

Towards a broader user adoption of MaaC in Amsterdam

Legend

- text
- Element
- Continuous process
- Connection
- Connection dot
- Intensity

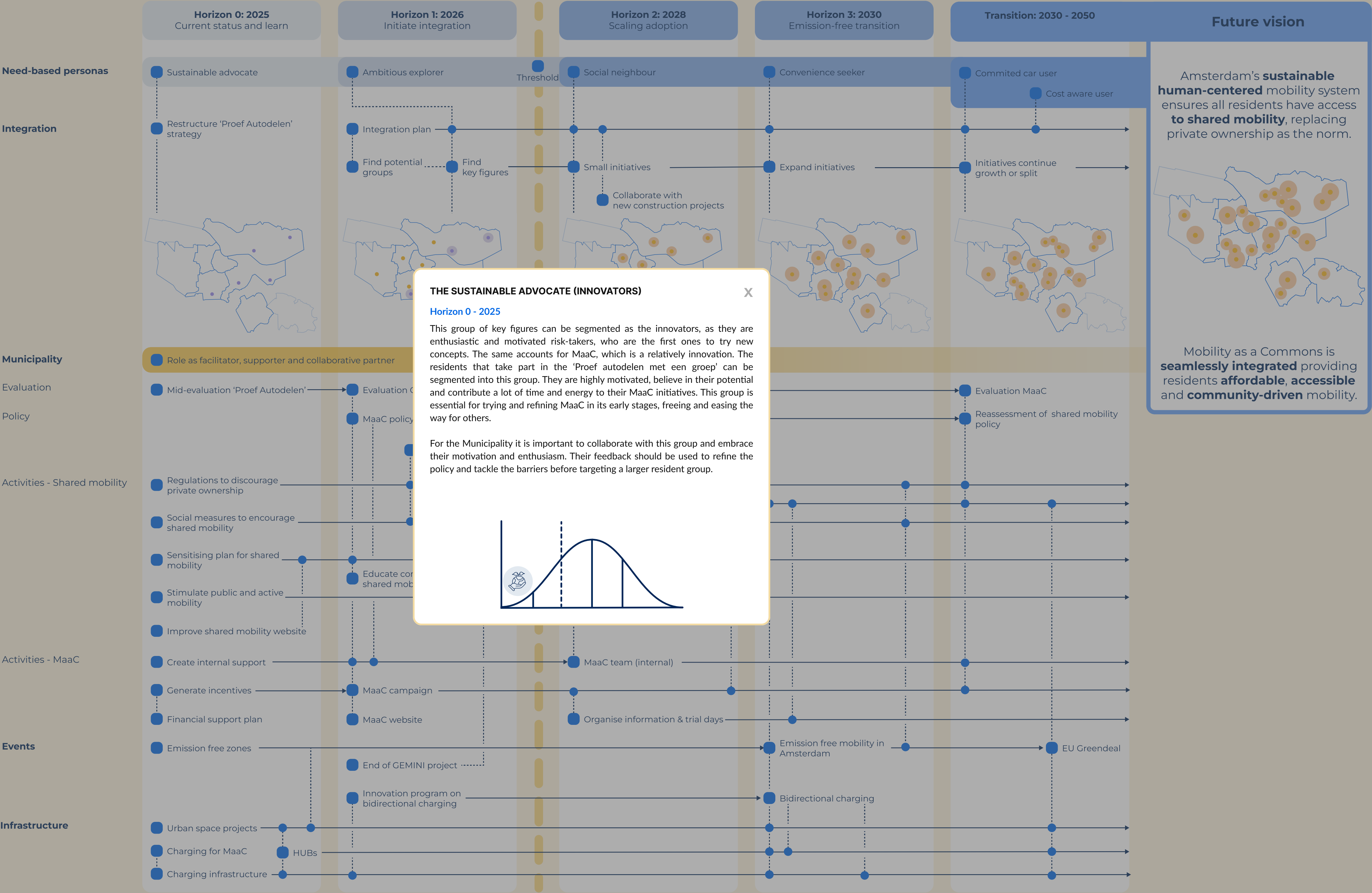
Diffusion of innovation

- Innovators
- Early adopters
- Early majority
- Late majority
- Laggards
- Adoption threshold

