

# 6G4SOCIETY

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## FOSTERING INCREASED COLLABORATION BETWEEN EU AND JAPAN TO ADDRESS 6G SOCIETAL AND SUSTAINABILITY CHALLENGES

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6G4Society

Towards a sustainable and accepted 6G for Society

Grant Agreement no 101139070

**6G4SOCIETY is an SNS JU project that supports and promotes the integration of societal, environmental, and economic values in 6G, ensuring its design, development, and adoption contribute to a sustainable future.**

- A Coordination and Support Action - Jan 2024/Dec 2025
- **6 Partners** from 6 Different Countries

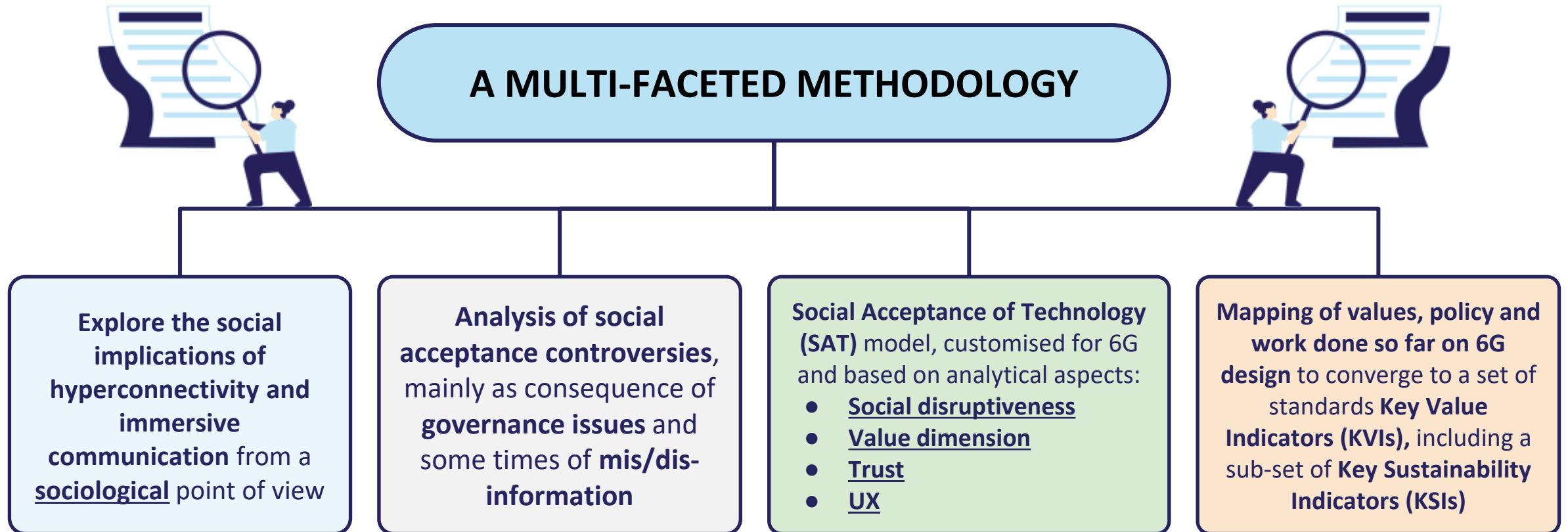


# THE 6G4SOCIETY OBJECTIVES

1. Foster **public understanding and shared knowledge** of the factors influencing 6G acceptance.
2. Develop a **unified consensus framework** for 6G based on sustainable, and ethical values.
3. Proactively **engage with the public to understand and foster social acceptance of 6G**.
4. Propose **the Social Acceptance of Technology (SAT)** to analyse social acceptance in the 6G context
5. Define and promote the use of a **common set of Key Value Indicators (KVI)s** for 6G
6. Contribute **to policy and standardization efforts** at the European and potentially global levels



