

PRESS RELEASE

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FRODDO showcased at the Smart Life Festival 2025 in Modena

On October 18, 2025, the Municipality of Modena (MOD), a key partner in the FRODDO project, participated in the Smart Life Festival 2025, held in Modena, Italy.

The festival, now in its tenth edition, is jointly organised by the Municipality of Modena and the University of Modena and Reggio Emilia, serving as a leading platform for dialogue on digital transformation and technological innovation.

Within this framework, MOD dedicated a special session to the FRODDO project, aiming to raise awareness of the project's objectives and activities among local stakeholders and the general public.

The session explored key topics related to autonomous driving technologies, with a particular focus on privacy, ethical responsibility, and the management of sensitive data in smart mobility ecosystems. A presentation by Lawyer Giorgia Benatti, from the Municipality of Modena's Data Protection Office, highlighted the importance of ensuring transparency and data protection in all experiments conducted under the MASA (Modena Automotive Smart Area) framework and the FRODDO project.



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The discussion underscored FRODDO's commitment to responsible innovation, ensuring that advancements in Connected, Cooperative and Automated Mobility (CCAM) align with EU data protection standards and citizens' expectations for safety and privacy.

This participation reinforced FRODDO's visibility within the Italian innovation landscape and demonstrated the project's proactive role in fostering public dialogue around the social and ethical dimensions of autonomous mobility.



As the project moves towards its pilot phase, MOD and other consortium partners will continue to engage stakeholders and explore privacy, safety, and data governance as central components of sustainable CCAM deployment.



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