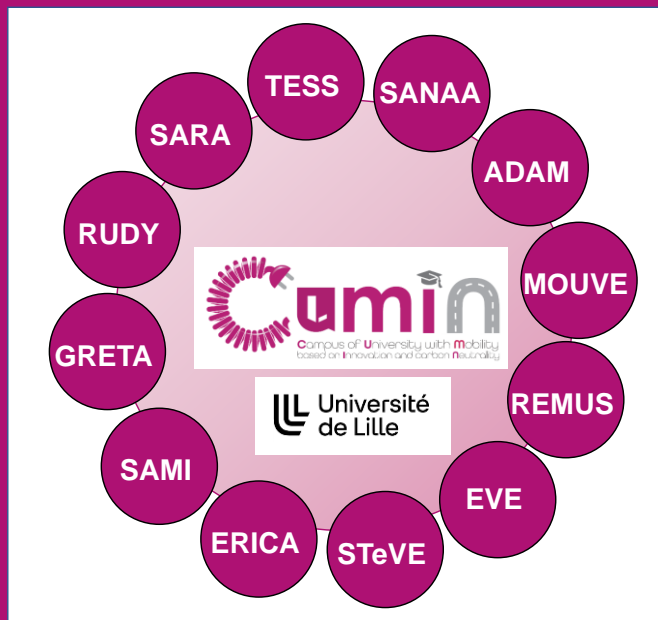




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## Living Lab, a tool for social acceptability of an electromobility campus

Eugénie Masclef, Elodie Castex

TVES (Territoires, Villes, Environnement & Société)

# Living Lab, a tool for social acceptability of an electromobility campus



**Social acceptability, a complex concept**



**An electromobility living lab to study social acceptability**



**A living lab in an open-air laboratory**



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## Social acceptability, a complex concept

# Social acceptability, a complex concept

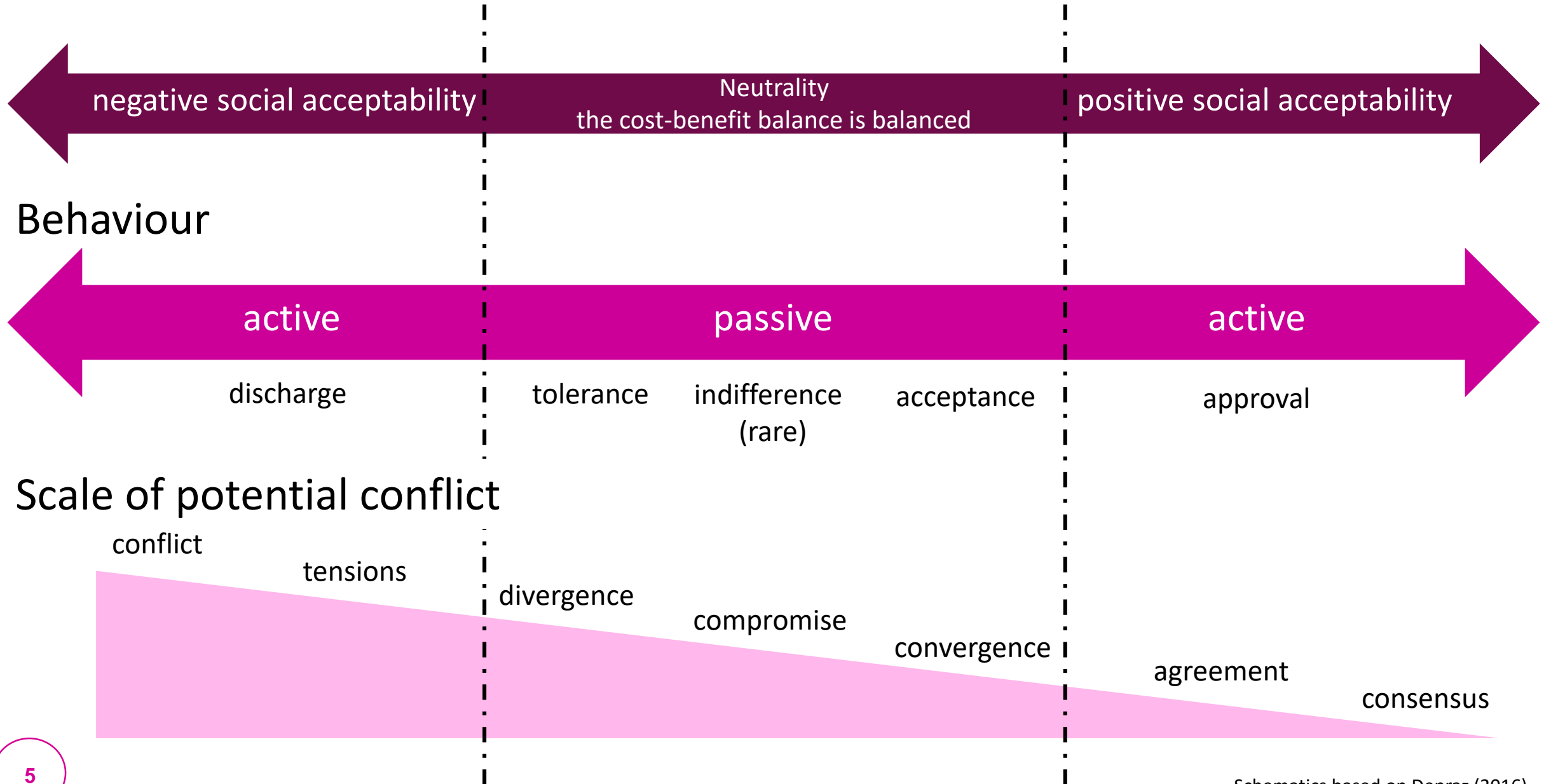
For Canadian sociologist Corinne Gendron (2014), social acceptability is the  
« *Public assent to a project or a decision resulting from the collective judgement that this project or this decision is superior to known alternatives, including the status quo.* »

