

NTT DATA 「豊田市と地域脱炭素と経済活性に関する共創実証」字幕原稿

「Co-creation Demonstration with Toyota City on Regional Decarbonization and Economic Revitalization」

(NA1)

Green Link Platform From Decarbonization to Business Growth

(NA2)

Achieving net-zero greenhouse gas emissions by 2050.

Moves toward “Net-Zero by 2050” among regional governments are accelerating at a rapid pace now.

Fiscal 2026 will see the full-scale launch of the Japanese emissions trading system called “GX-ETS.”

Region-wide decarbonization has emerged as a practical challenge.

But, related initiatives are still limited to a fraction of companies. The biggest obstacle remains the reduction of Scope 3 GHG emissions by small and mid-sized enterprises.

(Interview1)

Decarbonization can't be addressed by a single organization. We believe it's an issue that needs to be solved by all parties cooperating and competing. The question is how to raise regional awareness, how to provide support, and how to boost economic activity. We wanted to address all of these challenges.

(NA3)

Toyota City, Aichi Prefecture, is a global car manufacturing hub and has been carrying out various initiatives to truly achieve both “Carbon Neutrality by 2050” and economic revitalization.

Toyota City has teamed up with NTT DATA to establish a joint platform called “GreenLink

Platform.” With the decarbonization challenges of regional firms as the starting point, the aim is to realize regional decarbonization and economic revitalization.

(Interview2)

The Green Link Platform is significant as it connects companies, governments and financial institutions, and provides a competitive space where regions and supply chains can share and utilize information. It’s a system to support decarbonization efforts by linking all regional and supply chain parties, assess information sharing mechanisms for case studies and subsidy regulations, and provide recommendations to related companies. For companies involved in decarbonization such as adopting renewable energy and energy-saving initiatives, it will offer end-to-end support from business matching to fundraising.

(NA4)

With this platform as the starting point, the aim is to expand to 1,000 companies in the city in 3 years.

The Mayor of Toyota City spoke about his hopes for the platform.

(Interview3)

The moment you talk about decarbonization, it feels daunting and difficult. Companies may wonder what they themselves can actually do. Especially for SMEs, if they know what to do and what needs to be done, they’ll be willing to give it a try. With this type of platform, it’ll be easier for various companies to acquire all kinds of information.

(Interview4)

It’s essential to provide information that will make it easier for those involved to take action and identify tangible solutions.

(NA5)

Additionally, this Green Link Platform aims to establish a mechanism to connect SMEs and financial institutions, such as regional business matching for decarbonization solutions and fundraising support, to revitalize regional economies.

(Interview5)

It will serve as the starting point to alleviate the burden on SMEs, formulate new policies for cross-functional collaboration encompassing financial evaluations and administrative support, and directly accelerate region-wide carbon neutrality efforts.

(NA6)

The key to the success of this platform is said to be NTT DATA's technological capabilities, trust, and power to connect companies.

(Interview6)

Another aspect that's crucial for this platform is trust. A platform established by a trusted company is sure to give those accessing it a sense of security and peace of mind.

(Interview7)

I believe it's extremely important to deliver an accurate and effective system. Properly connecting related companies is what this platform can achieve.

(NA7)

Already, 200 users are participating. Going forward, the aim is to turn this "Toyota Model" into the starting point to expand linkages between regions nationwide and various supply chains, and establish the platform as social infrastructure.

(Interview8)

With NTT DATA's power to connect, we aim to deploy this collaborative platform bringing together regional stakeholders such as governments, financial institutions and companies across Japan and around the world.

(NA8)

Transforming decarbonization from a cost to new businesses shaping the future.

NTT DATA, together with Toyota City, is leading Japan in realizing sustainable regions, and

driving decarbonization and regional economic development nationwide.