

# Some ideas to interpret for MaaS by Mode, Chinese and Economic Concepts

## Mobility as a Service

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I'm Feeling Lucky

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# I. What are the components of Mode in MaaS

Just like a new Whisky of 30 years  
composed by the 30-years old Whisky, 15-years semi-old Whisky, and 5-years New Whisky



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New bottle: customerized



New Public Transportation service(公共運輸) of MaaS

=Mass Transportation(大眾運輸)+ Quasi-Mass

Transportation(準大眾運輸)+Sharing Transportation(共享運輸)



## II. The East meet the West in MaaS



### The visions of MaaS : the same with the Confucius's idea world (大同世界)

#### ■ 禮運大同篇 (THE IDEAL WORLD)

- ▶ 大道之行也，天下為公(When the Great Way prevails, the whole is owned by all)
- ▶ 選賢與能，講信修睦(they elect men of talents, virtue and ability, they practice honesty, and they cultivate universal peace);
- ▶ 人不獨親其親，不獨子其子，使老有所終，壯有所用，幼有所長，鰥寡孤獨廢疾者皆有所養，男有分，女有歸 (People love not only their own parents; they treat with parental care not only for their children. Provision is made so that the aged may live comfortably until their death, so that the able-bodied may find employment, and so that the young may have he means of growing up. The widowers, widows orphans, childless, and those who are disabled by disease are all sufficiently maintained. Men have their work and women have their home. :
- ▶ 貨惡其棄於地也不必藏於己，力惡其不出於身也不必為己 (They do not like goods to be wasted on the ground, but preserve them, not for themselves alone. They do not like their strength to be wasted in idleness, but spend it, not only for their won benefit.)
- ▶ 謀閉而不興，盜竊亂賊而不作，故外戶而不閉 (In this way selfish scheming are suppressed and have no chance of arising. Robbers, filchers and rebellious traitors do not exist.Hence, the outer doors can be left open, and need not be shut. This is what we call "Datong" (The Ideal World).

#### ■ The goals of MaaS (發展目標):

1. 整合各類公共運具，為大眾個人所公用 (Integrating all types of public transport and sharing it for the public)
2. 選擇最佳效能旅程，達成運輸系統和諧 (Optimizing the best performance journey to achieve harmony in transportation system)
3. 提供客製旅運套餐，滿足個人運輸需求 (Providing customized travel packages to meet individual transportation needs)
4. 減少個人運具私用，創造運具資源共享 (Reducing the personal mode be used by person, create mode resource sharing)
5. 運輸系統協同有序，運輸服務妥善無縫 (The transportation system is coordinated and the transportation service is provided appropriately and seamlessly)

# III. Some concepts of economic applied in MaaS

