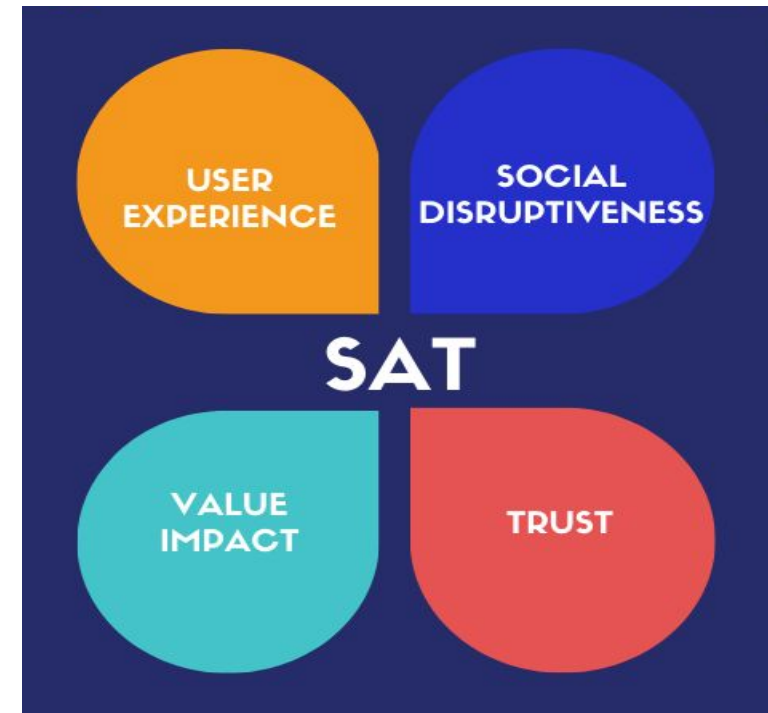
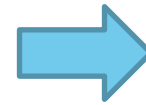
## dependencies between societal acceptance and:

- wider societal **impact / implications** on societies
- **alignment/conflict** with **value** hierarchy and priorities of different social groups

# Social Acceptance of Technology

- beyond individual user acceptance
- technology *within* society and *in interaction with* society
  - process by which a technological innovation is embraced or rejected by society.
  - broader societal attitudes, values and norms, as well as impact of technology on social structures and relationships.

- **4 facet of the technology-society relations**, relevant for social acceptance.



# Social Disruptiveness / Impact

---

- Identify underserved impacts at early stages to intervene (design, policy, communication level)
- *societal norms and operations, relationships, organizational structures, institutions, public policies, and the physical environment; epistemic paradigms, foundational concepts, values, moral norms, and the nature of human cognition and experience.*

## 6G Context

- Potential to alter communication patterns fundamentally.
- Likely to reshape work dynamics
- Blur lines between physical and virtual presence.
- May significantly impact privacy norms and data protection practices.
- Could exacerbate or mitigate digital divides and social inequalities.

To evaluate the relation between a technology or innovation, and social values, to identify alignment or potential conflicts or tensions.

Key Questions:

- What values are **embedded** or promoted by the technology? Elicit.
- What values are **important for others** (users, stakeholders, social groups)
- Are technology values **aligned** with societal norms and different stakeholder values?
- Are there **tensions** or **conflicts** with the values of certain groups or communities?
- Is the project working **towards** these values?
- What values should be **embedded** to make the technology **acceptable**?

- User's emotions, expectations, and satisfaction when interacting with a technology.
- Reactions to narratives or demonstrations of the technology.
- Experience with demos or prototypes (when available).

## 6G Challenges:

- Difficulty in direct UX assessment due to low Technology Readiness Level (TRL).
- Need for alternative approaches, such as analyzing expectations in terms of perceived benefits and concerns.

- Affects adoption rates, public opinion, and overall acceptance
- Influence on how individuals and societies **interact** with new technological innovations
- Relates to the **governance** level of research and innovation / relationships among stakeholders
- Is connected to the way stakeholders **communicate** and **understand** each others.
- Connection with **impact**: when stakeholders perceive that a technology negatively affects their surrounding environment, it erodes trust in that technology
- Connection with **value**: when a technology is seen as congruent with societal expectations, norms, ethical standards, and cultural values, it is more likely to be trusted.

# Stakeholder landscape

---

Identify the stakeholder universe around a specific challenge using as criteria:

- **Power:** Ability to Influence the project or technology development.
- **Legitimacy:** Recognized right or claim to be involved.
- **Urgency:** Time-sensitive or critical nature of the stakeholder's claim.
- **Potential harm:** Possible negative impacts on the stakeholder.
- Emphasizes the involvement of **passive** stakeholders who may be **impacted** but lack direct influence.
- Ensures representation of **marginalized** or **vulnerable** groups in the assessment process.

# Objectives of Social Acceptance Research

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- Ensure public trust and engagement in innovation development.
- Address ethical, cultural, and social concerns proactively.
- Foster inclusive decision-making processes.
- Enhance the legitimacy and impact of research outcomes.
- Promote sustainable technological progress.

# Policy and Design Implications:

---

## Responsible Innovation and design. considerations

- Aligning 6G development with societal values and ethical standards.
- Consideration of potential social and ethical impacts.
- Insights for value-sensitive design and approaches.
- User-centric development that considers diverse needs and perspectives.

## Policy Recommendations

- Informs decision-making at organizational, national, and EU-wide levels.
- Addresses regulatory needs, privacy protection, and equitable access to 6G technologies.

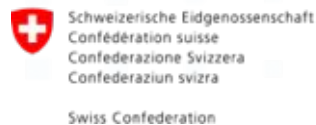
## Trust-building Strategies

- Guidance on fostering public trust through transparency and stakeholder engagement.
- Emphasizes the importance of clear communication about 6G capabilities, limitations, and potential risks.

# THANK YOU



**Project funded by**



Federal Department of Economic Affairs,  
Education and Research EAER  
State Secretariat for Education,  
Research and Innovation SERI

*Hexa-X-II project has received funding from the Smart Networks and Services Joint Undertaking (SNS JU) under the European Union's Horizon Europe research and innovation programme under Grant Agreement No 101095759.*

## STAY UP TO DATE AND FOLLOW US



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*The 6G4Society project received funding from the European Union's Horizon Europe Research and Innovation Programme under Grant Agreement No 101139070.*

# Share your thoughts!



[bit.ly/3YBVdlh](https://bit.ly/3YBVdlh)



**How relevant is the social acceptance model for 6G to your project's use cases?**

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

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

# Maurizio Cecchi & Ishita Mishra

Analysis of previous  
surveys on 5G

*Institute P.I.I.U.*





HEXA-X-II - WP1

# Analysis of previous surveys on advanced communication services

Ishita Mishra  
Maurizio Cecchi  
Institute PIIU

Hexa-X-II  
[hexa-x-ii.eu](http://hexa-x-ii.eu)





- Introduction
- Previous surveys on advanced communication services
  - Deloitte
  - EY
  - Ipsos
  - Traficom
- Analysis of survey results



# Introduction

---



# Introduction



- It is of paramount importance for HEXA-X-II to **understand the attitude of the citizens' concerns and needs toward 6G**. This is challenging as they are largely unfamiliar with this technology.
- The only way to address this is by **analyzing past users' attitudes and concerns on advanced communication services**.
- Various **government and private institutes** have conducted opinion surveys to monitor the rapidly evolving digital communications landscape.
- Previous surveys by **Deloitte, EY, Ipsos & Traficom** were analysed and included in HEXA X II deliverables, providing a global assessment and interpretation of the people's perspective on technological advancements. The focus area here was **trustworthiness and digital inclusion**.

**Deloitte.**



**TRAFICOM**



# Previous surveys on advanced communication services

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# I. Survey by Deloitte's Centre for Technology, Media & Telecommunications

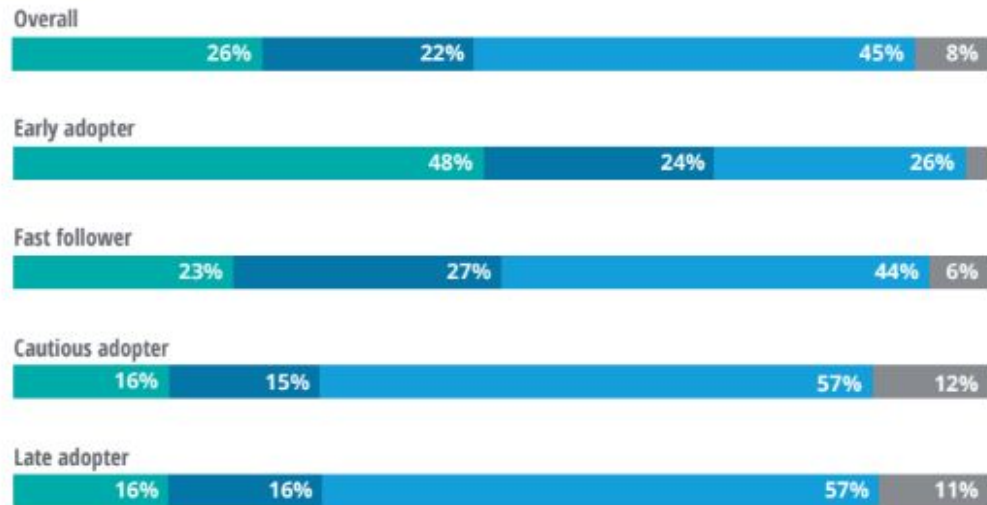


Deloitte conducted a survey of 2,005 US consumers in 2022 to understand consumer attitudes toward “digital life”. Aspects of digital life that were surveyed include devices (technology, entertainment, smart home, smartphones), connectivity (home internet and mobile), virtual experiences (work, school, and health care), wearables (fitness trackers and smart watches), and challenges of managing one’s digital life.

## Nine in 10 5G smartphone consumers say the service meets or exceeds expectations

How does the 5G service on your smartphone compare to your expectations?

■ Significantly better ■ Somewhat better ■ Meets expectations ■ Worse



Note: Respondents represent consumers with 5G smartphones.  
Source: 2022 Connectivity and Mobile Trends, 3rd edition.

Half of 5G smartphone users agree that the new connectivity standard enhances many capabilities and experiences.



# I. Deloitte's survey



The pandemic catalyzed a dramatic shift to remote working and learning. 99% of those who have been working from home during the past year said they appreciated aspects of the experience.