**SOCIETAL ASPECTS IN 6G TECHNOLOGY:  
CONCERNS, ACCEPTANCE MODEL  
AND KEY VALUE INDICATORS**



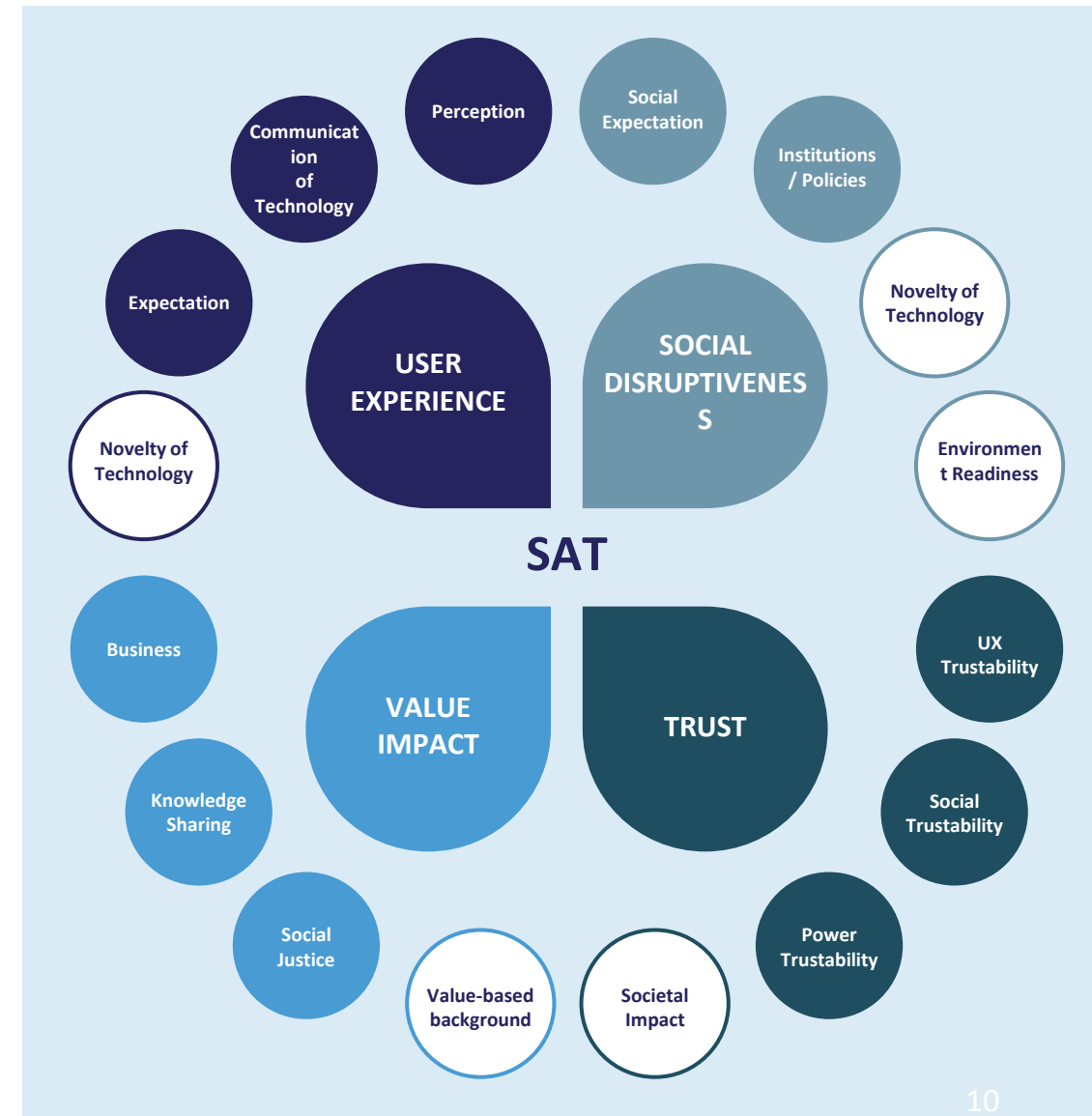
## ➤ 6G and SUSTAINABILITY – HOW TOGETHER?

