Assignment objectives

- Advisory Hub study supporting the goals of progressing in the field of urban air mobility
  - Start: 28 February 2020 (kick-off)
  - End: October 2020 → February 2021

- Study objectives:
  - Progression of UAM demonstrator projects – support business case development of select projects
  - UAM wider market assessment – assess European UAM and drone market, assessing market conditions for the whole spectrum of drone applications
Progress

‣ An external consultant (ATKINS) working on the assignment

‣ Project Screening:
  ▶ 12 UAM Initiative projects have been reached
  ▶ Project promoters have answered an extensive questionnaire in 2 phases
  ▶ Selection process is completed

‣ Wider Market Assessment:
  ▶ Works on-going to assess UAM market for viable and scalable business cases that could potentially be replicated in other European cities and regions
Early findings

- Opportunities to expand the use of drone technology and enhance social value
- **Health** sector applications are on the frontline (coming with a greater deal of public acceptance)
- Projects are at **exploratory** phases – still some years before full service roll-out
- Challenges translating technologies into rolling out a workable logistics solution
- Needs efforts in quantifying key impacts and revenue models
- Strongest projects with clearly identified need for the scheme
Next stages

- Continue working on wider market assessment report
- Initiating business case development stage for the selected projects
- Communications to share and discuss the findings:
  - Results workshop (end 2020/early 2021)
  - Conclusive meeting (early 2021)