**Remote workers appreciate the experience overall, but issues around work-life balance, stress, connectivity, and videoconferencing persist**

## Experiences with working from home over the past year

Top benefits	Top challenges
1 No commute to work	1 Have family or household responsibilities during working hours
2 Feel more comfortable at home (e.g., casual clothes, right temperature and lighting)	2 Feel stressed or burned out
3 Reduce my chances of getting COVID-19 or other illnesses	3 Slow or unstable home internet service
4 Focus better on work	4 Work longer hours than I would if attending work in person
5 Feel more connected with my family	5 Videoconferencing problems (e.g., difficulty joining, staying connected, poor video quality)

Note: Respondents represent employed adults who worked from home for at least some of the time over the past year.  
Source: 2022 Connectivity and Mobile Trends, 3rd edition.

Managing health and well-being is another activity that has become increasingly digital over the past couple of years. 92% of consumers say they're very or somewhat satisfied with their virtual medical experiences.

**Convenience and ease of scheduling and attending are top benefits of virtual health care**

## Experiences with attending virtual medical appointments over the past year

Top benefits	Top challenges
1 More convenient	1 Lacks human touch or face-to-face connection
2 Reduces my chances of getting COVID-19 or other illnesses	2 Health care provider couldn't examine me well enough
3 Easier to find appointment times that suit my schedule	3 Connectivity issues
4 Can see a health care professional more often	4 Health care provider couldn't collect vital signs
	5 The appointment service or app was difficult to use

Note: Respondents represent people who attended at least one virtual health care appointment (as a patient or with a patient) in the past year.  
Source: 2022 Connectivity and Mobile Trends, 3rd edition.

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Respondents have privacy concerns, 50% are worried about security breaches & 41% are concerned about being spied on. Nearly half (49%) of smart home users are concerned about hackers “taking over” their smart devices.

One-third of our respondents fell victim to at least one type of security breach in the past year, and 17% reported experiencing two or more

Consumers who reported experiencing the following kinds of data breaches or security failures in the past year

## Social media account hacked



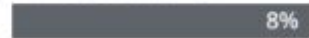
## Credit card hacked



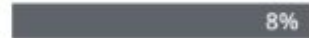
## Fell for an online scam



## Bank account hacked



## My location information was misused



## Identity stolen



## Health data breached



## Ransomware attack



About 1 in 5 Gen Z, Millennial, and Gen X consumers experienced a social media hack.

Gen Z consumers were four times more likely than Boomers to fall for an online scam (16% vs. 4%), and more than twice as likely as Matures (16% vs. 7%).

Note: Respondents represent US consumers.

Source: 2022 Connectivity and Mobile Trends, 3rd edition.

71% took at least one security measure, only 21% have taken four or more. Even those who had experienced two or more breaches took only three measures on average to protect their data.

Despite concerns, consumers take only two proactive security measures on average

Consumers who have taken each action in the past year to address data privacy and security concerns

## Implemented two-step authentication for apps/services



## Turned off location-based services on a device



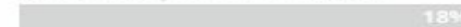
## Turned off Bluetooth on a device



## Used software to enhance security



## Used a virtual private network (VPN)



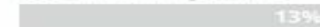
## Deleted or paused a social media account



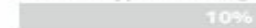
## Signed up for a credit-monitoring service or froze my credit score



## Used anti-tracking software



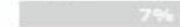
## Used encrypted messaging service



## Deleted an account other than social media



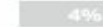
## Stopped using a device completely



## Bought a connected device that doesn't track me



## Bought a nonconnected device instead of a smart, connected alternative



Note: Respondents represent US consumers.

Source: 2022 Connectivity and Mobile Trends, 3rd edition.

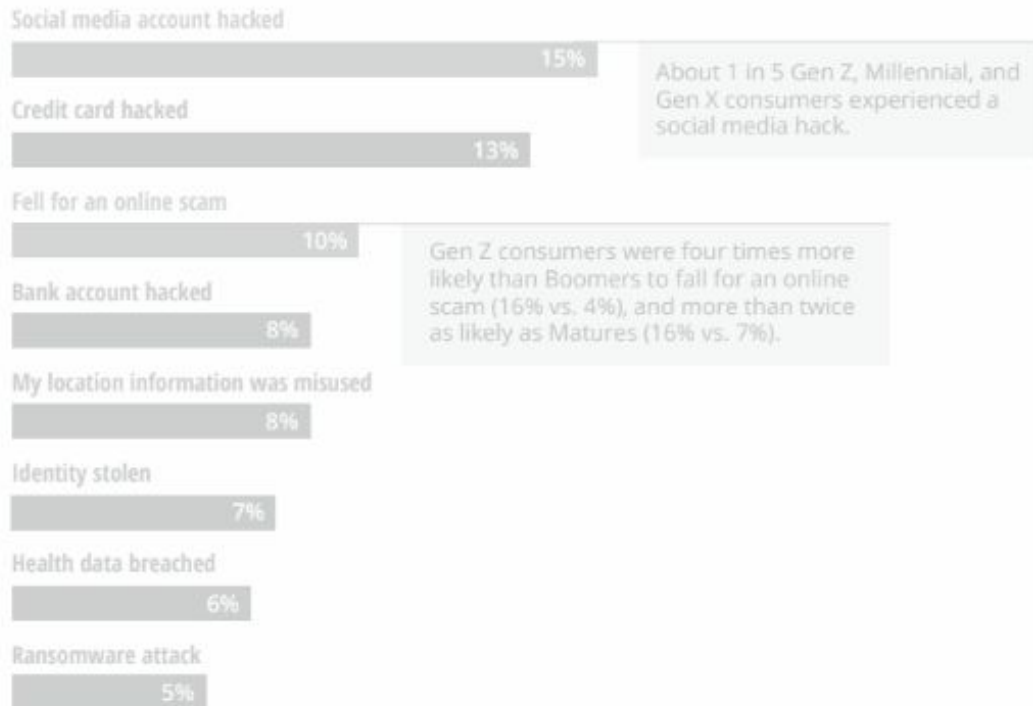
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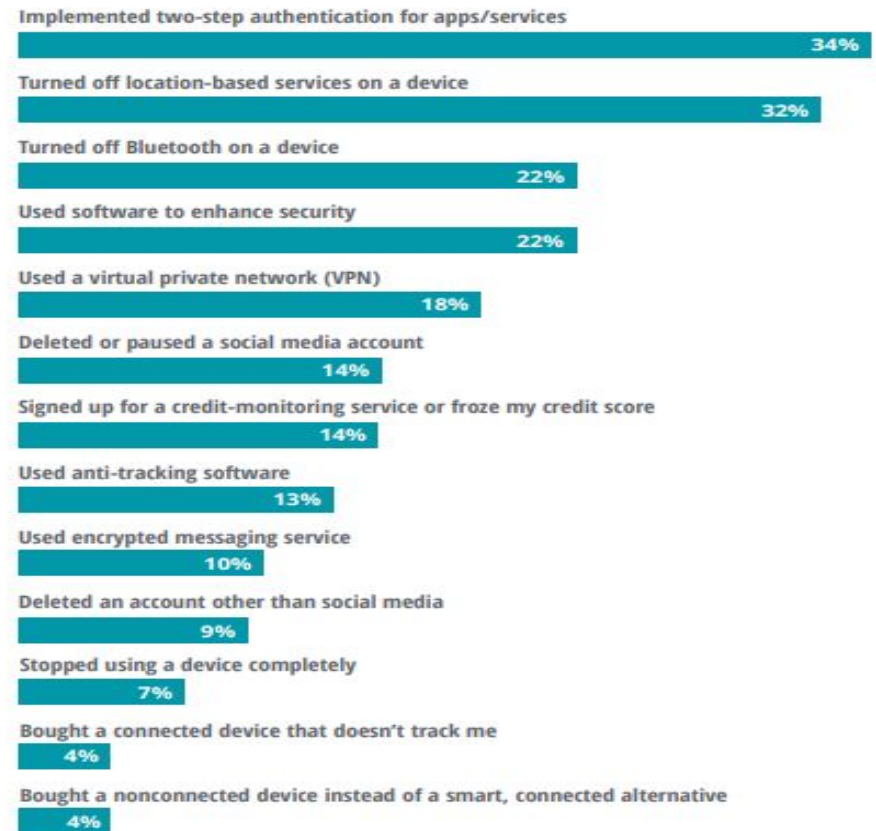


Note: Respondents represent US consumers.  
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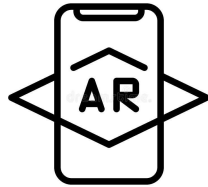
Despite concerns, consumers take only two proactive security measures on average

Consumers who have taken each action in the past year to address data privacy and security concerns



Note: Respondents represent US consumers.  
Source: 2022 Connectivity and Mobile Trends, 3rd edition.

## II. EY Reimagining Industry Futures study



- 49% of respondents are prioritizing process optimization as a key application, compared with 28% who favor advanced 5G use cases featuring virtual or augmented reality.



- 85% of respondents say the impact of the global health crisis is driving their interest in 5G;
- 80% say supply chain disruption has galvanized their 5G pursuit, while 71% cite the focus on environmental, social and governance (ESG) issue.