Babette van Lieferloo
Industrial Design Engineering
MSc Design for Interaction

Strategic Roadmap
Graduation Project
10/02/2025

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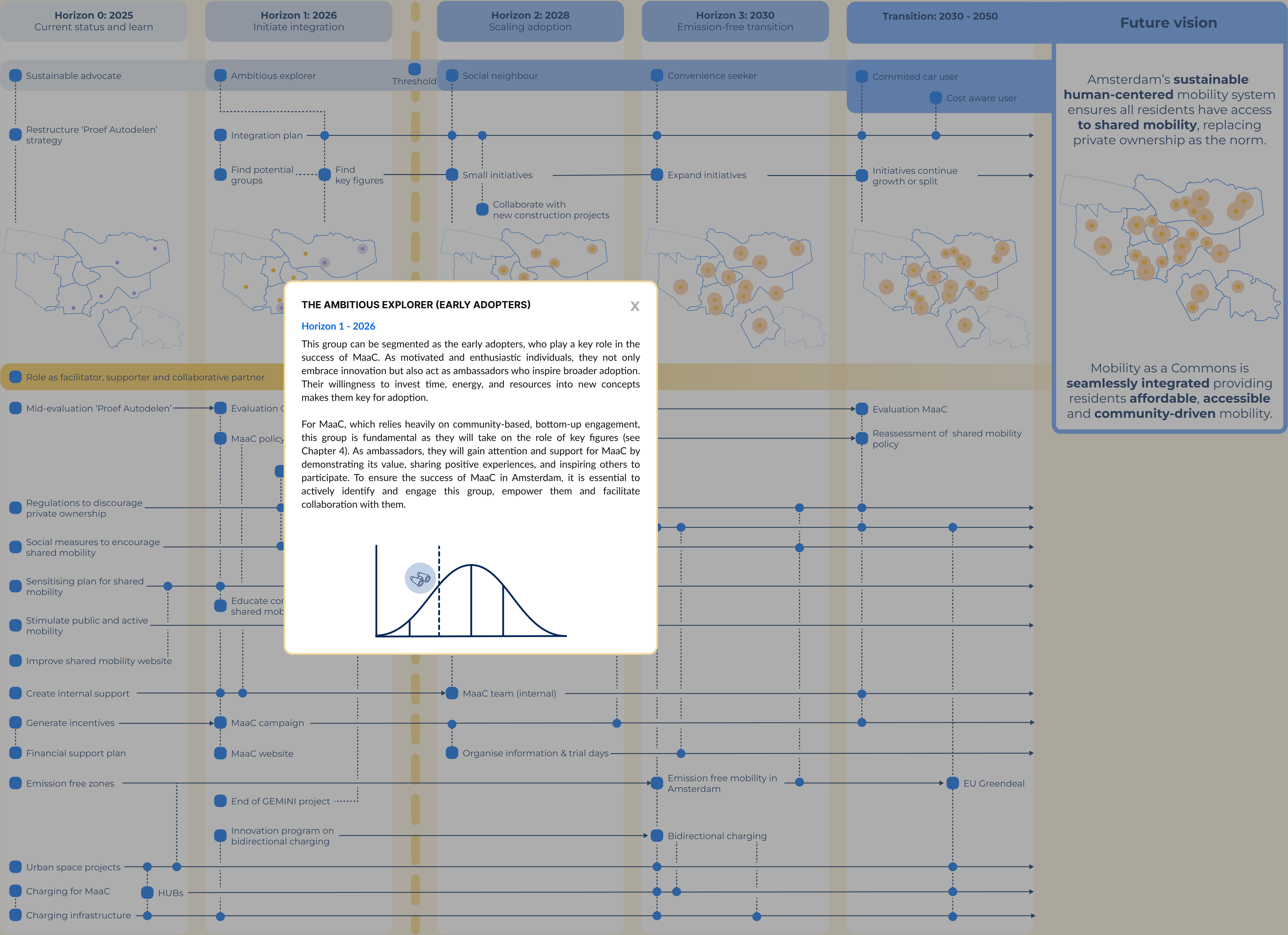
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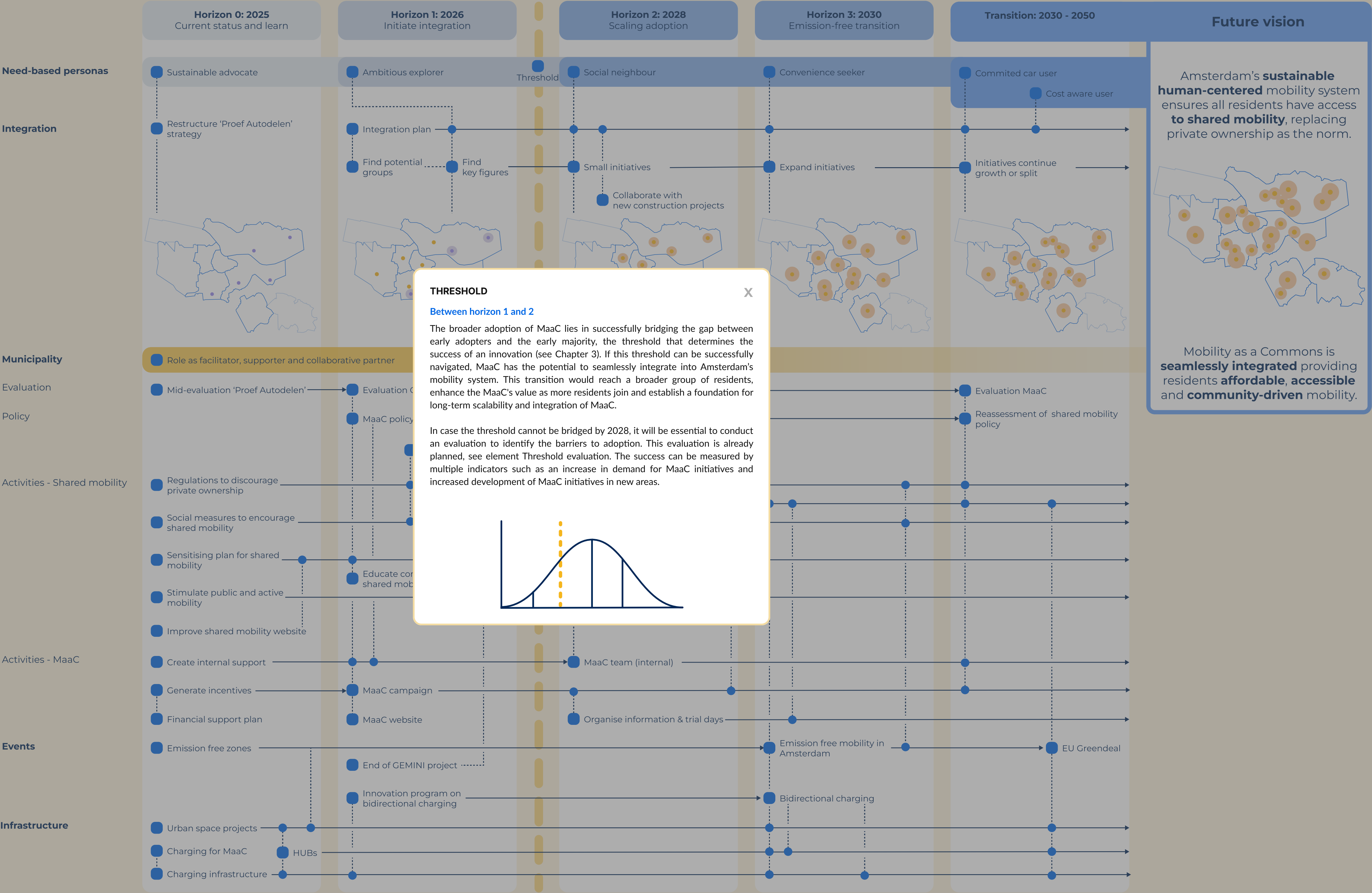
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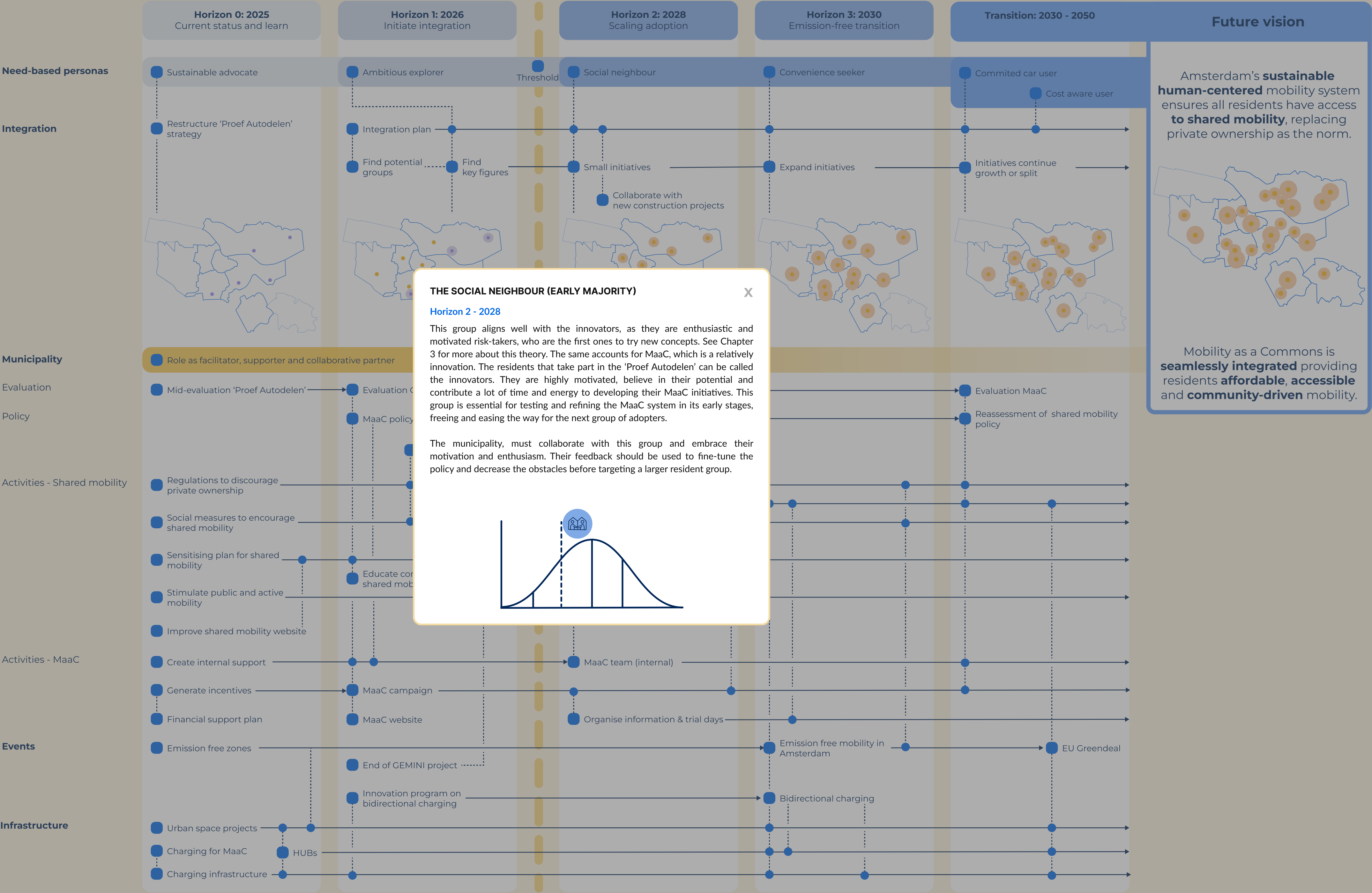
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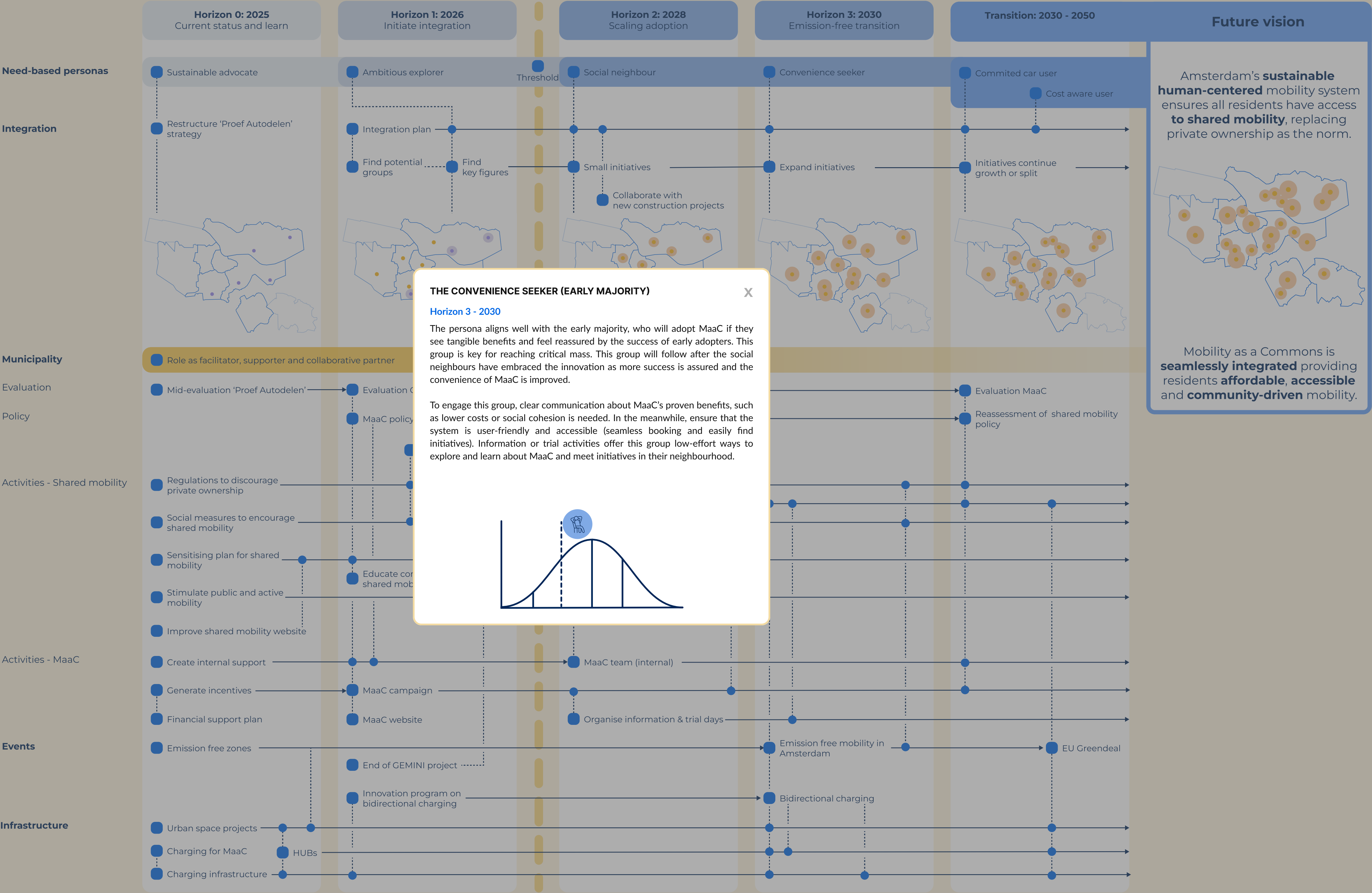
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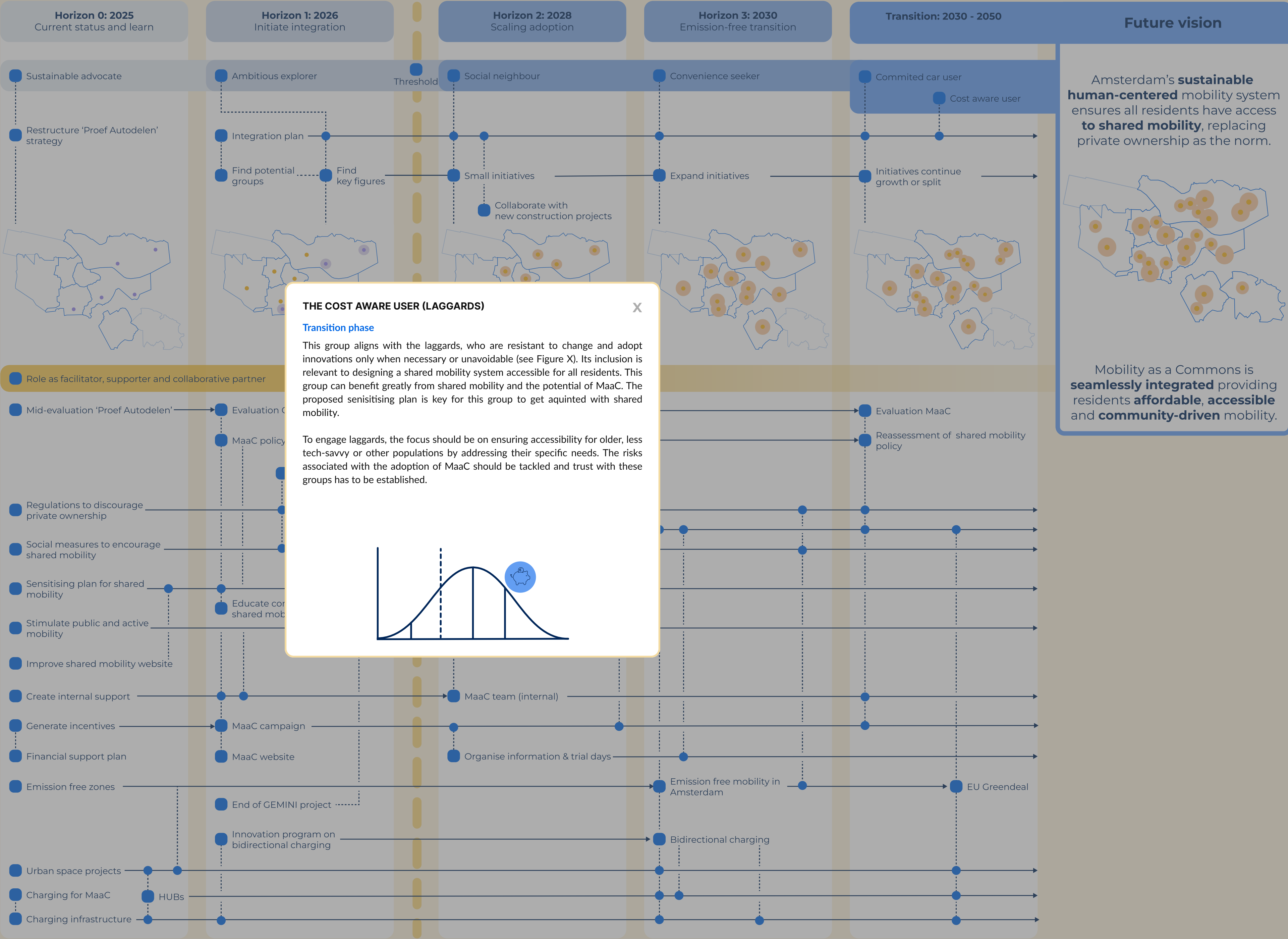
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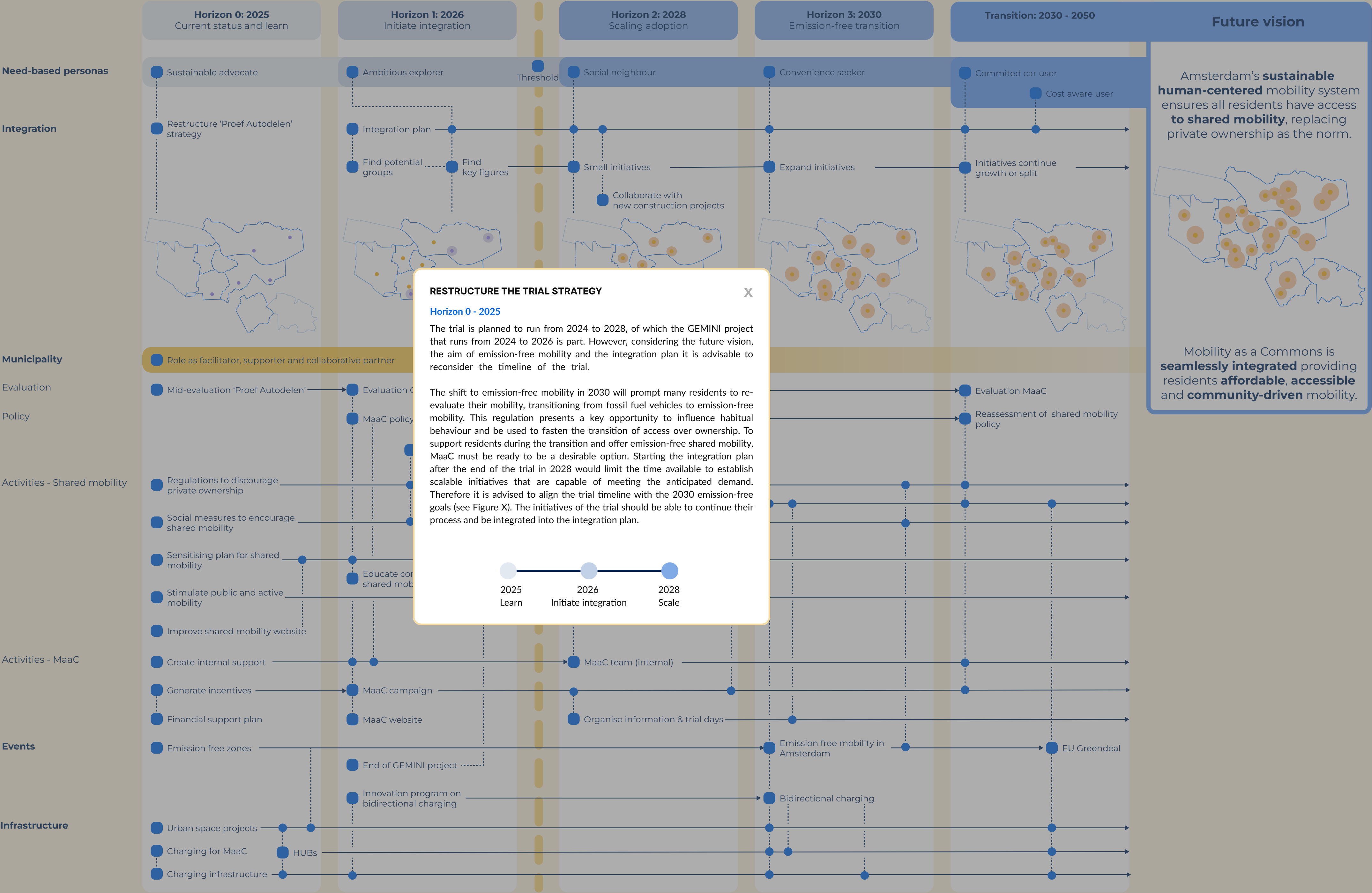
