

Innovative Digital Solutions **MaaS**

– An Inclusive Mobility Solution
for On-demand Food Delivery
and Social Resilience



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Transportation Difficulties in Remote Regions.

Low
Population
Density

Complicated
Landforms

Long
Transportation
Distance




5,000,000 people

➤ High Transportation Costs

➤ Lack of Public Transportation

➤ Difficulties in Developing Economic Activities

- 
- A person wearing a white face mask and an orange vest is shown in profile, looking down. The background is blurred, showing other people and what appears to be a public setting.
- **The expense of transportation influences social aid resources**
 - **The elderly face extreme inconvenience when seeking medical care.**
 - **Insufficient supply of home care services**
 - **The lack of mobility adversely affects everyone in the community**

Mobility as a *Social* Service (MaaS)

Service individuals who face barriers to accessing transportation on their own.

Create a comprehensive and inclusive transportation system.

Targeting
vulnerable
populations

Affordable
transportation

Ride-sharing
programs

Supporting
community
integration

Technological
advancements

Public
transportation
subsidies

Paratransit
services

Volunteer
driver
programs

Environmental
and
sustainability

MaaSS :

A twenty-year journey from academia to the social practices

2003

2010

2014

2018

2021

2023



Academic research



Policy advocacy
Driver education



system development



微光
Be the light.

Serving the society



Shi-Yi-Zhu-Xing

Practice in Taitung

A new model of
Care Service in
rural areas

Mobility as a Service (MaaS)

To

Mobility as a ***Social*** Service (**MaaS**)

Catering

Medical Care

Social Services

Mobility



The
239 km
relay



Multi-party Collaboration



裕隆集團
YULON

donating services
instead of
donating vehicles



微 光

Be the light.

Support for
transportation
and personnel
training.



Fundraising and
distribution of
supplies.