- Sustainable Development Goals
- Policy drivers, e.g. the EU Green Deal
- 6G community *tech-biased* definitions

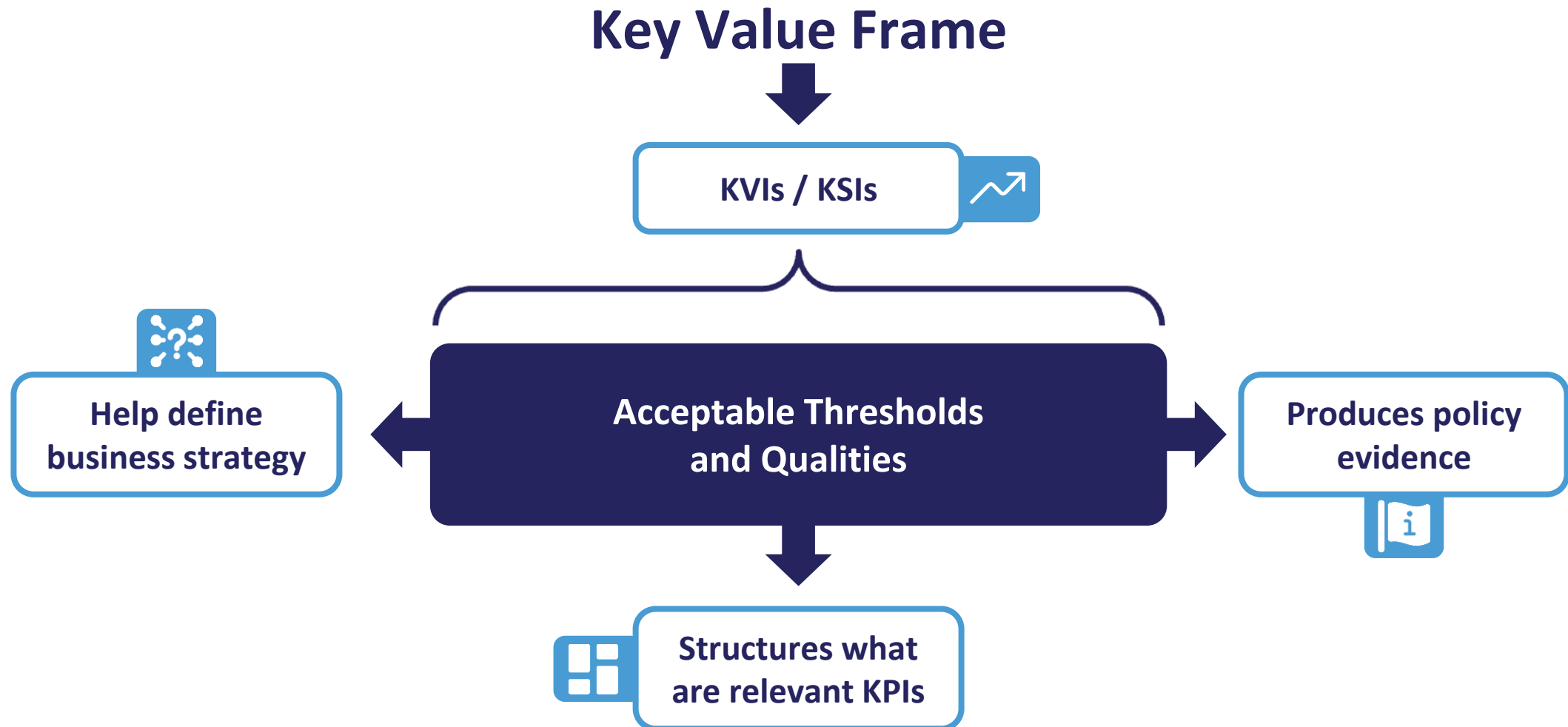
## ➤ 6G4Society analyses **ACCEPTANCE** across four dimensions:

- **SOCIAL DISRUPTIVENESS**
- **VALUE IMPACT**
- **USER EXPERIENCE**
- **TRUST**

- Read more in deliverable [D1.1 Societal aspects in 6G Technology](#)



