



**Kai Bauer**

Principal Advisor  
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**PANEL 1b**  
**Societal acceptance revisited:  
collaborative actions to address noise,  
sustainability and other citizen concerns**  
March 22, 2023 | 09:00 – 10:30



**Franziska BIERMANN**

Head of Unit Cluster Policy  
Hamburg City



**Francesca ROMANA**

Head of Airport Accessibility  
Planning  
2025 IAM Olympics Project  
Aeroporti di Milano



**Ronald LIEBSCH**

Senior Expert Aviation Regulations  
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**Bobby HEALY**

CEO  
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**Ralph SCHEPP**

COO  
Droniq



**Ivan de LEPINAY**

Senior Environmental Expert  
EASA



# Join the discussion



Go to [www.slido.com](http://www.slido.com)  
& insert code:

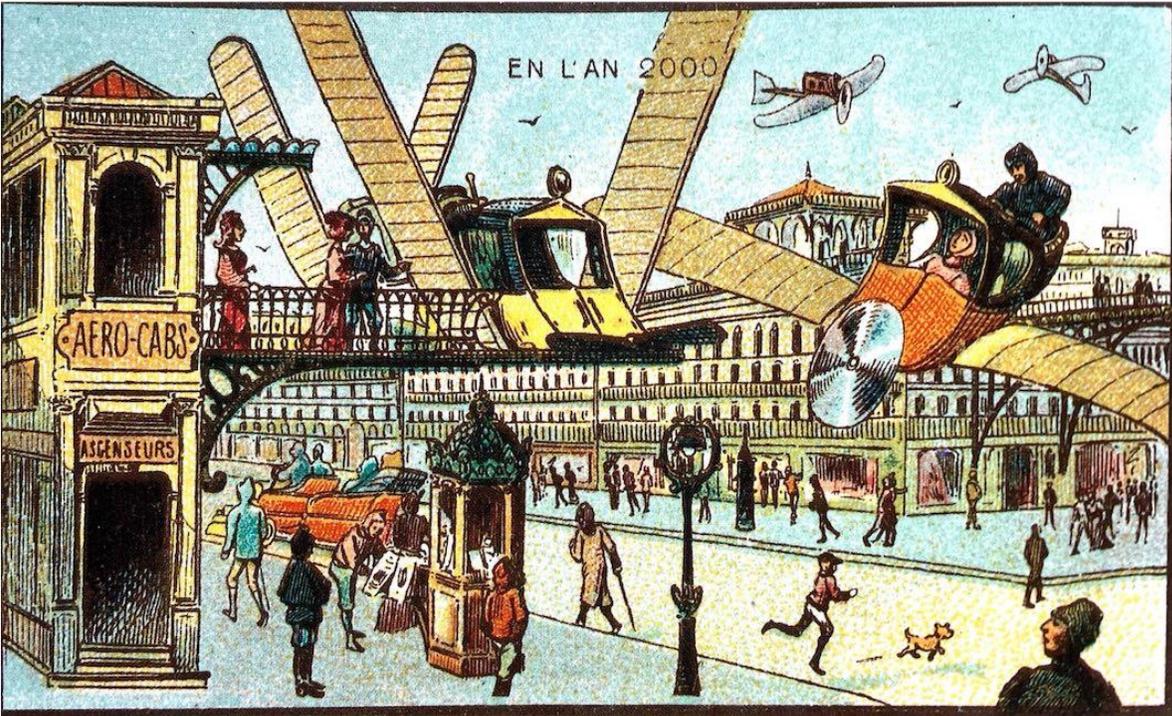
**#1bEASAHLC2023**  
⇒ **an7ioy**

Engage by asking  
questions & voting

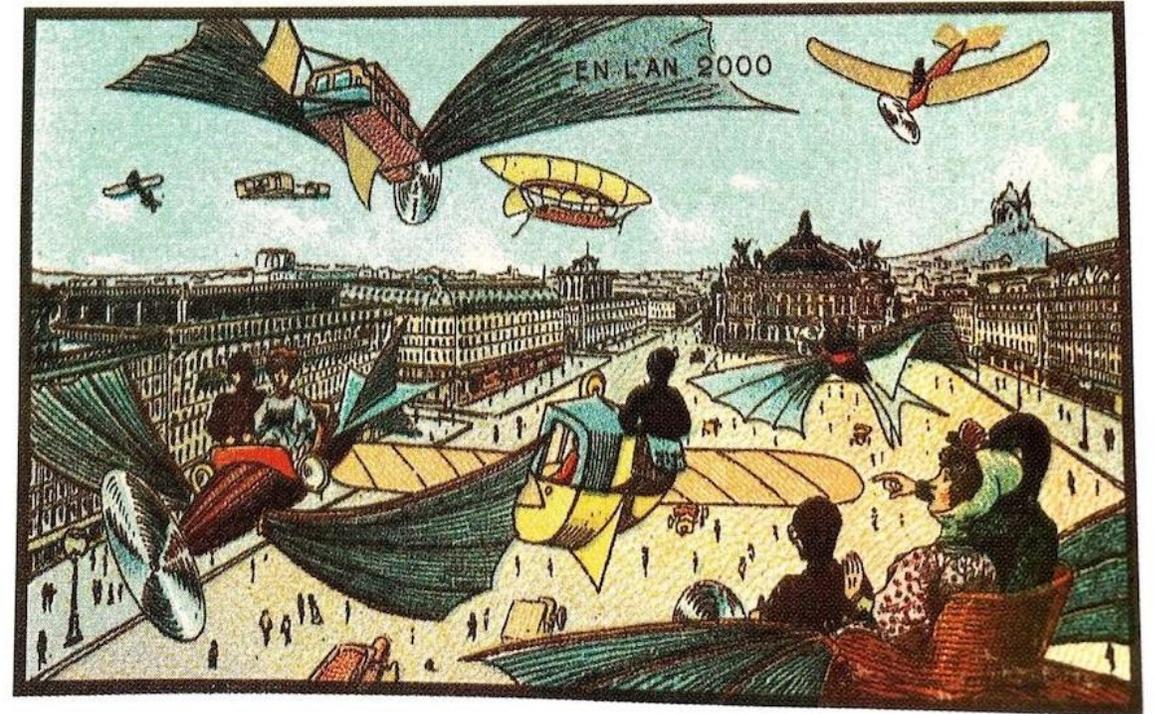
*Works via your browser on Smartphone, Tablet & Laptop*

**Your safety is our mission.**

# The future as seen in ...



Aero-Cab Station



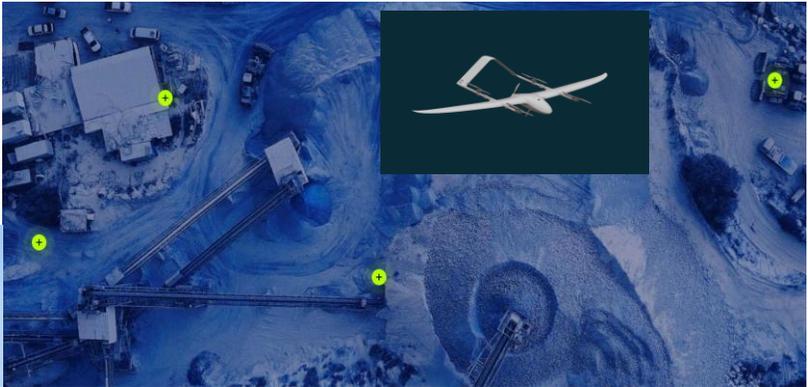
Avenue de l'Opera, Paris

1899

(predicted for the year 2000)

Jean Marc Cote

# The future is now



# EASA Societal acceptance study



## A POSITIVE INITIAL ATTITUDE TO UAM THROUGHOUT THE EU

**83%** express an initial positive attitude towards UAM

**64% and 49%** ready to try out drones and air taxis respectively

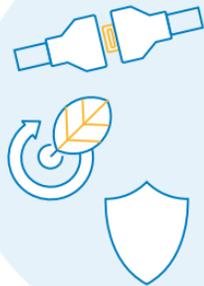


Very homogeneous replies and no major differences across cities and respondent groups

