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Daihatsu Receives the MaaS Award 2020 Grand Prix for its RAKUPITA SOUGEI Day Care Facility Pick-up and Delivery Support System

Daihatsu Motor Co., Ltd. (hereinafter “Daihatsu”) has received the Grand Prix—the most prestigious award—at the MaaS & Innovative Business Model Award 2020 (MaaS Award 2020), for its RAKUPITA SOUGEI day care facility pick-up and delivery support system, and for its initiatives aimed at the regional consolidation of pick-up and delivery services in the field of welfare and nursing.

Since 2015, Daihatsu and its sales companies have established teams that collaborate with the welfare and nursing industry. Over the past five years, these teams have visited approximately 30,000 nursing facilities, and interviewed both facility providers and facility users regarding any concerns and issues they may have. On the back of these activities, Daihatsu developed RAKUPITA SOUGEI, a support system aimed at optimizing the pick-up and delivery of day care facility users, and commenced sales of the system in 2018 (<https://www.daihatsu.co.jp/rakupita/index.htm>).

RAKUPITA SOUGEI is a simple, smartphone-based telematics system. It enables anyone to easily create optimal pick-up and delivery schedules which, previously, could only be created manually by experienced employees. To coincide with the launch of RAKUPITA SOUGEI, Daihatsu established a dedicated support system to help optimize the pick-up and delivery services of individual day care providers.

In certain regions, a shortage of care workers made it problematic for individual day care providers to operate their own pick-up and delivery services. For this reason, in 2019 Daihatsu launched its initiatives aimed at the regional consolidation of pick-up and delivery services in the field of welfare and nursing. Previously, each day care provider operated its own pick-up and delivery services—Daihatsu initiatives sought to consolidate these services by region.

In October 2019, Daihatsu agreed a partnership agreement with Mitoyo City in Kagawa Prefecture; the two parties are leveraging Daihatsu’s expertise in welfare and nursing mobility to verify the efficacy of measures aimed at solving regional problems, with the aim of understanding and establishing optimal initiatives and services (<https://www.youtube.com/watch?v=TTkSJ0Z3BxE&feature=youtu.be>).

Regarding their reasons for awarding the Grand Prix to Daihatsu, the organizers of MaaS Award 2020 commented: “Daihatsu is fully engaged in a MaaS enterprise unique to circumstances in Japan. We have high hopes that, going forward, its initiatives will be rolled out to as many municipalities as possible.”

Reference:

The MaaS & Innovative Business Model Award seeks to recognize innovative products, services, and businesses in the MaaS and other mobility tech fields; revolutionary initiatives and partnerships that have societal significance; and novel attempts to overturn existing transportation and lifestyles. The award was inaugurated this year.