

Daihatsu Won the Gold Award (Large Company Category) for Its Goissho Shared Nursing Care Transportation Service in the KANSAI DX AWARD 2024



KANSAL DX AWARD 2024 ceremony



Daihatsu Motor Co., Ltd. (hereinafter “Daihatsu”) announced today that its Goissho shared nursing care transportation service has won the Gold Award (Large Company Category) in the KANSAL DX AWARD* 2024, which recognizes companies in the Kansai region that are taking the lead in digital transformation (DX).

Daihatsu has been deploying the new mobility service Goissho (<https://www.daihatsu.co.jp/goissho/>) in the area of welfare and nursing care as an initiative that aims to solve social issues such as the declining birthrate and aging population as well as contribute to regional revitalization. Goissho is a service that helps eliminate the shortage of care workers and secure mobility for the elderly by improving efficiency through outsourcing and the shared operation of transportation services at multiple day-care facilities. The service was launched for local governments nationwide in April 2022. Currently, Mitoyo City in Kagawa Prefecture and Yasu City in Shiga Prefecture are using the service, and other local governments are conducting demonstration experiments with a view to officially introducing it.

Daihatsu will continue to work on both MONODUKURI and KOTODUKURI to realize a mobility society that enriches the lives of customers through the provision of services, such as Goissho, that contribute to local communities.

*Overview of the KANSAL DX AWARD



The KANSAL DX AWARD is sponsored by the Kansai Digital Month Executive Committee, which consists of the Kansai Economic Federation, the Union of Kansai Governments, the Ministry of Internal Affairs and Communications Kinki Bureau of Telecommunications, the Ministry of Economy, Trade and Industry Kansai Bureau of Economy, Trade and Industry, the Kansai Institute of Information Systems, and the Information-technology Promotion Agency, Japan. Awards are given to companies in the Kansai region that are pioneering DX initiatives. By widely disseminating the advanced case studies of companies, including small- and medium-sized enterprises, the purpose of the awards is to serve as a reference for initiatives by various organizations and raise the level of DX initiatives in the Kansai region.

(<https://www.kankeiren.or.jp/kansai-dx/award/>)

Judges' Evaluation

- The service is widely praised for its achievements in addressing the shortage of care workers with a unique system that utilizes the company's strengths and technologies.
- Amid a labor shortage, outsourcing and improving the efficiency of the shared operations of multiple welfare facilities will contribute to solving social issues (reducing the burden on workers and improving the quality of work provided).
- The shared transportation service contributes to solving the shortage of care workers at nursing care facilities and to reforming work styles and is a good example of DX in transportation services, the so-called MaaS (Mobility as a Service). It is expected to lead to the solving of social issues and to the horizontal deployment of the service and its development into a platform.
- The service is recognized for taking on the challenges in the nursing care industry, which is facing an important social issue.
- The service is seen as having a positive impact that extends to the transformation of some of the existing operations in the nursing care industry.
- The initiative uses digital technology to solve the social issue of transportation to and from elderly care facilities and to improve productivity in the nursing care field. There are high expectations that it will be deployed to other industries in the future.