

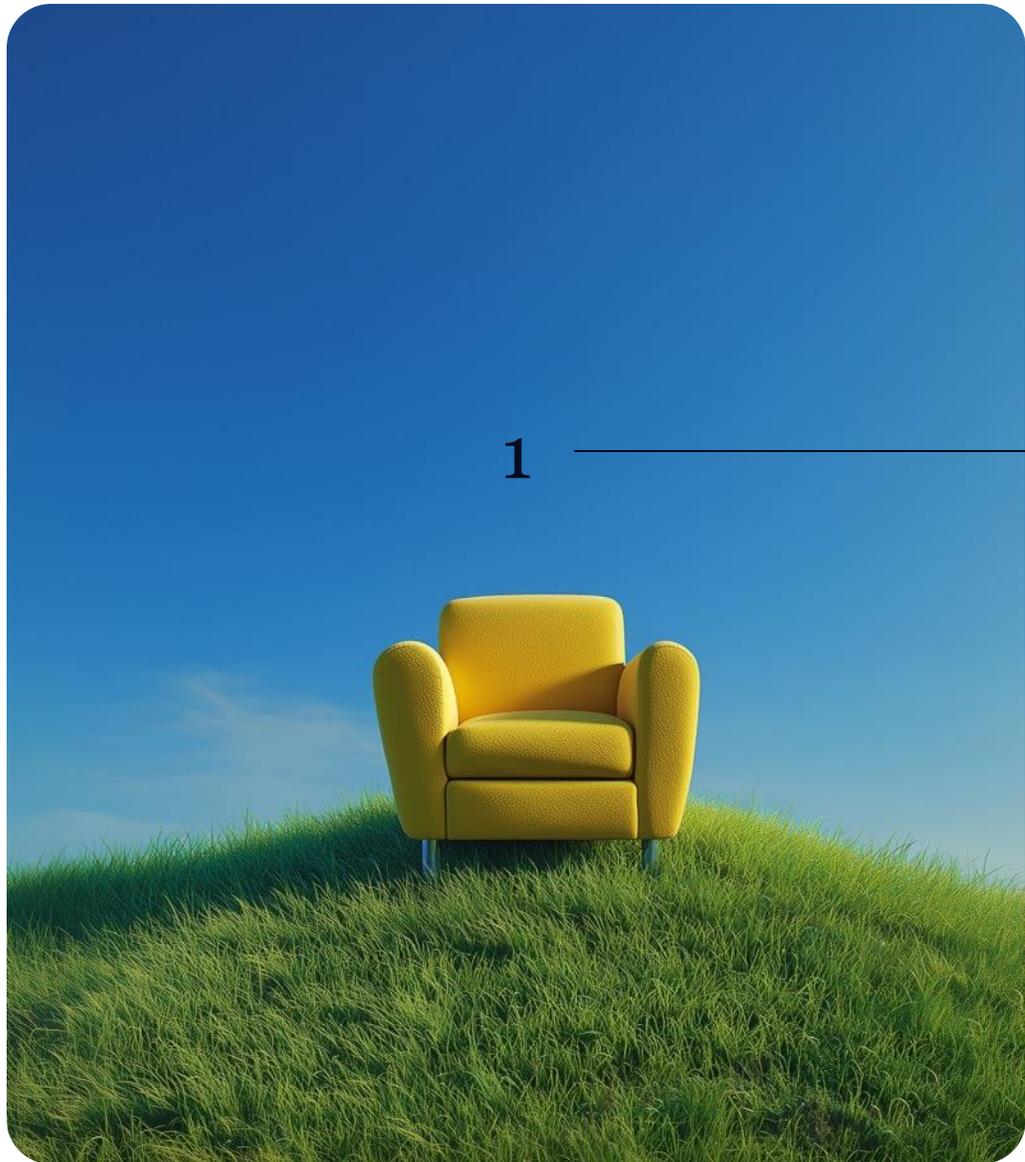
Mirai.TV



Sustainability
Conference

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What is Mirai TV



An NTT DATA's new weekly video series designed to engage, inform, and inspire around our global sustainability journey.