# BUILDING A SUSTAINABILITY VALUE FRAME





# Public and Citizen Engagement

# CITIZEN SURVEY LAUNCH - TODAY IN JAPAN!



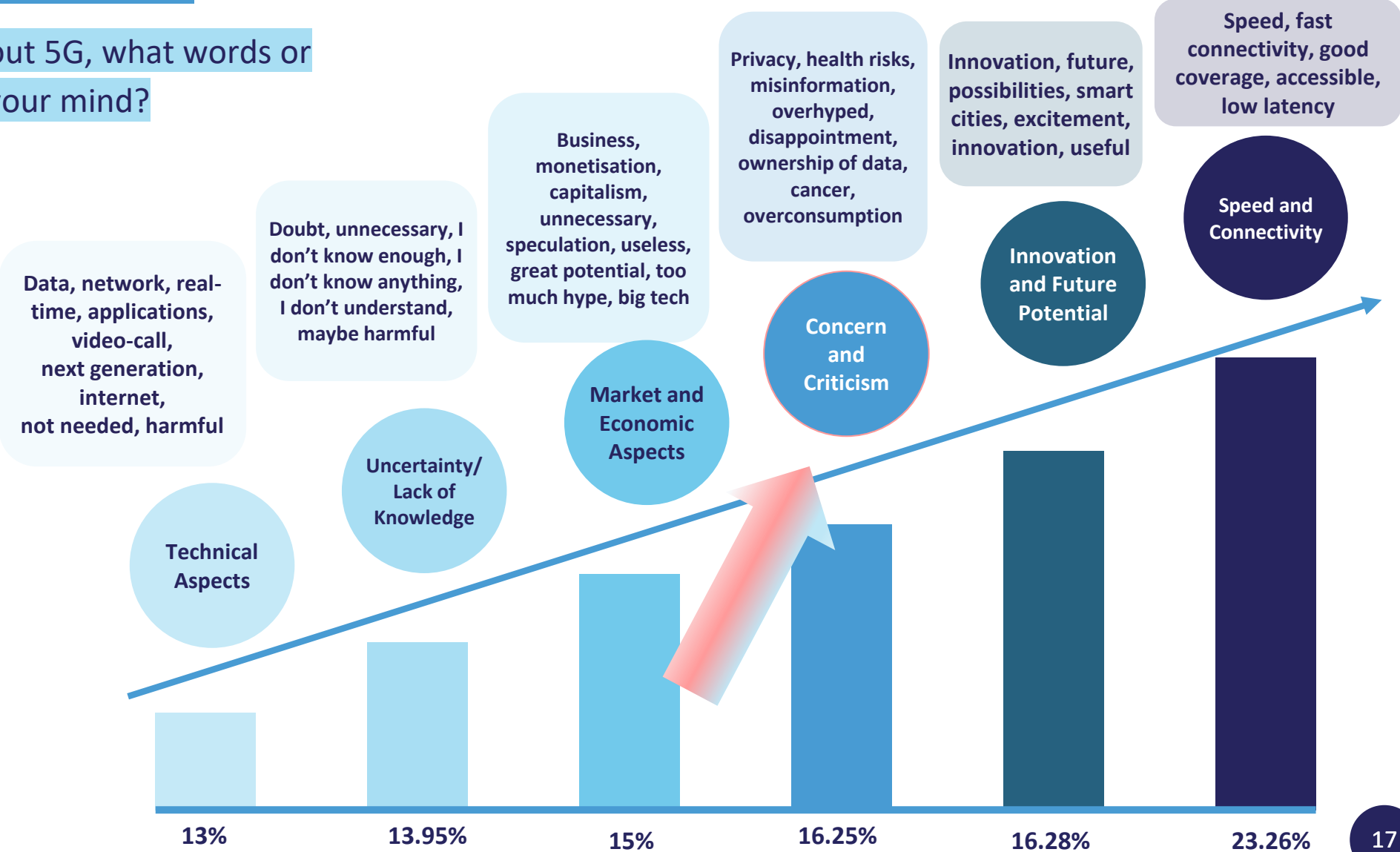
The 6G4Society Citizen Survey is a great **opportunity for citizens to share their experiences and opinions about current 5G technology and the upcoming transition to 6G.** It has been designed to capture a range of insights, from everyday use of wireless technology to thoughts on its future impact.