Translated by Masclef

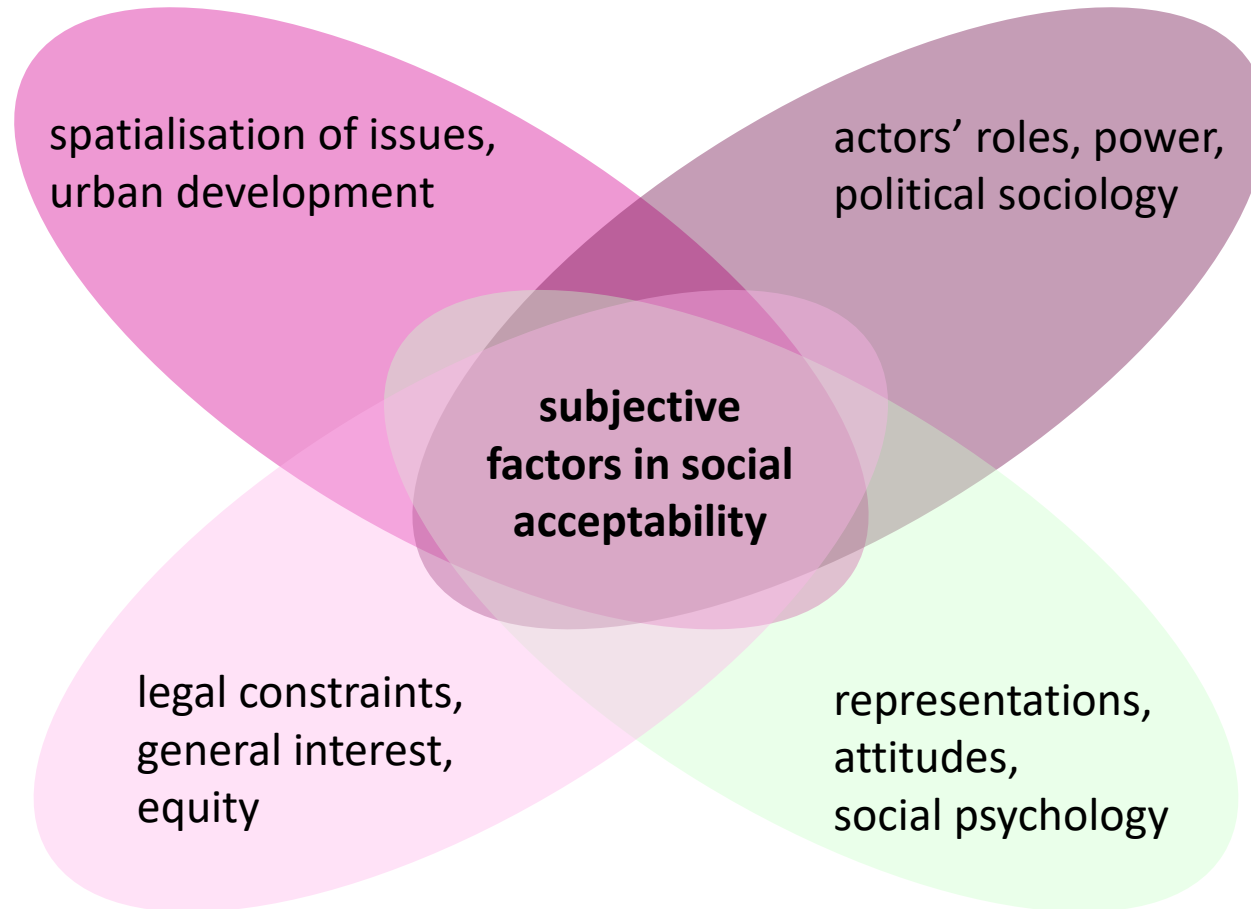


Schematic based on Batellier (2012)

# Social acceptability, a complex concept



# Social acceptability, a complex concept



Schematic based on Depraz (2016)

# Social acceptability, a complex concept



- EV is the subject of many prejudices
- A complex mix of emotions and practicality is involved in vehicle choice

(Haddadian and al., 2015)