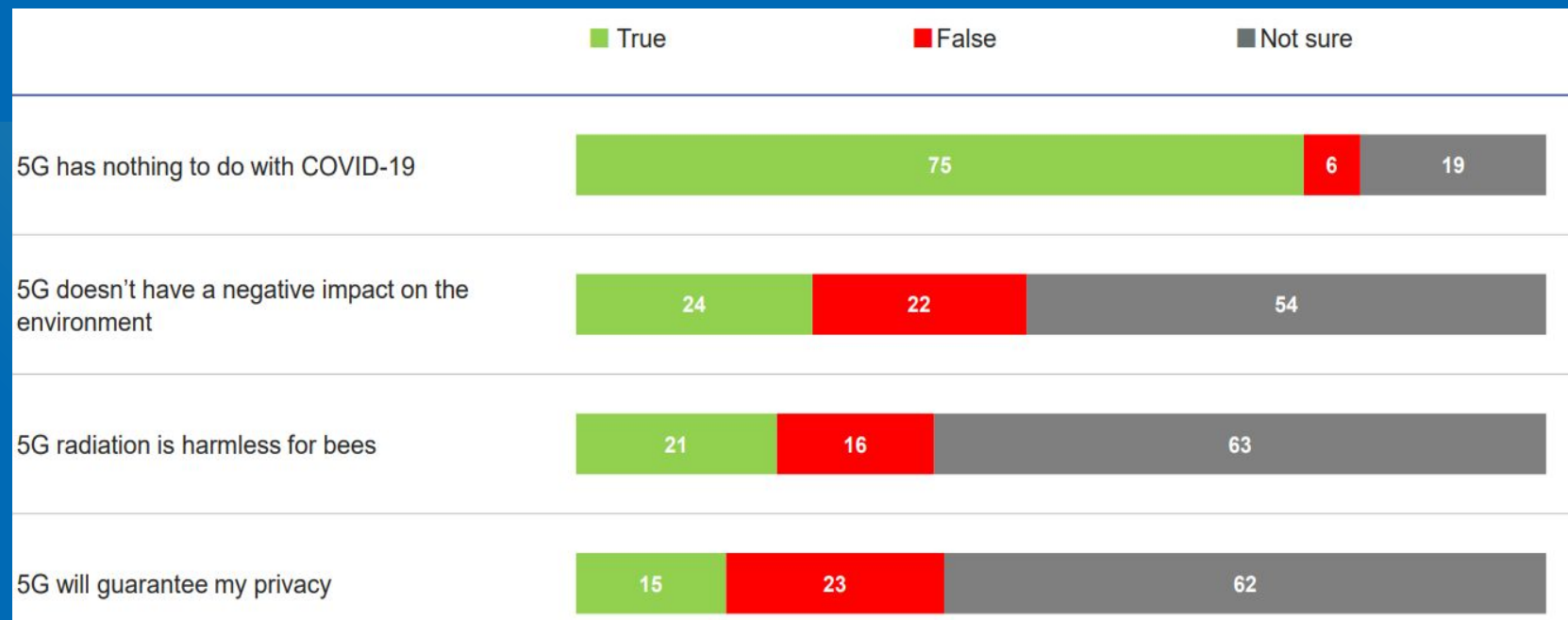
- 37% are concerned that 5G and internet of things (IoT) vendors' current use cases do not meet their business resilience and continuity needs, and 47% do not think their sustainability goals are met by today's use cases.

# III. European study on 5G Awareness & Needs by Ipsos



Founded in France in 1975, Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 180,000 people. This survey was done online in 2020 with 7350 respondents spread across 23 European countries.

## 5G “MYTHS”:

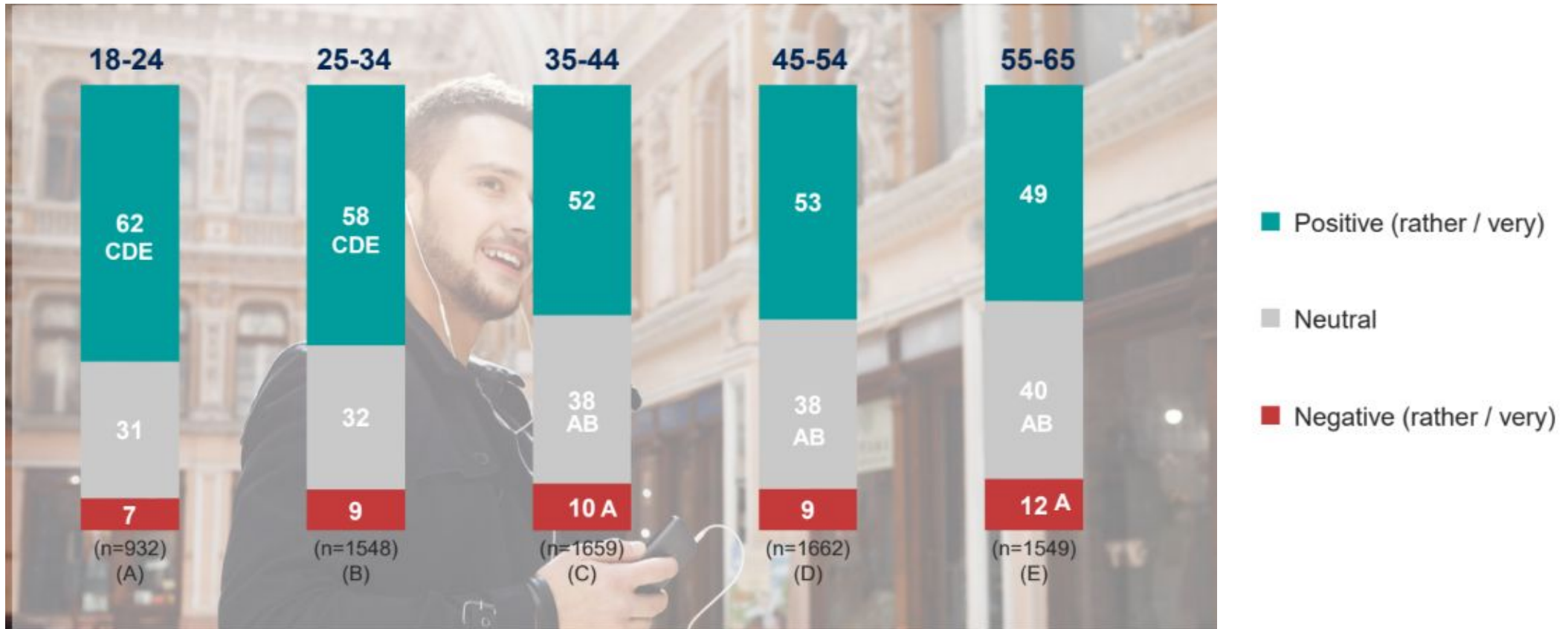


50-60% of the Europeans are unsure about some of the 5G myths, and about 1 out of 5, seems to believe the myths.

# III. European study on 5G Awareness & Needs by Ipsos



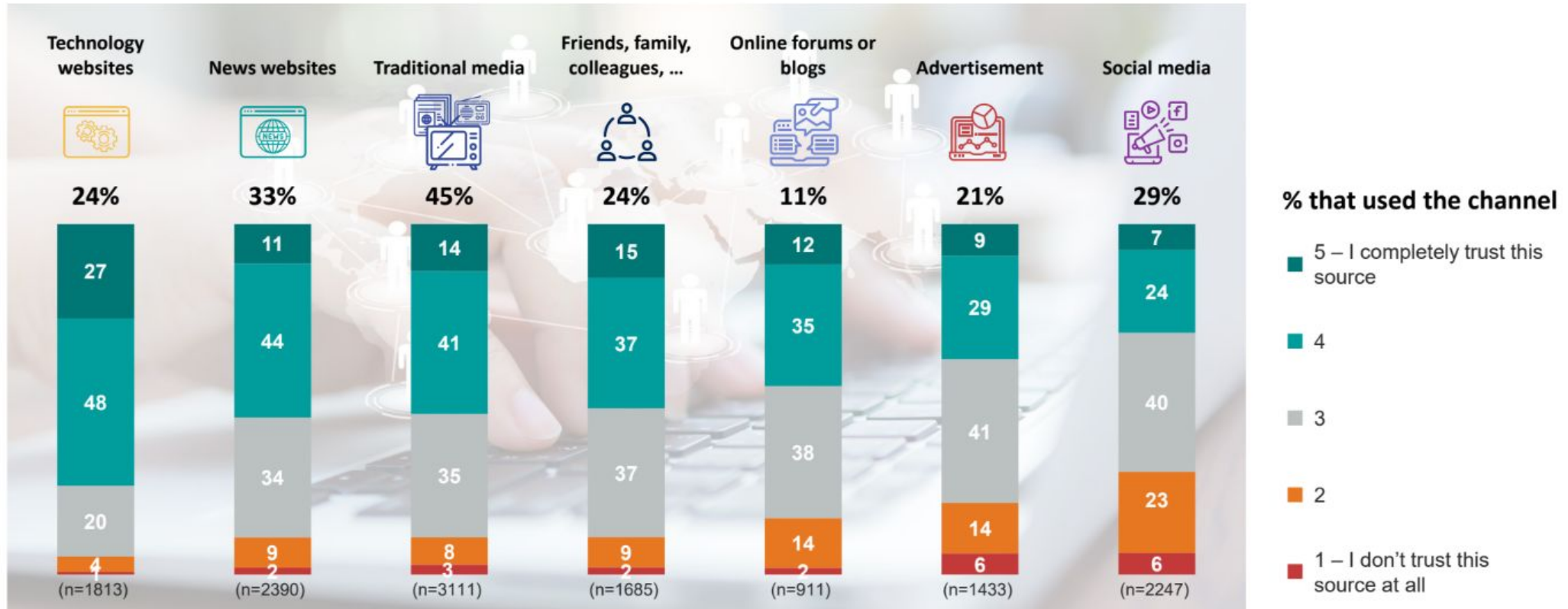
**ATTITUDE BY AGE:** Younger Europeans have a more positive attitude towards 5G. On the other hand, older Europeans are more often neutral towards 5G.



