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The challenges left in our society today are those we can no longer solve alone.

What we need is a place where diverse people can build trust beyond roles and sectors, and share the future we want to create together.

In March 2022, NTT West opened the open-innovation hub “QUINTBRIDGE” on its headquarters site in Kyobashi, Osaka.

It is a co-creation platform where companies, governments, universities, and local communities gather, talk, and take action.

Our philosophy is “Self as We” —turning my challenge into our challenge. We operate as an open and neutral space, not prioritizing our own corporate benefit, but supporting collaboration among members.

The only condition for membership is bringing your ideas, issues, or assets for co-creation.

We shift the concept of value to what members contribute, and therefore membership is free of charge.

Today, we have over 2,100 corporate members and 28,000 individual members, with more than 300 visitors daily from diverse backgrounds.

More than 450 events are held each year, and about 70% are organized by our members.

As a result, 153 co-creation projects have been generated in just three and a half years.

And the circle of co-creation continues to grow.

I always feel the greatest value here is the chance to meet and talk with people I would normally never be able to meet.

Opportunities for new encounters and co-creation are everywhere — truly everywhere.

It feels like a playground for adults. Like a giant jungle gym.

Your experience, knowledge, and thinking can twist into new shapes, gravity disappears for a moment, and you find a new balance — you build new muscles. That’s exactly how it feels.

Another big strength is that QUINTBRIDGE is open to the local community. We work with nearby shopping districts and students, contributing to local revitalization.

The impact has spread inside the company as well.

More than 5,000 employees have joined voluntarily, and new value-creating talent is growing every day.

For me, the most invaluable experience has been building something together as a team — something I couldn't gain in my regular work. I could only learn that through here.

QUINTBRIDGE is something I'm proud of. Since I began coming here, I say confidently: "Kyobashi isn't just a nightlife district anymore." I say it with pride — to everyone.

Let us introduce three key achievements.

1. Business Impact  
Co-creation with startups and commercialization of new services, directly contributing to revenue growth.
2. Brand Impact  
Over 3,000 media features achieved without any advertising cost.
3. Talent Development Impact  
Cultivating a new generation of value-creation professionals.

These outcomes clearly demonstrate the real impact of QUINTBRIDGE.

We often hear that we live in an era of division. But QUINTBRIDGE shows a different model. A model that bridges differences rather than divides, where diversity is respected and boundaries disappear. I truly hope that this model continues to succeed—not only as a symbol of Japan's innovation, but as a hub for Asia, and ultimately for the world. We have high expectations.

QUINTBRIDGE is a place where the future is created through co-creation. Where diverse people intersect, new value emerges—value that has never existed before. Together with our diverse community members, we will continue to challenge the creation of a better future.  
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