

Society

Creating a System that Enriches People’s Lives

Recognizing Social Issues

According to the 2020 White Paper on Information and Communications in Japan (published by the Ministry of Internal Affairs and Communications), Japan has been called as a country with advanced challenges. The country began to experience a declining population and aging society prompted by a falling birthrate sooner than other countries, while also facing the increasing concentration of its population in urban centers. In recent years, various issues have become apparent.

In urban areas, daily traffic jams and congestion have caused extended traveling and commuting times and other problems that lead to social losses. Meanwhile, areas in rural Japan where no public transportation is available have expanded, due to reduced and discontinued public transportation services such as trains and buses. As a result, freedom of mobility in everyday life is limited for people who have difficulty using private vehicles as their main means of transport.

As measures to effectively fulfill these mobility needs of local communities with different characteristics and issues, expectations are running high for Mobility as a Service (MaaS*). Amid ongoing discussions nationwide about MaaS in Japan, the automotive industry is striving to develop related technologies and create mobility service systems.

* Mobility as a Service (MaaS): An integrated transport service of search, reservation, payment, etc. that optimally combines multiple public transportation and other travel services in response to the travel needs of each local resident or traveler on a trip-by-trip basis

Five Types of Regions Identified to Promote Japanese-style MaaS

	(1) Metropolitan area	(2) Metropolitan suburban	(3) Local urban	(4) Suburb/Depopulated area	(5) Tourist destination
Regional characteristics	<ul style="list-style-type: none"> Population size: Large Population density: High Transport system: Primarily trains 	<ul style="list-style-type: none"> Population size: Large Population density: High Transport system: Trains/cars 	<ul style="list-style-type: none"> Population size: Medium Population density: Medium Transport system: Primarily cars 	<ul style="list-style-type: none"> Population size: Small Population density: Low Transport system: Primarily cars 	<ul style="list-style-type: none"> Population size: — Population density: — Transport system: —
Regional issues	<ul style="list-style-type: none"> Response to diversifying mobility needs Lack of information about potential demand Daily traffic jams and congestion 	<ul style="list-style-type: none"> Lack of first-/last-mile transportation services and connectivity Local congestion due to events, weather, etc. 	<ul style="list-style-type: none"> Reliance on private cars Decrease in convenience and profitability of public transportation Insufficient transportation for non-car owners and elderly people who have returned their driver’s license 	<ul style="list-style-type: none"> Reliance on private cars Decline in local transportation Expansion of areas where no public transportation is available Increasingly insufficient transportation for non-car owners and elderly people who have returned their driver’s license 	<ul style="list-style-type: none"> Lack of secondary transportation and provision of tourism transportation in rural areas Need to facilitate smooth movement of foreign visitors to Japan, whose numbers are rapidly increasing Finely tuned response to diversifying tourism needs

The above table was created by Mazda based on the “Outline of the Interim Report from the Roundtable on New Mobility Services for Cities and Rural Areas of the Ministry of Land, Infrastructure, Transport and Tourism.” (Japanese only) (<https://www.mlit.go.jp/common/001280181.pdf>)

Mazda’s Approach to Resolving Issues

Reasons for Addressing Social Issues

Mazda predicts that around 2030, against the backdrop of global digitalization and widespread use of work efficiency improvement tools, the automotive industry will seek to increase convenience by linking cars and communications systems, offering various services one after another. Making the selection of which convenience-oriented services to provide a decision of significant value.

Metropolitan areas with advanced infrastructure built to accommodate a greater concentration of people should be able to resolve any concerns or inconveniences regarding mobility with little difficulty, thanks to the development of shared services as well as expanded vehicle use and services, which will become comparable to those of public transportation systems.

On the other hand, depopulated areas in hilly and mountainous regions of Japan will continue to suffer a lack of transportation means due to the disappearance of public transportation services, making it harder for local residents—particularly the elderly and people with special needs—to get around. This issue will also involve regional revitalization, which cannot be resolved by merely providing relevant services alone.

Mazda will leverage available car and connectivity technologies to help create a community where local residents help one another and facilitate human interaction, assisted by drivers from both within and outside the community.