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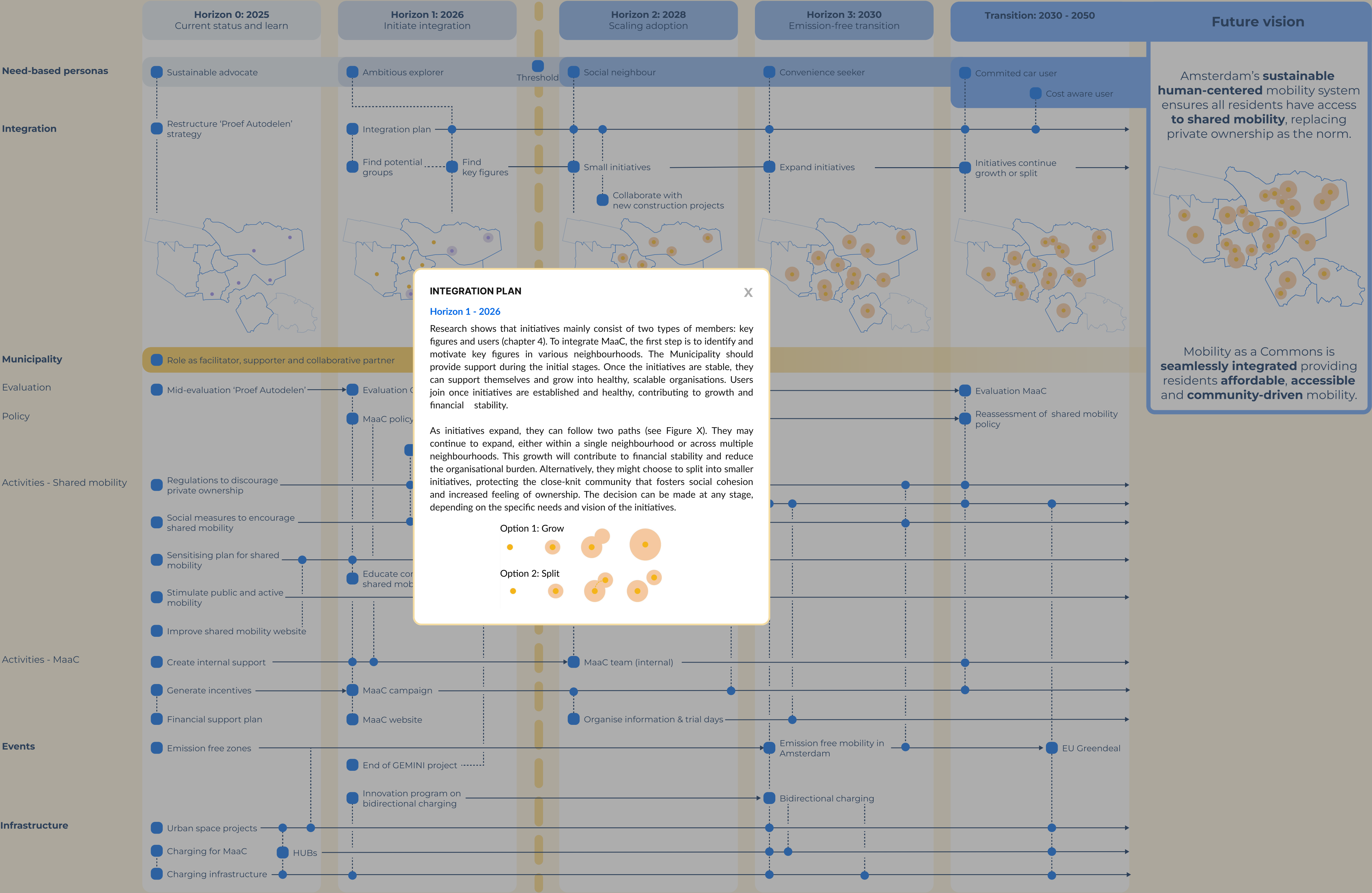
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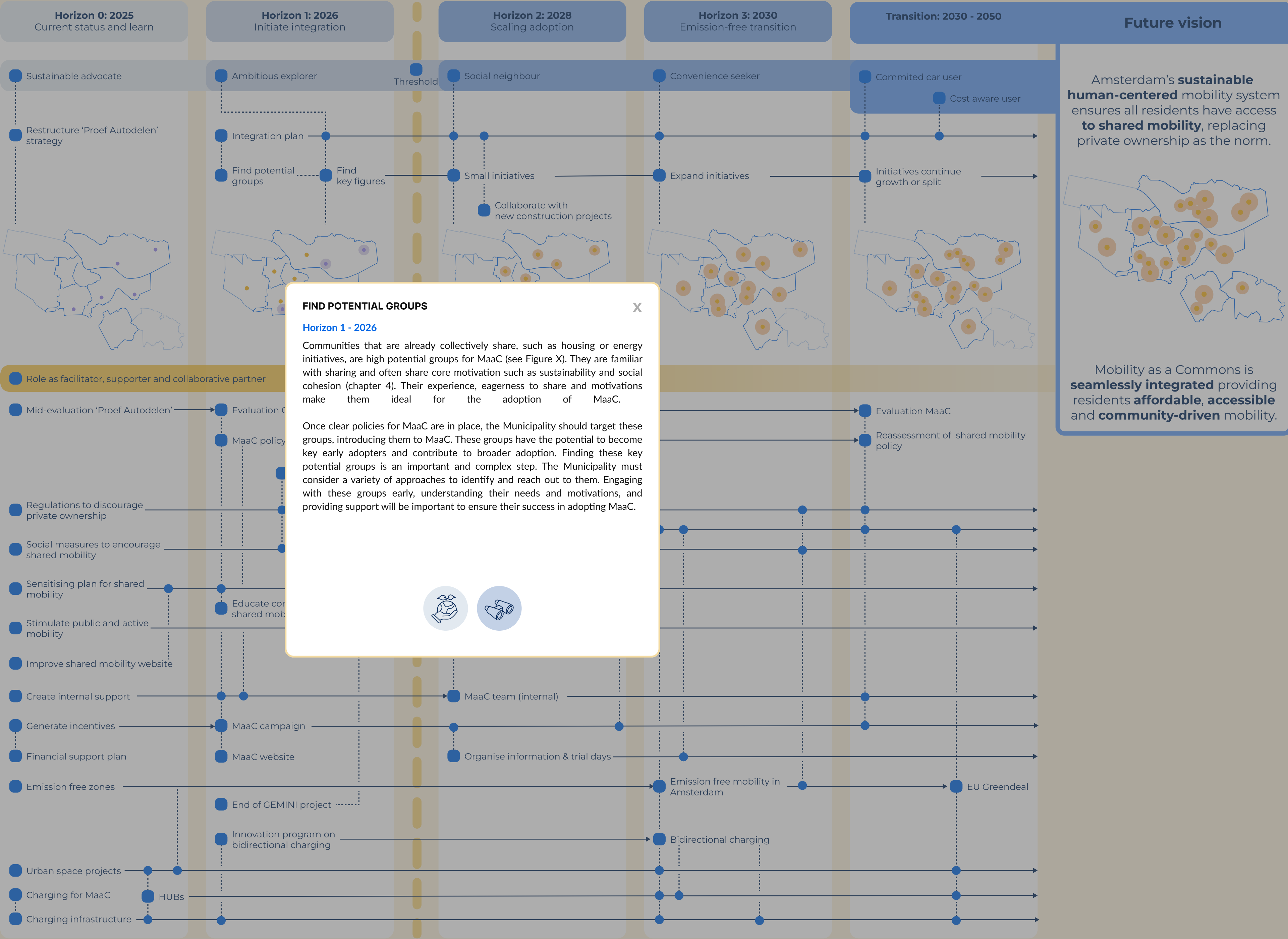
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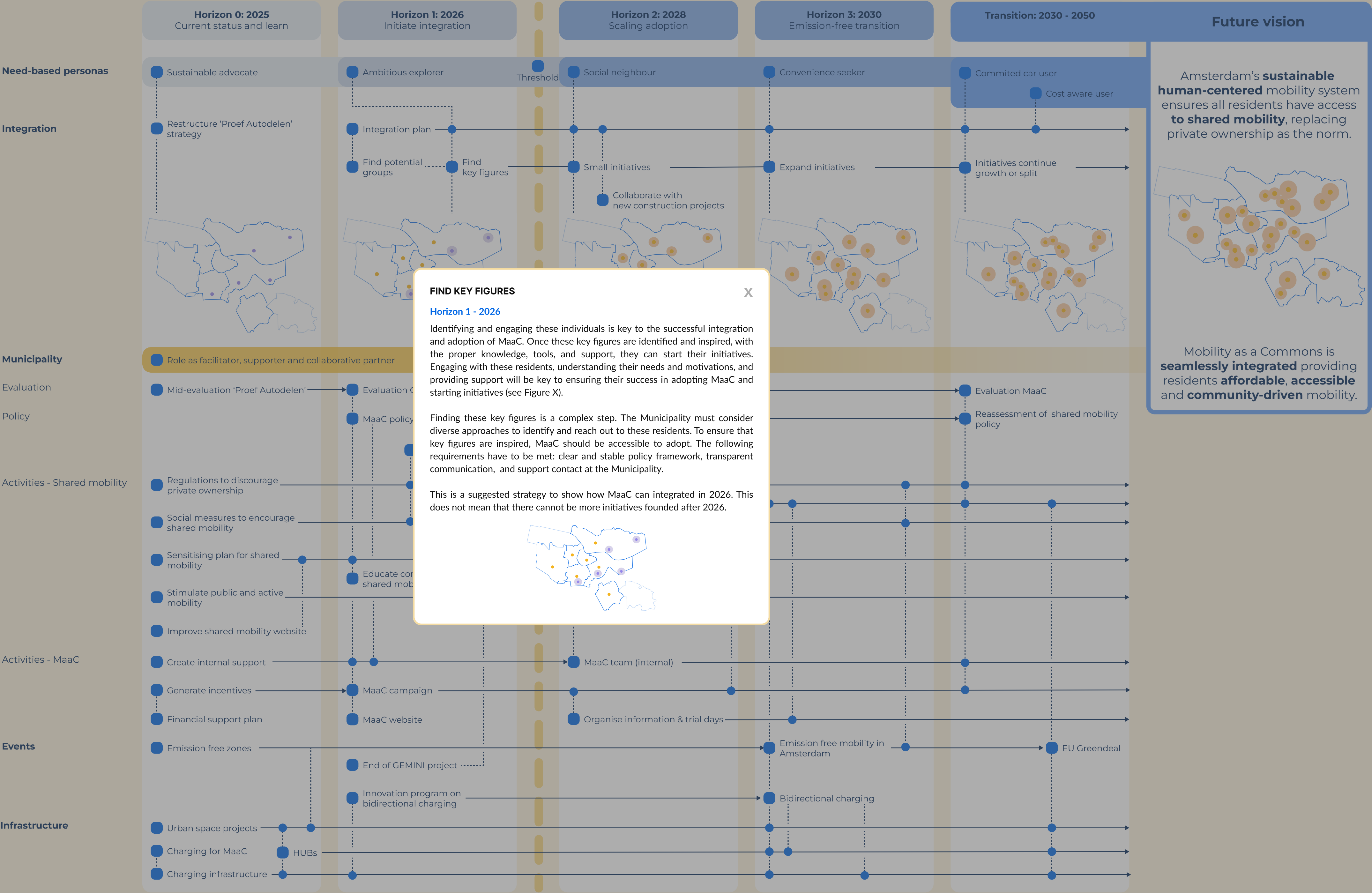
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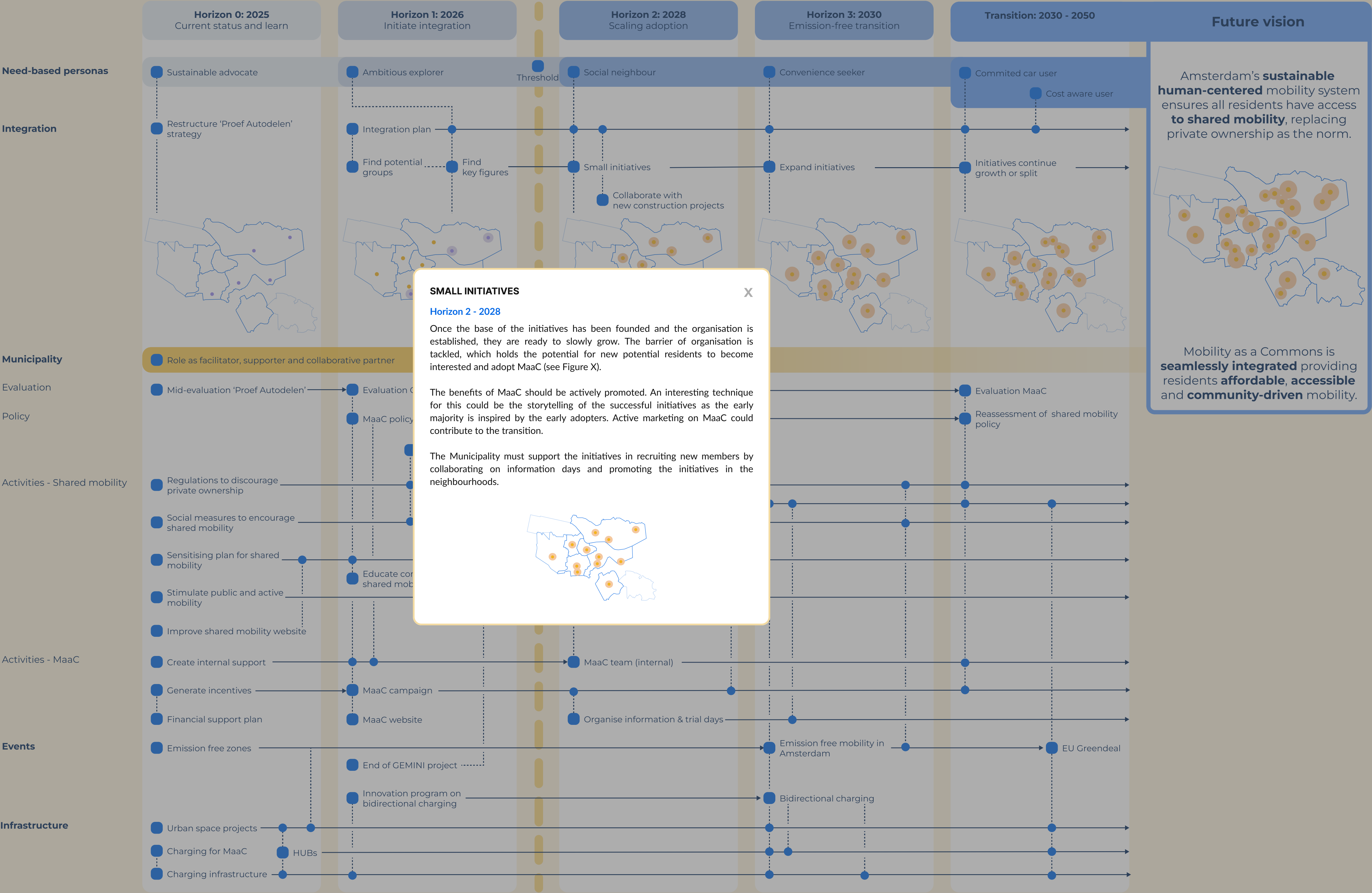
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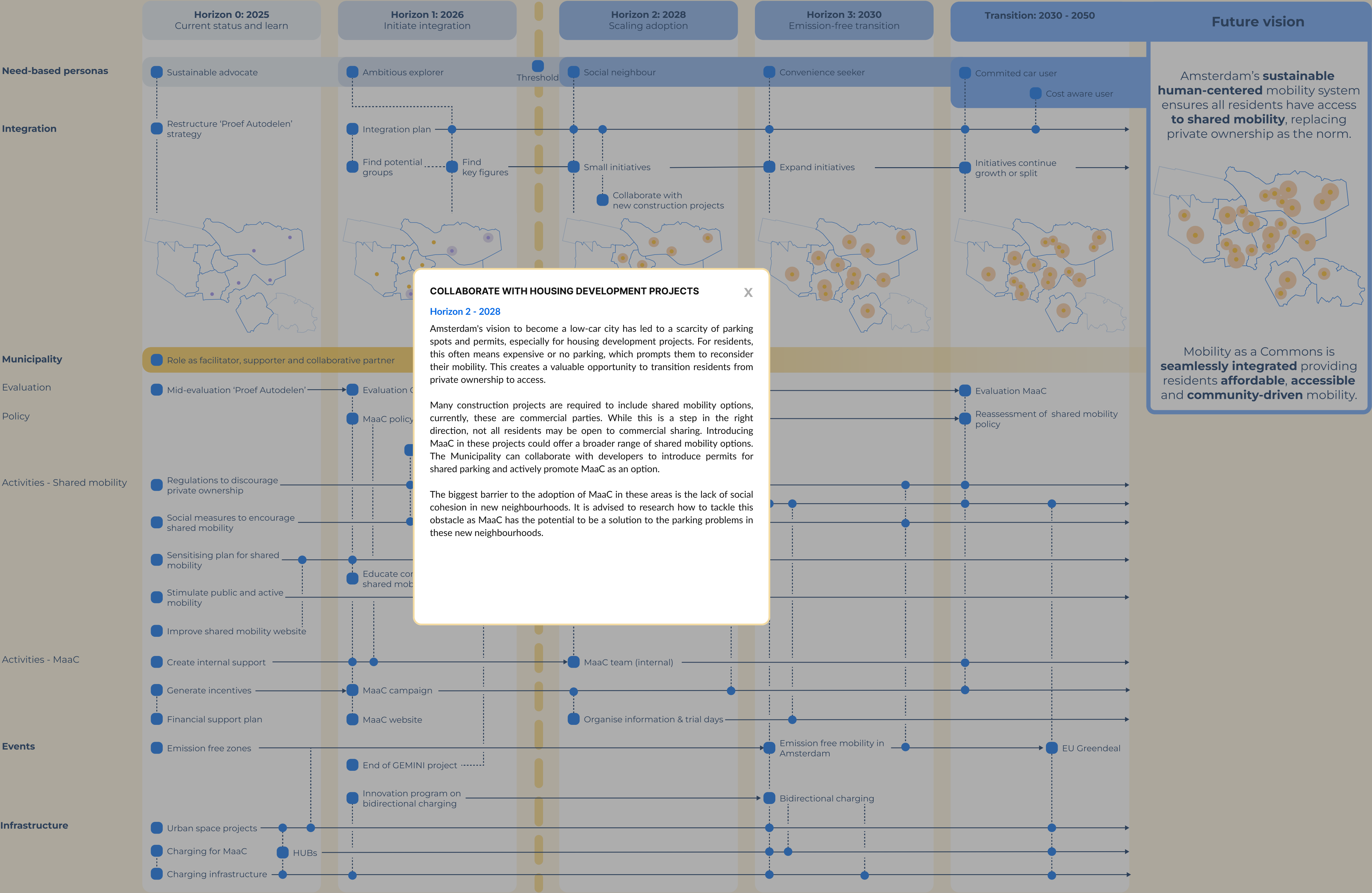
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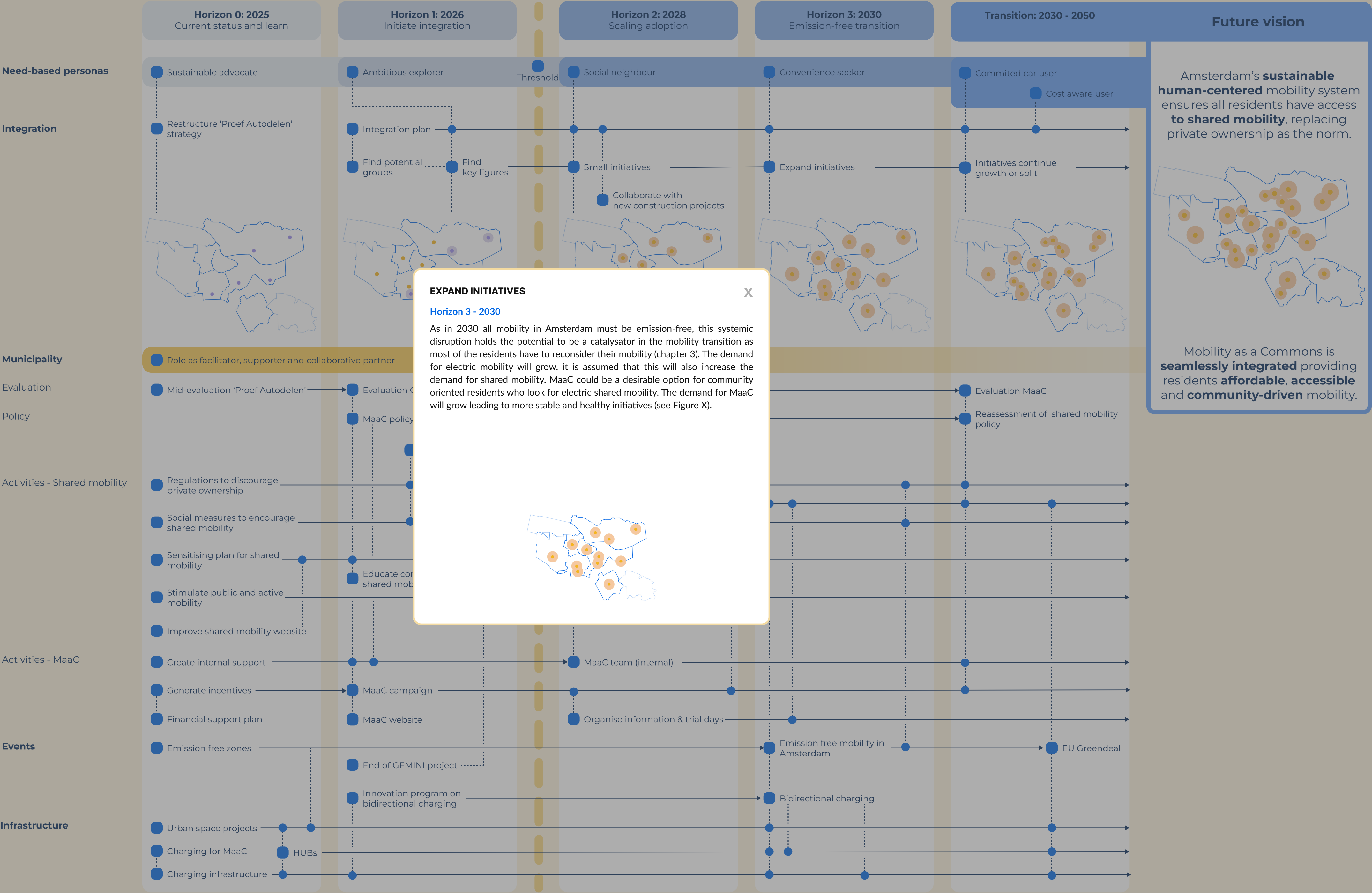
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Amsterdam's **sustainable human-centered** mobility system ensures all residents have access **to shared mobility**, replacing private ownership as the norm.