# EASA Societal acceptance study



## Concerns on drones



**44%** safety  
**39%** security  
**35%** environmental  
**28%** noise

## Concerns on air taxis

**38%** environmental  
**38%** noise  
**37%** safety  
**29%** security

**TOP 3 CONCERNS: SAFETY,  
ENVIRONMENT/NOISE AND SECURITY**

**Franziska BIERMANN**  
**City of Hamburg**  
**Head of Unit Cluster Policy**

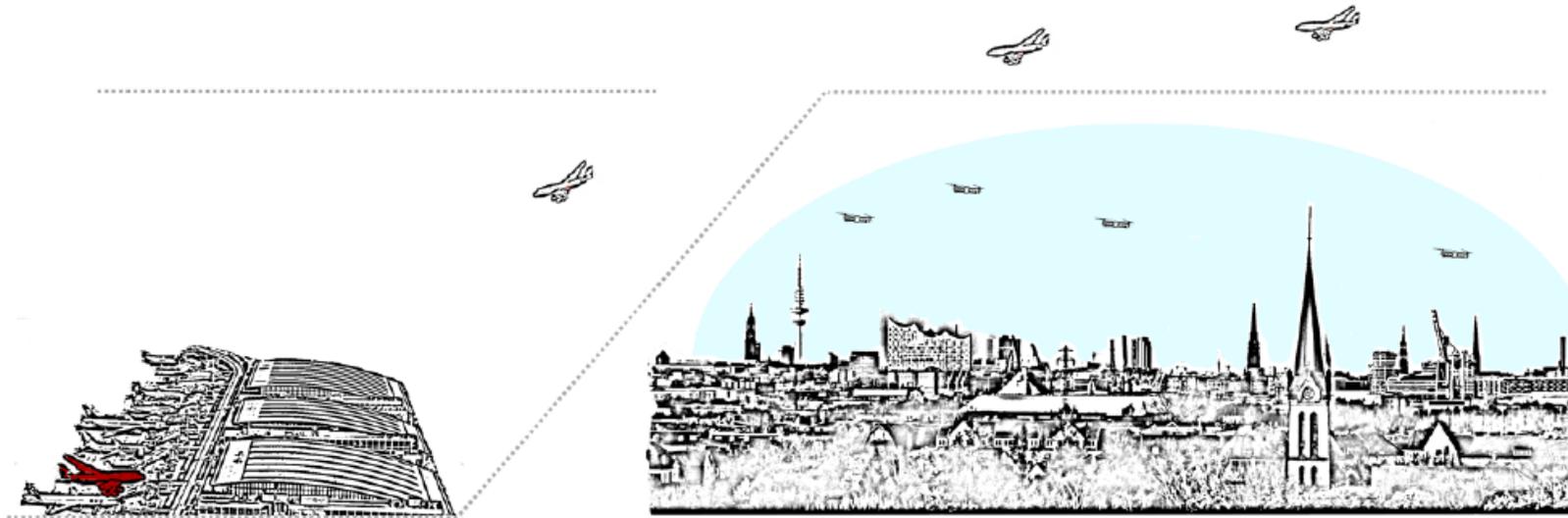


# WHAT DRIVES US?

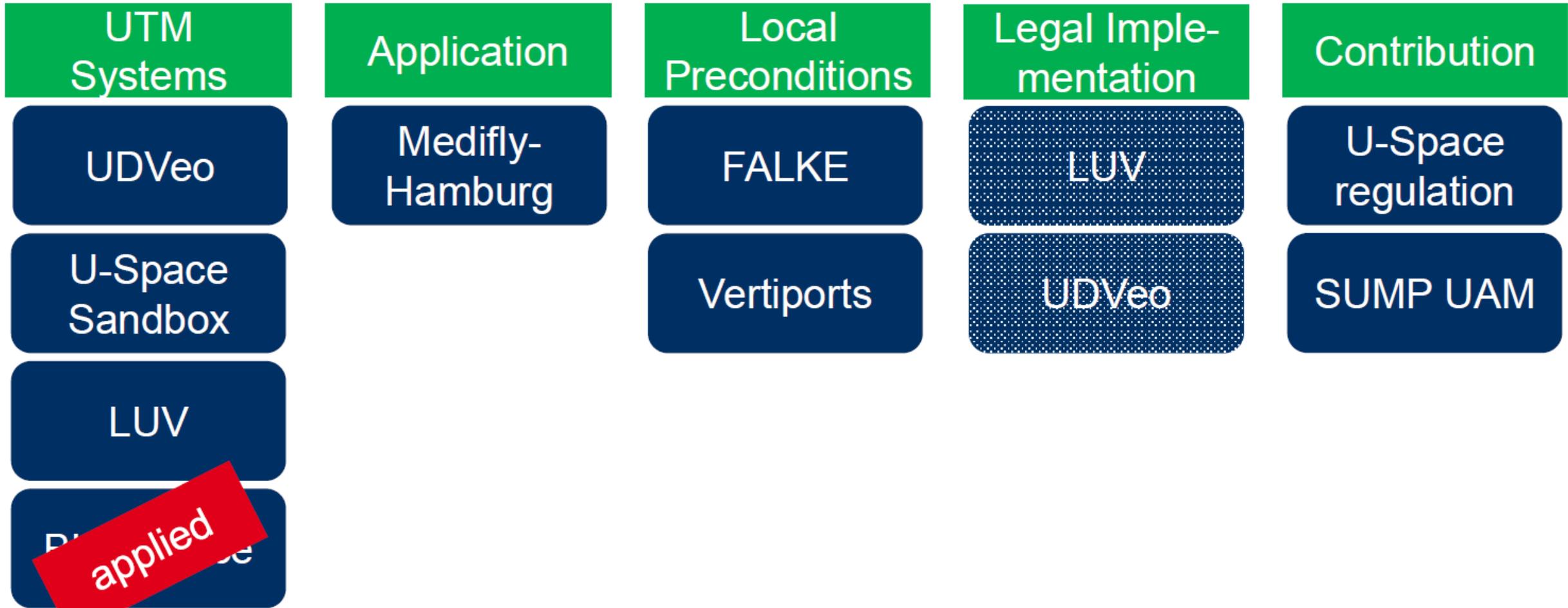
**New Economic Perspectives**

**New Industrial Perspectives**

**New Mobility Perspectives**



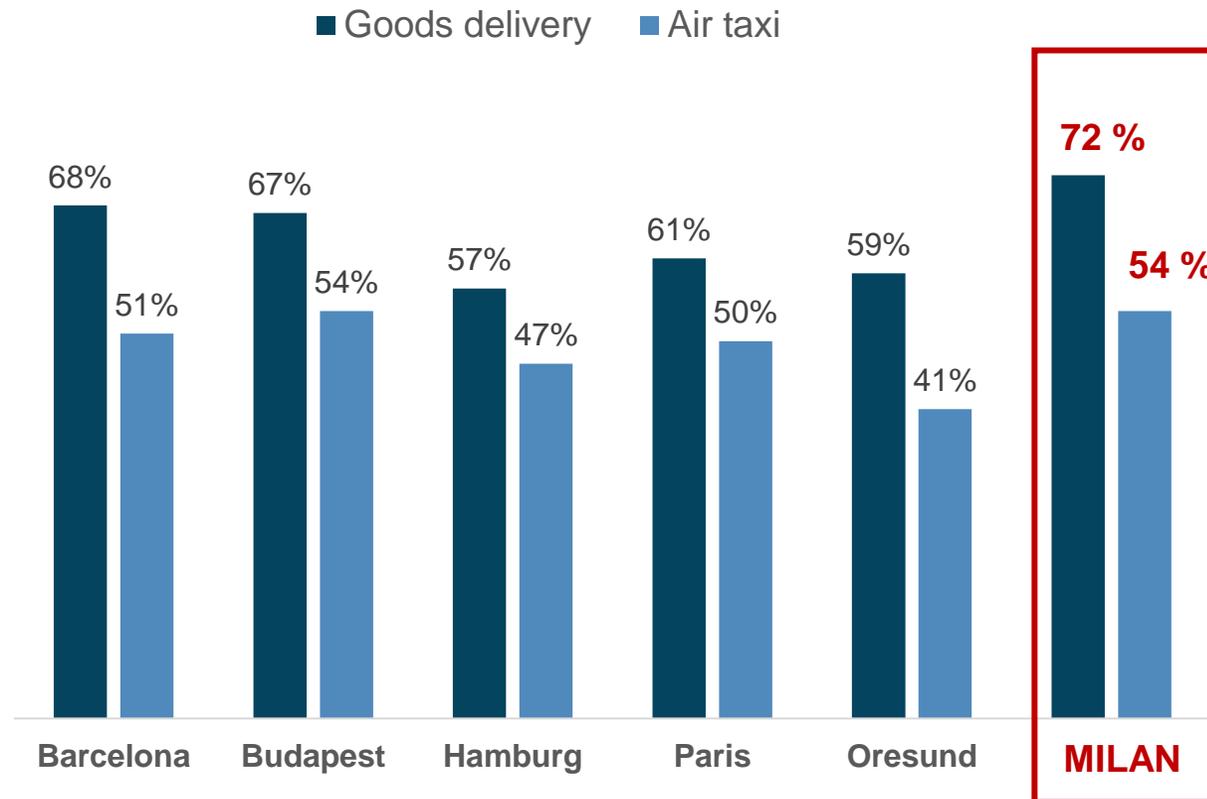
# HAMBURG'S UAM ECOSYSTEM



**Francesca ROMANO**  
**Head of Airport Accessibility Planning and Focal Point for the**  
**Lombardy Region / 2026 IAM Olympics Project**  
**Aeroporti di Milano**



## Citizens of Milan are the most willing to use UAM services, both in the goods delivery segment and in the Air taxi services



Based on **EASA study\*** on societal acceptance in 2021, **Milan is the readiest for this innovation**

