

Special Session Proposal

This form is mandatory and essential for collecting all the relevant information for each Special Session to be organised as part of the EuCNC & 6G Summit 2025. The guidelines for organising Special Sessions, as well as the items for the evaluation of proposals, are available at the conference website, under "Authors/Call for Special Sessions" (<https://www.eucnc.eu/authors/call-for-special-sessions/>). If the proposal is accepted, this text (the public information in it) will be used to advertise the Special Session in the conference website.

The proposal should be submitted by the deadline, **2025 Jan. 24th**.

margot.bezzi@gmail.com [Switch account](#)



Not shared

* Indicates required question



1 - Proposer's Name *

(public information)

Margot Bezzi

2 - Proposer's Institution *

(public information)

CyberSocial Lab.

3 - Proposer's Email *

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4 - Proposer's Phone Number *

+39 329 8210660

5 - Proposer's CV *

(text up to 300 words)

Margot Bezzi has 20 years of experience in matters of societal and cultural transformations and implications linked to the digital transformation and the Internet. Since 2009 she has worked in the framework of the EU Research and Innovation programme and policies on many aspects related to the interplay within science, technology and society. Between 2009 and 2013 she served as project and policy officer in the DG CONNECT of the European Commission, following R&I projects in the area of ICT for societal challenges, in particular ICT for public services, e-Inclusion, e-Health, Smart Homes, contributing to the development of policies and approaches in the field of Digital Social Innovation and Digital Social Science and Humanities. Subsequently, in the Italian Agency for the Promotion of the European Research (APRE), she contributed to the work of the Italian National Contact Points for the EU Framework Programme for Research and Innovation, bridging between the world of researchers, innovators and the EU R&I policy level, specialising on science-society aspects such as RRI (Responsible Research and Innovation), social innovation, science communication, stakeholder engagement, gender aspects in technology, and the integration of social sciences and humanities (SSH) into technological advancements. She is currently associated with CyberSocial Lab, where she contributes to analyse ethical and societal possible implications of technologies, and to promote a value-oriented and value-based development of emerging technologies such as 6G. Other previous assignments include the private sector, in the ICT domain, and missions with the United Nations, in Chile (UNESCO) and Egypt (WFP). She holds a Master in Communication Sciences and Media Studies (2004) from the University of Bologna in Italy.

6 - Project

(indicate the project, if the proposal is associate to one)

(public information)

6G4Society (grant agreement ID:101139070), is an SNS JU project working to ensure that societal, environmental and economic values are embedded into the design, development and adoption of 6G technologies, bringing a sustainability perspective to technological development. Working with SNS JU projects and engaging with external stakeholders, 6G4Society leads initiatives to assess societal impacts, promote social acceptance, develop value indicators, and create guidelines for responsible 6G innovation, while building a community of practice around social dimensions of future networks. Project Website: <https://6g4society.eu/>



7 - Special Session Title *

(public information)

Social Acceptance as a Catalyst for Sustainable 6G: Bridging Technology, Society, and Policy



8 - Motivation and Background



(describe the motivation and background for the Special Session, up to 300 words)

(public information)



The transition to 6G represents a paradigm shift in telecommunications, promising unprecedented connectivity, embedded intelligence, and sustainability. However, whenever innovations neglect to properly consider and address social, political and environmental dimensions linked to technology design, uptake and deployment, barriers at the social level may arise, such as those that appeared during the rollout of 5G. In addition, in lack of social acceptance the intended impacts and benefits become harder to achieve and the risk of unintended negative consequences increases.

To avoid unmet expectations, breach of trust, and to increase the potential for beneficial impact, it is crucial to explore attitudes, behaviours, and perceptions of diverse stakeholders - including policymakers, industry leaders, local communities, and end-users - towards technologies and the types of future they shape. This helps not only to anticipate potential conflicts but also to better understand the underlying concerns that fuel them.

Approaches to studying social acceptance are varied. They draw from multiple disciplines and fields, focus on different stages of the innovation process, and examine various aspects of the complex relationship between users and technology, as well as technology and society.

The 6G4Society project is exploring how acceptance is elaborated and addressed within the SNS JU community. Starting from this collaborative research conducted with projects, a selected group of SNS JU projects will showcase and collectively reflect on how the topic of acceptance has been approached within the community. This session will therefore provide a platform for discussing and building a consensus on how social acceptance matters to 6G and how it could possibly be better taken into account at the level of design and implementation of technology.