Approach to Resolving Social Issues

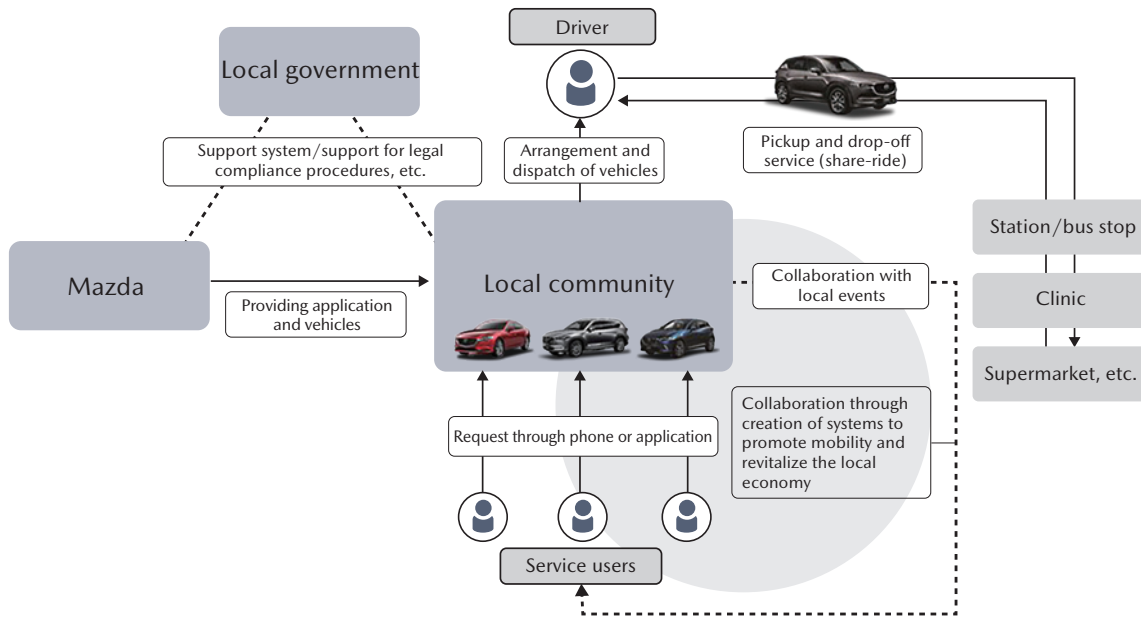
Mazda aims to evolve connectivity technologies to further cultivate connections among people and between people and society, thereby building a social contribution model that will enrich lives in the region by offering safe, secure, and unrestricted mobility to people everywhere. At the same time, the Company will move forward with initiatives to enhance brand value through active social contributions capitalizing on the strength of a vehicle manufacturer.

Mazda's Initiatives

A Shared Mobility Service Leveraging Connectivity Technologies

To deal with the issue of lack of transportation means in depopulated areas in hilly and mountainous regions of Japan, Mazda started testing a shared mobility service utilizing its connectivity technologies from December 2018 in Miyoshi City, Hiroshima Prefecture. The Company is in the process of coming up with ideas to improve the convenience of the service through dialogue with the local community while having residents of the testing sites—the Kawanishi district and Sakugi-cho of Miyoshi City—continue to use the service. Mazda is currently working to devise various measures to ensure seamlessly connected mobility for people and goods both inside and outside the community by linking the shared mobility service with regional information on local exchange events, shipping/collection of agricultural products, etc. Through such measures, Mazda strives to realize a sustainable service used by many more people, thereby leading to community invigoration in the future.

Outline of Shared Mobility Service Testing



TOPICS

Donating Vehicles for Every Stadium Attendance Milestone

Mazda works to support the mobility of local social welfare organizations, making effective use of the Hiroshima Municipal Baseball Stadium (Mazda Zoom-Zoom Stadium Hiroshima), for which Mazda acquired the naming rights. For every one million stadium visitors, the Company donates one Mazda vehicle to a social welfare organization. When the cumulative number of visitors reached 21 million in November 2020, a Mazda vehicle was presented to an organization in Hiroshima City. As of FY March 2021, Mazda had donated a cumulative total of 21 vehicles. The vehicles are being used for various purposes, such as transporting users of the welfare facilities to their workplaces.

Refer to the following URL for details (Japanese only): <https://newsroom.mazda.com/ja/publicity/release/2020/202011/201130a.html>



A Mazda vehicle being presented to a welfare organization

Contribution to the SDGs

Goals and Targets



(9.1) Develop sustainable and resilient infrastructure to support economic development and human well-being.



- (11.2) Provide access to sustainable transport systems for all, improving road safety.
- (11.6) Reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and other waste management.
- (11.a) Support positive economic, social and environmental links between urban, peri-urban and rural areas.