Mobility as a Commons is **seamlessly integrated** providing residents **affordable, accessible** and **community-driven** mobility.

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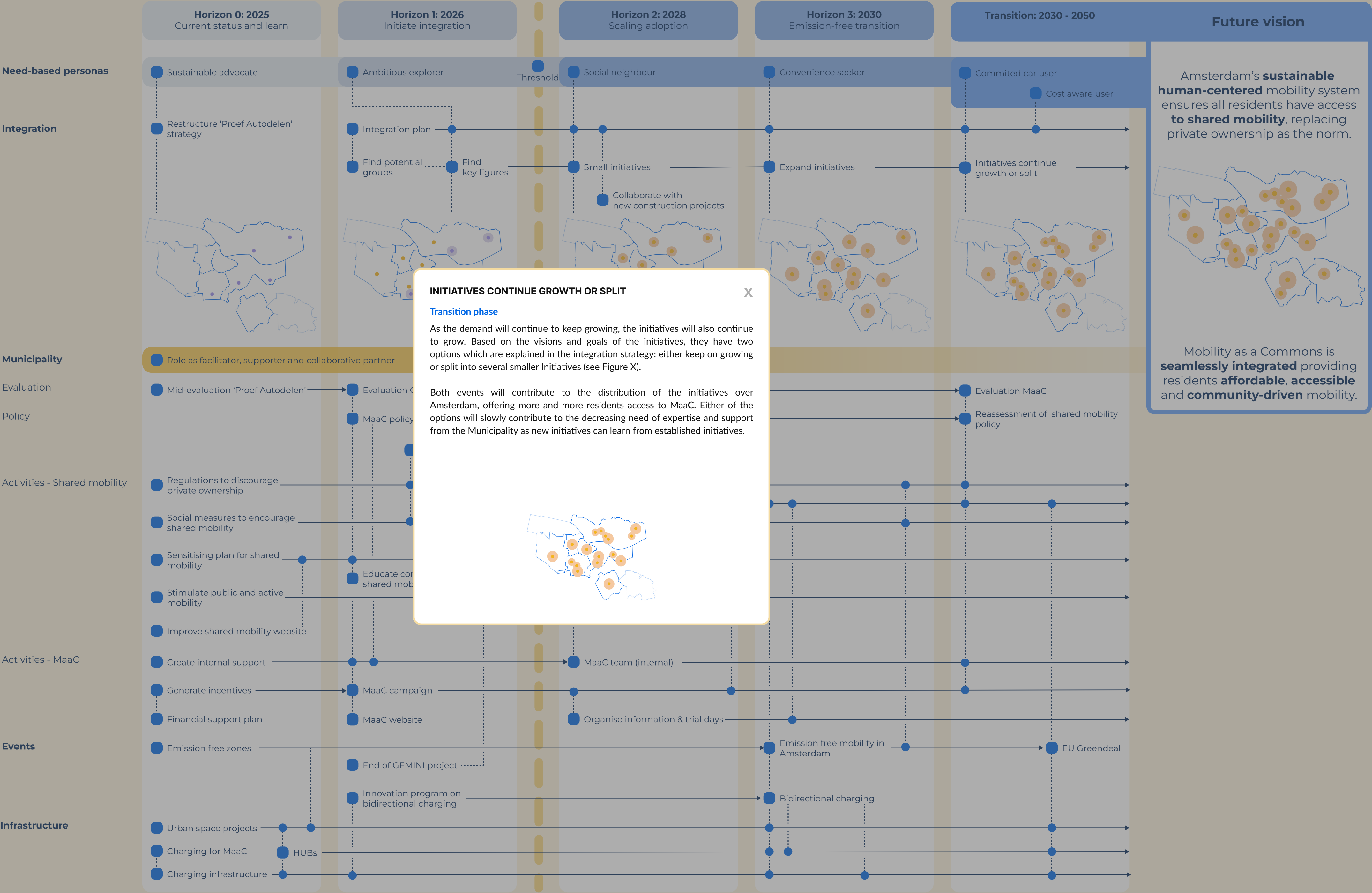
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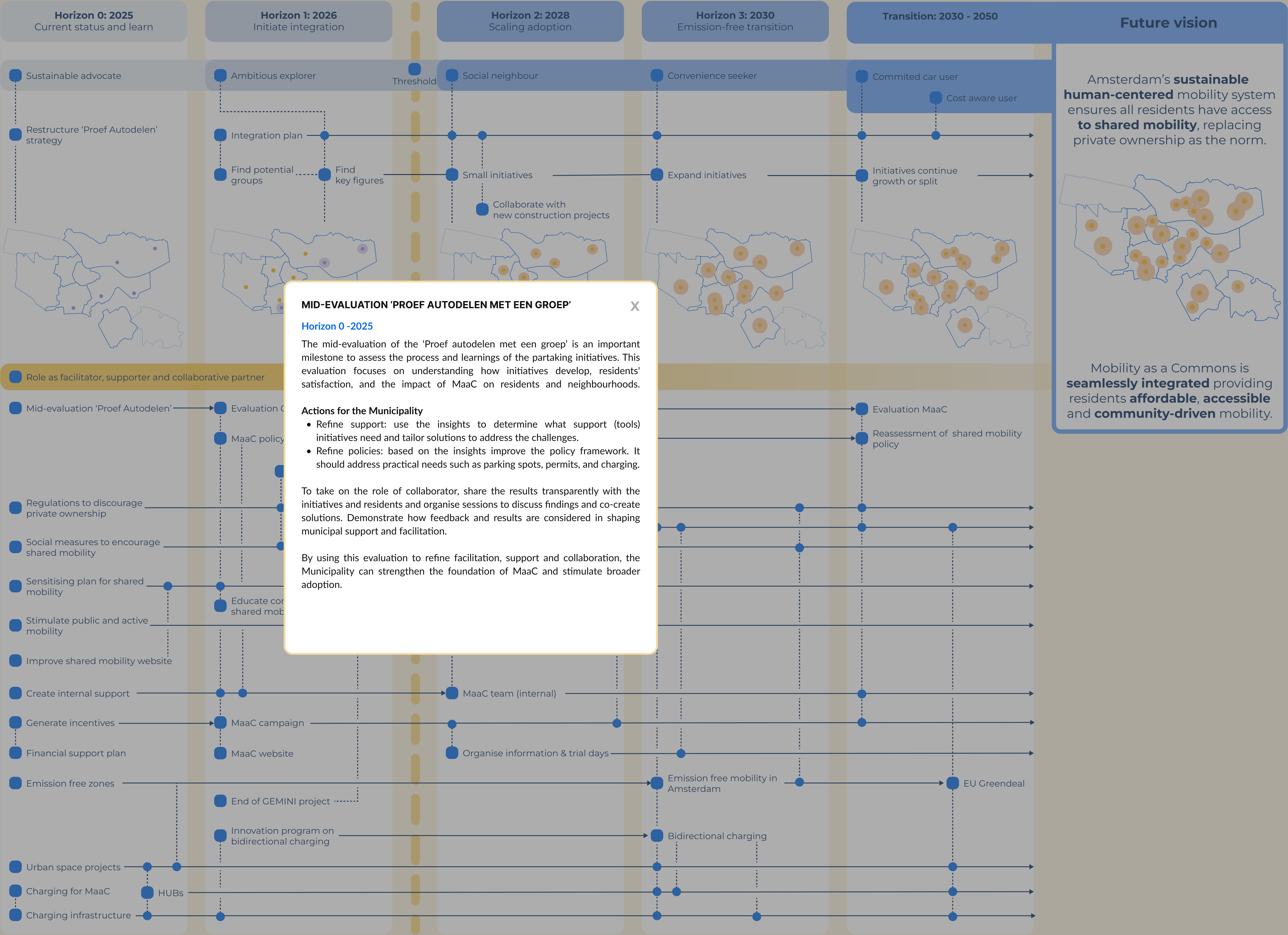
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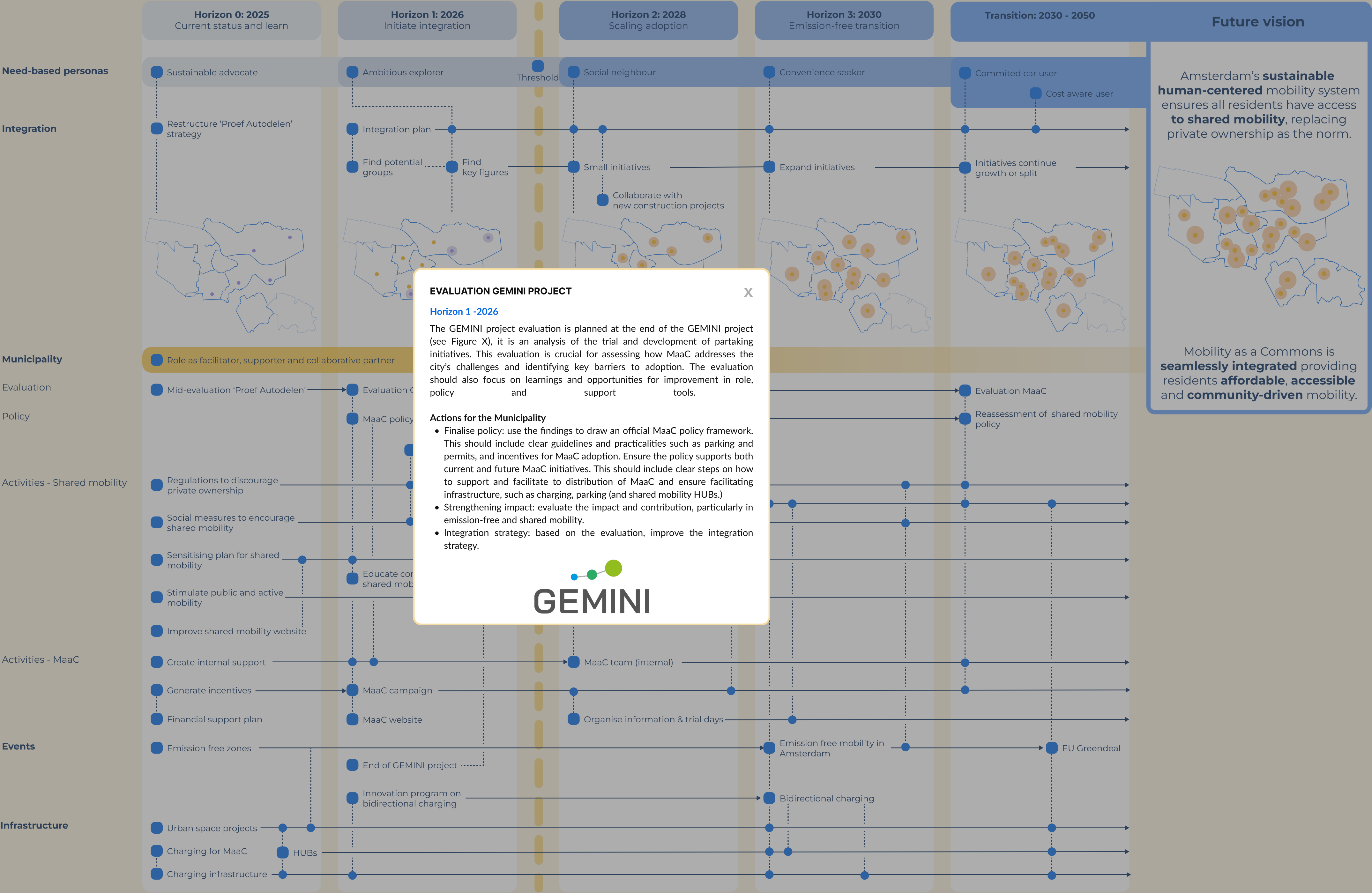
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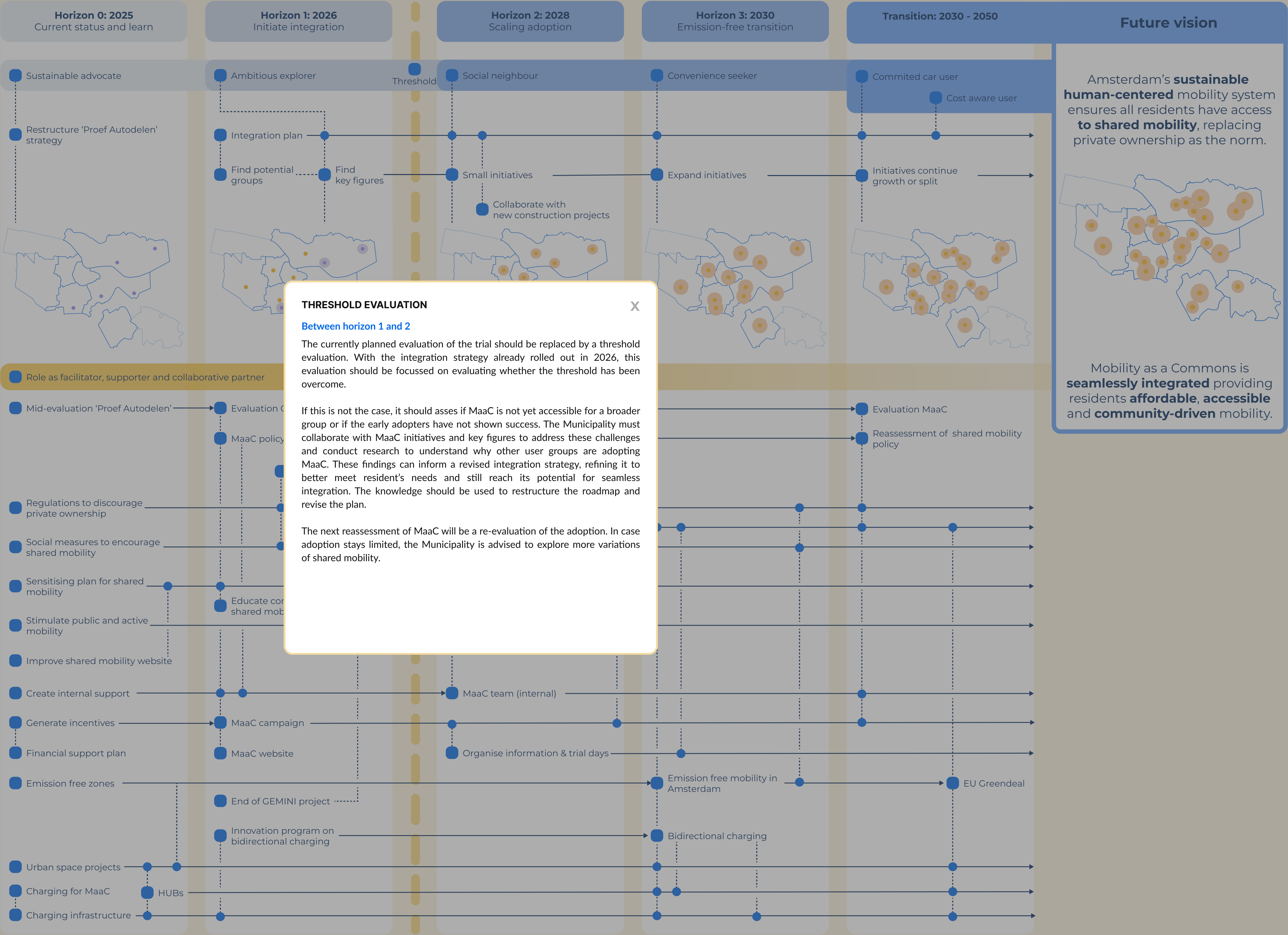
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THRESHOLD EVALUATION