\* Study on societal acceptance in Europe, EASA 2021



Milan  
Airports

# Urban Air Mobility services *a new transport mode to access the Milan airports*



**Ronald LIEBSCH**  
**Senior Expert Government Affairs**  
**Volocopter**



# LEVERAGING UAM POTENTIALS

Volocopter  
Technical Workshop 1B - Societal  
Acceptance Revisited

EASA High Level Conference @ Amsterdam Drone Week  
22 March 2023

Confidential

# Key Elements TO LEVERAGE UAM POTENTIALS



SAFE



SMALL URBAN FOOTPRINT



AVAILABLE ANYWHERE



PUBLIC ACCEPTED



CITY-CAPABLE



SUSTAINABLE



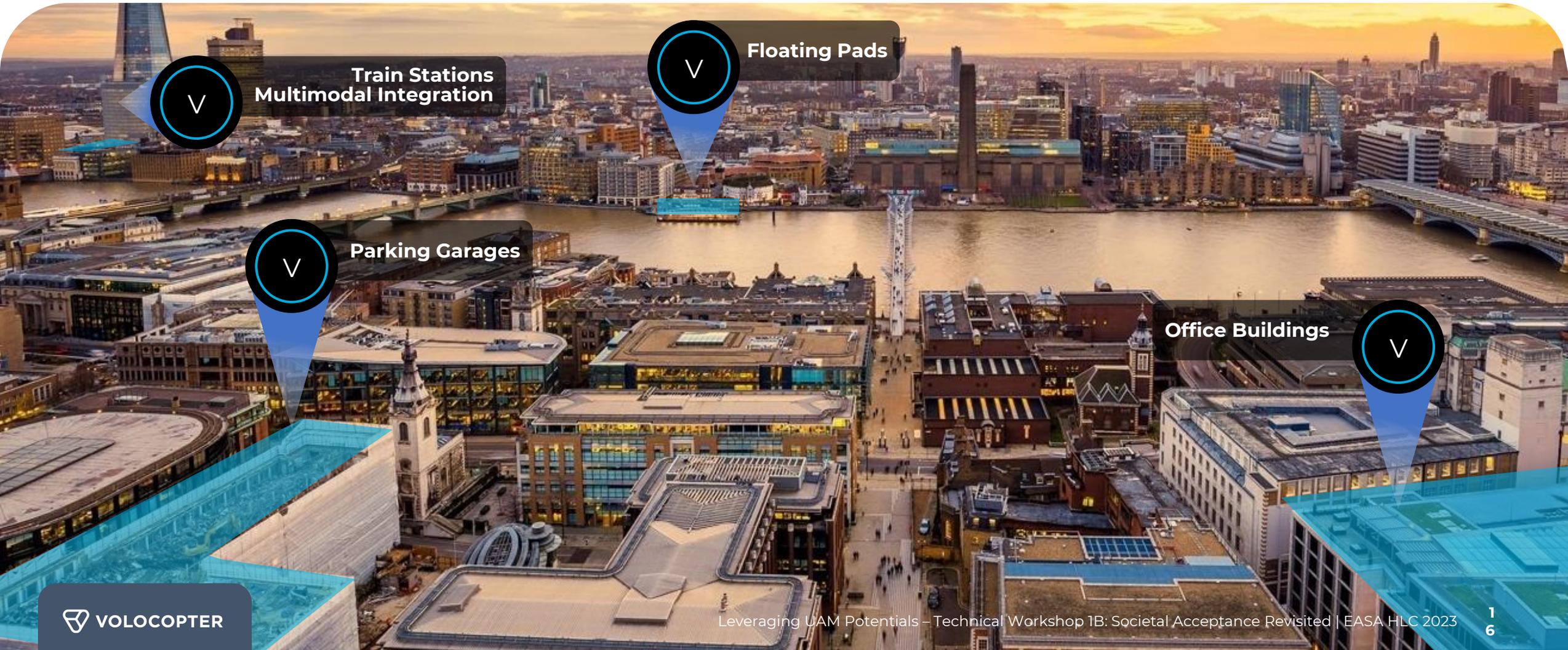
COST EFFICIENT



TIME SAVING



# Ensuring safe and Convenient integration of UAM Infrastructure into the existing city landscape



**Train Stations  
Multimodal Integration**



**Floating Pads**



**Parking Garages**



**Office Buildings**

# MARKET APPROACH

## GETTING READY FOR Commercial Operations in PARIS 2024



### City Selection

### Stakeholder Meeting

### Planning

### Paris Region Commitment

### City Agreement

### Roll-Out

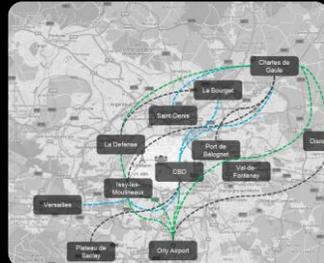
### Go Live



Based on detailed analyses of market potential and feasibility



Aviation Authority, Aéroport de Paris, RATP, Paris Region, Scale Up Europe and more.