# III. European study on 5G Awareness & Needs by Ipsos



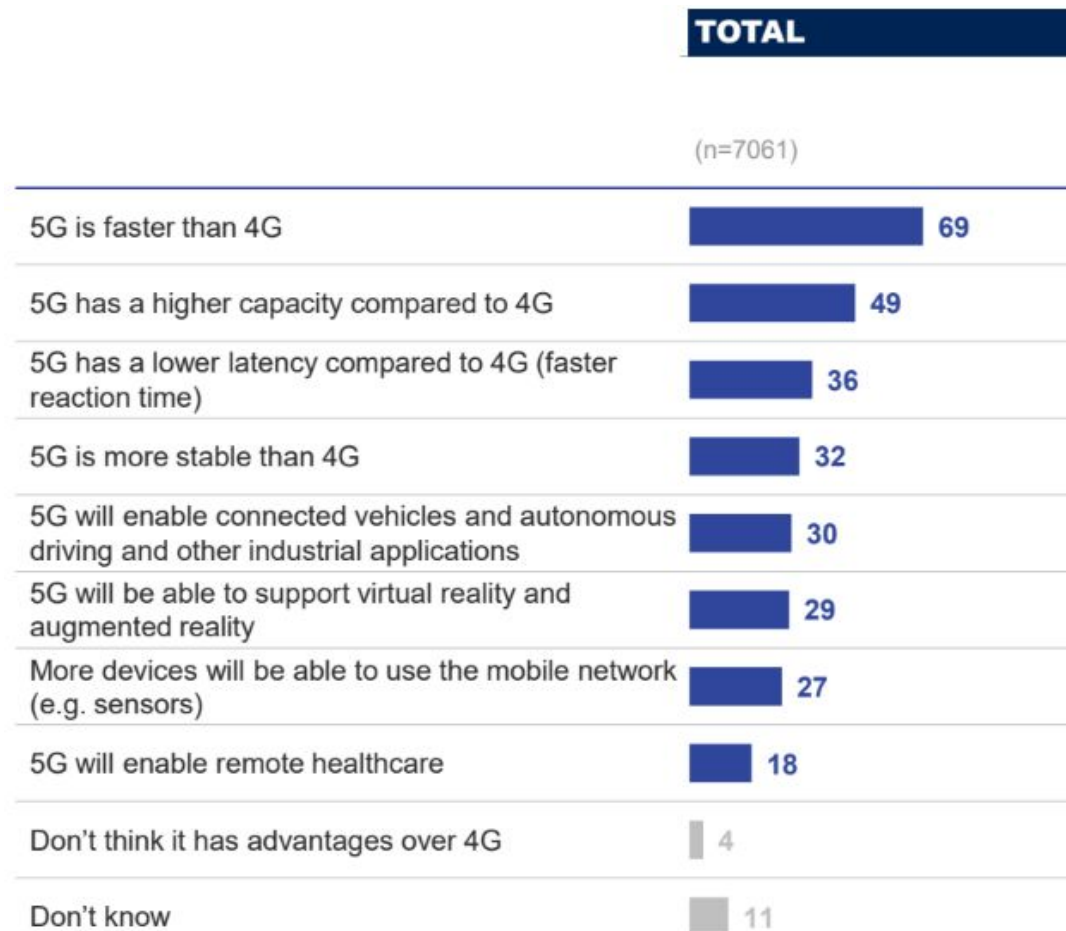
**COMMUNICATION:** Social media and advertisements are the least trusted information channels about 5G. The number of information sources, and the degree of being informed, has a high impact on the attitude of 5G.



# III. European study on 5G Awareness & Needs by Ipsos



**PERCEIVED ADVANTAGES OF 5G:** Higher speed and capacity are the most known advantages. The new technologies that 5G can enable are better known by Europeans who have a good understanding of 5G.



## IV. Survey by the Finnish Transport & Communication Agency Traficom



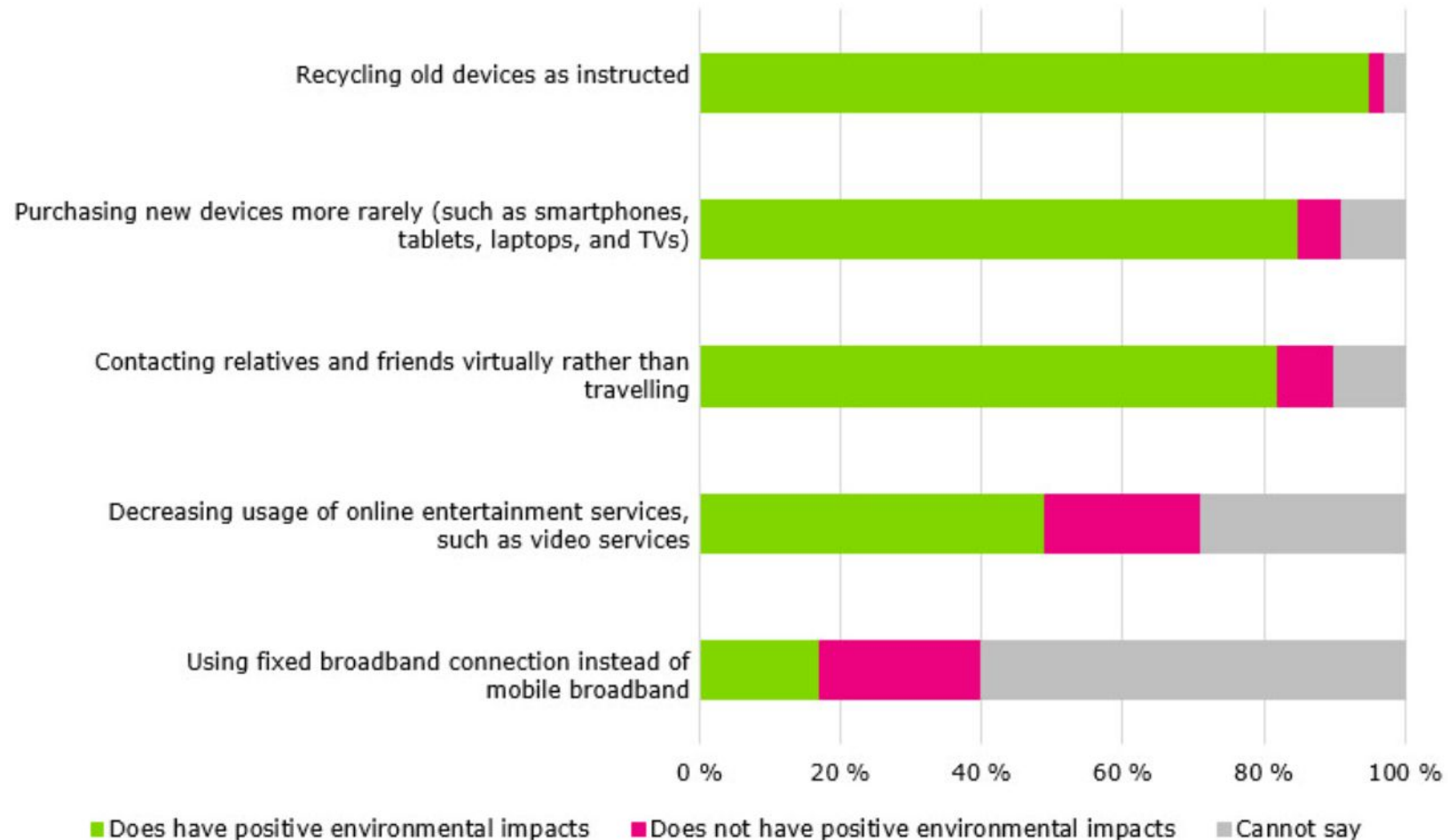
- In 2020, Traficom commissioned a consumer survey by interviewing 2,000 people on consumer behaviour in terms of ICT sector services and devices, and consumers' interest in environmental issues to support the ICT sector, climate and the environment strategy being prepared by the Ministry of Transport and Communications.
- Finns need more information on the environmental impact of IT devices and services.
- The environmental impact of terminal devices from manufacture to recycling is understood – the impact of internet usage (energy consumption of internet services ) is more difficult to grasp. Up to 68 per cent of Finns could change the way they use internet services if they had access to more information.

*Consumers are interested in using internet in environmentally friendly way!*

# IV. Survey by the Finnish Transport & Communication Agency Traficom



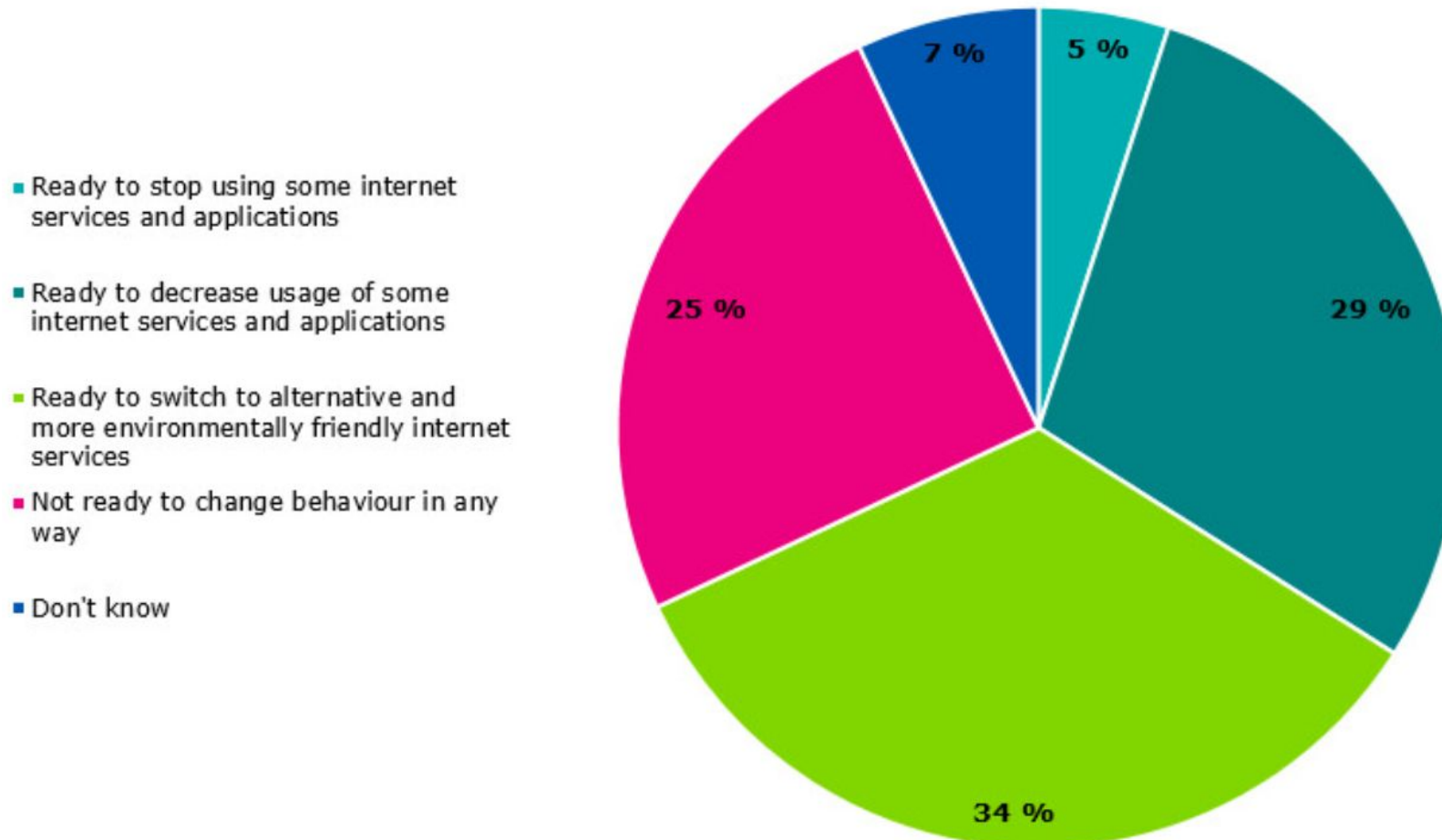
**Finns' views on whether the choices made by consumers presented in the survey have positive environmental impacts.**



# IV. Survey by the Finnish Transport & Communication Agency Traficom



**Finns' preparedness to change their internet service and application usage, if more reliable and clear information on the environmental impact of the use of these services were available.**





# Analysis of survey results

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# Survey Analysis



Social acceptability of technological advancements vary depending on various factors, like **cultural norms, individual beliefs, ethical considerations, and the perceived impact on society.**



Users are concerned about the **cost of advanced technology services.** Service coverage is not the same in all areas.



