

## NTT DATA 「佐渡島自然共生ラボ」字幕原稿

「Sado Island Living Lab」

(NA1)

Many regions across Japan face pressing challenges, from shrinking populations and industries to the degradation and underutilization of natural resources.

Reframing such “challenges” from the perspective of “co-existence,” one island in Japan is pursuing a closer relationship between nature and people, while creating new value. Sado Island in Niigata Prefecture.

(NA2)

Sado Island is also facing many challenges.

The decline of the seaweed culture that has long supported the island and damage caused by neglected bamboo forests. An island that has coexisted with nature is at a crossroads.

(Interview1)

During the rapid economic growth period, everyone rushed up the ascending escalator. And, from that era when industry was also thriving, everyone was now on a descending escalator frantically scrambling up but unable to climb higher. I believe this is the situation in many regions now. It was one of the catalysts in thinking about how to overcome these challenges.

(Interview2)

Regions were suffering and on much more of a descending escalator than we imagined. The question was what more could be achieved through new initiatives.

(Interview3)

To co-exist with nature, how should we change the way we live and do we need to change the way society works? That was the challenge we wanted to take on.

(NA3)

In response, industry, academia, government, and citizens joined hands to launch a project that

turned the entire island into a testing field. The Sado Island Living Lab.

It's centered on a cycle of exploring co-existence with nature by learning about regional challenges, envisioning solutions and putting them into practice. Themed on co-existing with nature, it encourages a rediscovery of natural, social and human resources intrinsic to the region, cultivating them into "capital" and converting that to the economy and life values.

(Interview4)

There are things that local governments or research institutes can't do. With NTT DATA becoming the intermediary, it's possible to also think of new businesses and digital solutions. By taking on this role, we believe we've been able to function as a driver to smoothly navigate through a figure eight pattern.

(Interview5)

We're holding discussions in the form of workshops to envision the future everyone wants for Sado Island and pursuing related projects in which everyone wants to be proactively involved. I believe we've been able to establish an extremely characteristic approach by first identifying the future envisioned by everyone.

(NA4)

The island is now simultaneously taking on more than 10 different challenges, from reviving seaweed as "food, fertilizer, and construction materials" to converting bamboo forests into paving materials. Every aspect is part of their model to "make a living with nature."

(Interview6)

I believe making things that aren't seen more visible is very important. That will highlight value that even the people of Sado aren't aware of. Based on real data, we need to think about how to overcome challenges.

(NA5)

Once a year, they hold what's called a "Future Conference" where achievements are presented. It's become a forum where participants can learn and brainstorm together with residents.

(Interview7)

Participants can learn about what other projects are doing and by interacting with others, they might plan to collaborate on holding SDGs events themed on elementary schools at elementary schools, or a new project may be launched. Those are some of the achievements. As a foundation to drive innovation, the system itself is an exceptionally effective initiative.

(NA6)

This initiative has produced “results” in a tangible and practicable form.

(Interview8)

The deeper we go into outlying regions, I believe we are operating on trust and credibility. Ultimately, it’s based on our brand and the absolute trust they have in our capabilities.

(Interview9)

NTT Group is an organization of people who are deeply passionate about various regions. That’s why we want people who possess what you could call the seeds to build excitement in regions nationwide. We want them to take the lead in supporting and driving the revitalization of various regions. I think it would be wonderful if we can raise the spirits of regions throughout Japan.

(NA7)

Nature and people living together.

By forging connections among various people and building on innovative ideas, we are tackling the challenges of sustainability.

Our future unfolds from here.