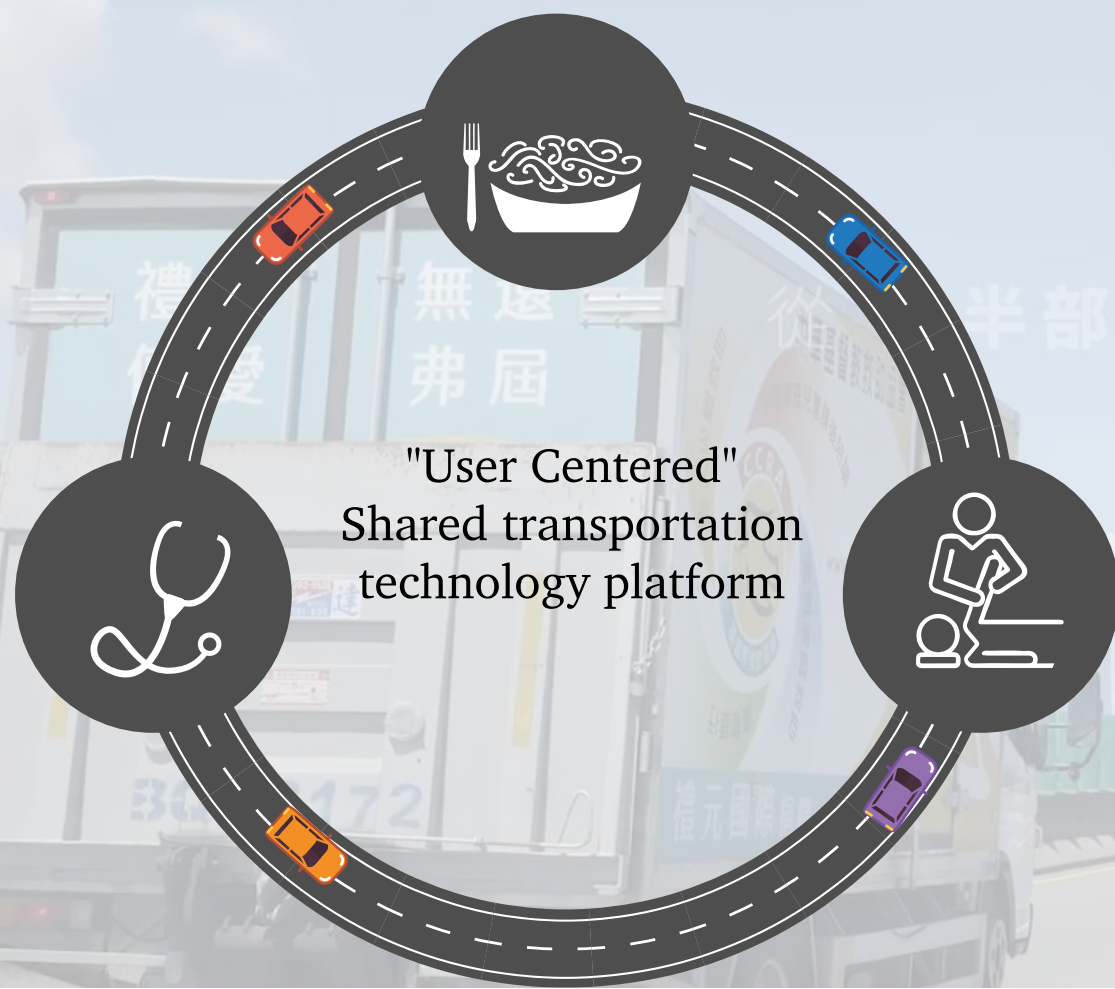


Donkey Move

Developing &
operating
Service System



Technology-driven Inclusive Innovation System



Organically combine catering, medical care, and social services with mobility to create a comprehensive rural care system, emphasizing the needs of care recipients and the participation of drivers in the transportation supply.

Local Governments

Collecting Donations for Transportation Costs

Service Provider

Service Seeker

People in financial hardship

contracting organization

Organization A

Organization B

Organization C

Welcab

Private transportation service organization



Eligible for long-term care

Serving the elderly

Serving the disabilities

Home care services

Caregiver relief services

Community engagement

Independently Operated Management Center

Driver

Fleet

Service evaluation

Customer

Report

Track tracing



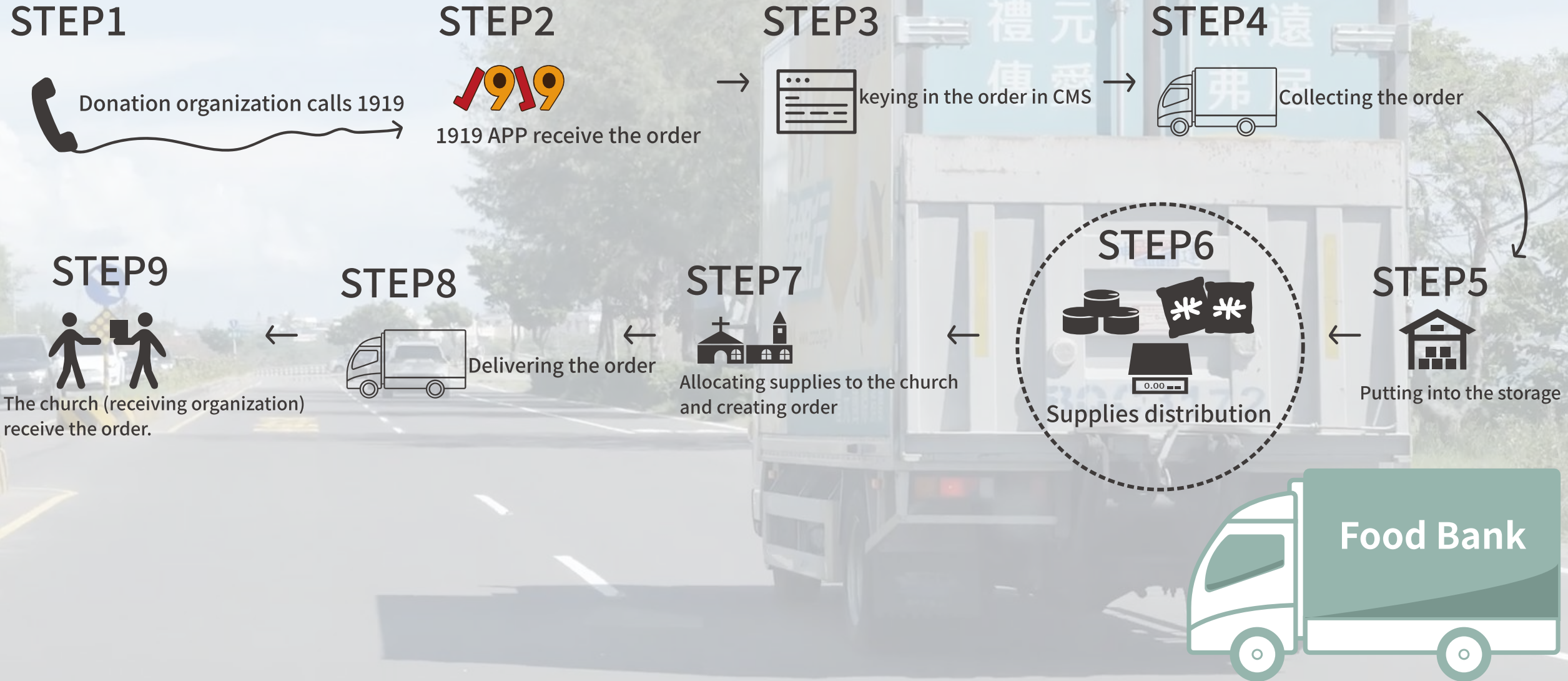
Food-Wise Delivery System

- Recording detailed the name of the supply point
- Counting delivery weight per trip
- Recording drivers' attendance process