Between horizon 1 and 2

The currently planned evaluation of the trial should be replaced by a threshold evaluation. With the integration strategy already rolled out in 2026, this evaluation should be focussed on evaluating whether the threshold has been overcome.

If this is not the case, it should asses if MaaC is not yet accessible for a broader group or if the early adopters have not shown success. The Municipality must collaborate with MaaC initiatives and key figures to address these challenges and conduct research to understand why other user groups are adopting MaaC. These findings can inform a revised integration strategy, refining it to better meet resident's needs and still reach its potential for seamless integration. The knowledge should be used to restructure the roadmap and revise the plan.

The next reassessment of MaaC will be a re-evaluation of the adoption. In case adoption stays limited, the Municipality is advised to explore more variations of shared mobility.

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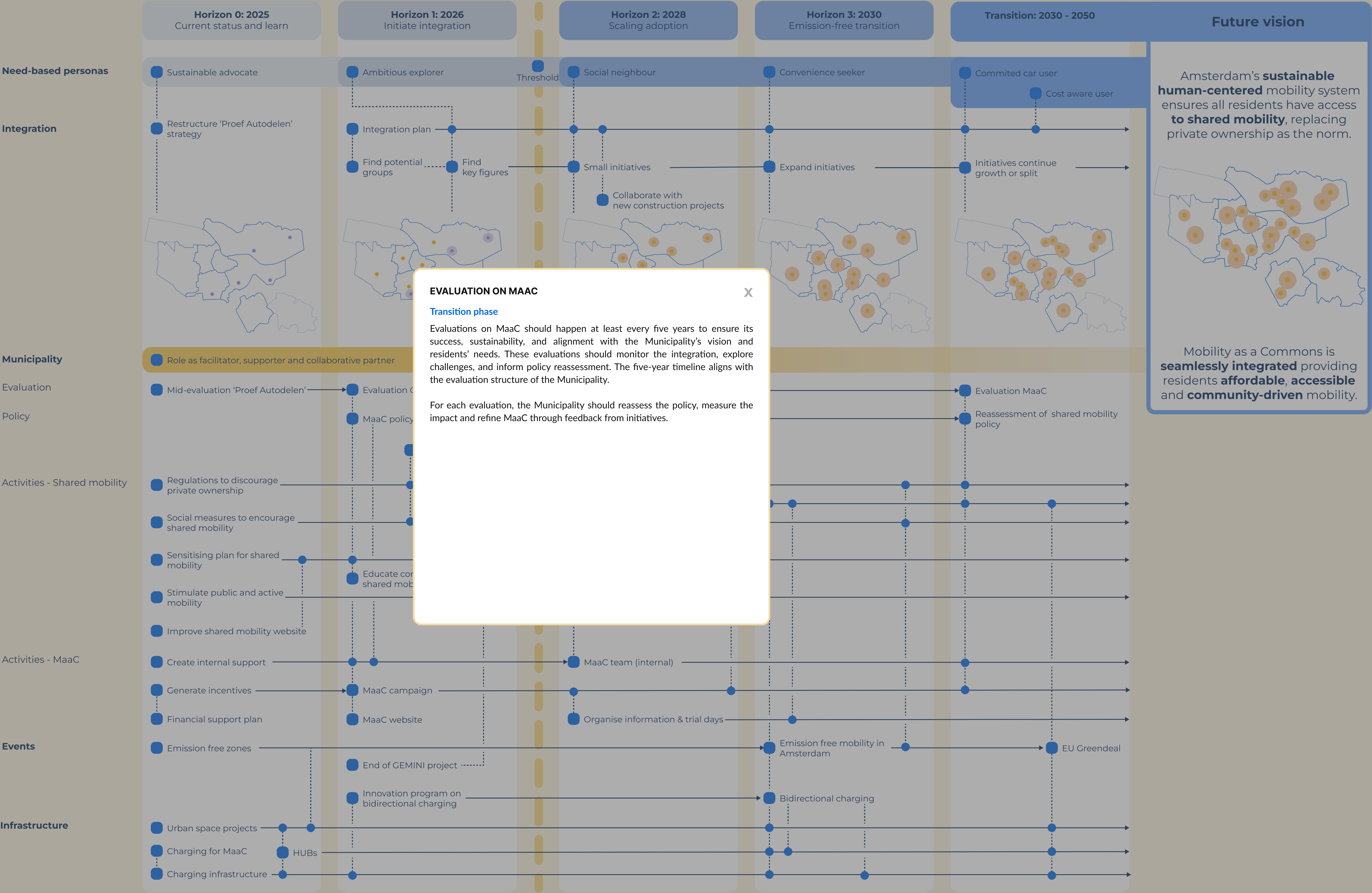
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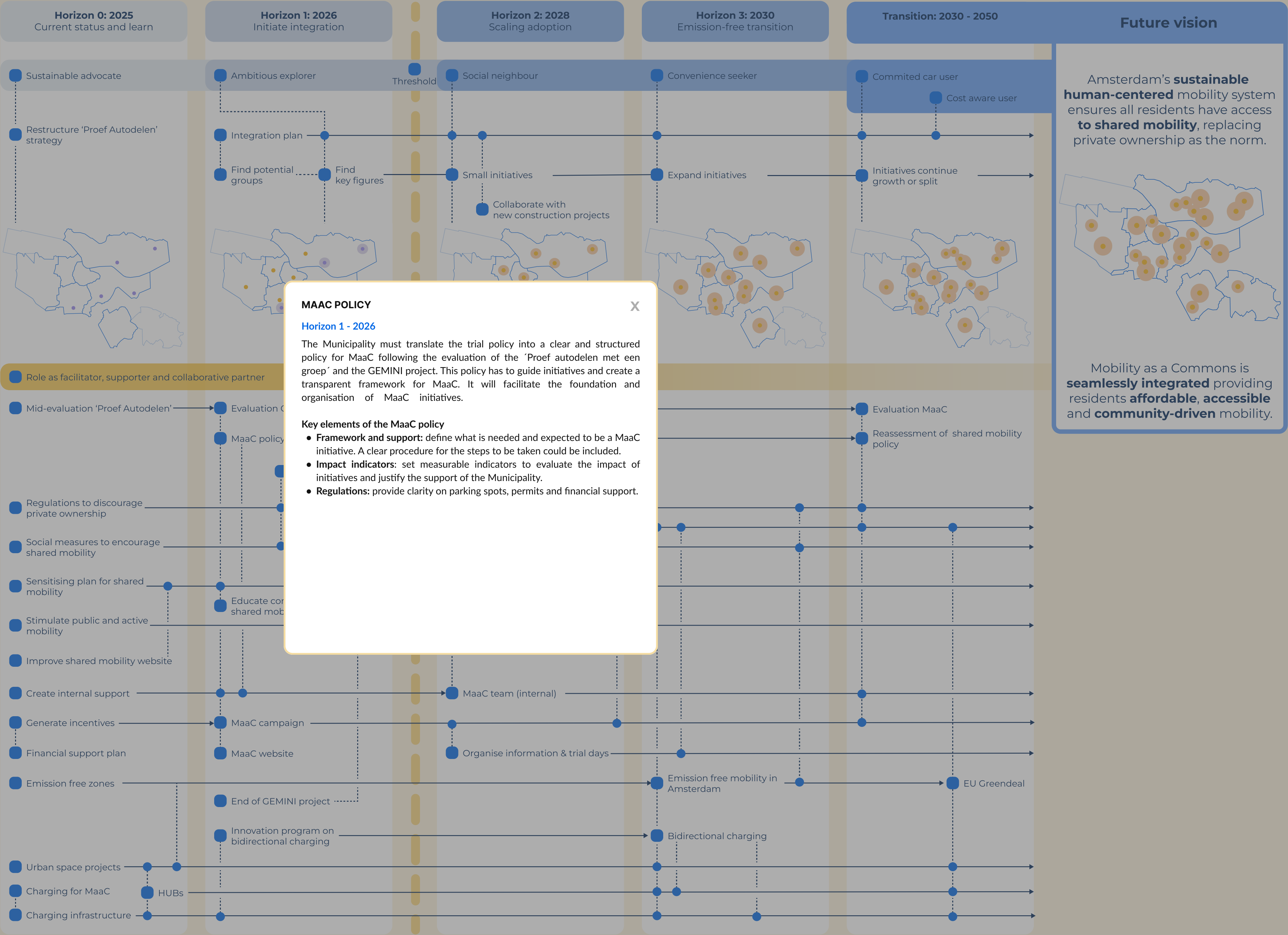
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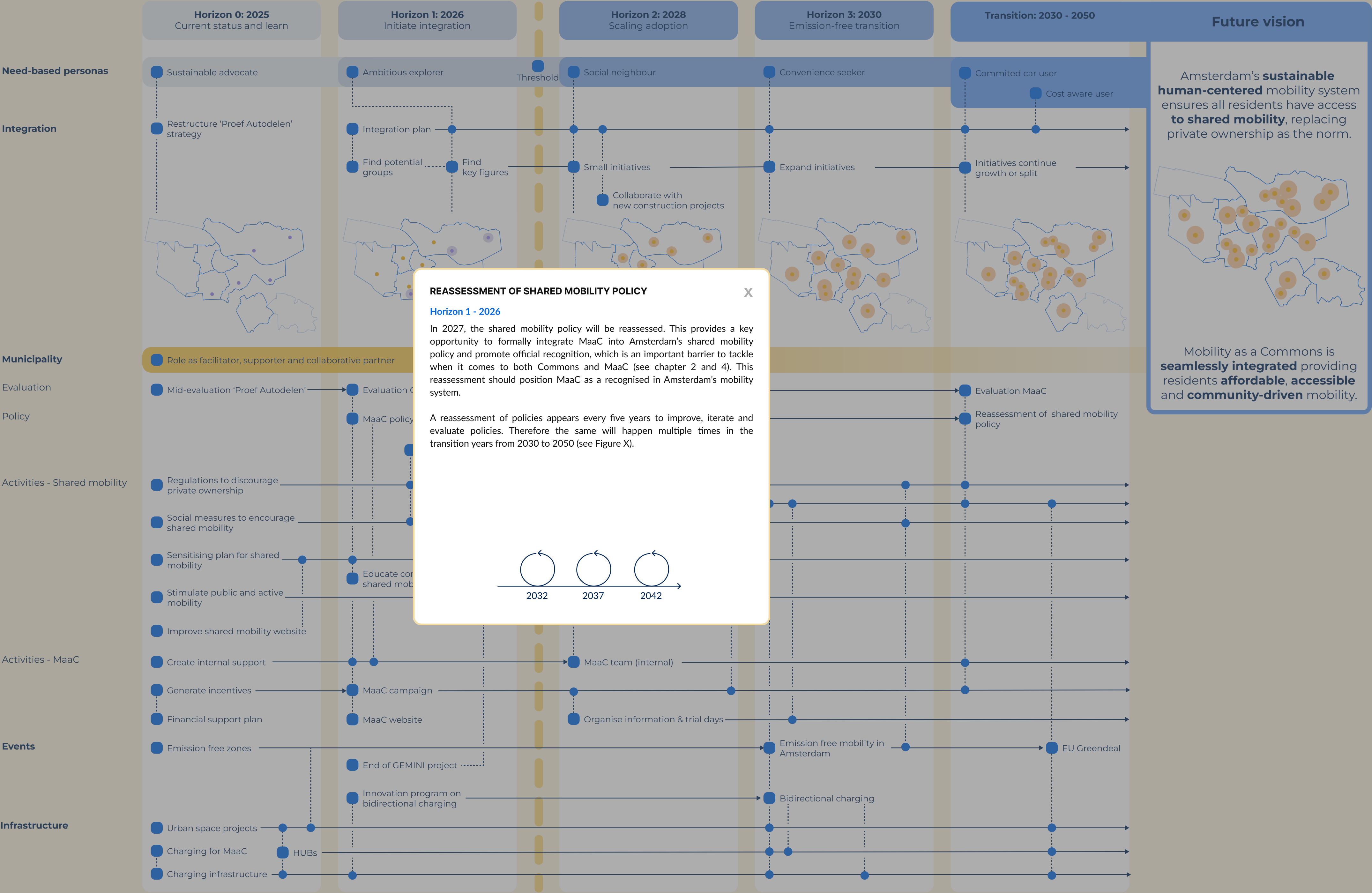
