



MaaS & Circular Economy

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Everyday decisions act as catalysts for change.

whim.

A man in a light blue shirt and jeans stands on a train platform, looking at his phone. A blurred train is in the background. The text "Freedom of Mobility" is overlaid in large white letters, and "Only with Freedom of Choice" is below it in smaller white letters.

Freedom of Mobility

Only with Freedom of Choice



If nothing else works, a total pig-headed
unwillingness to look facts in the face will
see us through.

General Melchett, Blackadder

whim.

A woman with long, flowing blonde hair is shown in profile, looking down at a smartphone she is holding in her hands. The scene is set outdoors at dusk or dawn, with a dark, silhouetted mountain range in the background and a soft, blueish light on the horizon. The overall mood is contemplative and somewhat mysterious.

Commitment?

whim.

The background of the image is the interior of a bus. It features rows of purple upholstered seats with a patterned lower section. Teal-colored vertical poles with yellow handgrips are spaced along the aisle. Several passengers are visible, including a man in the foreground on the left and a woman further back. The bus is moving, as indicated by the blurred background seen through the windows.

Change has to happen faster.
Together.

whim.



Virtuous cycle vs silos

whim.

A blurred photograph of a crowd of people walking in a modern, brightly lit interior space, possibly a shopping mall or office lobby. The motion blur suggests a fast-paced environment. The text is overlaid in the center in a large, white, sans-serif font.

**Commitment -
Everyday decisions act as
catalysts for change.**



Thank you!