Joint Feasibility Study with ADP & RATP to access UAM network for Paris Region



Commitments from Airport operator, policy makers and public transport operators



Binding Agreement with ADP & RATP to launch UAM in Paris



Committed to test campaigns at Pontoise Airport, start Q1 2022



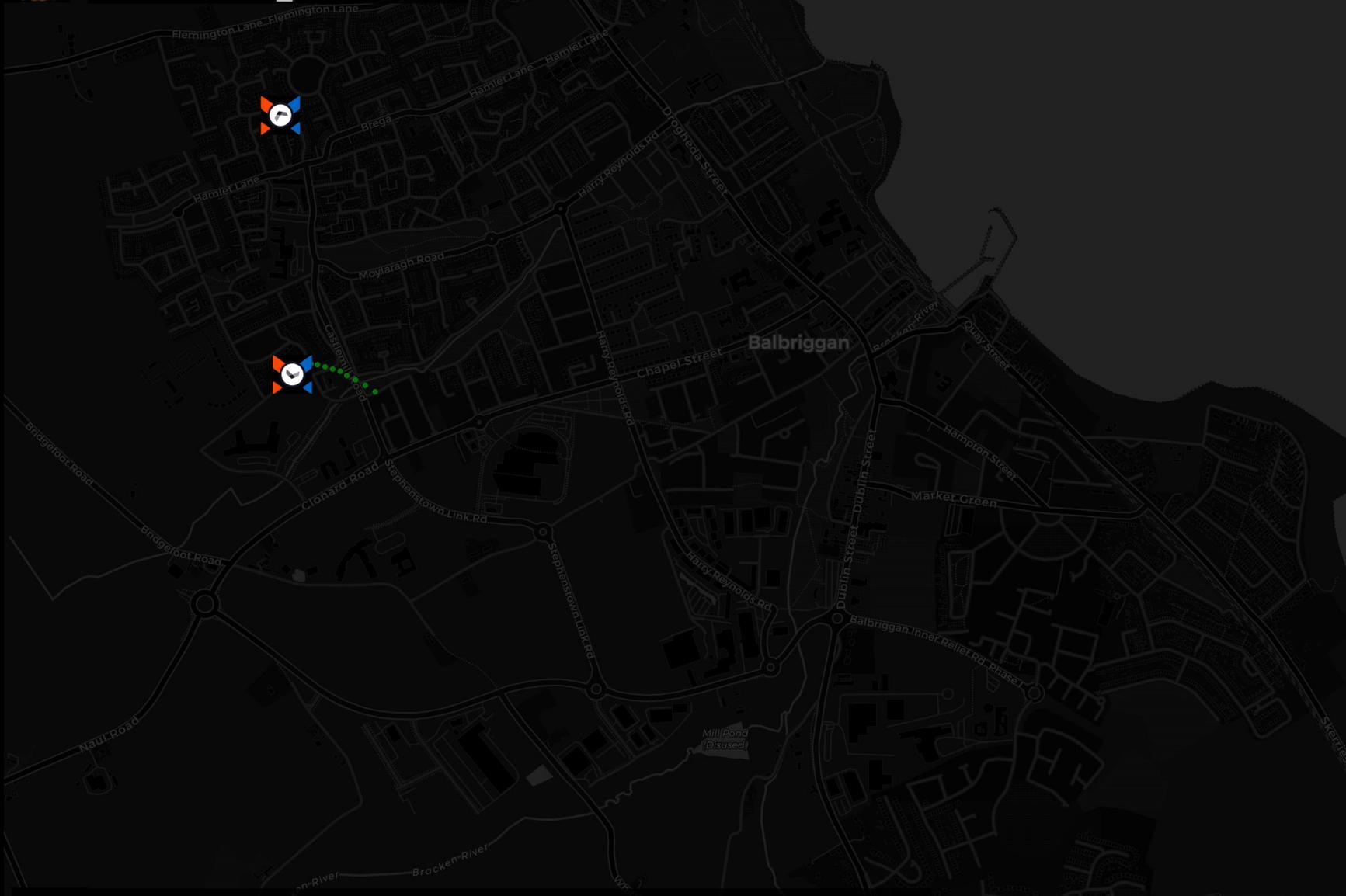
Joint goal to launch UAM service 2024 in Paris

