

Towards a broader user adoption of Mobility as a Commons in Amsterdam

A strategic roadmap for the seamless integration of Mobility as a Commons in Amsterdam



Strategic Roadmap

Towards a broader user adoption of MaaC in Amsterdam

- Legend**
- text
 - Element
 - Continuous process
 - Connection
 - Connection dot
 - Intensity
- Diffusion of innovation**
- Innovators
 - Early adopters
 - Early majority
 - Late majority
 - Laggards
 - Adoption threshold

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Strategic Roadmap
Graduation Project
10/02/2025

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Mobility as a Commons (MaaC) is a cooperative concept where residents collectively own, manage and share vehicles. Based on the principle of Commons, MaaC offers a community-driven bottom-up approach to shared mobility that is affordable, accessible, contributes to social cohesion and sustainable resource management. It has the potential to be an effective tool in Amsterdam's mobility transition.

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