**Public environmental awareness campaign** can be launched to inform consumers that technology is environmentally friendly, does not have a considerable harmful impact on human health and will not affect the ecological system.

**Environmental awareness, curiosity, facilitating conditions, and perceived satisfaction** are the most influential factors behind technology adoption and usage behaviour.



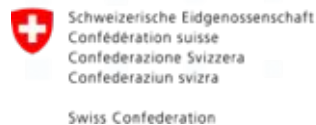
In EU, **privacy** is one of the major concerns of people towards accepting the technological advancements.



# THANK YOU



**Project funded by**



Federal Department of Economic Affairs,  
Education and Research EAER  
State Secretariat for Education,  
Research and Innovation SERI

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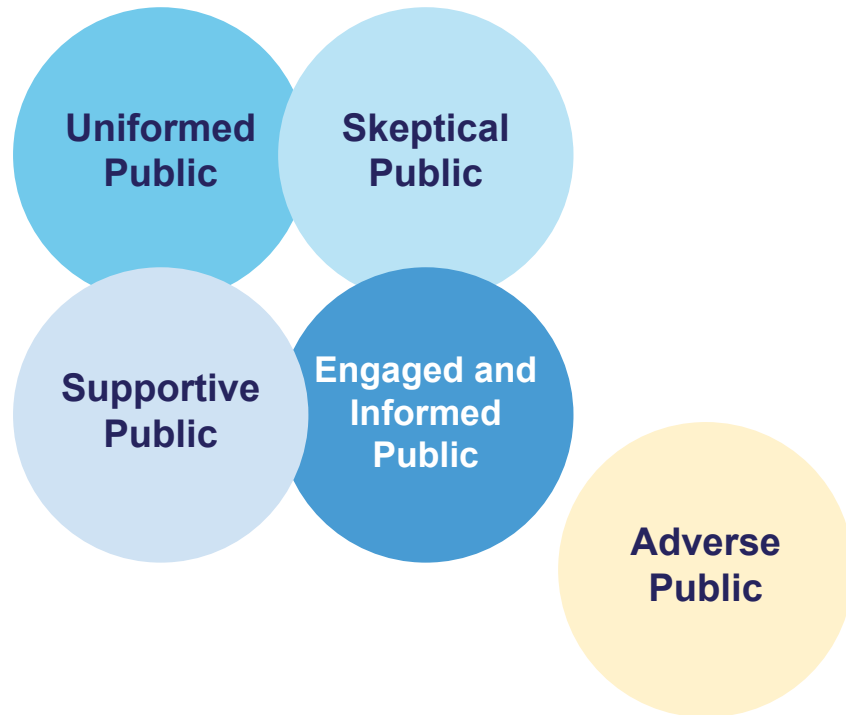
# Flavia Maragno

**Public Engagement and  
Preliminary results from  
6G4Society Citizen Survey**

*Digital for Planet*

# Our methodology for engaging with the public

When engaging with the public on controversial technologies such as 5G and 6G, it's crucial to understand **the various types of public and their attitudes towards the technology** in order to properly tailor the engagement approach for best results



## Uninformed Public

**Approach:** Focus on raising awareness through media campaigns, workshops, and accessible resources to spark interest.

## Skeptical Public

**Approach:** Provide transparent, evidence-based information and foster open dialogue through forums and Q&A sessions to address concerns and build trust.

## Supportive Public

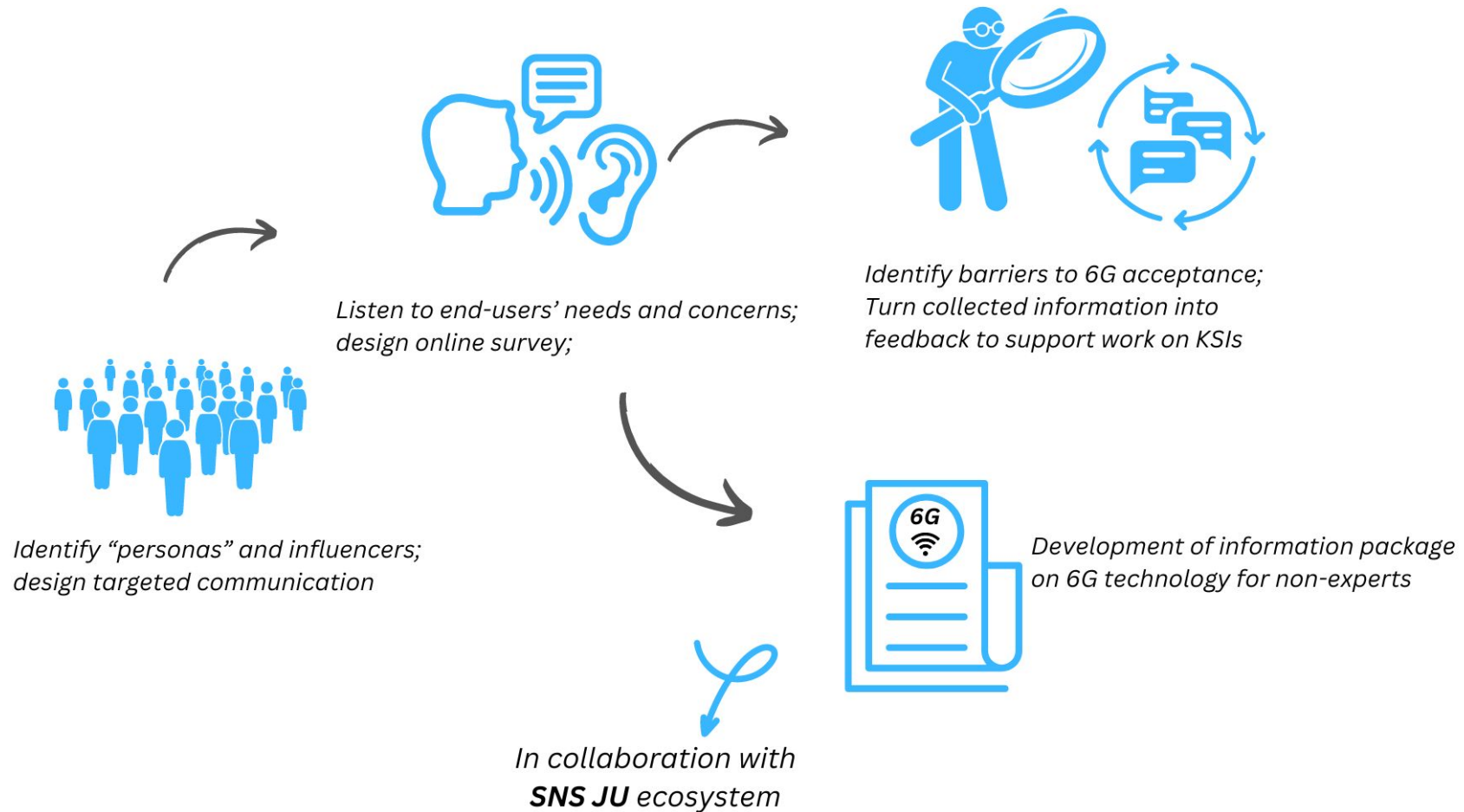
**Approach:** Highlight success stories and benefits while encouraging involvement through pilot projects and advocacy via social media and community endorsements.

## Engaged and Informed Public

**Approach:** Promote deeper discussions through expert panels and consultations, fostering collaboration on research, policy, and decision-making.

**About the Adverse Public:** It is often the “loudest” one. Instead of trying to persuade them, which can entrench their views, we focus on educating and engaging with those who are open to discussion—such as the uninformed, skeptical, supportive, or engaged

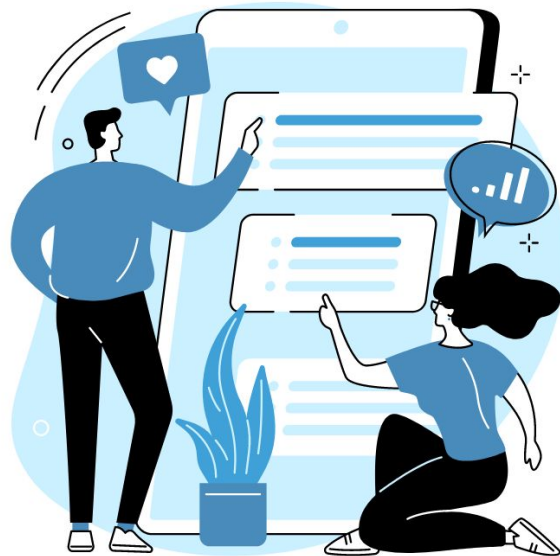
# HOW WE ARE ENGAGING WITH THE PUBLIC



# WORKING WITH COMMUNITIES FOR A DIALOGUE-DRIVEN APPROACH



# CITIZEN SURVEY



The 6G4Society Citizen Survey is a unique opportunity for citizens to share their experiences and opinions about current 5G technology and the upcoming transition to 6G. It is designed to capture a wide range of insights, from everyday use of wireless technology to thoughts on its future impact.

9 Available languages



English, German, French, Italian, Spanish, Greek, Russian, Hungarian and Romanian.

Survey Launched



15th of May 2024

Will be open until the first half of 2025

- Survey promoted via Social Media Campaign (LinkedIn, X, Facebook Groups, Instagram)
- The SNS Network Channels (SNS Social Media Channels, Newsletter, TF Groups, Mailing Lists etc.)
- In-person and Online events
- Workshops
- **Next Steps:** Tackling harder to reach demographic communities via local groups, local journals, and small community initiatives

# CITIZEN SURVEY

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The insights from the survey will feed into the Social Acceptance Model and help refine further policy development for sustainable and human-centric 6G.

