10 Years of Sustainability Conferences

Transitioning from CSR to sustainability as a pillar of business strategy - Initiatives launched from these conferences aim to achieve significant growth in a decade

1st February 18, 2014
- Preliminary meeting at the meeting venue: 70 entries, 9 nominations, 1 winner
- Grand Prize
  - Cloud-based system to curb passing the buck in emergency medicine (NTT DATA Japan)
  - Expanded across the nation after a decade

2nd February 5, 2015
- Grand Prize
  - Collaboration with the Valdai Library on a digital archive project for preserving valuable human heritage (NTT DATA Japan)
  - Converted to 3D after a decade, expected to provide the mainstream from Mount Koya

3rd February 16, 2016
- Grand Prize
  - Initiatives launched from these conferences aim to achieve significant growth in a decade
- Excellence Award
  - Transitioning from CSR to sustainability as a pillar of business strategy

4th February 23, 2017
- Grand Prize
  - Development of "Communication Engine COTOHA," an AI capable of natural Japanese conversations (NTT Communications)
  - Progressing toward AI development

5th February 16, 2018
- Grand Prize
  - GHUSHHA: an educational and environmental conservation project through bicycles (Dimension Data)
  - Fusing sports and social contributions

6th February 15, 2019
- Grand Prize
  - Leading the Japanese F1 market through WinActor/Windirector deployment (NTT DATA Japan)
  - Contributing to solving labor shortages and youth skill reforms

7th February 7, 2020
- Grand Prize
  - Providing bold recycling through the deployment of local food resource recycling subsidies (NTT FIELDTECH CORPORATION)
  - Advancing recycling-oriented business models

8th March 1, 2021
- Grand Prize
  - Taking on challenge of contributing to regional revitalization and culturally new social welfare activities through an AI-based bus station (NTT Ltd)
  - Creating a new form of regional development

9th June 15, 2022
- Grand Prize
  - Addressing community transportation issues through AI operations (NTT DOCOMO)
  - Contributing to society via AI and robotics
- Excellence Award
  - Addressing community transportation issues through AI operations (NTT DOCOMO)
  - Health ticket and the first smart app for smartphones (NTT DOCOMO)

First web-based ceremony (to be continued) due to the COVID pandemic:
- First Grand Prize won by overseas entrant

Building a Supply Chain for Medical Supplies Using Drones

NTT DATA Business Solutions (Germany)

In Malawi, Africa, NTT DATA Business Solutions is addressing medical supply chain issues using high-performance drones by Wingcopter Inc. In Malawi, it took a full day or more to transport medical supplies from medical centers to rural clinics due to poor road infrastructures. In this initiative, the strong delivery capabilities of Wingcopter were extended through a new digital logistics platform provided by SAP SHAKANA cloud, enabling local procurement of more than 100 types of medical supplies by drone delivery in just 20 minutes. Wingcopter's drone-based delivery networks also create new high-tech job opportunities by training local youth to become Wingcopter drone pilots and technicians, helping to solve social issues in two dimensions: saving and improving lives.

Using AI to Improve Recycle Park Convenience (UX)

NTT Ltd Belgium (Belgium)

NTT Ltd Belgium has optimized the replacement of containers for recycle by combining a camera developed in collaboration with Cisco and NTT's AI technology for container detection and monitoring. The AI-equipped camera reads the amount of garbage in real-time and analyzes it together with historical data, making it possible to predict the optimal timing of container replacement. By solving the problem of collection containers being full, NTT Ltd Belgium contributed to reducing the stress on the people of the city, as well as reducing illegal dumping.

Achieving a Carbon-Neutral Society Through Forestry DX

NTT West

As part of its Forestry DX initiative, NTT WEST is providing a Forest Cloud application that uses satellite and drone measurements as well as AI analysis to collect forest information such as the number of trees, types, and height, calculate and data the asset value of the forest and the amount of CO2 absorbed, which can be viewed on smartphones and tablets. As a result, forest research operations will be reduced to 1/30 of the previous level, and timber supply and demand matching using the cloud will result in transactions at prices 2% higher than those in the general timber market (empirical results). In addition, carbon credit revenues, a new value added to forests, will be returned to affluent forest development, thereby contributing to the carbon neutrality of the region and companies (approximately 100 million yen worth of credits are expected to be generated). *Target forest: Approximately 180ha, 16-year project