

We have been working to create a clean town, as we want those who visit Shibuya to feel that it is a beautiful place.

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Shibuya Ward brings many people together and fosters the creation of new cultures and innovations, but it is also a place where various social issues lie hidden.

NTT East Group has been working with Shibuya Ward to develop innovative approaches that help solve local issues.

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In recent years, we have been putting a lot of effort into this initiative that coordinates town development.

We believe it is important to make use of the long-standing relationships NTT Group has built with its customers, to proactively identify new regional issues, prepare solutions for those issues, and provide those solutions in the form of demonstrations and implementations.

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One of the issues facing Shibuya Ward is the problem of abandoned bicycles.

Bicycles left on the road or in front of stations were dangerous obstacles for pedestrians and interfered with the safety of residents and visitors.

There were also flaws with the existing system, from the detection to removal of abandoned bicycles, and there was a need for more efficient operations.

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This is where Shibuya Startup Deck came into play.

AKA Shibudeck.

Using Shibudeck, which supports startup companies through industry-government collaboration, Shibuya Ward, Ito En, and NTT EAST worked together to create a predictive model for abandoned bicycles using edge AI cameras.

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By attaching the ManaCam, an edge AI camera that does not collect personal information, to Ito En vending machines in Shibuya Ward, we collected and analyzed data on when and where bicycles are being abandoned.

As a result, we were able to identify patterns that occur in each area.

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We were able to create a prediction model using real data, estimating how many bicycles are likely to be at a particular place, day, and time, and how much variance there will be depending on weather and temperature.

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The problem of abandoned bicycles are not the only issue we face in creating a safe, secure and clean town. Shibuya Ward has long been troubled by the problem of graffiti, particularly around Shibuya Station.

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Since 2021, the ward has been taking the initiative to remove graffiti. And we have just started a new project to work with volunteers to remove graffiti.

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Until recently, when utility poles were graffitied, because it was necessary to contact the utility pole owners, Tokyo Electric Power Company and NTT EAST, it was slowing down beautification projects.

With this in mind, Tokyo Electric Power Co. and NTT East signed an agreement on the removal of graffiti from utility poles, with the aim of streamlining and promoting local beautification projects.

This has created an environment where volunteers can remove graffiti without having to check with business owners.

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We hope to continue promoting our unique approach that is only possible because we are Tokyo Electric Power Co. and NTT EAST,

and after all, Shibuya is a city that represents Japan, so we would like to continue actively collaborating with Shibuya Ward.

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The purpose of the cooperative agreement on graffiti removal was to make the beautification process more efficient for our infrastructure. In the future, we would like to continue promoting various initiatives in order to remain a business that local communities can rely upon.

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In terms of cooperation between infrastructure companies, we believe that by having companies with essential facilities work together,

we can create partnerships that will enrich people's lives.

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As a local partner, the NTT EAST Group is working to address urban social issues using ICT.

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I think there are still many issues in Shibuya, but I think the NTT EAST Group can leverage unique resources and networks only available to large firms, so we hope to provide support to the areas that the government alone cannot handle.

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Using Shibuya Ward as a model, we will further our efforts in community development and establish a system, and horizontally expand it to other local governments, with the aim of co-creating a recycling-oriented society.