

Social Innovation through Business Co-Creation -connecting bond between family in an aging society with phone call × AI-

"At a time when social issues such as environmental change and population decline are becoming commonplace, there can be various patterns of collaboration, such as cooperation between companies or cooperation between companies and the government. In such a situation, I wonder how great output would be generated if companies were to awaken their legacy and develop projects by combining issues, knowledge and technology of each other.

I think there is great hope for collaborative creation."

"OPEN HUB for Smart World" a co-creation program of NTT Communications, was created as a breakthrough to social issues.

Together with catalyst "people" who are experts in various fields, we combine diverse ideas and cutting-edge "techniques" to create businesses that solve social issues by thinking in real and virtual "places".

Number of co-creation projects has reached 1000 in the first 3 years.

Creation of J-Credit by extending the midterm drying period for paddy rice cultivation
JCLaaS Project: Infrastructure Management for a Sustainable Society
Forest Value Creation Platform "Morikachi"

Let's take a close look at one of the co-creation businesses.

"My grandparents developed dementia. My father chose to take care of my grandfather at home with the intention of being dutiful to his parents, but it became difficult to continue with the parental bond alone. In my grandmother's case, she has entered a nursing home, and her health is good, but still have no short-term memory. I wanted to make her happy, so I took my children every time, but she said something like, "Nice to meet you, who are you?" I feel very sad that she can't even keep happy memories.

The origin of this project was that I wondered if IT technology could somehow change the suffering of families and the happiness of individuals related to dementia into a better future."

This led to the creation of a "brain health check" that combines phone calls and AI.

The AI comprehensively grasps the speech content, such as the way of speaking, the content of the answer, and the tone of the voice in response to questions posed over the phone, and promptly delivers the results during the call.

In addition, focusing on the recollection method that activates the brain by recalling memories of the past, a function to reminisce with AI was also released as a trial. By using the service continuously, people can notice cognitive decline at an early stage.

"To realize a dementia-friendly city of Mitaka, FUKUSHI(welfare) Labo, which is responsible for the welfare of the elderly, was seeking cooperation with companies, then we got to know CogSmart; we are now working on various initiatives.

One of the benefits of this project is that people of a generation who have not been particularly interested in dementia have been able to participate in simple telephone checks."

"For example, when we hand out leaflets in the event of the shopping street, many elderly people and people in their forties and fifties take brain health checks on the spot.

I feel that such ease of use is very useful in spreading the word to the citizens.

I hope many people will use this check frequently and live in a healthy way. "

In addition to creating projects that address these social issues, OPEN HUB holds a Business Co-Creation Award to address social issues. We are promoting social innovation and raising awareness of issues in society as a whole.

OPEN HUB will continue to strive to realize a sustainable society by solving social issues.