CONSENSUS FOR CHANGE GLOBAL RESEARCH REPORT
TRANSFORMING SAFETY THROUGH TECHNOLOGY

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MOTOROLA SOLUTIONS

METHODOLOGY

THIRD-PARTY RESEARCH & VALIDATION

METHODOLOGY

Study conducted by world-leading academic team of independent researchers, led by Dr. Chris Brauer, Goldsmiths, University of London included:

Global survey of

12,000

citizens

- Qualitative interviews with **50 public safety agencies**, enterprises and industry experts.

- **Coverage across 10 markets:** Australia, Germany, Italy, Malaysia, Nordics (Denmark, Norway and Sweden) Singapore, Spain, Taiwan, United Kingdom and the United States.

TOPLINE FINDINGS FROM THE CONSENSUS FOR CHANGE REPORT

The pandemic changed the way we think about safety

88% of citizens globally now want to see public safety transformed through the use of advanced technology.

- **71%** say advanced technologies are needed to address challenges of the modern world.

- **70%** say emergency services should be able to predict risk.

- **75%** are willing to trust organizations that hold their information so long as they use it appropriately.

RESEARCH FINDINGS

Three major trends emerged from the research:

SAFETY EXPECTATIONS HAVE BEEN REDEFINED
Evolving threats have increased citizen demand and acceptance related to technology.

TECHNOLOGY INNOVATION HAS BEEN ACCELERATED
The pandemic has transformed how public safety agencies and enterprises adopt and use technology.

TRUST AND TRANSPARENCY ARE CRITICAL
Now more than ever, technology must be inclusive, fair and understood to be successful.

Safety Expectations Redefined

CONSENSUS FOR CHANGE

Accelerated Innovation

Trust & Transparency

These three trends culminate in a global consensus for change around the use of advanced technology to keep us safe.

LEVERAGE THE FINDINGS TO DRIVE INTEREST

THE BELOW CUSTOMER TAKEAWAYS PROVIDE A FRAMEWORK FOR MEANINGFUL CONVERSATIONS

UNDERSTAND RISK & PREPARING FOR OPERATIONAL NEEDS

Conduct regular risk assessments, ensure communications and system interoperability, understand how technology can help mitigate and respond to threats and plan ahead for procurement and deployment timelines.

ACQUIRE THE RIGHT TECHNOLOGY

Prepare for remote operations and an expansion of voice communications, look to video security solutions to increase safety and drive productivity and move to the cloud for flexible, scalable and decentralized operations.

SECURE COMMUNITY & STAKEHOLDER SUPPORT

Communicate with stakeholders (employees, public, community) openly, early and often, invest in training and education for those who use technology, invite community engagement and participation in public safety.

VOICE REMAINS THE MOST CRITICAL OF TECHNOLOGIES

Organizations continue to depend on mission-critical voice for operation-wide collaboration and resilience, but the pandemic amplified the need for interoperability and data to extend the reach and utility of LMR.

75%

of citizens agree using technology increases the productivity and efficiency of businesses.

- **74%** say using technology increases the productivity and efficiency of emergency services.

- **68%** say emergency services need access to improved communications to meet emerging threat to public safety.

THE POWER OF VIDEO IS GROWING

By identifying patterns within video footage, organizations have been able to respond faster in critical situations, get more information to workers and gather valuable evidence.

66%
of citizens are open to new technologies that benefit public safety.

- **66%** say video cameras for security are equally useful at home, at work and in public.

- **62%** say they feel safer in a society with advanced video and communications.

SOPHISTICATED SOFTWARE HELPS COMBAT NEW THREATS

The pandemic accelerated the adoption of cloud solutions, technology integration and other innovative software solutions to boost organizational responsiveness, resilience and flexibility.

71% of citizens say our public safety agencies need to be able to integrate fast and flexible systems to improve public safety outcomes.

68% want to use technology to help emergency services, for instance, submitting images of incidents to public safety agencies.

TRUST AND TRANSPARENCY

Why Technology Must Be Inclusive, Fair and Understood

This research identifies a significant opportunity for public safety agencies to act on a global consensus for the wider use of technology to transform our safety - but not at the expense of public engagement. Citizens want authorities to use safety technology in ways that are transparent, fair and inclusive. They also want the benefits of using those technologies to be easily understood.

TRUST IS NEEDED TO CREATE A SOCIAL CONTRACT WITH THE COMMUNITY

Despite support among citizens for the increased use of technology, the majority need to trust the public safety providers and organizations that use their data.

82%

of citizens say data privacy is important to them.

- **78%** want to know what type of data public safety providers are collecting about them.

- **66%** will trust safety technology if they understand and agree with its goals and values.

- **68%** say that technology could be improved if citizens can have a say in how it is used.

THANK YOU

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