

# PRESS RELEASE

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## Women Behind the Wheel of Innovation: FRODDO Celebrates International Women's Day 2026



To mark International Women's Day 2026, the FRODDO project launched the campaign "*Women Behind the Wheel of Innovation*", celebrating the women across the consortium who are helping shape the future of Connected, Cooperative and Automated Mobility (CCAM) and smart transport systems across Europe.

The campaign showcased inspiring women from partner organisations involved in the project, highlighting their contributions to research, engineering, technology development, innovation management, communication, and project implementation. Through a series of dedicated visual



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assets, social media posts, and personal reflections, FRODDO provided a place for these professionals to share their experiences, challenges, and motivations for pursuing careers in science, technology, engineering, and innovation.

As a Horizon Europe project dedicated to advancing safer, smarter, and more resilient mobility systems, FRODDO recognises that technological innovation thrives when diverse perspectives are included. The campaign reinforced the project's commitment to fostering an inclusive innovation ecosystem where talent, collaboration, and creativity drive progress.



The featured women represent a wide range of disciplines and expertise, reflecting the multidisciplinary nature of FRODDO. Their stories demonstrated that the future of mobility is not only being shaped by cutting-edge technologies such as artificial intelligence, digital twins, advanced sensing systems, and connected vehicle services, but also by the people behind these innovations.



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Beyond celebrating achievements, the campaign aimed to inspire future generations of women and girls to pursue careers in STEM fields and actively participate in shaping the mobility systems of tomorrow. By highlighting real examples from within the consortium, FRODDO sought to encourage greater participation, visibility, and representation of women in research and innovation.

The campaign reached audiences across Europe through the project's digital channels and culminated in the publication of the blog post "[Women Behind the Wheel of Innovation](#)", featuring personal insights from women working across the FRODDO consortium. Their messages emphasised the importance of collaboration, perseverance, diversity, and continuous learning in driving meaningful technological progress.



Through initiatives such as this, FRODDO continues to promote not only technological excellence but also the values of inclusiveness, diversity, and equal opportunities, recognising that sustainable innovation requires the contribution of all voices.

### Driving Innovation Together

As the project progresses, FRODDO remains committed to supporting an environment where innovation is strengthened through diversity and where women continue to play a leading role in the development of the next generation of connected and automated mobility solutions.



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