**Bobby HEALY**  
**CEO**  
**Manna**





0 trees planted



0km, 0h00m, 0 KG CO2, 0 trips



1km, 0h02m, 0 KG CO2, 0 flights

Ralph SCHEPP  
COO  
Droniq



Ivan DE LEPINAY  
Senior Expert Noise and Standards  
EASA



# Creating a sustainable IAM value chain



## Is it sustainable?

Cleaner mobility: no local CO<sub>2</sub> emissions for electric propulsion

Address **full life-cycle emissions**

Address **noise and wild life impacts**

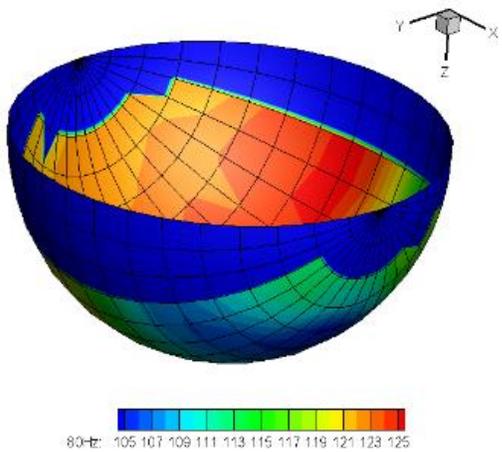
# EASA activities in the field of drone/eVTOL noise

- Special Conditions for eVTOL noise
- Guidelines for drones noise measurement

<https://www.easa.europa.eu/en/newsroom-and-events/press-releases/easa-publishes-first-guidelines-noise-level-measurements-drones>

- Psychoacoustic studies
- Rotorcraft noise model (NORAH)

<https://www.easa.europa.eu/en/research-projects/environmental-research-rotorcraft-noise>



# Life-cycle assessment (PEF) for drones/eVTOLs

## Green Deal and Sustainable Mobility Strategy



Alignment with European Green Deal Policies

Including environmental footprint methodology (=life-cycle assessment)

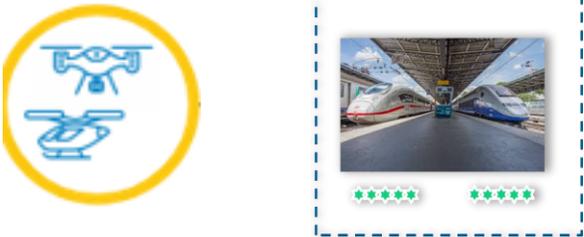
## Technology



Novel technologies require new approaches to capture all environmental impacts

Including energy and raw materials

## Intermodality/Multimodality



The full life cycle with all impact categories allows for intermodal comparisons

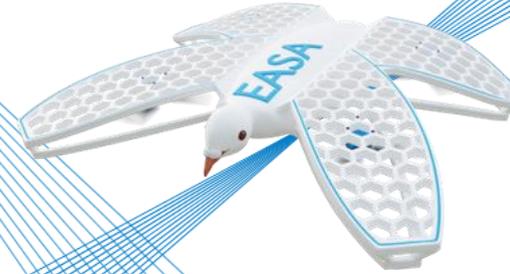
EASA is co-operating with the European Rail Agency and European Environment Agency



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# EASA Societal acceptance study



Similar trust level towards local, regional, national and European authorities to address UAM

Expectation by respondents is that local actors will contribute in developing the regulations

**REGULATORY AUTHORITIES:  
MUST WORK TOGETHER AT  
ALL LEVELS**

# The EASA IAM Hub

## Mandate

European Parliament Pilot Project 2022-2024 to enable local IAM ecosystems  
EU Drone Strategy 2.0. - Flagship 7

## Overall objective

To enable a **safe, secure, efficient and sustainable** implementation of IAM in Europe by providing an interactive web-based platform for IAM ecosystems in support of the Drones Strategy 2.0

## Specific Objectives



Guidance



Collaboration



Transparency

# IAM Ecosystem

## IAM Hub Data types

- Rules, requirements, guidance material: **eRules**
- Approvals, Certificates, Performance Data: **Environmental Portal/Repository**
- Geo Zones and Map Data
- Checklists and Transparency Information
- Information on funding opportunities

Regulatory Authorities working together at all levels

## Innovative Air Mobility Industry developing the value chain / product life-cycle

