

162. Both Nesta and the Department for Transport argued that increasing levels of awareness amongst the general public would play a critical role in changing public perception.²⁴¹ They demonstrated that positive shifts in perception occurred when individuals learned more about drones and their current and potential applications. The Department for Transport suggested that raising public awareness and specifically “focusing on the benefits to citizens and society” would build trust in the drone industry.²⁴²

163. **There is a notable distrust towards drones among the general public that needs addressing if the UK is to maximise the opportunities presented by drones. The Government should act to improve public perception and awareness of drones by launching a public awareness campaign, no later than Summer 2020, that highlights the opportunities presented by drones and informs the public on the reality of the risks posed by drones. This issue should also be addressed in the White Paper that we have called for in this Report.**

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241 Nesta, ‘Flying High: The future of drone technology in UK cities’ (July 2018); Department for Transport ([RDU0103](#)) para 5

242 Department for Transport ([RDU0103](#)) paras 23 - 27