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



# WHAT PEOPLE THINK ABOUT 5G: KEY INSIGHTS

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

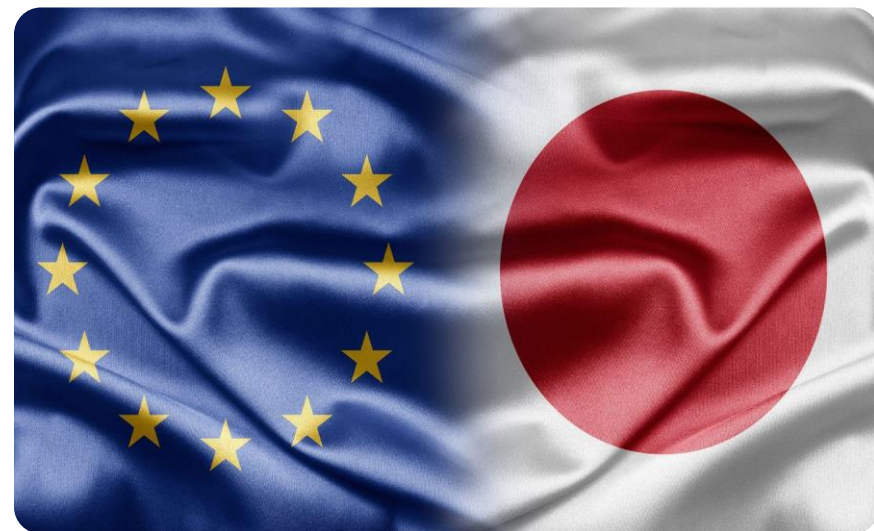


# **SUSTAINABLE 6G FOR SUSTAINABILITY AND SOCIAL INCLUSION AN INTERNATIONAL COLLABORATION MATTER**

- **Environmental footprint of digital infrastructure and its usage** is growing at unsustainable rates
- **Digital divide** threatens to leave vulnerable populations behind
- **Privacy and security** concerns increasing with network complexity
- **6G represents** opportunity to embed sustainability and social values by design
- Global challenges require **collaborative international solutions** – i.e., EU-JAPAN








- **Deep expertise** in advanced communications technologies and infrastructure
- **Shared commitment to democratic values** and ethical technology deployment
- **Strong research ecosystems** with world-class universities and R&D facilities
- Mutual focus on **addressing aging society challenges** through technology
- Common **interest in reducing digital environmental footprint** and **energy consumption**
- Potential for **combined global leadership in human-centered connectivity standards**





## CONSIDERING SUSTAINABILITY AND SOCIAL ACCEPTANCE OF 6G

-  **Energy-efficient infrastructure:** Joint research on energy harvesting and intelligent power management
-  **Circular economy approaches:** Standards for repairability and recyclability
-  **Inclusive design methodologies:** Ensuring accessibility and addressing diverse needs
-  **Ethical AI integration:** Common principles for responsible AI deployment
-  **Resilient systems:** Infrastructure that withstands climate disasters and provides critical services