**Scan the QR code and let your voice heard!**



# CITIZEN SURVEY - THE QUESTIONS

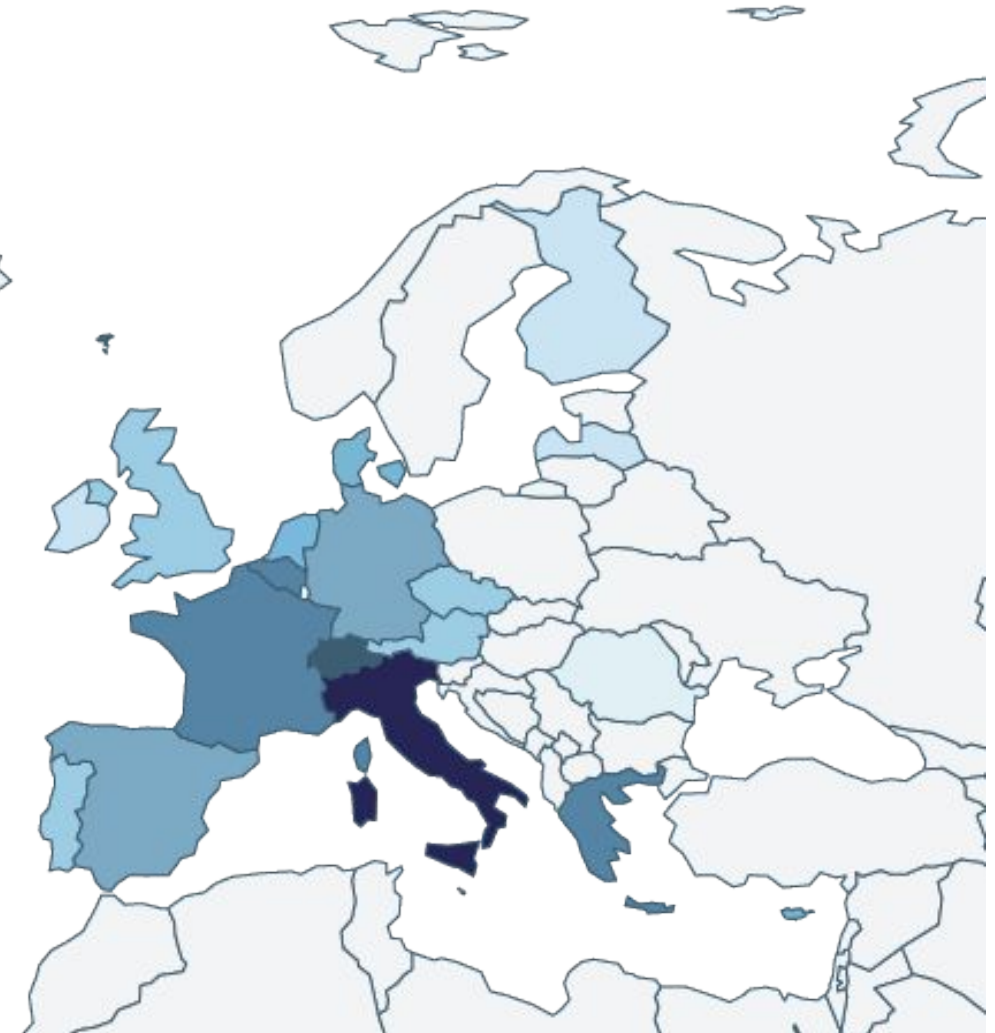
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- Questions developed with several rounds of feedback
  - Important to have questions that would not trigger biased responses
  - Important to have questions that could appeal to a wide range of respondents
- 
- **First group:** Demographic assessment
  - **Second group:** General knowledge of 5G (e.g. What sources do you trust the most for learning about 5G technology? )
  - **Third group:** Feelings about experience with 5G (e.g. When thinking about 5G, what words or feelings come to your mind? )
  - **Fourth group:** Feelings, hopes, concerns about future of 5G/6G ( e.g. What societal benefits do you hope for with the introduction of 6G technology? )

# GEOGRAPHIC DISTRIBUTION OF SURVEY RESPONSES

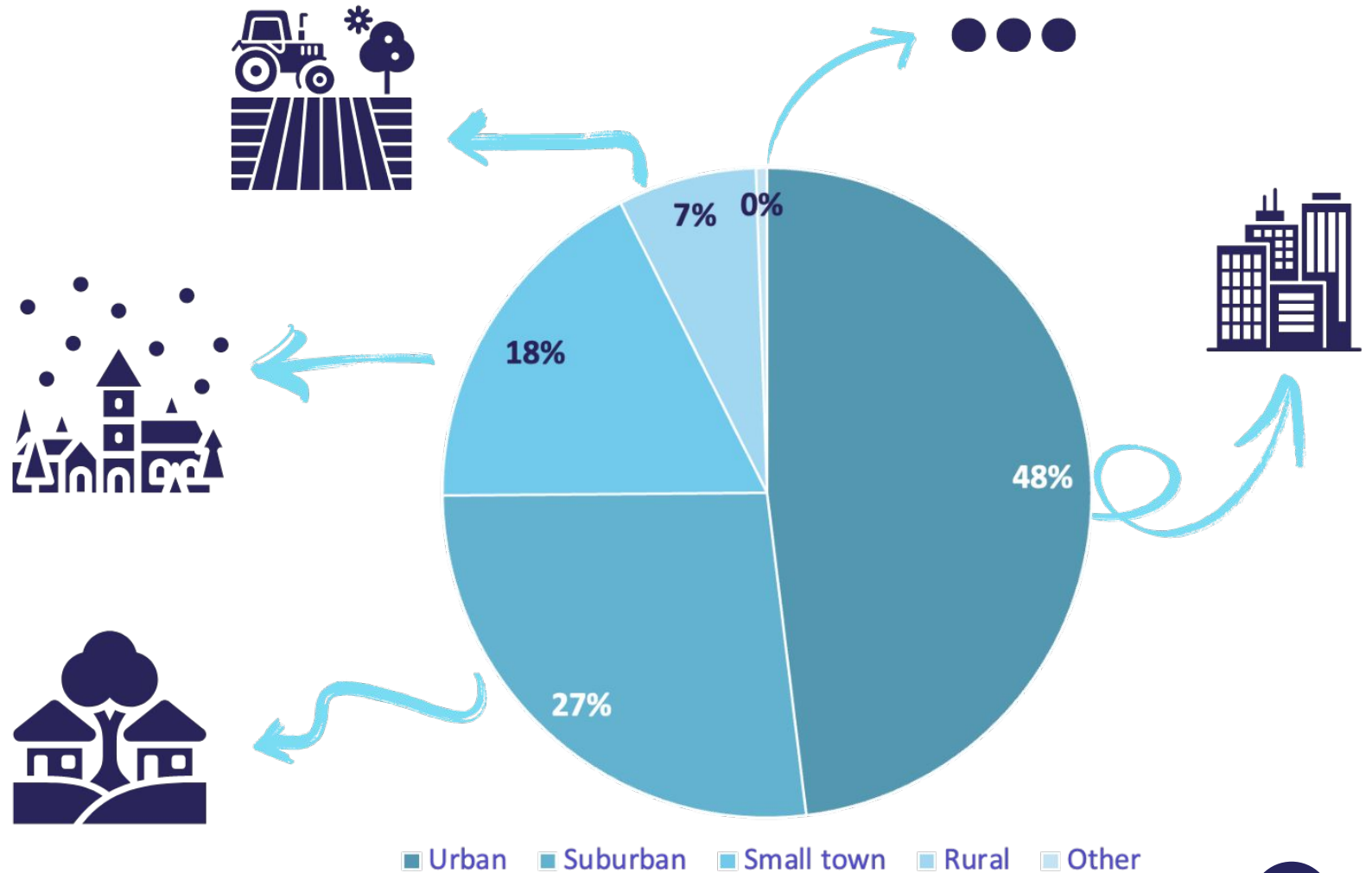
Country	Count
Italy	138
Switzerland	61
France	46
Germany	23
Spain	22
Belgium	12
Greece	12
Republic of Cyprus	9
Netherlands	9
Portugal	6
UK	6
South America	4
Denmark	3
Finland	3
Austria	3
Norway	3
Latvia	2
North America	2
Czech Republic	2
Ireland	2
Asia	1
Oceania	1
Romania	1
Other European Country	3