- Foreground application
- Managing order
- Status update



Donation Process



Three-stage Relay Service Taitung

The First Stage: Daliao to Taitung

Starting from the warehouse in Daliao, the food materials are transported by temperature control truck to the Caopu, and then the back-to-back relay transportation is carried out, and another temperature control truck is sent to Taitung City 1919 Food Bank warehouse storage.



back-to-back



Also assisting the South-UnkHealth Association in delivering supplies along the way.

Yulon
Donating services instead
of donating vehicles

Three-stage Relay Service Taitung

The Second Stage: Taitung to Changbin

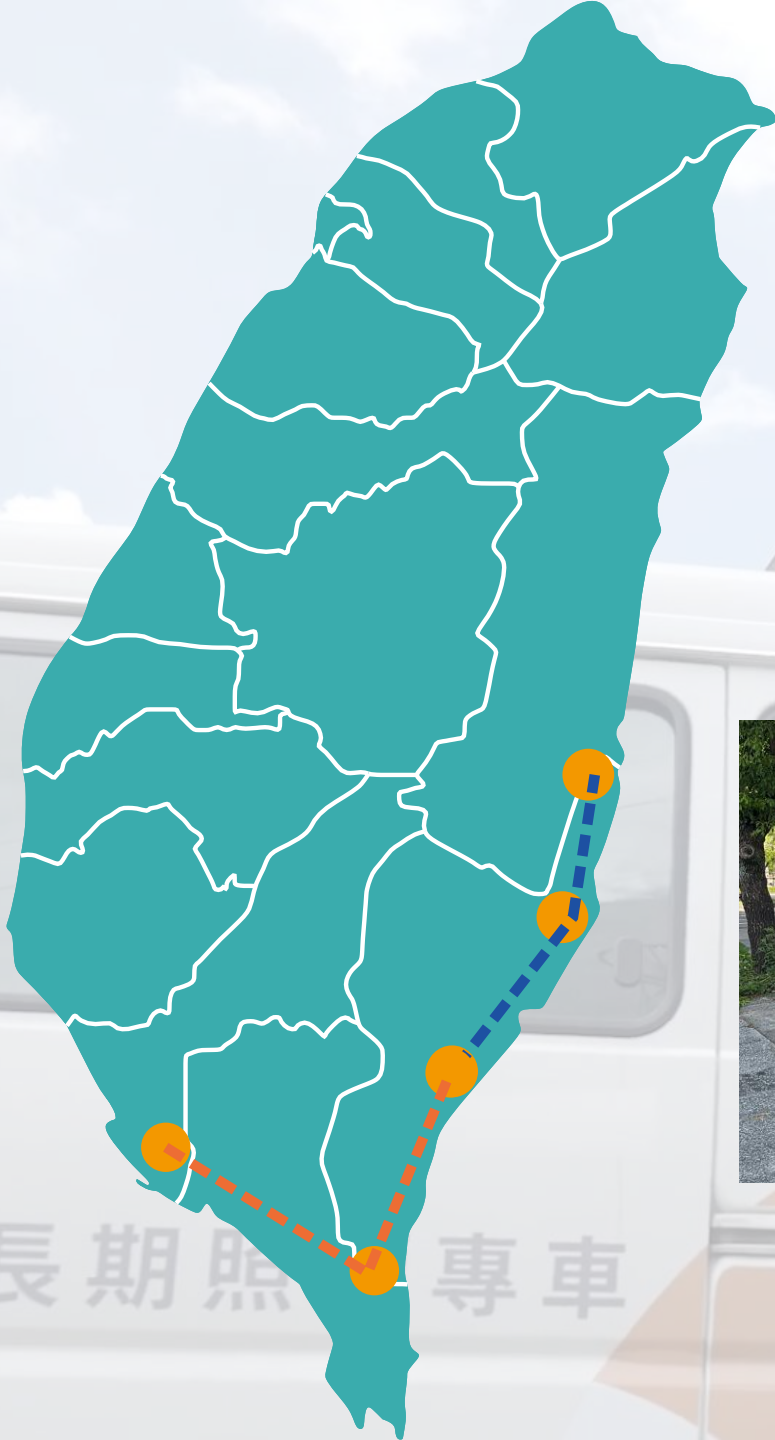
By utilizing the vehicle departing from Taitung to pick up the elders for medical treatment in Changbin, put the food and supplies in the car refrigerator, and send them to the Changbin Church and Cultural & Health Station so that local organizations can assist the residents.