Session Objectives:

The session intends to reflect on, and highlight, how the exploration of different aspects of acceptance is tied to the development of a value-based and sustainable 6G. This is because the exploration of acceptance - by revealing key stakeholder values and priorities - may enrich the capacity to orient innovation and technological development towards the creation of broader societal benefits and shared societal values.

More specific objectives are:

- exploring the different facets of social acceptance as interpreted in the framework of the experiences of different SNS projects contexts;
- gathering insights on how acceptance is and can be addressed and integrated into technology development and evaluation work;
- facilitating knowledge sharing on the factors influencing public acceptance in the context of 6G technologies;
- exploring the link between the social impact of 6G and acceptance, acknowledging problematic aspects and addressing them in communication;
- highlighting how the value of sustainability could reinforce efforts towards social acceptance.

Session Focus:

- The role of social acceptance in engaging societal values.
- The role that social acceptance may play in shaping the vision, priorities, use cases, and requirements for 6G.
- How trust and communication are the foundation for social acceptance of 6G technologies
- emphasising institutional relationships, procedural fairness, and transparent governance and communication in development and deployment processes.



9 - Structure



(text describing the content of the Special Session, identifying the existence of an invited speaker (if relevant), and topics and authors (name, affiliation and country) of papers)

(public information)



This 90-minute interactive session is designed to explore the multi-dimensional nature of social acceptance in the context of 6G development, and in the experience of SNS JU funded projects.

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Session Moderator: Dr Monique Calisti, CEO Martel Innovate - 6G4Society Coordinator (Switzerland)

Invited Speakers:

Keynote: Anita Döhler, CEO NGMN (tbc).

Presentations and Discussion:

- Representative from the Hexa-X-II project (specific name TBC)
- Katrina Petersen, Public Safety Communication Europe, UK - FIDAL project.
- Dr Hassan Osman, Real-Wireless, UK - Trialsnet and SUSTAIN-6G project
- Flavia Maragno, Digital 4 Planet, Switzerland - 6G4Society project
- Margot Bezzi, CyberSocial Lab, IT - 6G4Society project

Presentations suggested topics:

- Building social acceptance in 6G: what approaches and intervention points exist to foster acceptance?
- Co-designing and co-creating with users. In which ways are we challenging techno-centered assumptions?
- KVI on social and environmental sustainability as vehicles towards social acceptance.
- What are citizens expecting, perceiving or valuing most? Results from 6G4Society survey.
- Do we need to reinforce public trust in 6G?
- How to navigate social acceptance as a community? Is a unified approach possible within 6G projects?

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Structure of the session:

> Welcome and introduction to the session scope, objectives and participants (10') (Monique Calisti)

The concept of social acceptance will be introduced and contextualised in the specific socio-technical context of 6G development and deployment. Also, "acceptance" will be explained as a way of framing the discussion around the societal dimensions of next-generation networks.

> Keynote Speech (15').

Suggested topics: Building Trust in 6G: Lessons from 5G and Beyond.

> Expert presentations and panel discussion (45') (Moderators: Margot Bezzi) bringing together key representatives from SNS JU projects to examine social acceptance integration in 6G development.

Panelists will present and discuss their approaches to social acceptance in 6G, practical results and challenges encountered, and lessons learned from cross-project collaboration. In particular, SNS JU projects will elaborate on their understanding and approach on acceptance, and early practical results. 6G4Society will moderate the discussion and will conclude by reflecting on concrete steps toward a unified approach to social acceptance across the SNS JU community, focusing on aligning 6G innovation with societal needs and establishing a path forward for sustainable and inclusive technology development.

> Q&A session (Monique Calisti - 15')

> Wrap up, future direction and closure (Monique Calisti - 5')

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10 - Conference Track(s) *

(indicate the conference Track(s) that are mapped by this Special Session)
(public information)

NVS – Next-generation Visions and Sustainability

11 - Specific Promotion

(provide any specific plans that you may be considering for announcing the Special Session)

To promote the Special Session, we will:

- Collaborate with other SNS JU projects, as well as other relevant Horizon Europe ones.
- Collaborate with other national and international relevant bodies and initiatives, including NGMN, 6G-Flagship, the SHIFT project, etc.
- Leverage social media platforms (LinkedIn, Twitter) and professional networks (IEEE ComSoc, EURASIP) to reach a global audience.
- Partner with industry leaders and academic institutions to co-promote the session.

Privacy Policy and Data Protection

The information collected in this form will be used exclusively for matters related to the EuCNC & 6G Summit conference, namely registration to the conference and communication within it.

All data will be handled confidentially and in compliance with the General Data Protection Regulation (GDPR) or other applicable data protection laws, and will only be used for the purposes described.

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