Responses  
this far:  
**456**



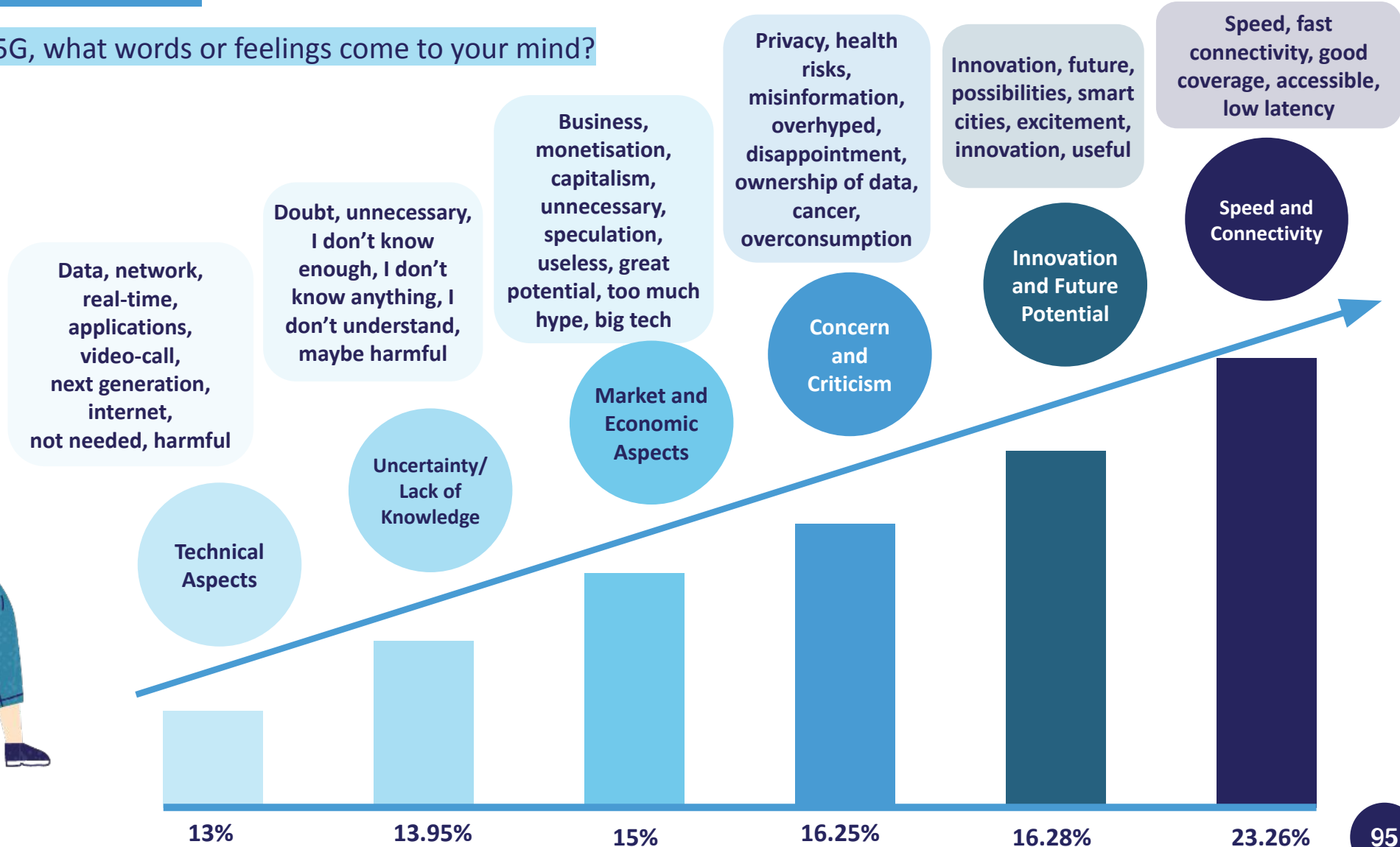
# DEMOGRAPHIC BREAKDOWN

Category	Percentage (%)
Urban	48.07
Suburban	26.8
Small town	17.68
Rural	6.91
Other	0.55



# WHAT PEOPLE THINK ABOUT 5G: KEY INSIGHTS

When thinking about 5G, what words or feelings come to your mind?



## Q10: What sources do you trust the most for learning about 5G technology? Choose up to 3

Added filter - Removed people with IT background

### Options:

- News websites/Newspapers/Magazines
- Technical journals or publications
- Government sources (online channels, events and initiatives)
- Educational institutions (online channels, events and initiatives)
- Industry reports
- Social media
- My network of friends/colleagues
- Other (please specify)

### By Age

#### 18-24

- News websites/Newspapers/Magazines - 50%
- Technical journals or publications - 50%
- Government sources (online channels, events and initiatives) - 50%
- Educational institutions (online channels, events and initiatives) - 50%

#### 25-34

- News websites/Newspapers/Magazines - 47.5%
- Government sources (online channels, events and initiatives) - 35.6%

### By Gender

#### Female

- News websites/Newspapers/Magazines - 50.0%
- Educational institutions (online channels, events and initiatives) - 36.8%

#### Male

- Technical journals or publications - 58.0%

### By Country

#### Belgium

- News websites/Newspapers/Magazines - 45.5%
- Technical journals or publications - 45.5%

#### France

- Technical journals or publications - 60.9%

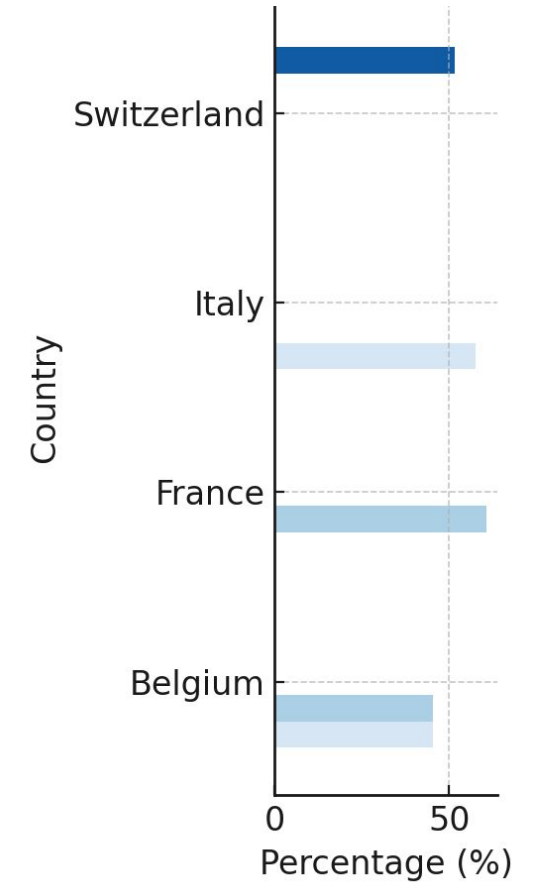
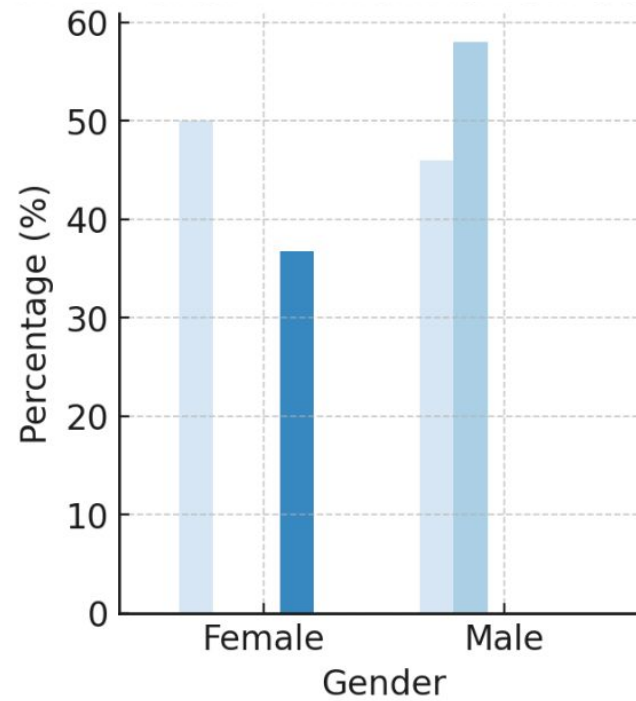
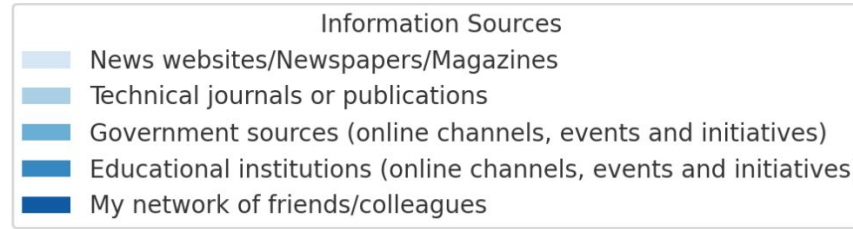
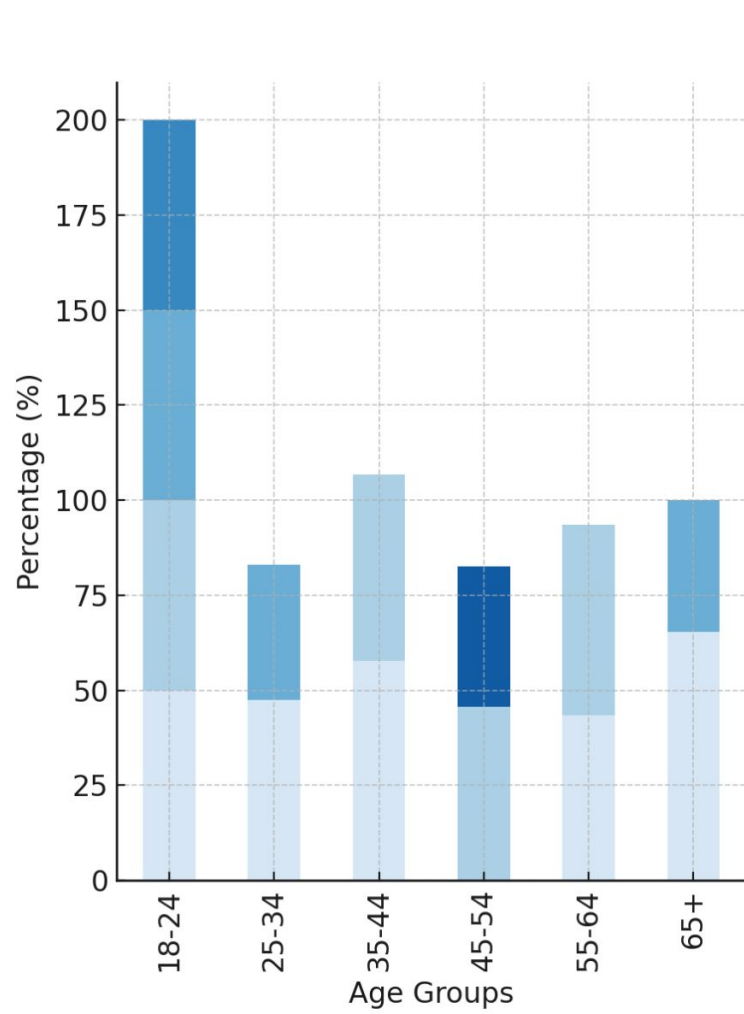
#### Italy

- News websites/Newspapers/Magazines - 57.6%

#### Switzerland

# Q10: What sources do you trust the most for learning about 5G technology? Choose up to 3

Added filter - Removed people with IT background



## Q24 What are your main personal hopes regarding the impact of 6G technology? (Choose up to 3)

### 18-24

- Generally, an easier life, facilitated by quicker online tasks and better online experiences. - 52.4%
- Improved access to fast and reliable information. - 47.6%

### 25-34

- Generally, an easier life, facilitated by quicker online tasks and better online experiences. - 44.9%
- A more seamless and efficient work experience. - 36.0%

### 35-44

- Improved access to fast and reliable information. - 41.3%
- A more seamless and efficient work experience. - 36.3%
- Generally, an easier life, facilitated by quicker online tasks and better online experiences. - 36.3%