Mirai (未来 / 未来) means future in Japanese.

Because, without sustainability, there's no future.

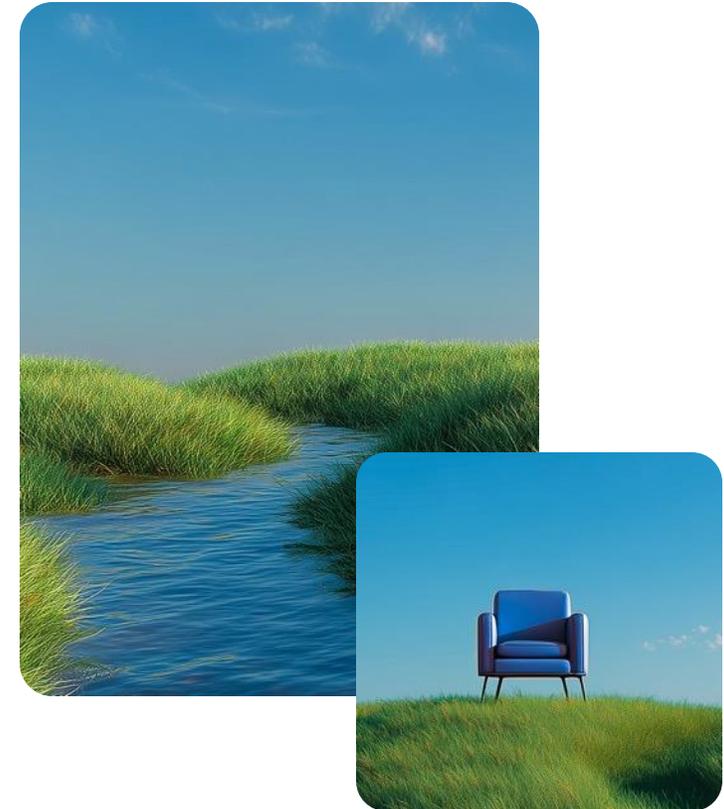
Designed with insights from more than 50 internal and external leaders and experts.

Short episodes (around 3 minutes)

Released every Friday

Real stories co-created with employees

From across regions, roles, and business lines



Why a Sustainability Channel?

The main objectives are...



Understanding

Sustainability is part of our strategy. But to act on it, people first need to understand what we are doing, why it matters, and how it connects to their work.



Mindset

Make sustainability part of how we think. So, it naturally shapes how we deliver and sell projects.



Showcase Projects

Remarkable projects happen every day... Yet many of them remain local, fragmented, and unseen. Mirai TV gives them a global voice.



Employee engagement

Mirai TV is built with our people, not just for them. Inviting employees across the company to contribute ideas, stories and perspectives.



Behavior

Turn sustainability into everyday behaviours. So, it's reflected in the small decisions and habits that add up across the company.

We curated a multi-channel campaign to launch Mirai TV to our people. Which means:

Strategic

Crafted in line with organizational goals and designed to address business objectives.

Regular & consistent

A steady flow of communications using the same tone, style and underlying key messages.

Multi-channel

Utilizing a variety of channels to reach all employees.

Focused & Goal-oriented

Ensures all messages and activities serve a specific purpose and with a desired outcome in mind.

Targeted

Tailored content delivered to specific employee groups or departments.

Focused on story-telling

Moves beyond 'facts' and presents information in a humanized way to capture attention and build empathy/emotional connection.

Measurable

Defined metrics that are tracked to assess progress and effectiveness.

Engaging & interactive

Incorporates arresting imagery and interactive elements to encourage participation.

Where to Watch

— Internal channels:

Yammer, intranet, internal newsletters, Global Connect, Doorways...

— External platforms:

LinkedIn, YouTube, and local social media accounts.

Check out some of our first episodes

Mirai TV |
**A first look at
NTT DATA's
sustainability
series**

Mirai TV |
**Exploring
what's ahead**

Mirai TV |
**NTT DATA's
sustainability roadmap
with Yutaka Sasaki**

Mirai TV |
**Sustainability
for dummies**

Mirai TV |
**Sustainable
Global Data
Centers**

Mirai TV |
**Inside Our Global
Sustainability
Report**

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Strategic alignment





In August this year, Abhijit Dubey shared NTT DATA's FY25 Strategy & Priorities, highlighting that our growth ambitions are enabled by a cohesive and inspiring culture and an unwavering commitment to sustainability.