The space in the accessible vehicle allows for carrying a certain amount of supplies to the local church.



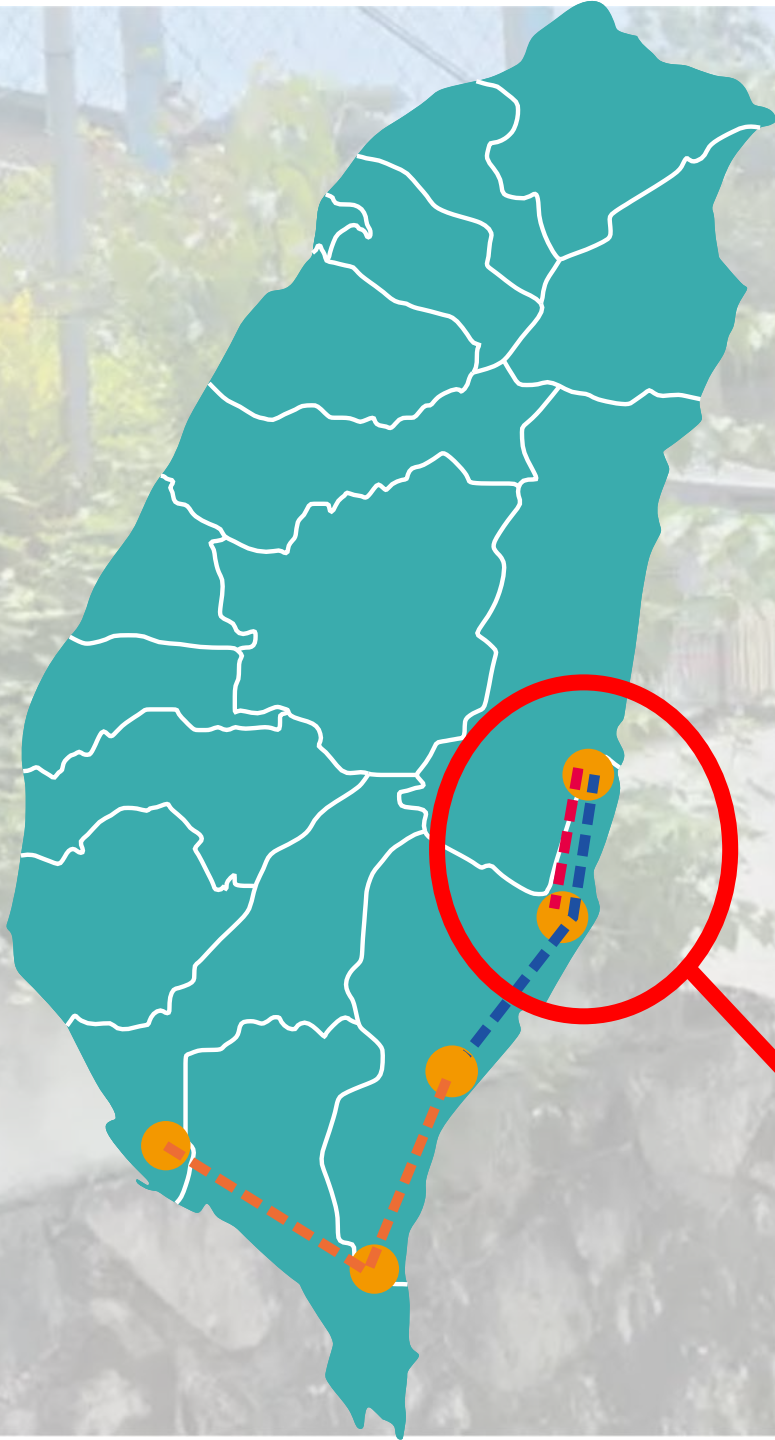
The church makes good use of supplies to take care of the elderly in the local community.



Three-stage Relay Service Taitung

The Third Stage: Changbin to Taitung

The vehicles carried the elders from Changbin to Taitung City or Chenggong Town for medical treatment.



By efficiently utilizing the vehicle's capacity for both the outbound and return trips, not only can the cost of both services be reduced, but it also minimizes unnecessary carbon emissions.

