

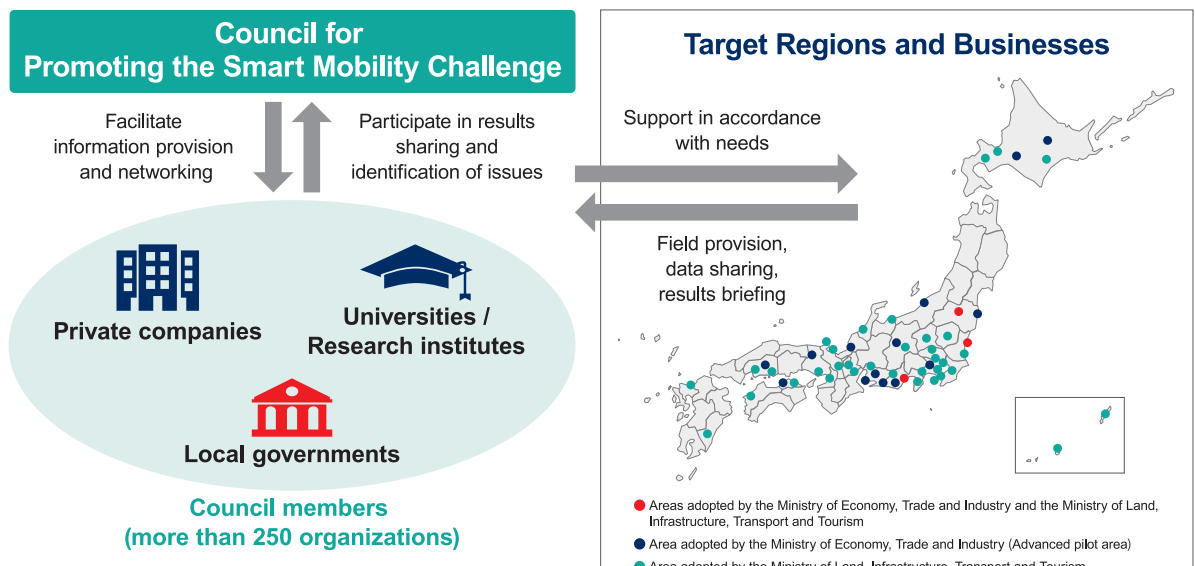
Smart Mobility Challenge

Background

- **In Japan, diverse mobility services face diverse challenges.** Public transportation is well-developed in the central areas of some large and mid sized cities, while other areas rely heavily on personal cars.
- **In order to expand new mobility services in Japan, it is important to design appropriate services based on regional characteristics.** We will conduct planned trials based on specific regional characteristics, and, based on the results, review the business model and give feedback on enhancement of business environment.

Overview

- In order to further step up trials conducted by local governments and companies in Japan, METI and MLIT launched a program to support local organizations and companies in April 2019. This will further boost our efforts to implement new mobility services and thereby bring about economic growth.



1. Eiheiji City (Fukui Prefecture) : Rural community



Eiheiji town has installed on-demand bus since last year. In this year, as part of a trial, the town will offer food delivery service and freight transport using the on-demand bus in order to improve its profitability. It is challenging because licensing scheme for passenger and freight transport are separated in Japan.

In addition, the town will also challenge to give multifunctional capabilities at the main destinations. That is, bringing any functions needed for everyday life including a retail shop and a post office together at the main destinations such as train station, post office, and nursing home. As a result of these trials, the town will examine the impact on the local economy and the acceptability of the residents.