### 45-54

- A more seamless and efficient work experience. - 43.8%
- Improved access to fast and reliable information. - 43.8%

### 55-64

- Improved access to fast and reliable information. - 53.6%
- A more seamless and efficient work experience. - 49.3%

### 65+

- Improved access to fast and reliable information. - 60%

### Female

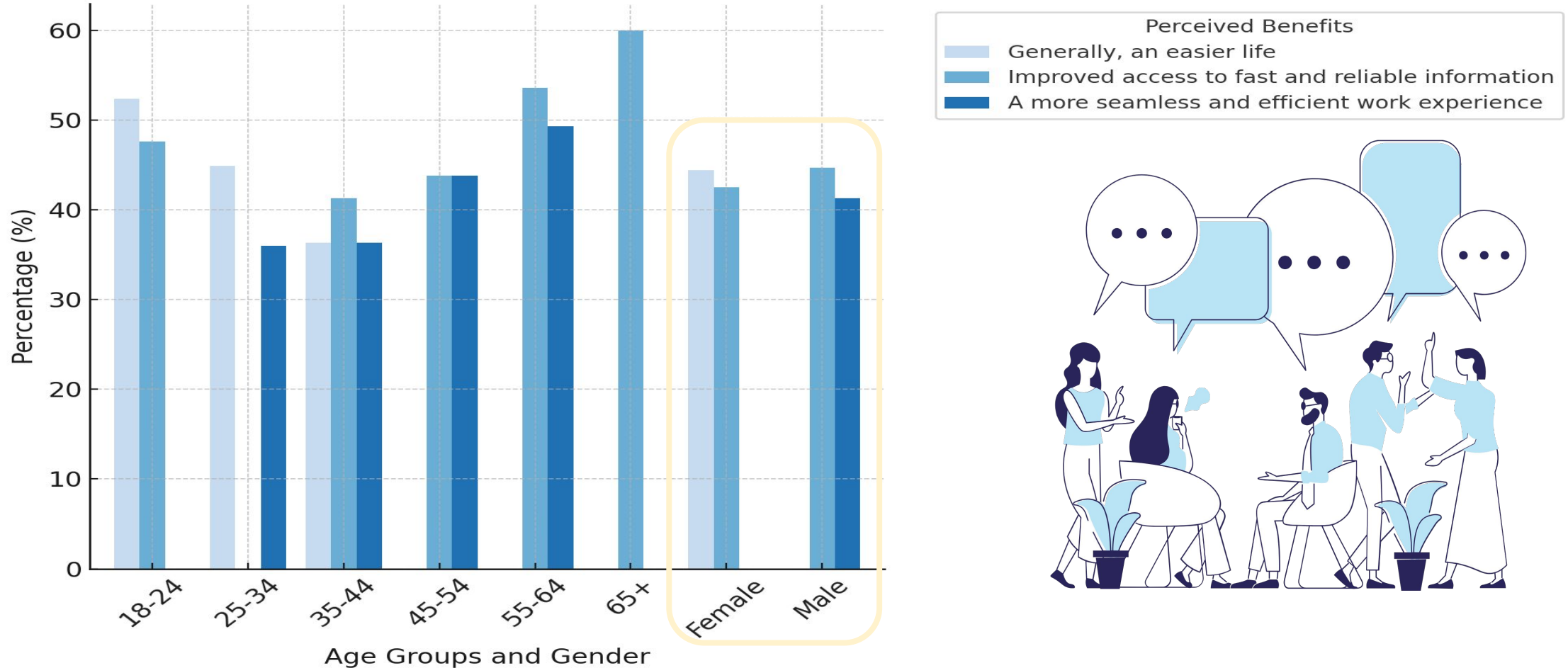
- Generally, an easier life, facilitated by quicker online tasks and better online experiences. - 44.4%
- Improved access to fast and reliable information. - 42.5%

### Male

- Improved access to fast and reliable information. - 44.7%
- A more seamless and efficient work experience. - 41.3%

# Q24 What are your main personal hopes regarding the impact of 6G technology? (Choose up to 3)

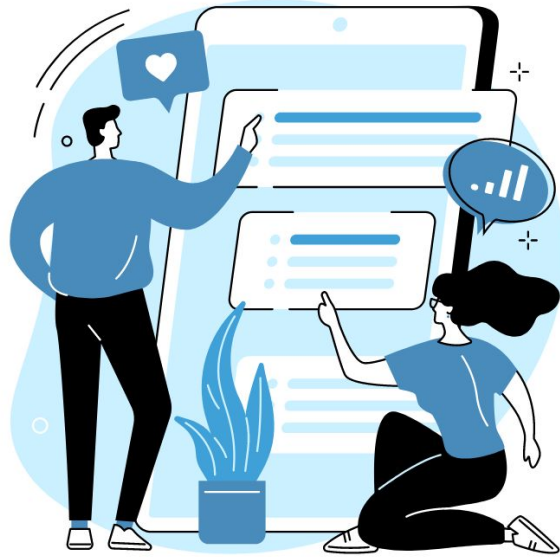
Grouped Bar Chart - Perceived Benefits by Age and Gender



# The use of the results

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These results will serve our work and the work of the SNS community in various ways:




- Feed the work on Work Package 1 as well as the other WPs
- Develop Information material that answers the questions of the public
- Awareness of what the public does, wants, and uses the technology for. Understanding of the public behaviour
- Help direct the efforts of the SNS use cases
- Inform future projects' priorities
- More inclusive and purpose oriented initiatives

# THANK YOU



**Project funded by**

 Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
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Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research EAER  
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Research and Innovation SERI

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# Share your thoughts!



[bit.ly/3YBVdlh](https://bit.ly/3YBVdlh)



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

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

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



# Louise Renoux

**Feedback from local Public  
Administrations**

*ORANGE*

# Approach



## Transversality of the subject to society

The subject of tomorrow's networks concerns the whole of society and impacts all activities

We mustn't forget that the deployment of networks takes place in territories, with their own specific characteristics, notably political

⇒ Build on participatory democracy initiatives to encourage listening and co-construction.



## Societal & Prospective angle

**Objective:** Explore how networks can help transform tomorrow's society.

**Approach:** Encourage participants to imagine their desirable futures, based on factual elements.

⇒ Avoid a one-dimensional technological approach to prevent techlash and respond to global issues (conflicts, crises of confidence, climate)

**Challenges:** Develop a systemic approach with society (Data & Actors)



## Methodology

**Qualitative approach:** Gain an in-depth understanding of expectations and encourage free expression, giving priority to face-to-face meetings

**Quantitative approach:** Complementing questionnaires with open-ended questions

# Methodology



## Civil society

University      Local authority  
Scientific community      Employee

Qualitative

Qualitative & quantitative

Hackathon      Exhibition & Questionnaire  
Workshops      Online survey



## Business

Start-ups      SMEs      Company partner

Qualitative & quantitative

Workshops      Online survey

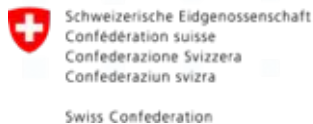


**“The vector of progress is technology at the service of society, which will be resilient and adapted to the challenges of tomorrow : environmental, social and economic”**

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# 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**

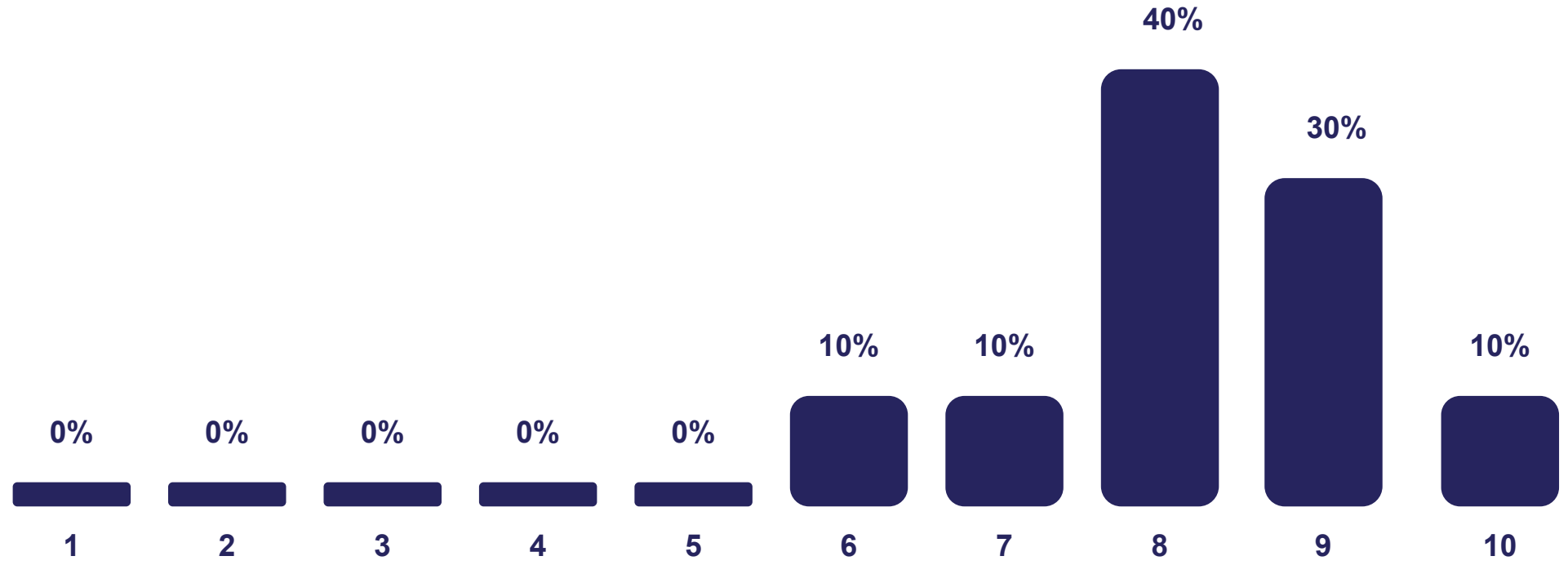
21%

# 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?

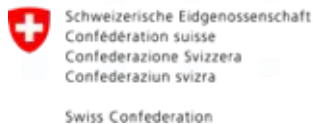
via sustainable business model reasearch

AI/ML concerns about trustworthiness and privacy

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