

Title of Research Subject	Proposal for Symbiotic Design of Transportation Society Centered on Cooperative Happiness - From Sustainability to Bountiful Regeneration
Background and Objectives	<p>In recent years, balance and harmony have been added to the “World Happiness Report” and the element of cooperative happiness has been emphasized, with the goal of improving wellbeing as comprehensive happiness. In the field of transportation, there are signs of a shift from an owned automobile-oriented society that pursues individual freedom and self-fulfillment to a society that shares and uses “mobility equipment and services” through shared transportation and MaaS. However, the path and conditions under which it will spread and become mainstream are not clear.</p> <p>The objective of this project is to clarify the conditions and effects of sharing mobile equipment and services to improve well being. This is not only to clarify the conditions for the diffusion of new technologies based on their economic benefits, but also to capture the effects that sharing can have on natural conditions, regions, and people’s situations to improve their sense of cooperative happiness and wellbeing.</p>
Expected Results	<p>The ultimate goal of this project is to examine the sharing of various transportation technologies and services, or the implementation patterns of shared technologies, with respect to natural conditions, regions, and people, and to understand the feasibility of technology adoption and the effects of improving cooperative happiness and wellbeing. Although there is a wide range of next-generation technologies related to mobility, we first target battery sharing and ridesharing to identify the methodology and effectiveness of sharing, its acceptability, and factors hindering its diffusion. In the process, other shared technologies and services will be investigated. In particular, we consider that values for the sharing of goods and services differ among regions and generations, and consider a symbiotic mechanism that bridges the acceptance gap.</p> <p>In this way, the proposal is visionary in its attempt to capture the potential for symbiotic evolution of technology and society through sharing, and practical in its potential contribution to specific technological development and dissemination measures. Specifically, the study will identify regional and generational differences in the shared use of storage batteries based on technological constraints and ridesharing, and measure the effectiveness of designing a symbiotic transportation society that overcomes these gaps and improves well-being.</p>