Support ‘*Shi-Yi-Zhu-Xing*’ with ‘*Mulan Program*’

Community service by locals

- The sustainable operation of “ Shi-Yi-Zhu-Xing ” requires local participation.
- "Mulan Program" trains women to get professional driving skills and home care certification. Let these women be guardians of the community



Training hours : 316 hours.



Dual competence creates service synergy

Rotary



有限責任臺灣愛力照顧服務勞動合作社



裕融企業
Yulon Finance Corporation

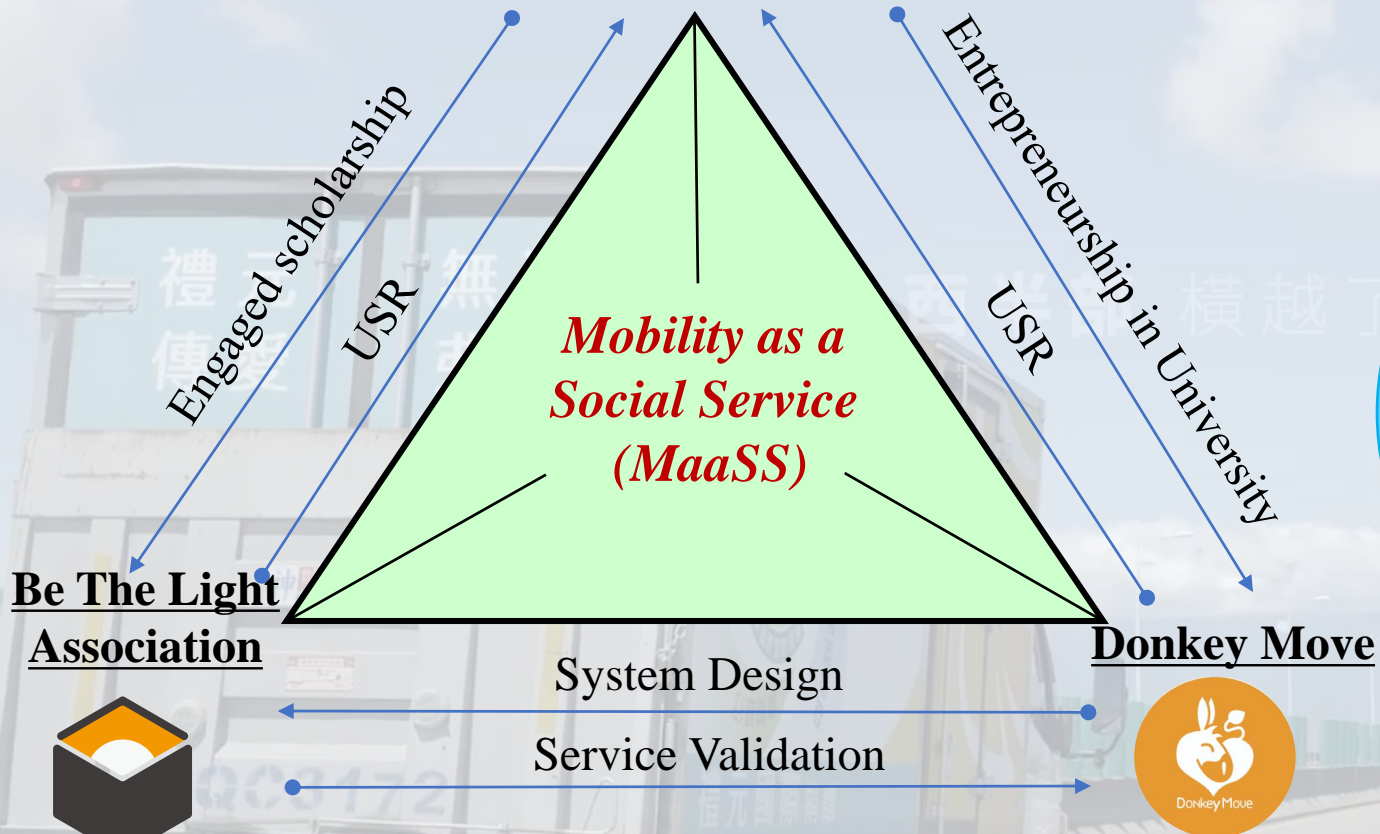


Foundation for Women's
Rights Promotion
and Development
財團法人婦女權益促進發展基金會

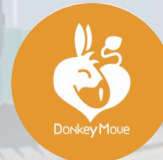
Closing Remark : Go the Extra Mile



Service Innovation and Mobility Design Center



微光
Be the light.



Governance



Social

Environmental