

NTT DATA 「ビジネスクエアラーの仕事と介護の両立支援」 字幕原稿

「Supporting the Work-Care Balance of Business Caregivers」

(NA1)

Japan's population is forecast to shrink to less than 90 million by 2070, with the proportion of the elderly reaching 39%. Amid this, a major challenge is how to support “business caregivers” who work while provide nursing care for family members.

(NA2)

By 2030, it's said that such business caregivers will account for 40% of family nursing care providers, and the resulting economic loss is seen to reach 9.1 trillion yen.

(NA3)

At NTT DATA, a survey was conducted of its employees.

Among employees in their 40s, one in five said they were business caregivers. If potential business caregivers are included, the proportion exceeds 60%.

(Interview1)

I'm actually a business caregiver. I don't tell others what I do. I keep my struggles and everything to myself. I learned that there are many people with the same experience. I decided NTT DATA needs to take on this challenge as its own social issue.

(NA4)

Led by the newly-formed Social Design Office, deliberations were started on initiatives to “relieve the pain” felt by business caregivers.

(Interview2)

NTT DATA's Social Design Office was launched in October of 2020 as a group tasked with creating new businesses themed on social issues.

Currently, we're focusing on six key themes. We build numerous systems for companies, government agencies, and financial institutions, and we need to play the role of further linking these systems. We want to develop them into platforms that can be turned into viable businesses.

(NA5)

Going beyond the confines of company and industry, NTT DATA launched an initiative to connect various elderly care service providers and the parents of employees. The ultimate goal is a society where business caregivers can realize the wellbeing of their parents, while continuing to work without hindrance. Through functions to support those caring for the elderly and address their struggles, we are providing new value to business caregivers.

(Interview3)

By utilizing our data-related digital technologies and our relationships with various companies, we can link and integrate that value to create new value for business caregivers. And, by tying that into policies for employees to engage in both work and caregiving, we'll be able to support many business caregivers. That's our vision.

(NA6)

In addition to proposing solutions and providing support to address the struggles of business caregivers, NTT DATA also offers "services that support elderly parents in place of employees," such as SECOM's "Anone" monitoring service. Through this, we are verifying the effectiveness of measures to relieve employees of the worry and stress they may be experiencing.

(Interview4)

I'm very happy that they're providing services to make my parents feel a bit more cheerful. I hope the day will come when anyone can freely use this kind of service.

(Interview5)

Nursing care is still something that people don't talk to others about and deal with alone. We want to spark a movement and build a system to address this issue while changing people's sense of values. We are determined to realize our vision.

(NA7)

With the aim of launching the business next fiscal year, NTT DATA has already started joint discussions with six companies to design collaborative services and develop viable business models.

(Interview6)

The needs of society have grown in recent years and to support as many people as possible, we're aiming to further grow and expand our services. We share the same vision of rapid deployment and business expansion, and through this powerful partnership, we're confident we will be able to generate new value.

(NA8)

What kind of vision does NTT DATA's Social Design Office have for society?

(Interview7)

In the future, we want to develop new businesses together with others and harness services to demonstrate our capabilities in solving social issues as we grow our partners and users.

(Interview8)

We want to realize a society where caring for the elderly and working at the same time is just as common as raising children and working. That's the kind of society we're building.

(NA9)

We, at NTT DATA's Social Design Office, envision a "Smarter Society" where social issues are addressed from the perspective of stakeholders to realize the wellbeing of all.