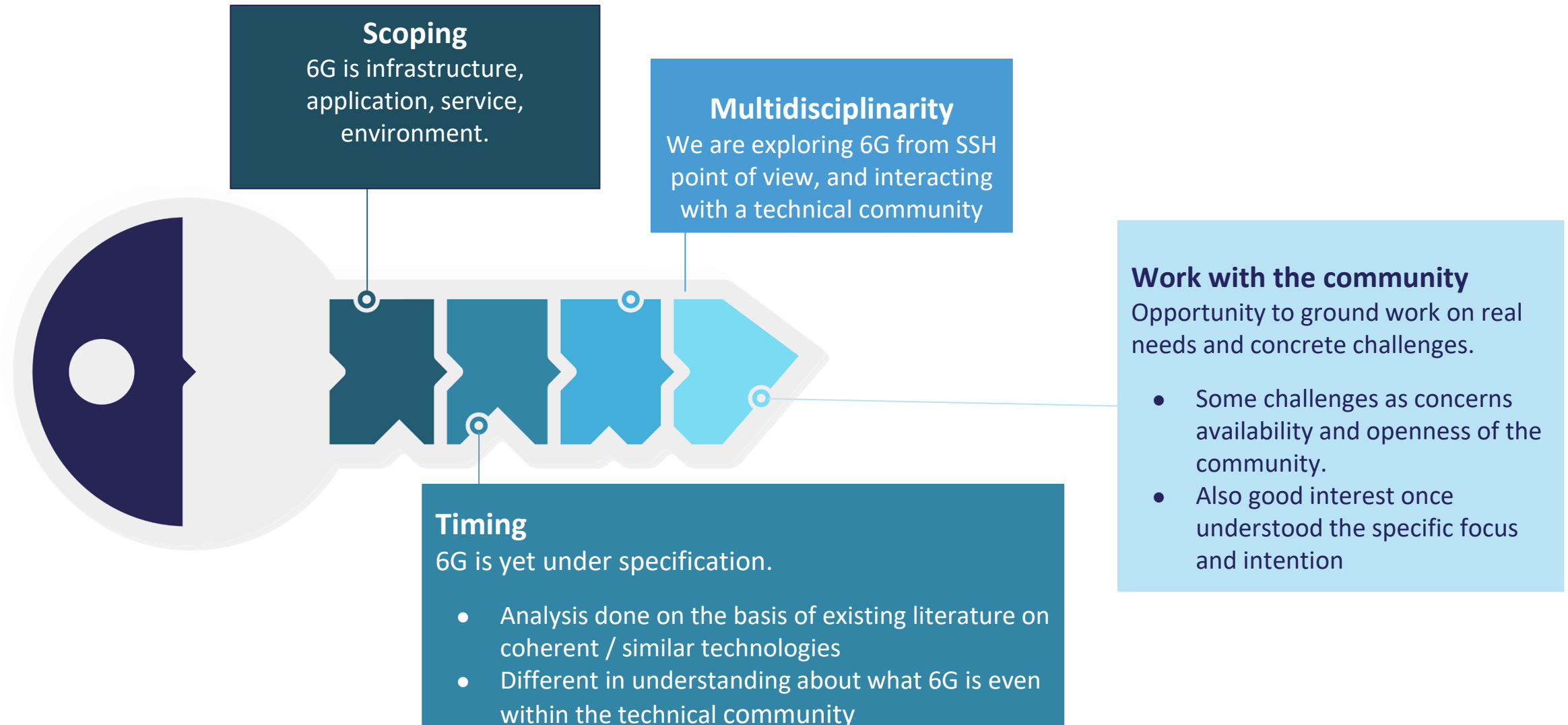
## *FOSTERING INCREASED EU-JAPAN COLLABORATION*

- **Synchronize research priorities and funding mechanisms** for joint initiatives. Currently, differing funding cycles create administrative challenges.
- **Work on developing and harmonizing standards and metrics** for measuring societal and environmental impact
- **Creating more researcher exchange programs and sabbatical opportunities** to strengthen personal connections between institutions and build lasting networks. These human relationships often drive successful long-term collaborations.
- **Create shared testbeds, living labs, sandboxes** to validate social and sustainable aspects besides technological / performance indicators
- **Develop joint training programs** to build workforce capabilities



**THE JOURNEY IS STILL LONG**

# KEY CHALLENGES, LESSONS LEARNED SO FAR...





- Sustainable and socially beneficial 6G requires intentional design from inception
- EU-Japan collaborations are essential to create global standards and solutions
- 6G4Society is keen on supporting these collaborative efforts starting with
  - Exchange of relevant information, documents, initiatives, events
  - Fostering closer collaboration when injecting in standardisation and policy
  - Develop common roadmap for sustainable 6G development jointly
- Together we can create digital infrastructure that serves humanity and protects our planet – synchronised R&I programme and investments...
- The Digital Partnership can become the global benchmark for responsible technological innovation, aiming to embrace other global efforts aligned in values

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# THANK YOU



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