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## An electromobility living lab to study social acceptability





# An electromobility living lab to study social acceptability



A Living Lab is an open innovation laboratory. It is a research method that places the conscious user at the centre of the process. The user then becomes an actor and collaborator.

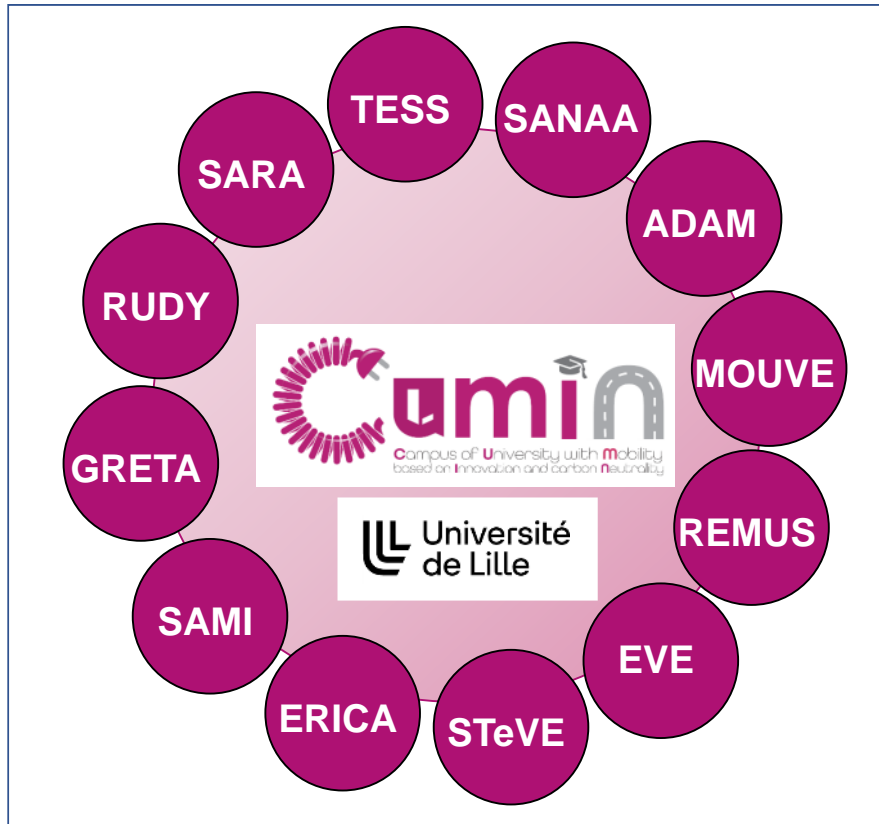
(Dell'Era, Landoni, 2014)