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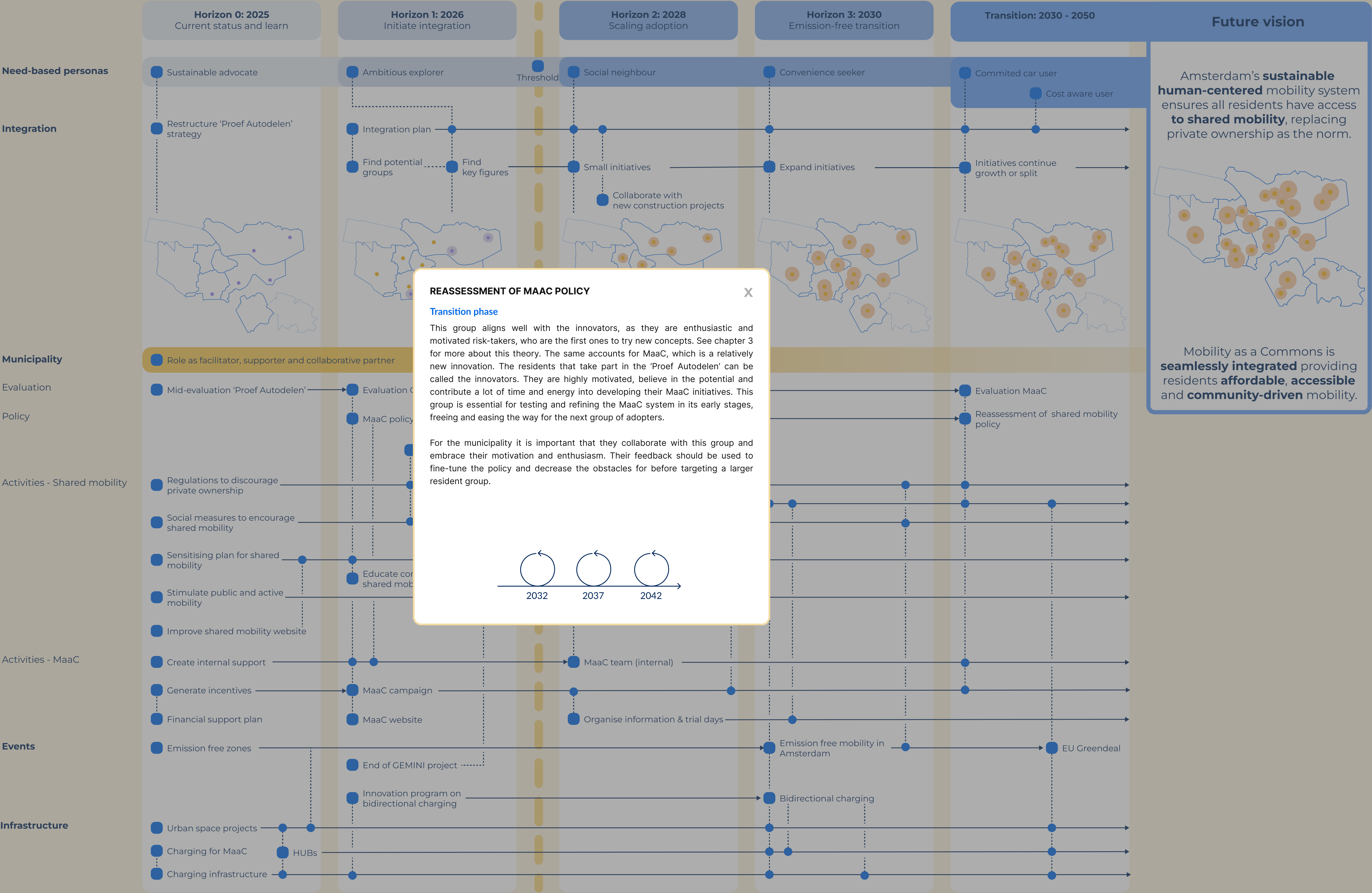
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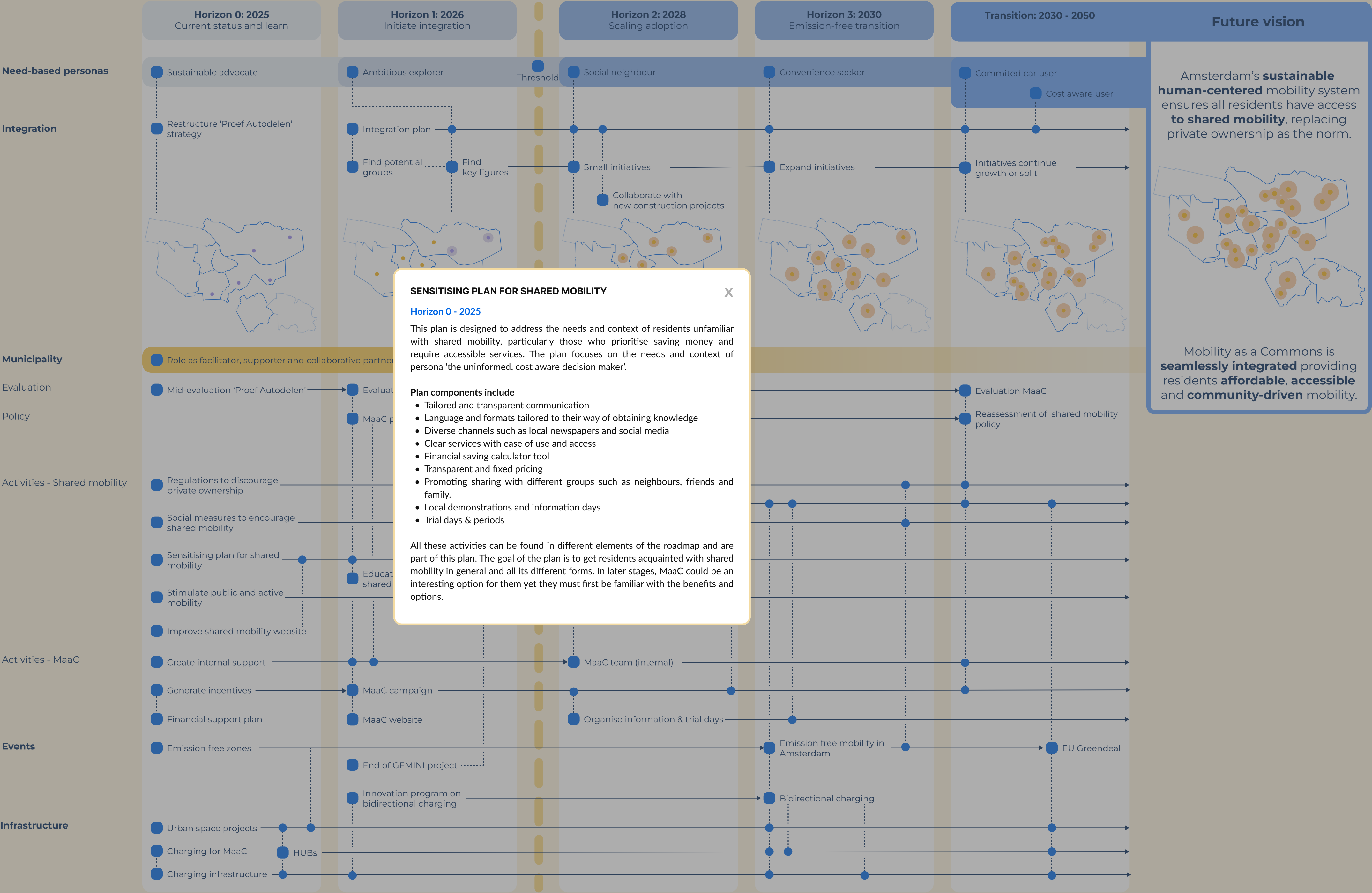
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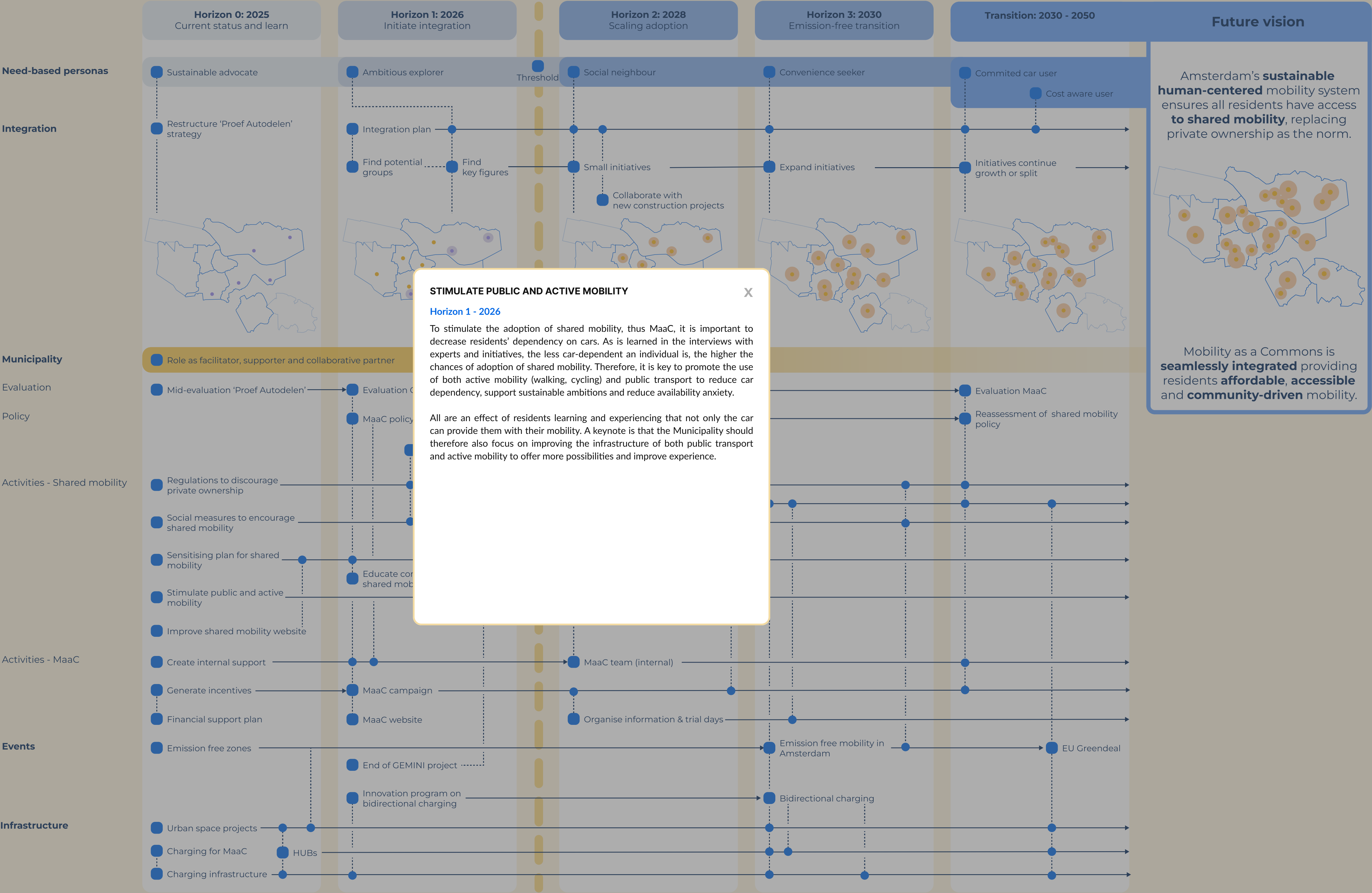
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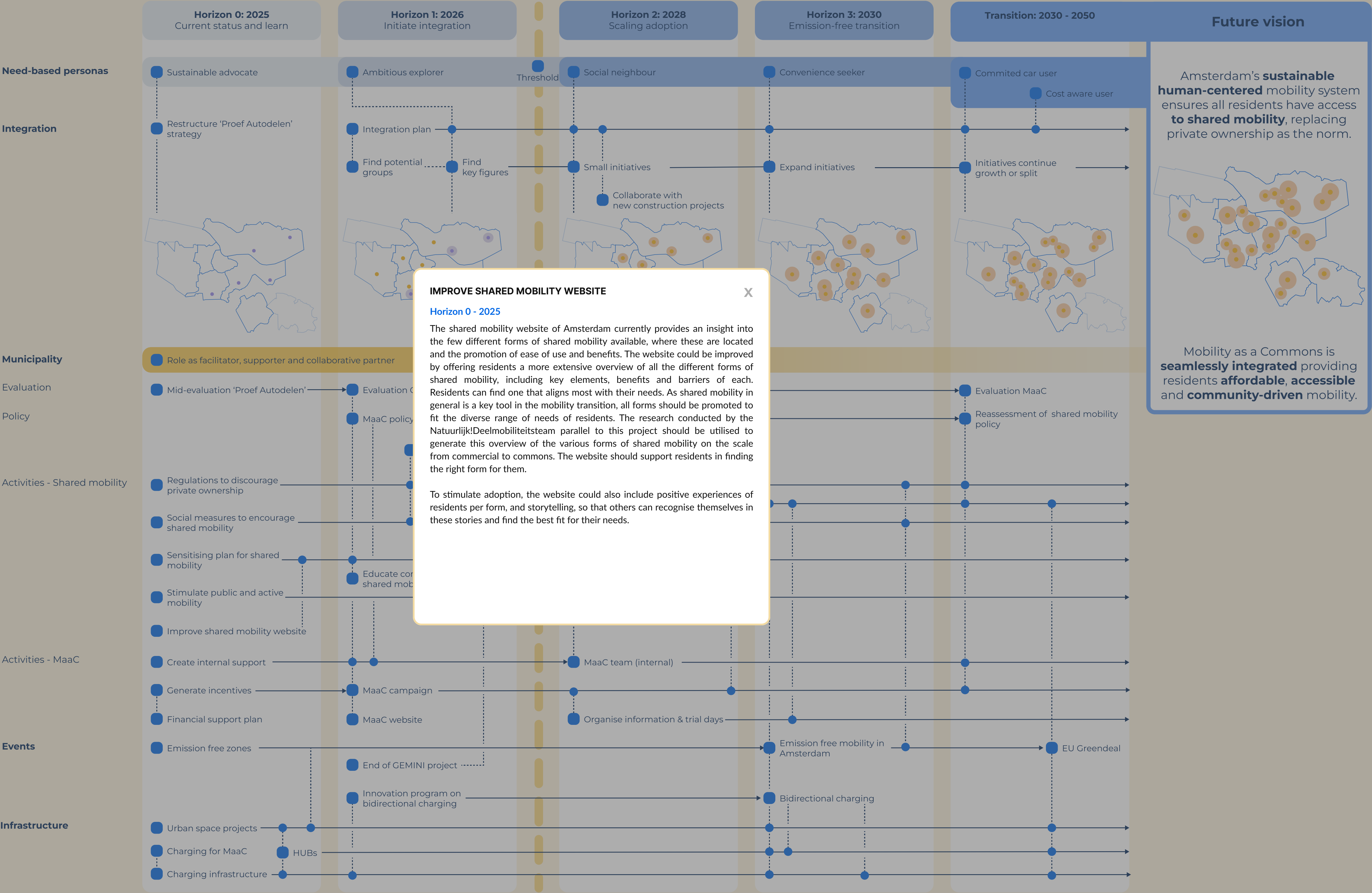
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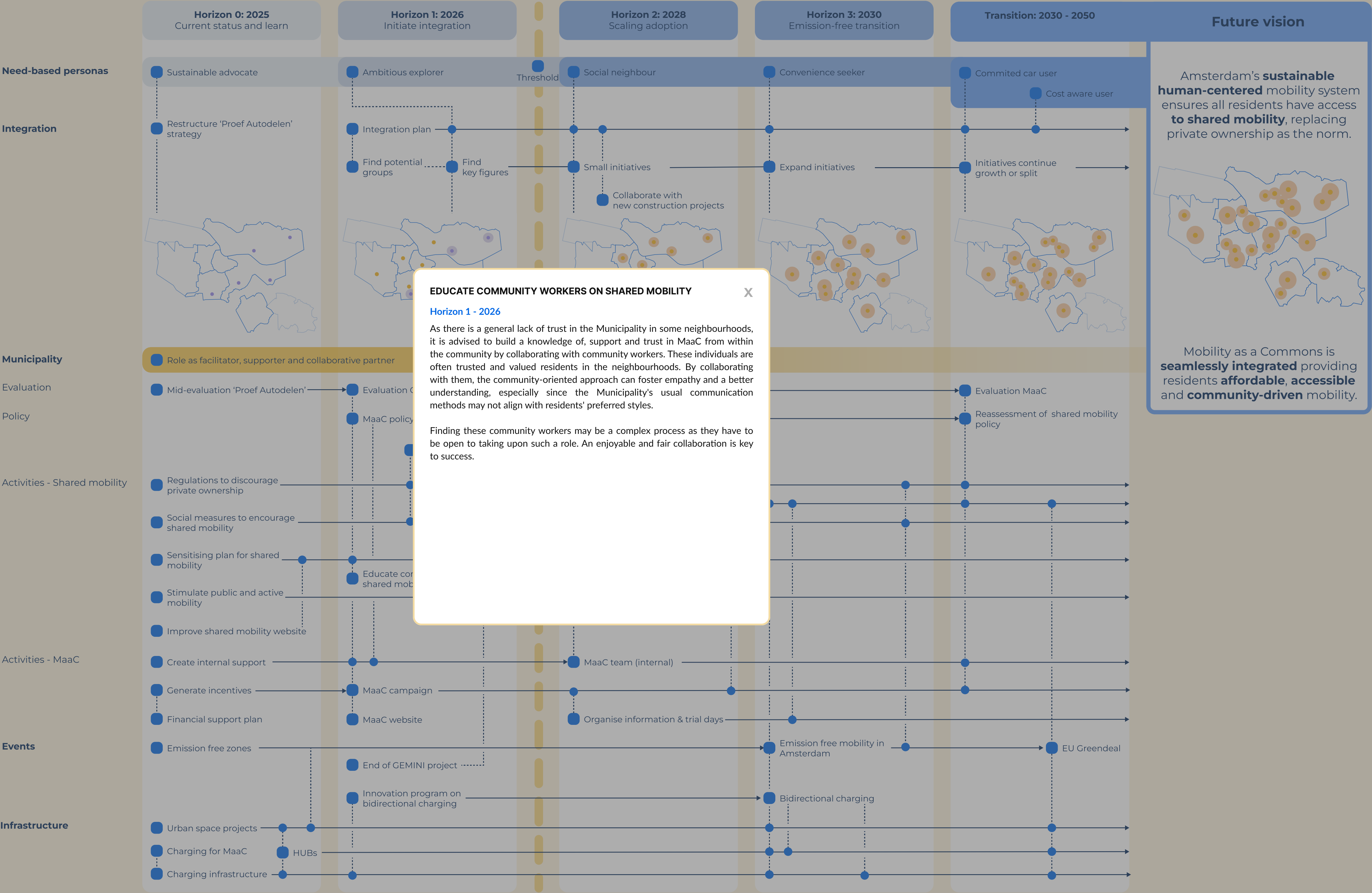
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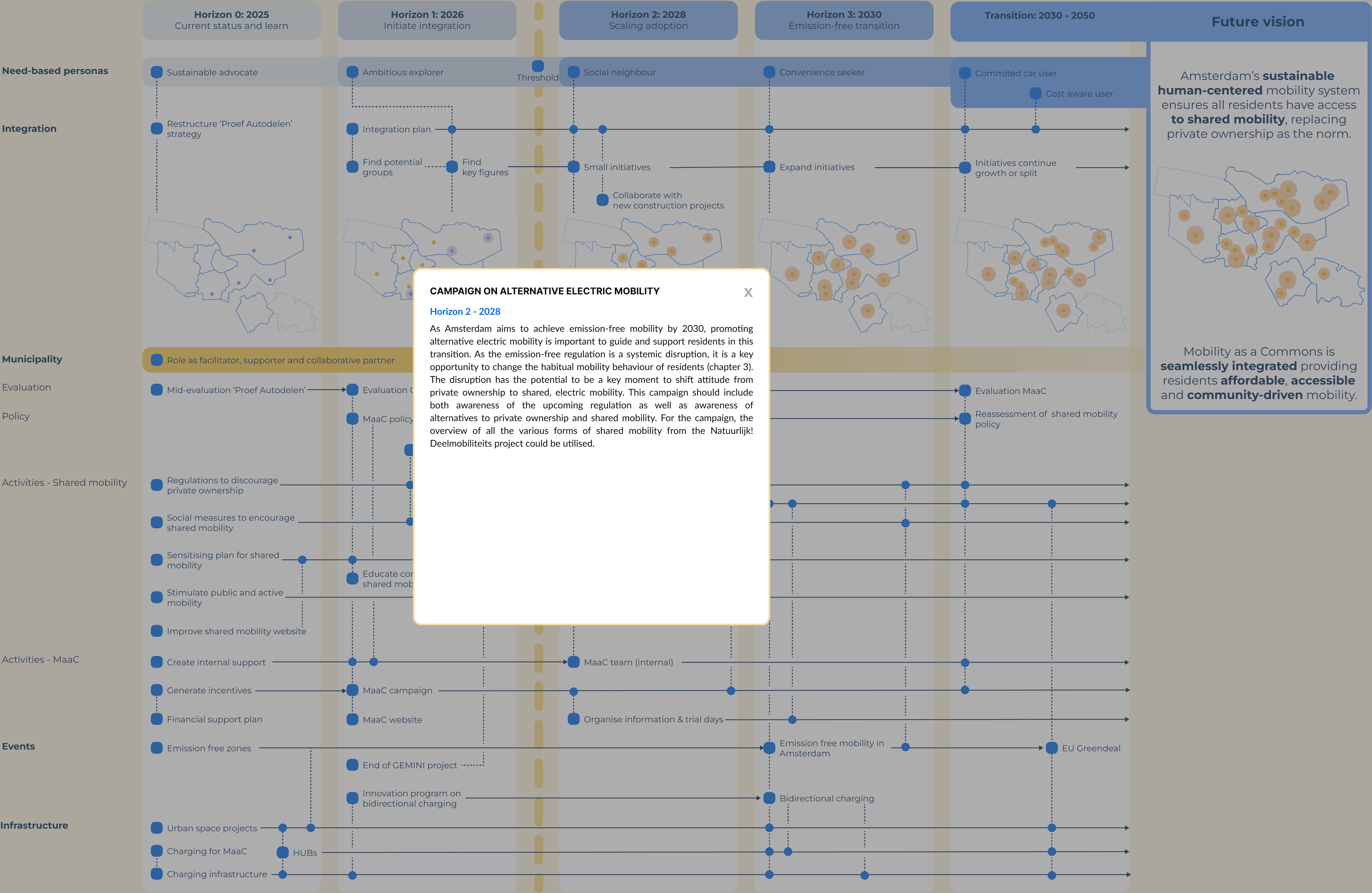
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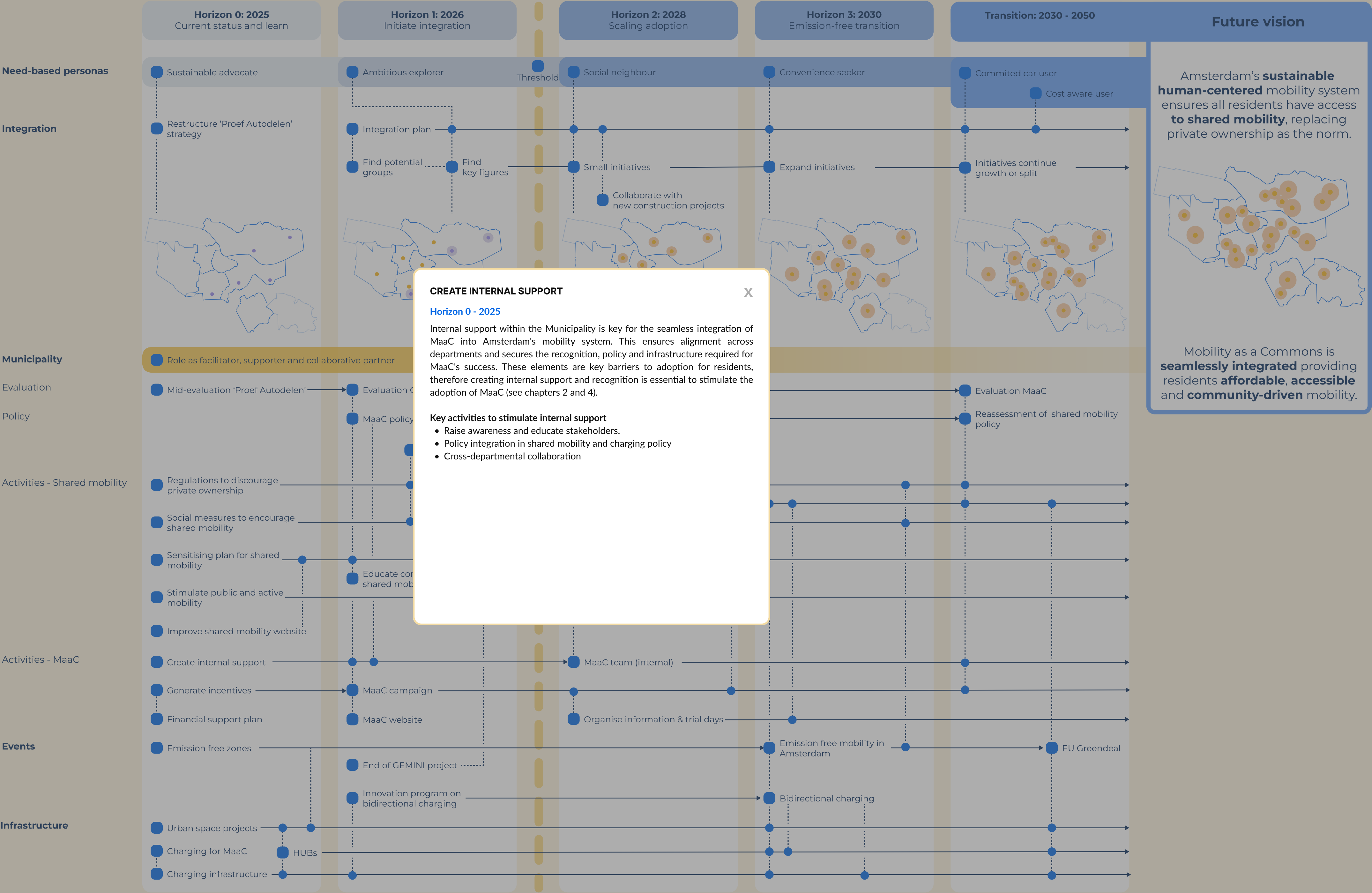
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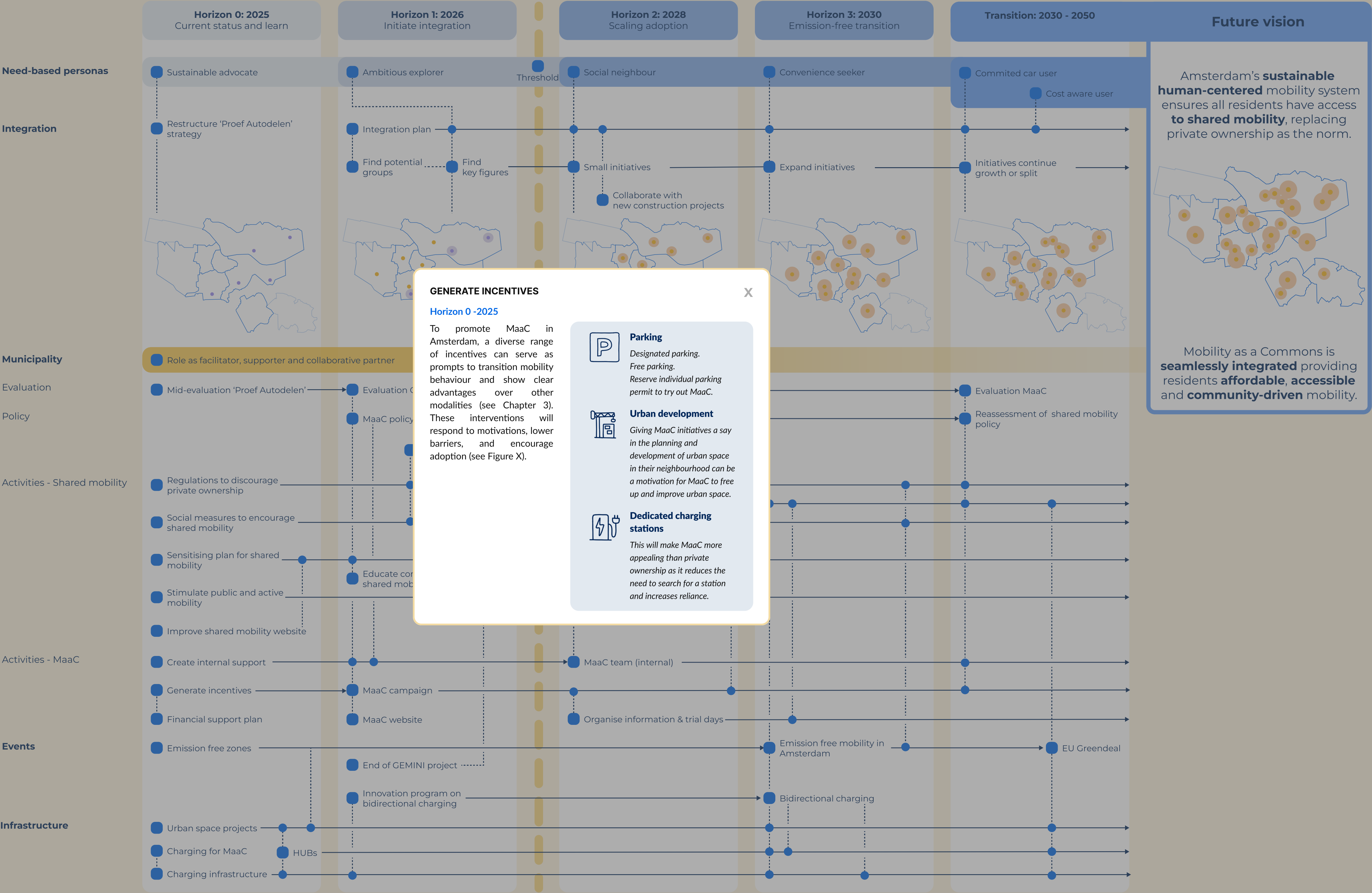
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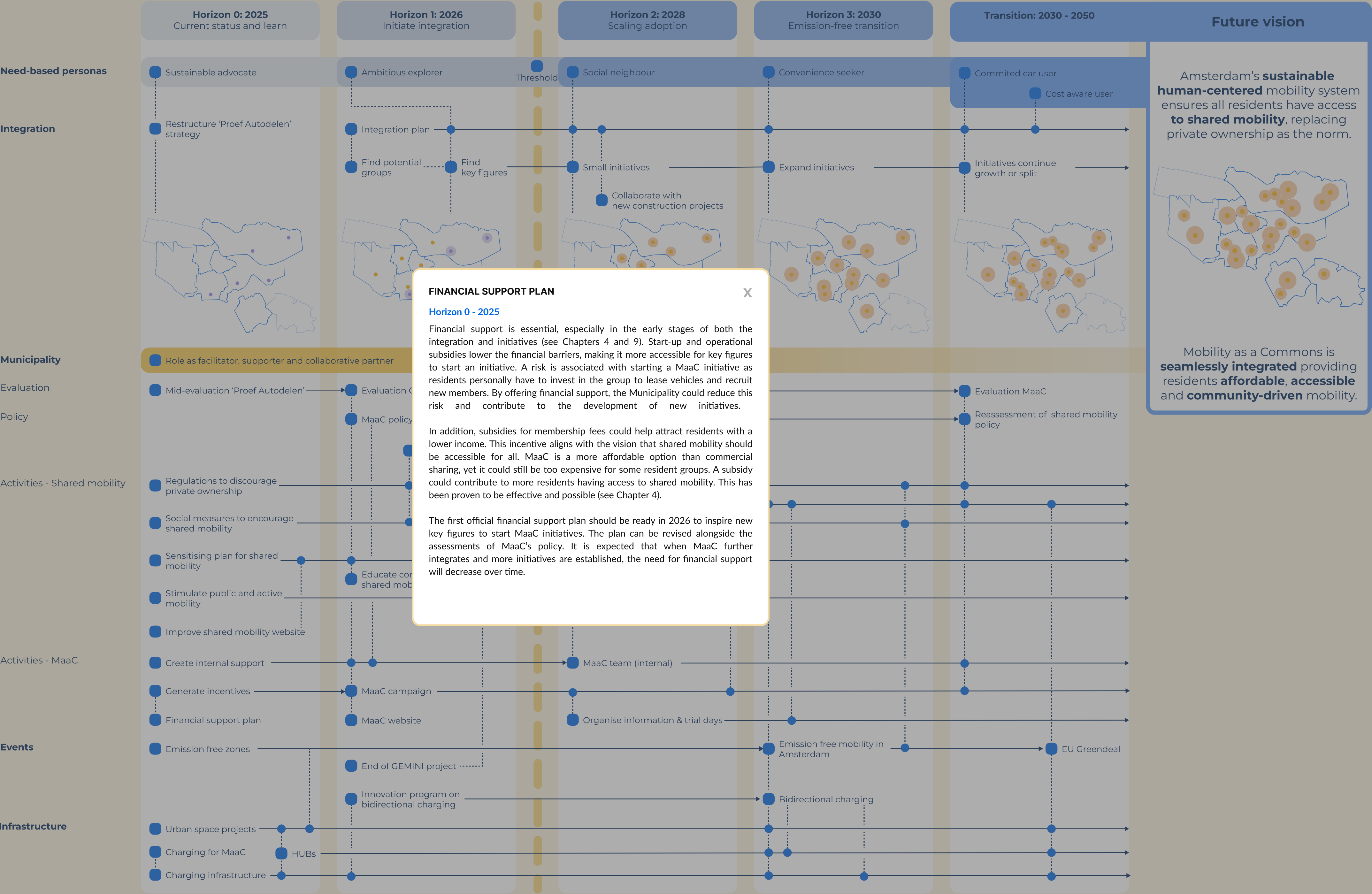
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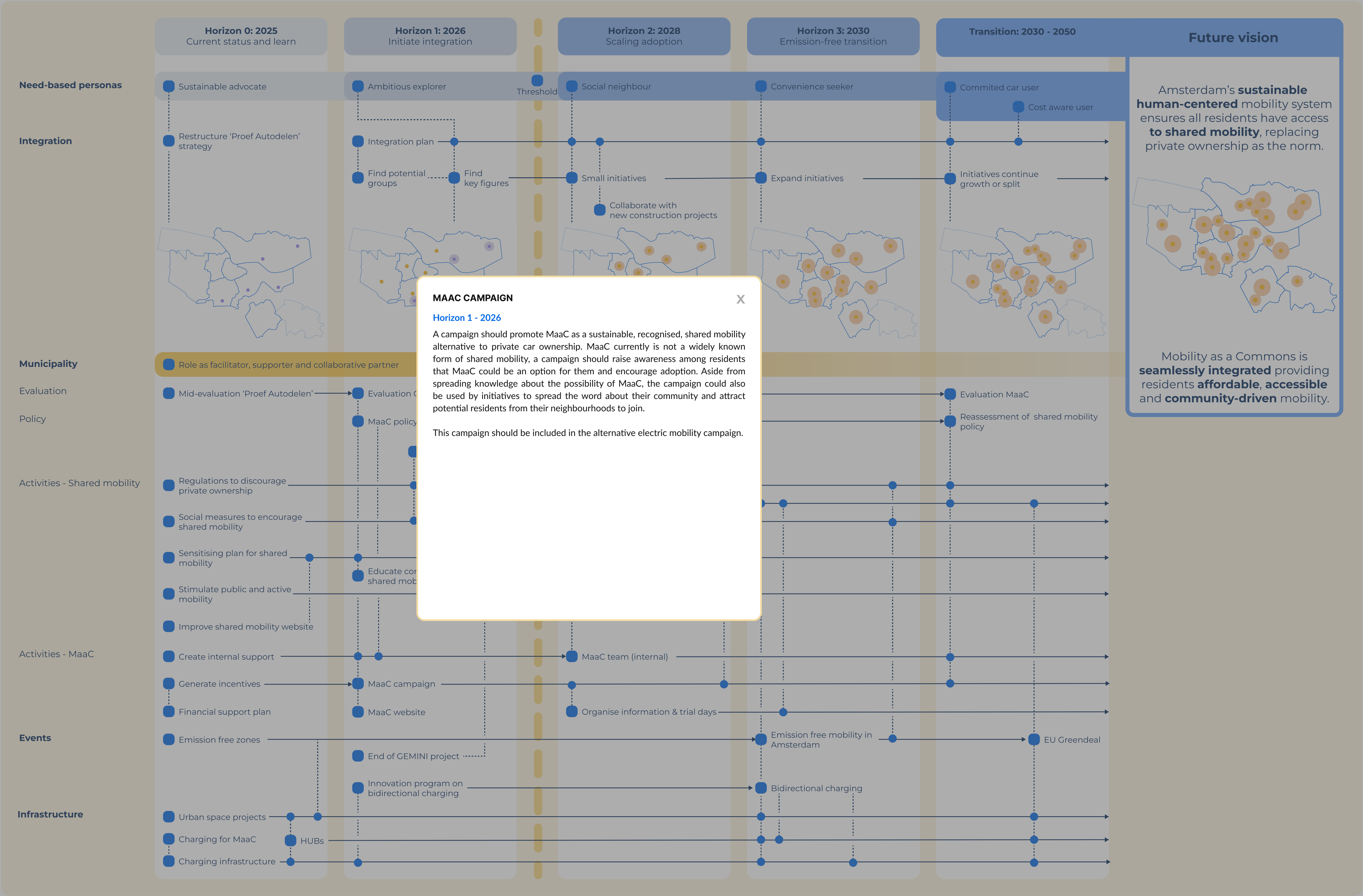
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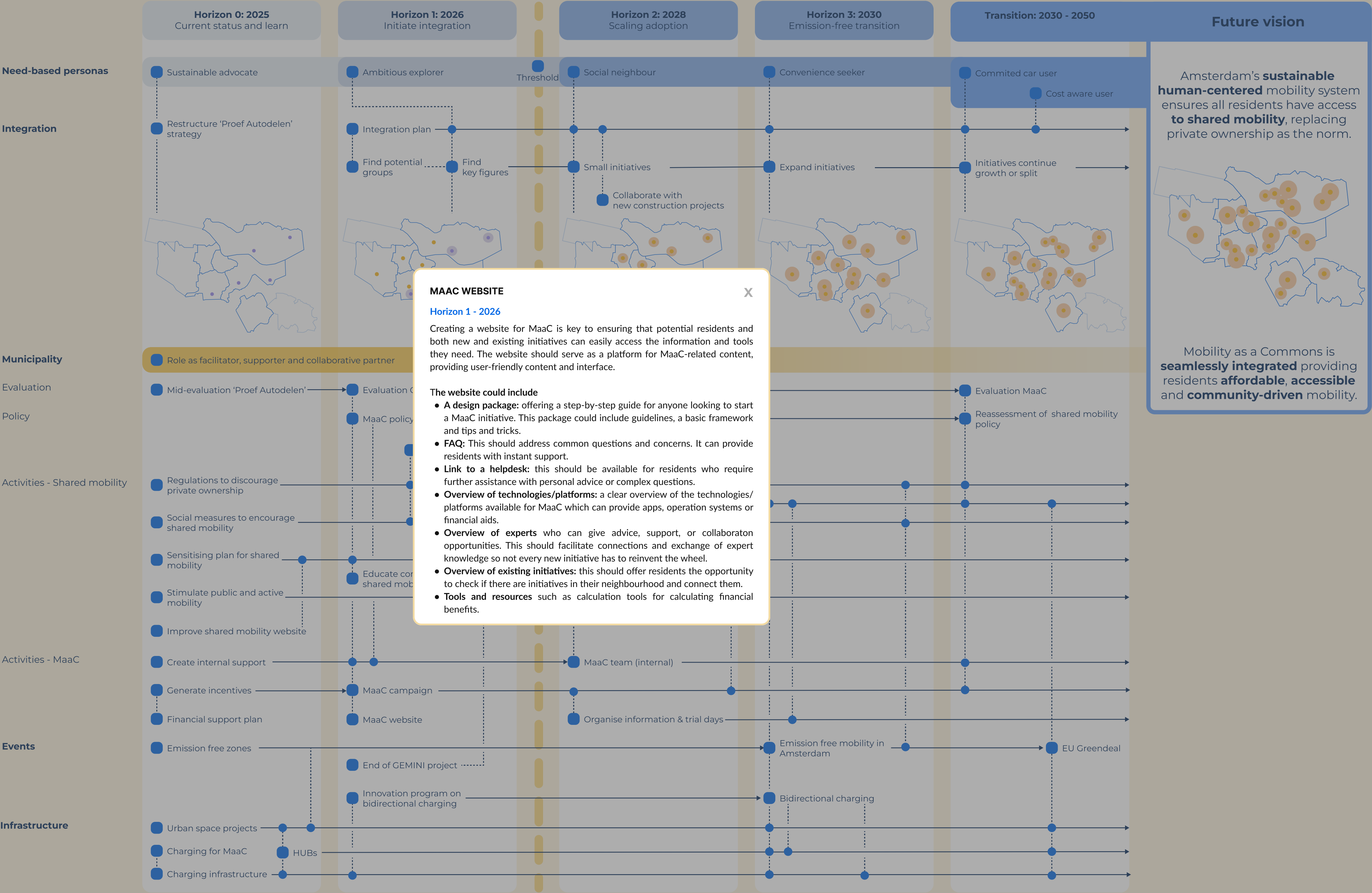
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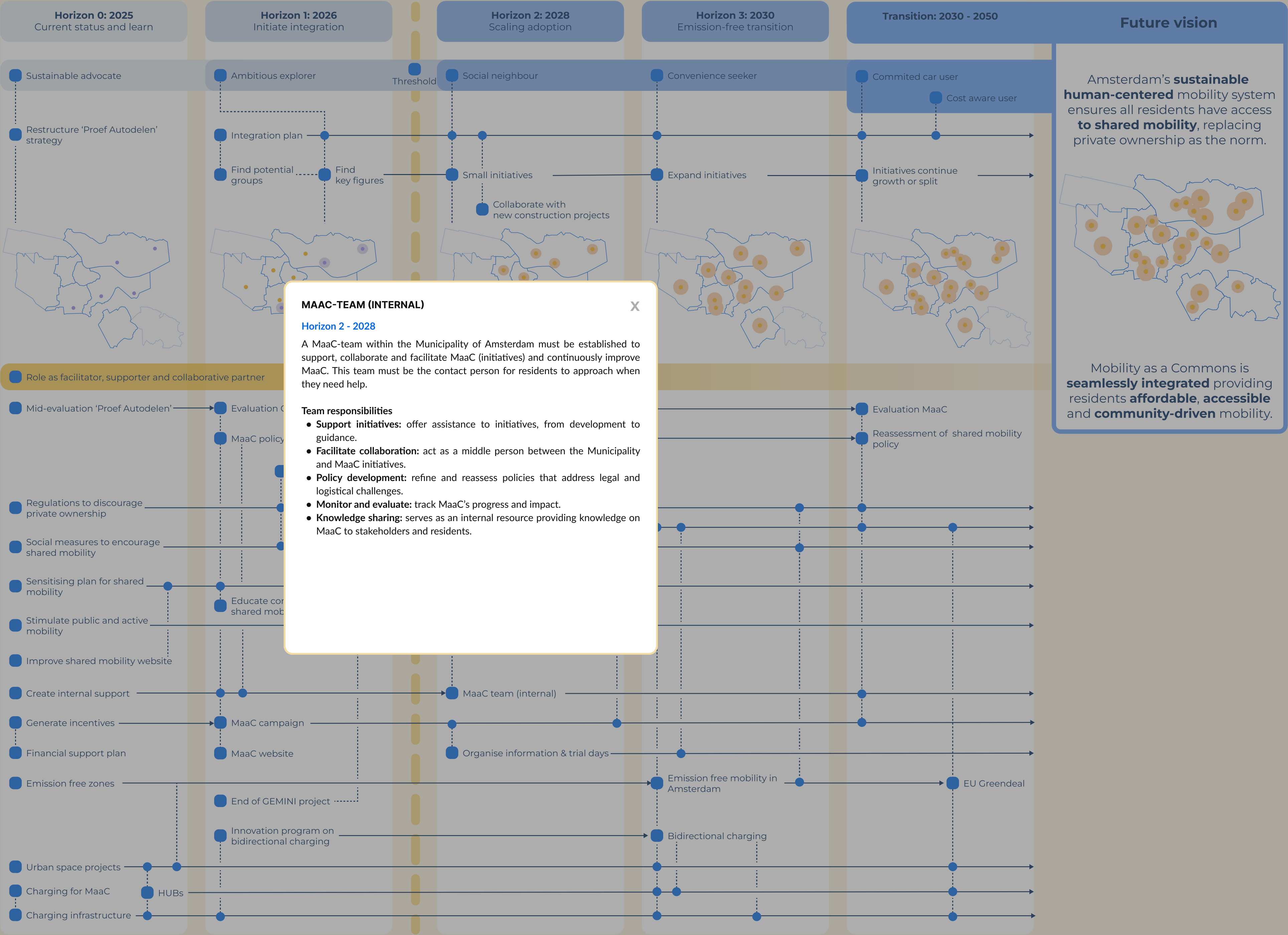
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Diederik Basta