To help bring this commitment to life across the organization, we created Mirai TV

Mirai TV makes sustainability tangible and accessible, helping employees understand what we are doing, why it matters, and how sustainability is embedded across the company.

Strategy and priorities – Good progress in FY24, remain same in FY25

Mission: Accelerate client success and positively impact society through responsible innovation

Transform to the global operating model
From 5 independent operating companies to a single global company with 4 businesses

- Ignite quality Growth**
Mega accounts, large deals, joint GTM with partners, win the ground game
- Make AI core to everything**
- Right size cost structure**
- Be the place where people grow**

Enabled by a cohesive and inspiring culture and an unwavering commitment to sustainability

NTT DATA

Our way

As part of NTT DATA's sustainability journey, Sasaki-san introduced **Our Way**: a new global cultural framework designed to guide how we work, make decisions and act as one company.

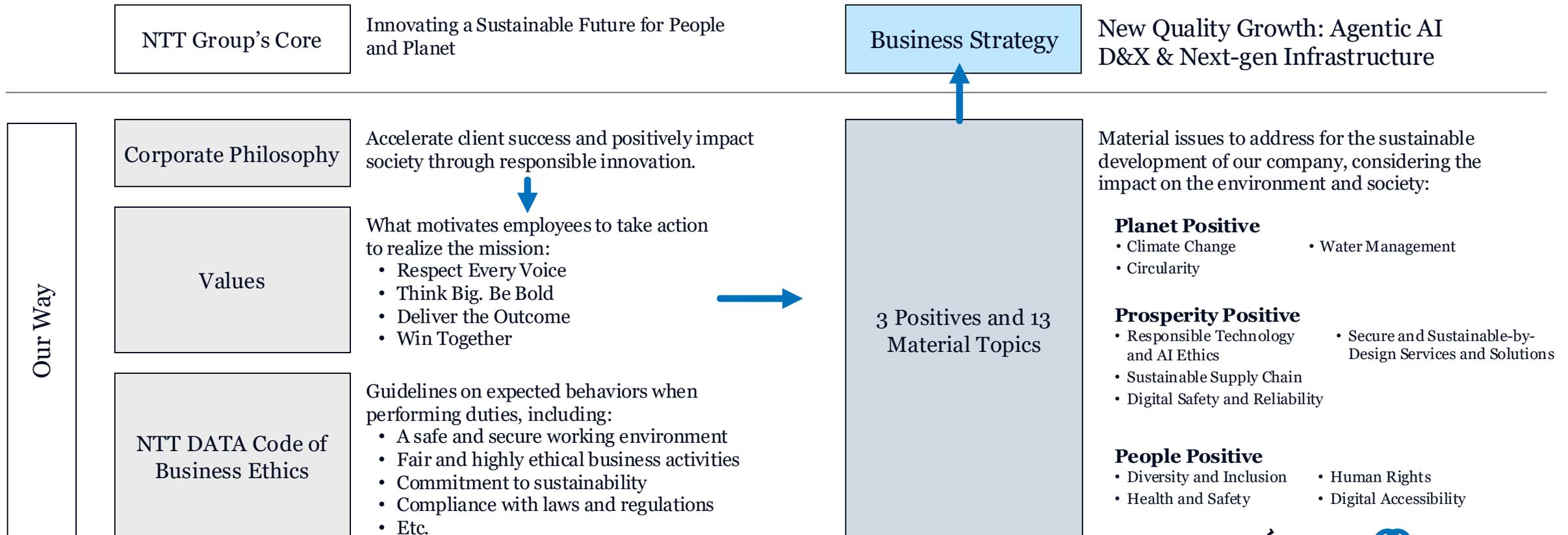
Our Way brings together NTT DATA's **mission, values and sustainability commitments, embedding sustainability** into daily behavior across the organization, not just into strategy or targets.