Living Labs have two objectives:

- to involve users, who can then define their needs, wishes and ideas
- experiment in real-life situations

(Schuurman et autres, 2011)

# An electromobility living lab to study social acceptability



- Assess the long-term social acceptability of electromobility and the electrification of mobility
- Work with users to develop a plan for the gradual electrification of mobility
- Testing electrification timeframes and scenarios
- Educate users about electric mobility
- Create a database



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## A living lab in an open-air laboratory



# A living lab in an open-air laboratory

University campuses are ideal places to engage in new, more sustainable mobility practices.

- Campuses have a stratified sample of the local population, infrastructure, history and culture
- Campuses have the financial resources of a small town and contract many needs from government  
(Finley and Massey, 2012)
- Higher education institutions have become aware of their sustainability practices  
(Leal Filho et al., 2019)
- Universities are important sites of transformation as they are centers of discourse and convey social change  
(Finley and Massey, 2012)



# A living lab in an open-air laboratory

Organisation consultation workshops with master's students from the University of Lille

The screenshot shows a Zoom meeting window. The main content area displays a blue slide with the text "CONSULTATION SUR LA MOBILITE ELECTRIQUE" and the name "Eugénie Masclef" with the email "eugenie.masclef@univ-lille.fr". Below the text is an illustration of a blue car at a charging station. On the right side, there is a vertical stack of video thumbnails. The top thumbnail shows a woman named "Elodie Castex" with the University of Lille logo. Below it is another thumbnail, and then a large purple rectangular area. At the bottom of the window, there is a toolbar with various icons for audio, video, participants, polls, discussion, screen sharing, recording, and reactions. A "Quitter" button is visible in the bottom right corner.

Conduct of the consultation workshop :

- 1) Information and consent
- 2) Survey 1
- 3) Study framework
- 4) Presentations
- 5) Quizzes
- 6) Survey 2
- 7) Discussion time

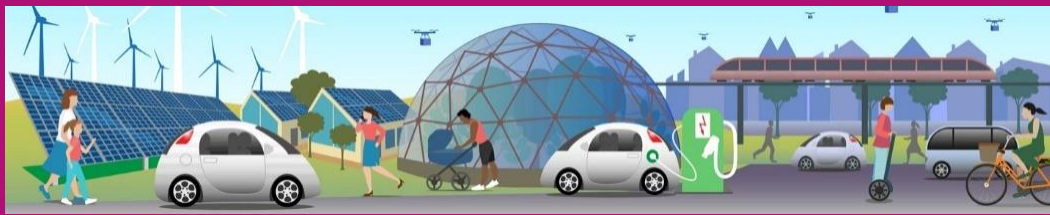


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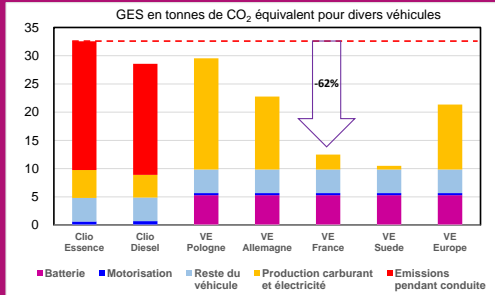
## Conclusion

# Conclusion

- Social acceptability is a complex concept
- Social acceptability is evolving, and a living lab is an interesting tool for measuring it over time
- Campuses are ideal laboratories for developing new forms of electric mobility
- The prejudices surrounding electric vehicles are still very present and influence the social acceptability of electric mobility



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Our university as an exciting living lab towards eco-cities through an innovative transdisciplinary framework !