Towards a broader user adoption of MaaC in Amsterdam

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Diffusion of innovation

Innovators

Early adopters

Early majority

Late majority

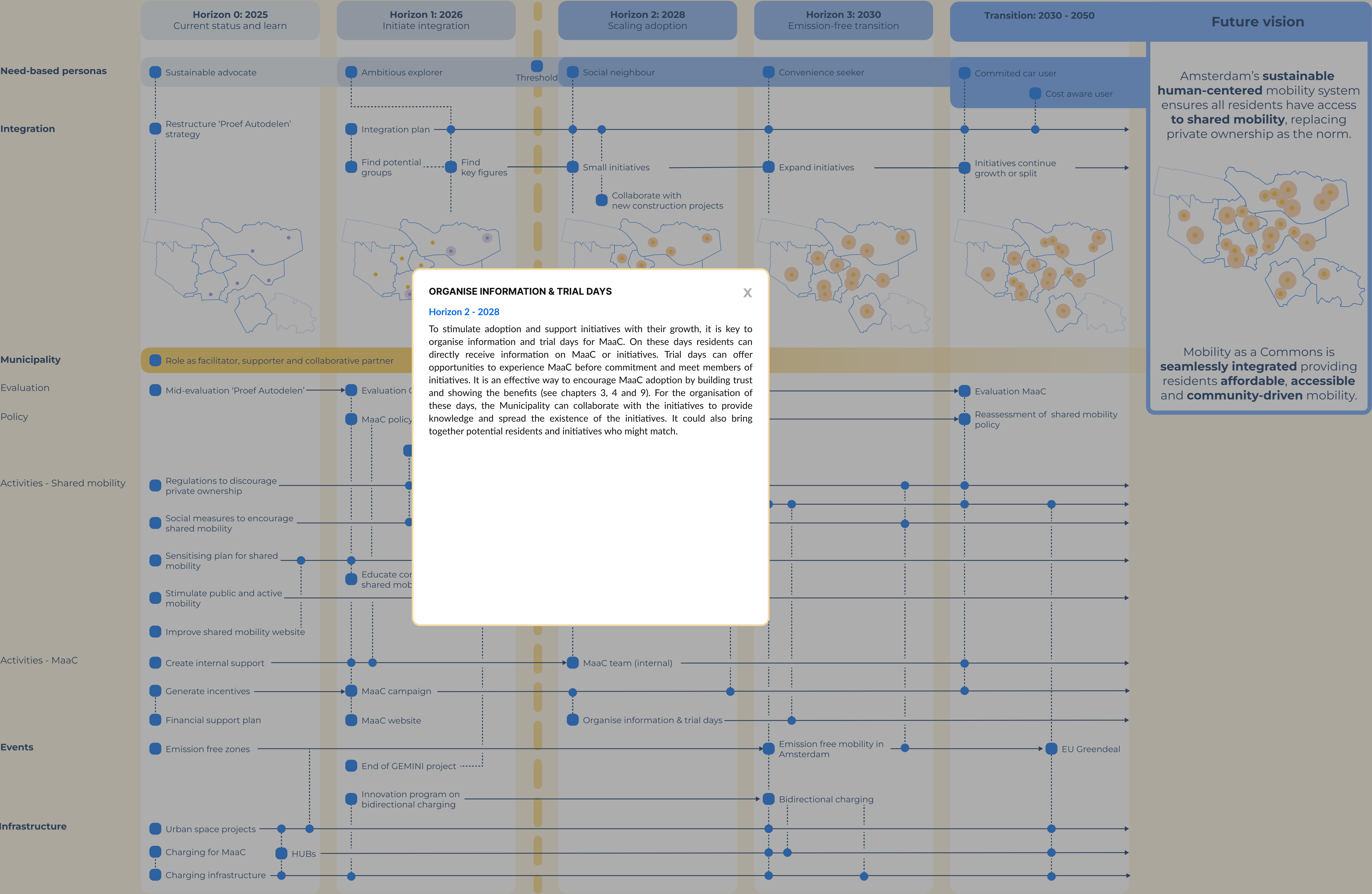
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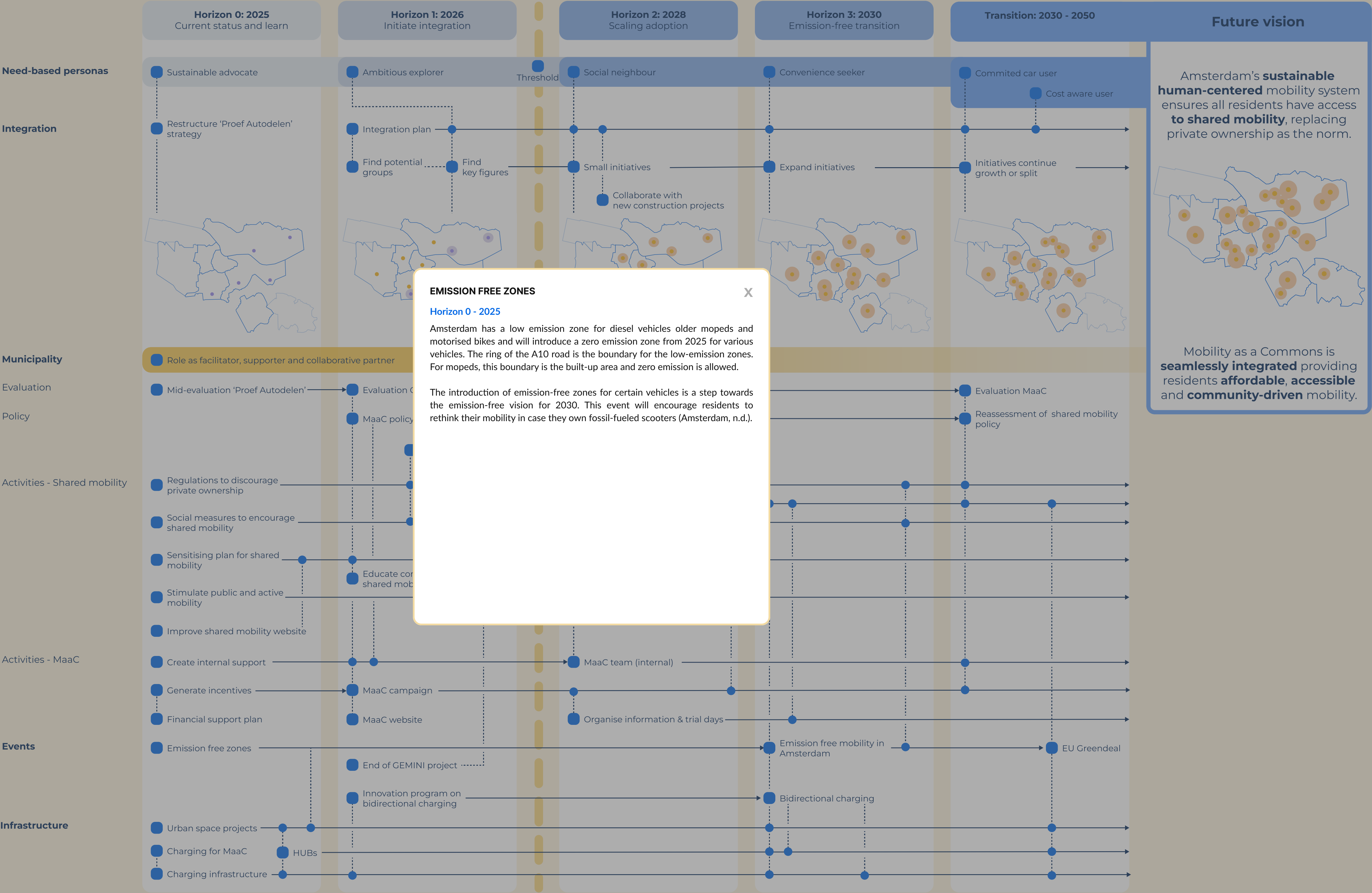
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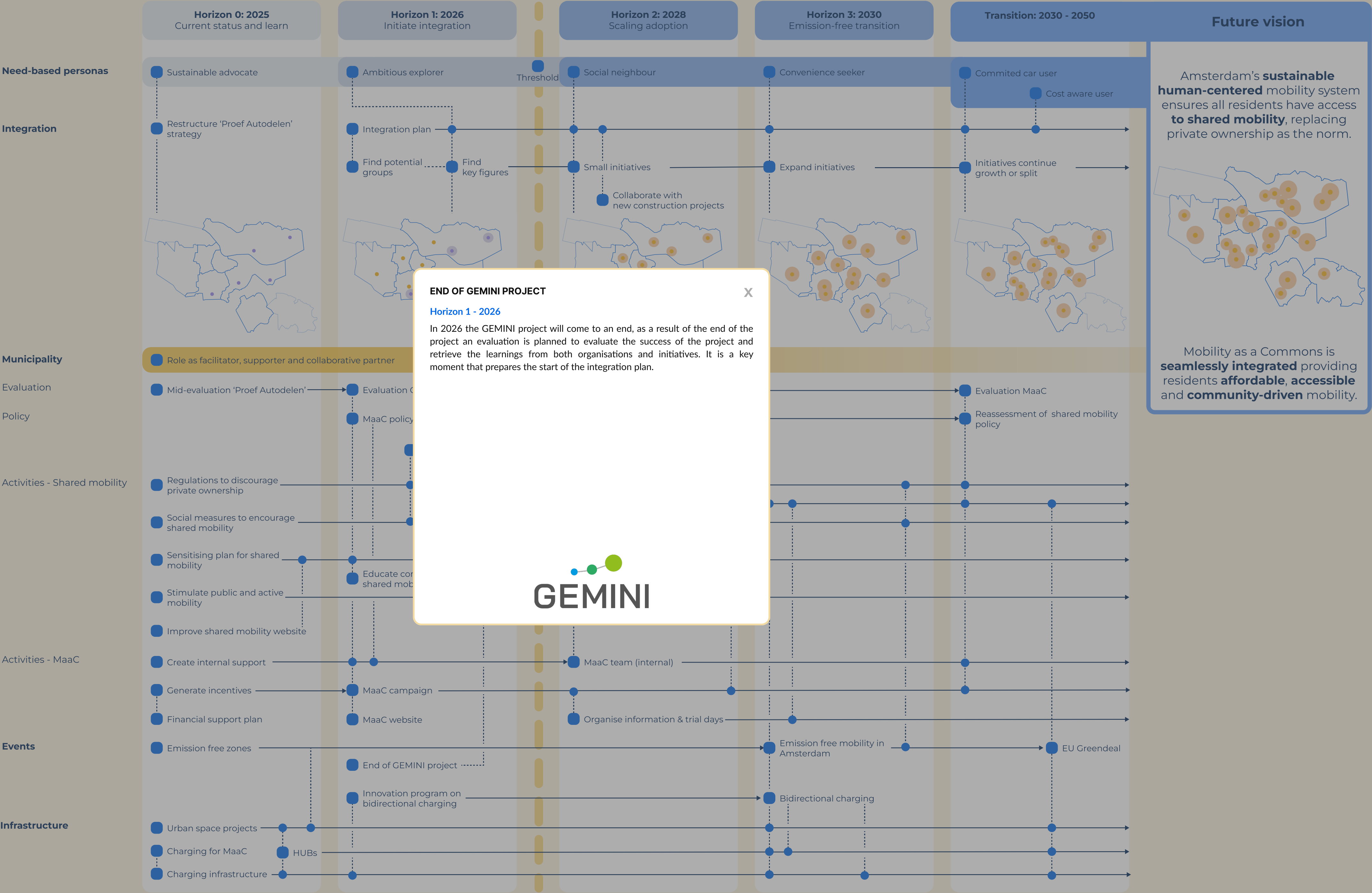
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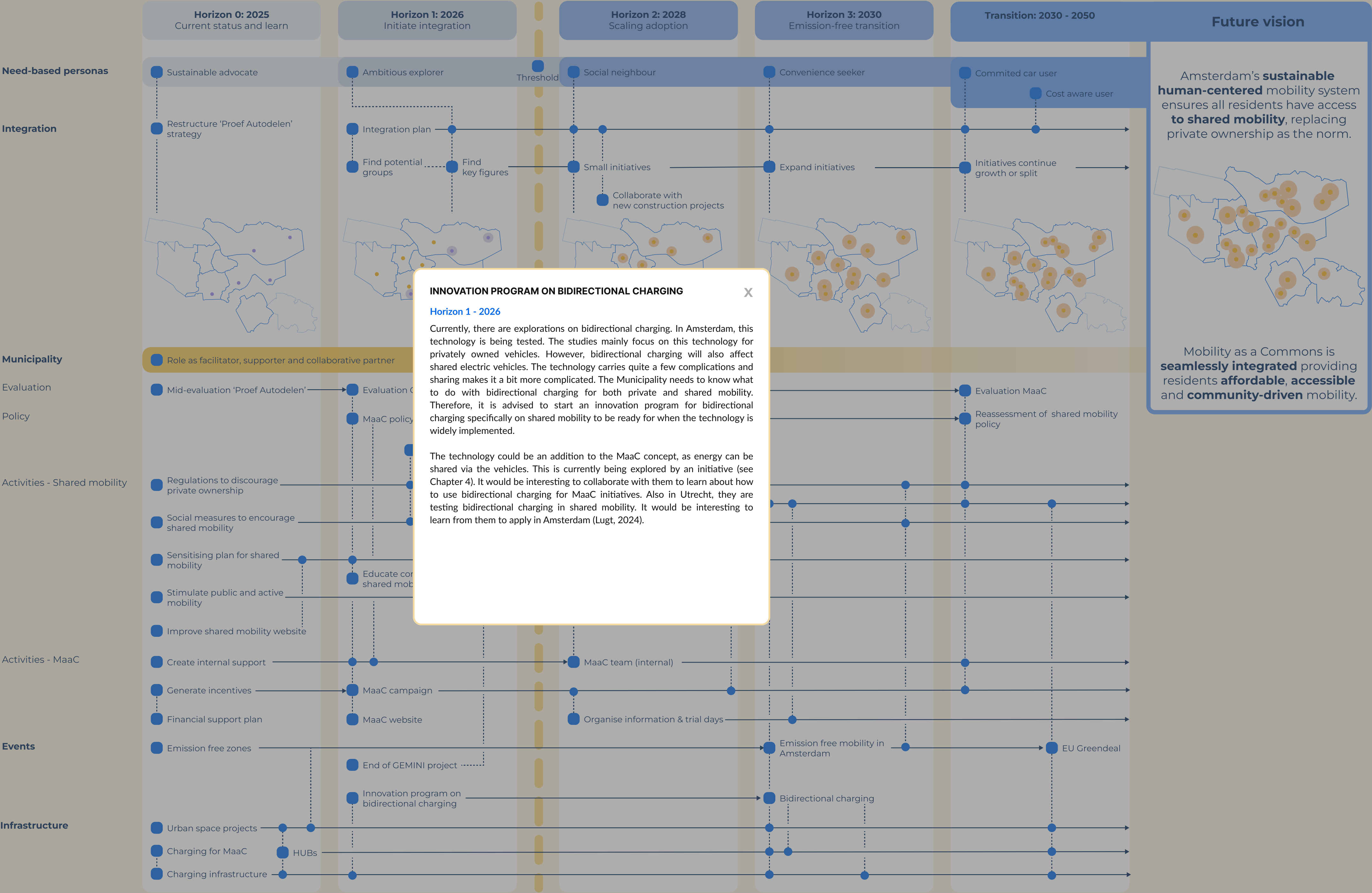
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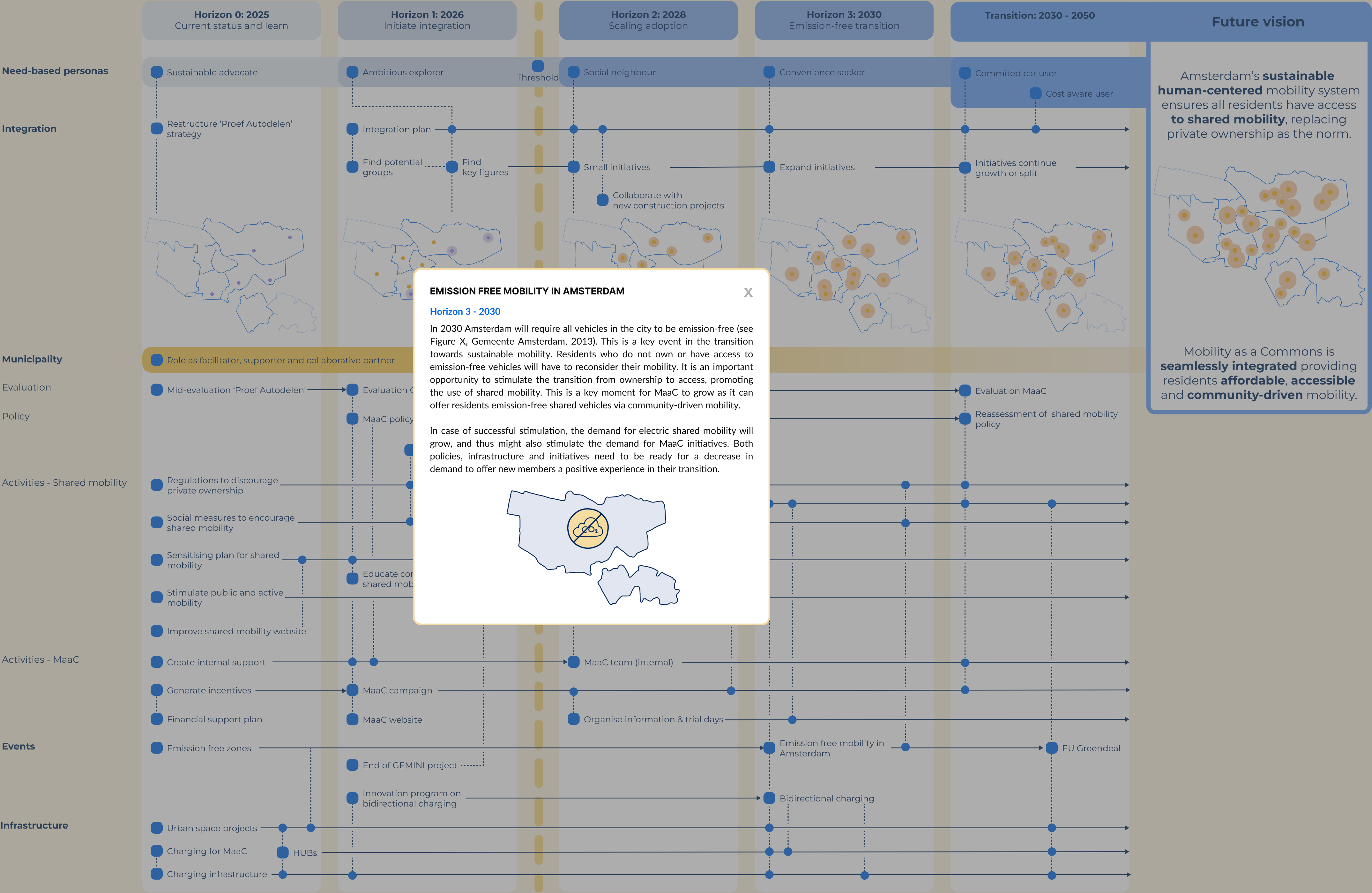
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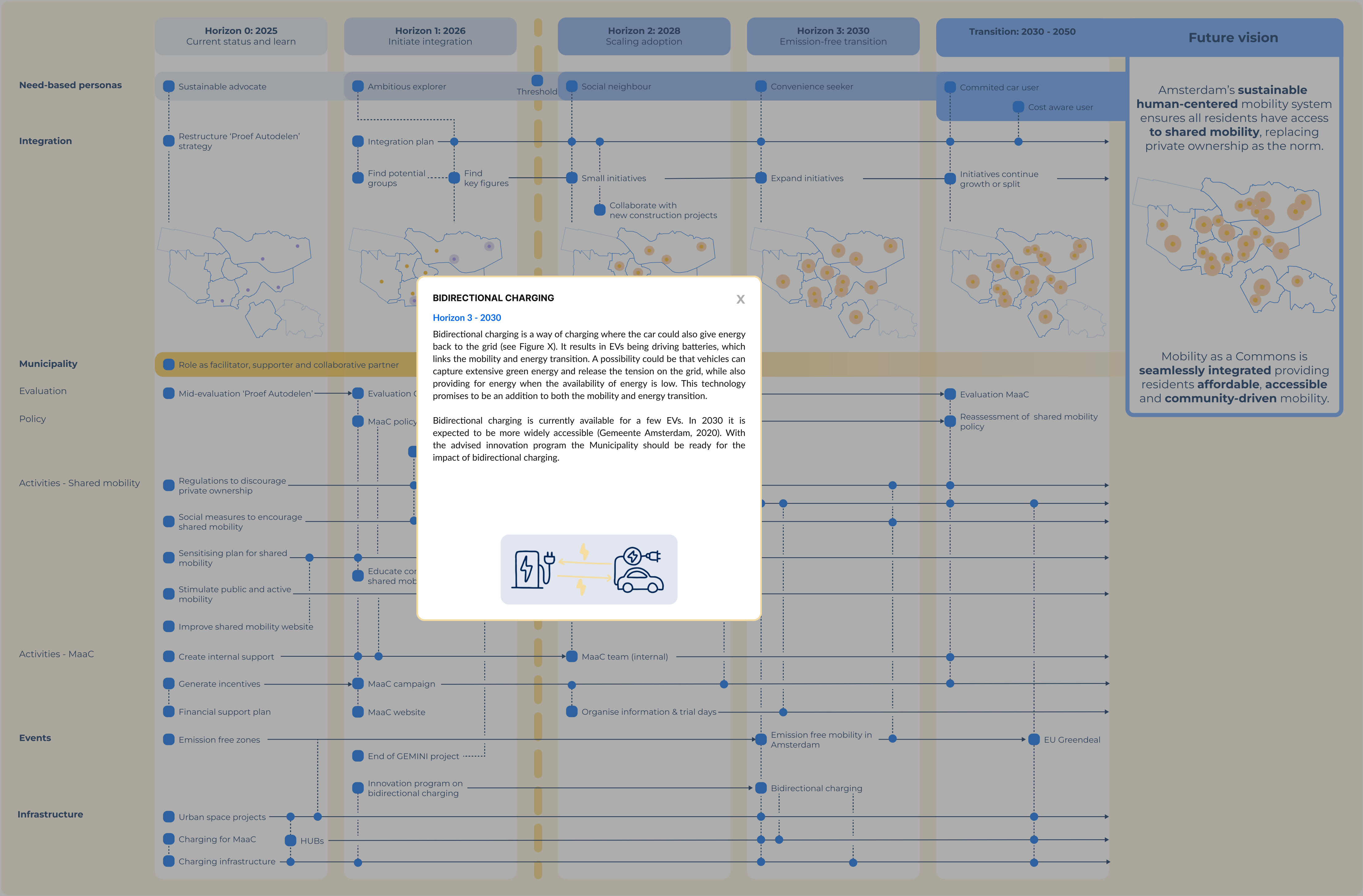
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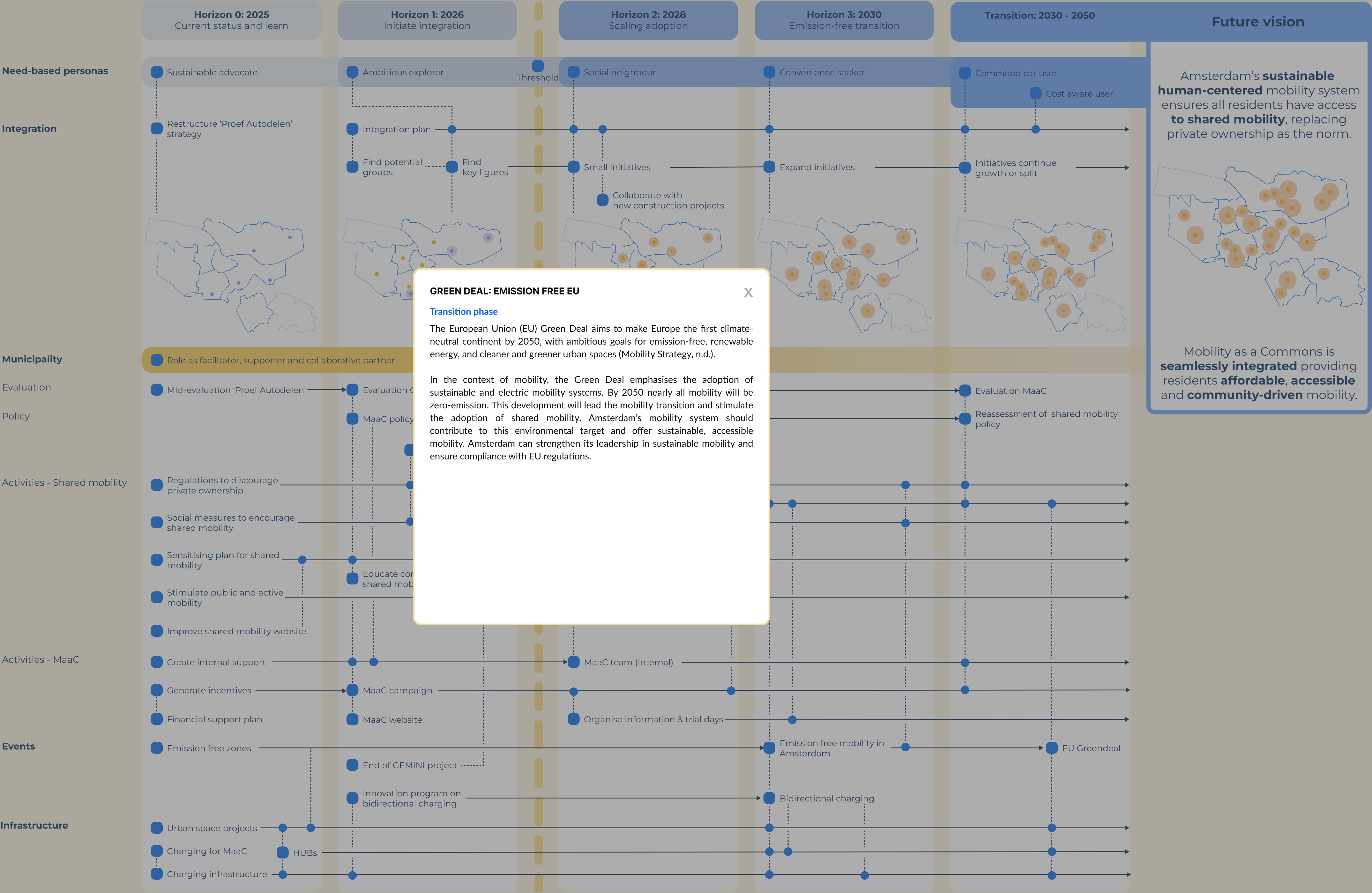
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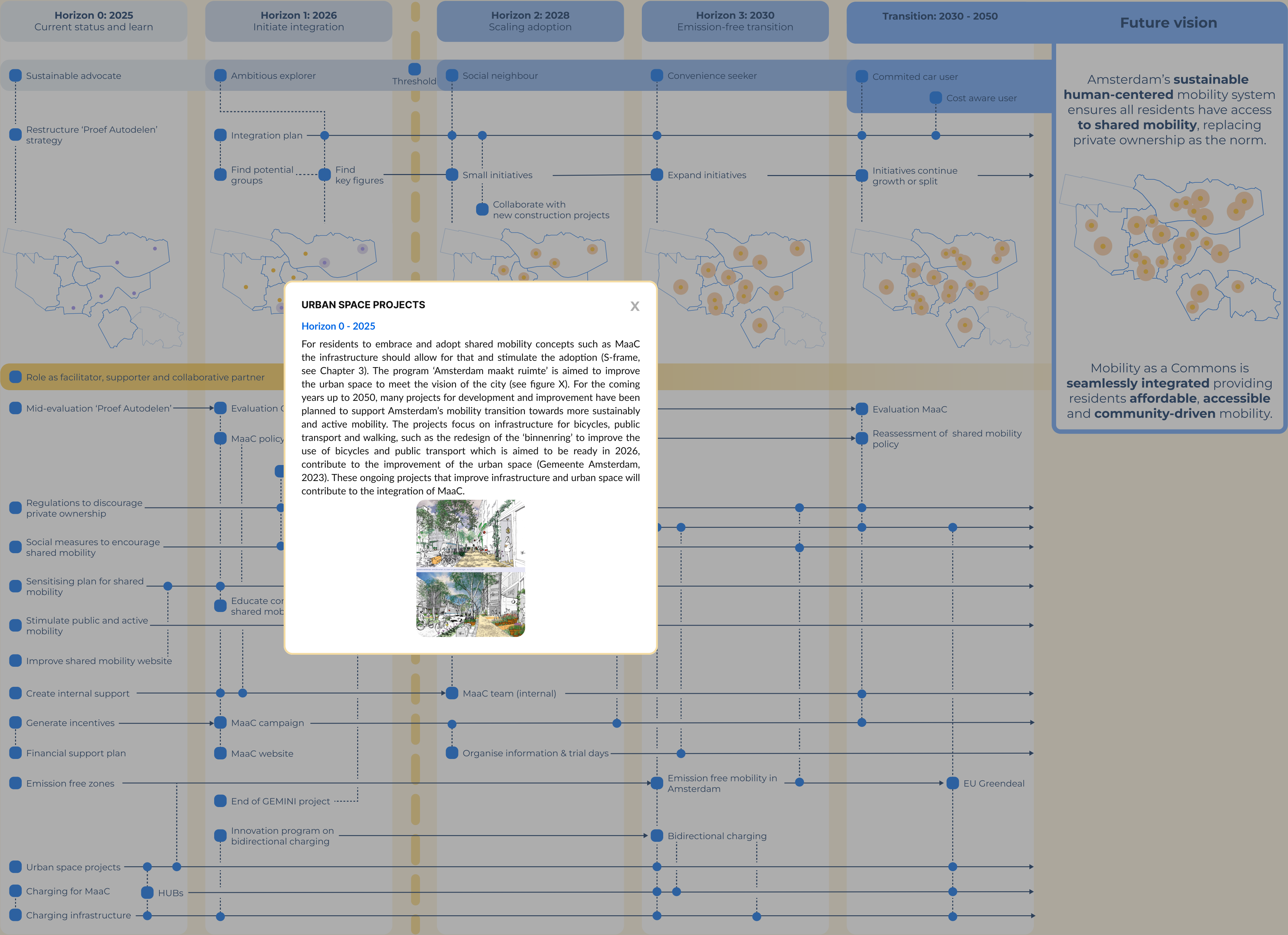
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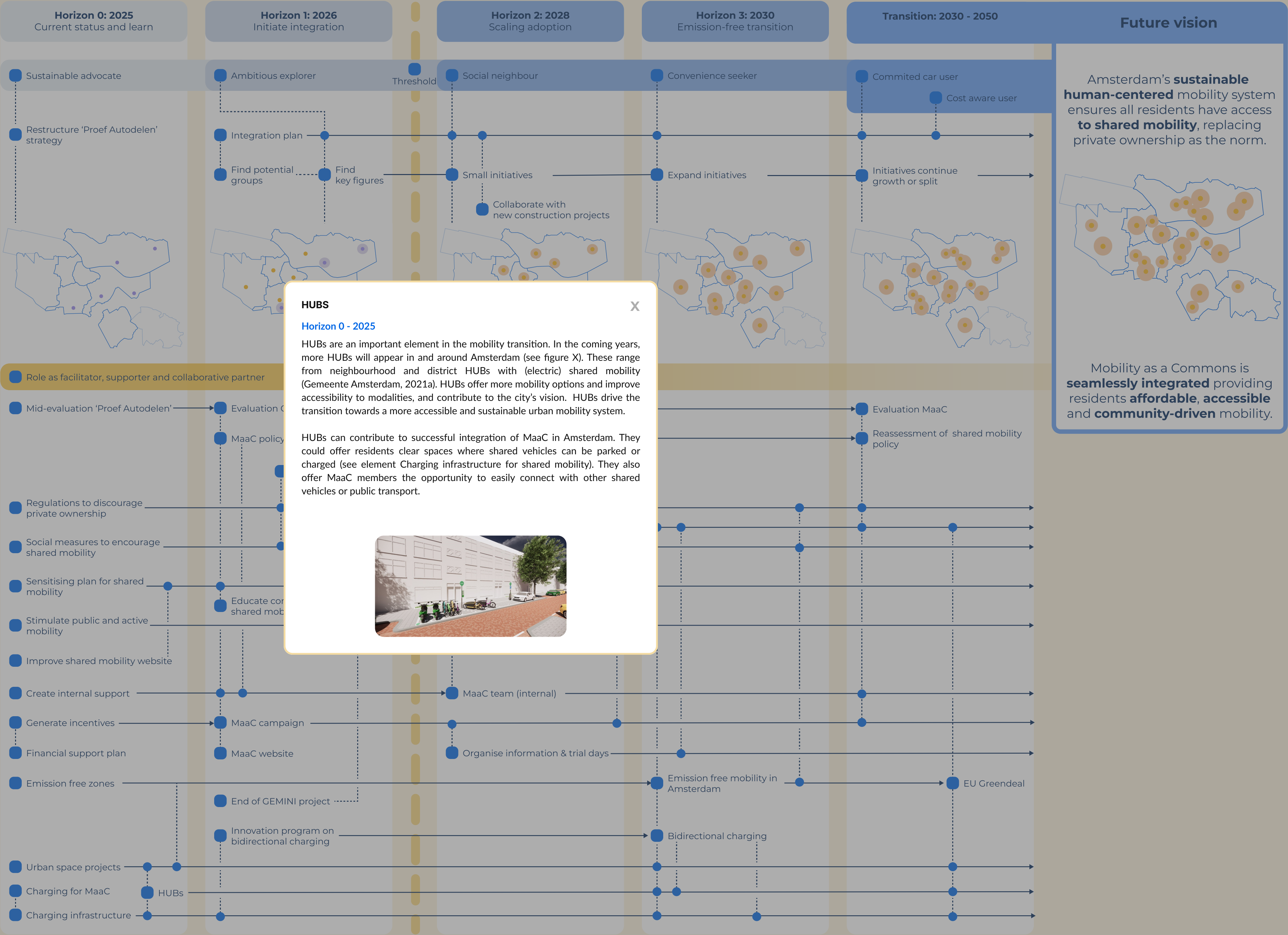
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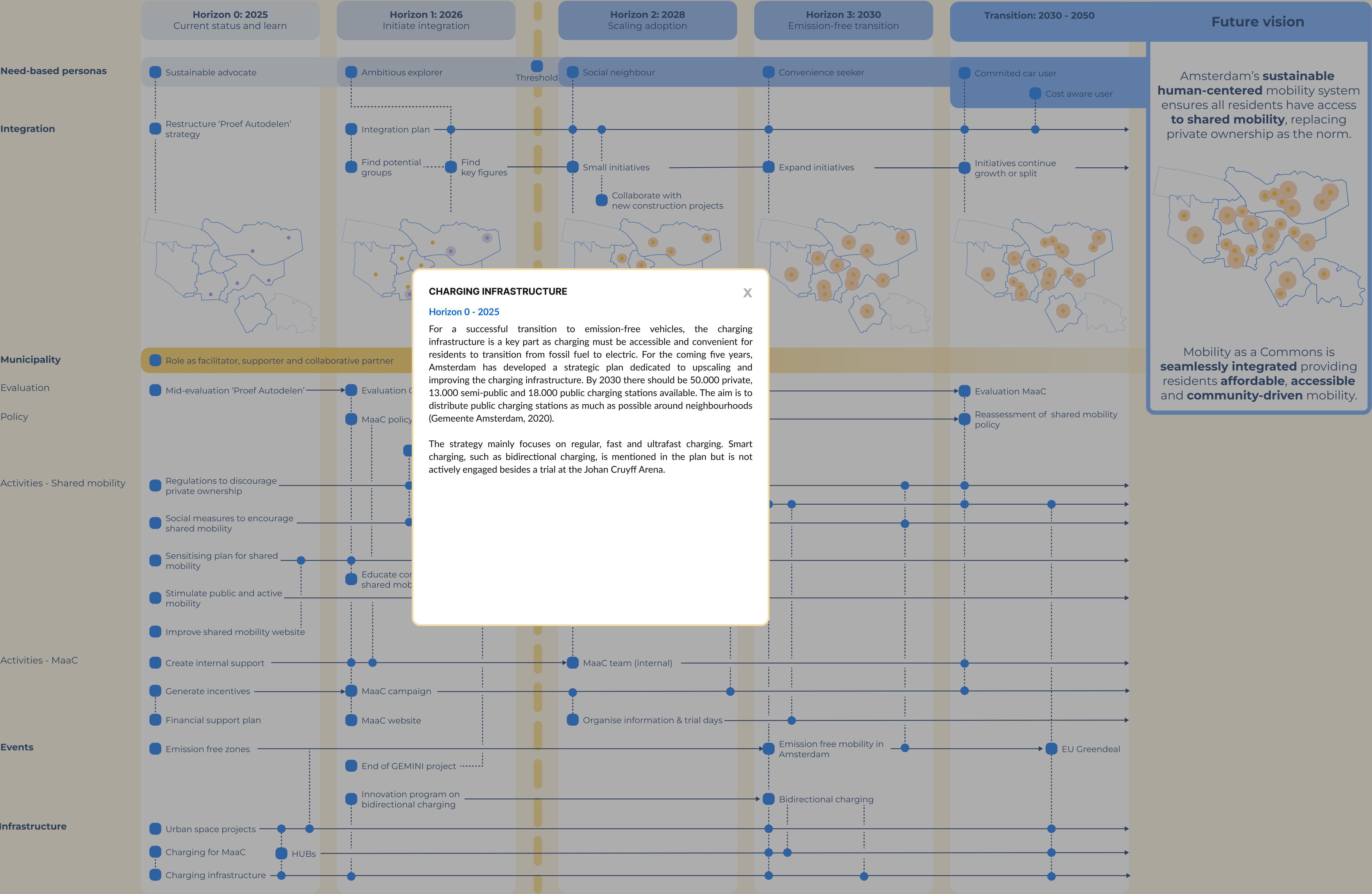
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Horizon 0: 2025
Current status and learn

Horizon 1: 2026
Initiate integration

Horizon 2: 2028
Scaling adoption

Horizon 3: 2030
Emission-free transition

Transition: 2030 - 2050

Future vision

Amsterdam's **sustainable human-centered** mobility system ensures all residents have access **to shared mobility**, replacing private ownership as the norm.

Mobility as a Commons is **seamlessly integrated** providing residents **affordable, accessible** and **community-driven** mobility.

Need-based personas

- Sustainable advocate
- Ambitious explorer
- Threshold
- Social neighbour
- Convenience seeker
- Committed car user
- Cost aware user

Integration

- Restructure 'Proef Autodelen' strategy
- Integration plan
- Find potential groups
- Find key figures
- Small initiatives
- Collaborate with new construction projects
- Expand initiatives
- Initiatives continue growth or split

Municipality

- Role as facilitator, supporter and collaborative partner

Evaluation

- Mid-evaluation 'Proef Autodelen'
- Evaluation C
- Evaluation MaaC
- Reassessment of shared mobility policy

Policy

- MaaC policy

Activities - Shared mobility

- Regulations to discourage private ownership
- Social measures to encourage shared mobility
- Sensitising plan for shared mobility
- Educate con shared mob
- Stimulate public and active mobility
- Improve shared mobility website

Activities - MaaC

- Create internal support
- MaaC team (internal)
- Generate incentives
- MaaC campaign
- Financial support plan
- MaaC website
- Organise information & trial days

Events

- Emission free zones
- End of GEMINI project
- Innovation program on bidirectional charging
- Bidirectional charging
- Emission free mobility in Amsterdam
- EU Greenddeal

Infrastructure

- Urban space projects
- Charging for MaaC
- HUBs
- Charging infrastructure

CHARGING INFRASTRUCTURE FOR MAAC

Horizon 0 - 2025

For the success of MaaC, it relies on supporting charging infrastructure. To support and facilitate the adoption of MaaC, it is essential to provide reliable, accessible and efficient charging options for shared vehicles. It is a foundational step in stimulating the transition to sustainable mobility. The following two options for charging infrastructure for MaaC are proposed.

- Designated charging stations for MaaC vehicles
- e-HUBs for shared mobility

All in all, Amsterdam needs to improve their charging infrastructure and work on a clear policy for shared mobility. The policy must be considered to ensure electric shared vehicles are more convenient than private electric vehicles (see Chapter 3).

[Click here for more info on the proposed options](#)

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