To support this cultural shift, Mirai TV was created as a communication and engagement platform.

By showcasing real stories from employees across regions, roles and business lines, Mirai TV helps make Our Way understandable, relatable and actionable, **showing how sustainability is applied in practice throughout NTT DATA.**

Our Way

Our most impactful achievement reflects an outstanding team effort to integrate sustainability materiality into the MTMP Group materiality and KPIs, consistently guided by our values.



A photograph of a white plastic chair sitting on a grassy hill under a clear blue sky with some light clouds. The chair is positioned in the center of the frame, and the grass is tall and green. A horizontal line extends from the number '3' to the right, pointing towards the text 'Creativity & content'.

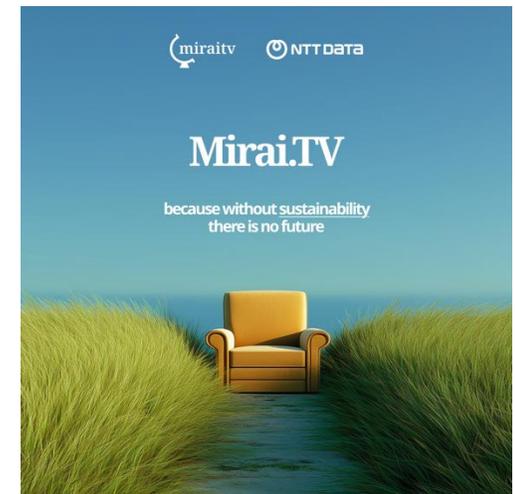
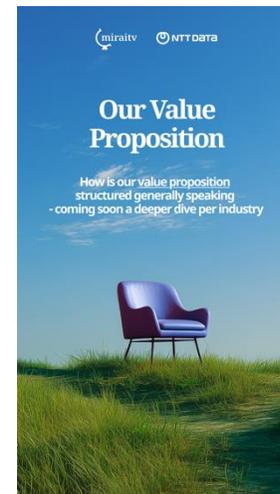
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Creativity & content

Design & Key Visual



because without sustainability there is no future



Snackable, easy-to-consume content

Content to entice people to learn more; content that ensures they still get a ‘gold nugget’ of information if they don’t click-through.



Sustainability is a word we hear all the time — but what does it actually mean?

In this new episode of Mirai TV, we break it down in simple terms:

Why sustainability is about the planet, people, and economy together

What "net zero" really means (and how it's different from carbon neutral)

How our 13 material topics and ambitious goals put us ahead of the curve

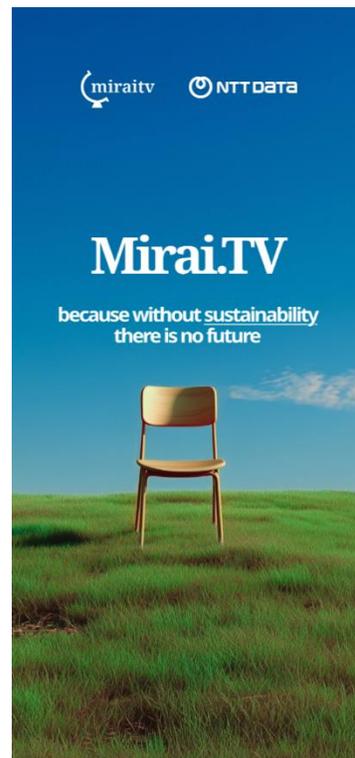
Watch the episode below and see how we're turning sustainability from buzzword to action.

Vicky Bullivant



HEAD OF CORPORATE SUSTAINABILITY NTT DATA INC.

Watch the episode



IT has a huge role to play in sustainability

From data centers and AI to devices and circularity

In this episode of Mirai TV, we explore how we measure impact and turn strategy into action

What you'll see:

- Managing emissions, water, and energy use in IT
- Building a Sustainable IT Playbook
- Circularity for 150,000+ devices
- The challenge of AI and sustainable operations

Katia Chaban



HEAD OF IT SUSTAINABILITY CENTER OF EXCELLENCE NTT DATA INC.

Watch the episode

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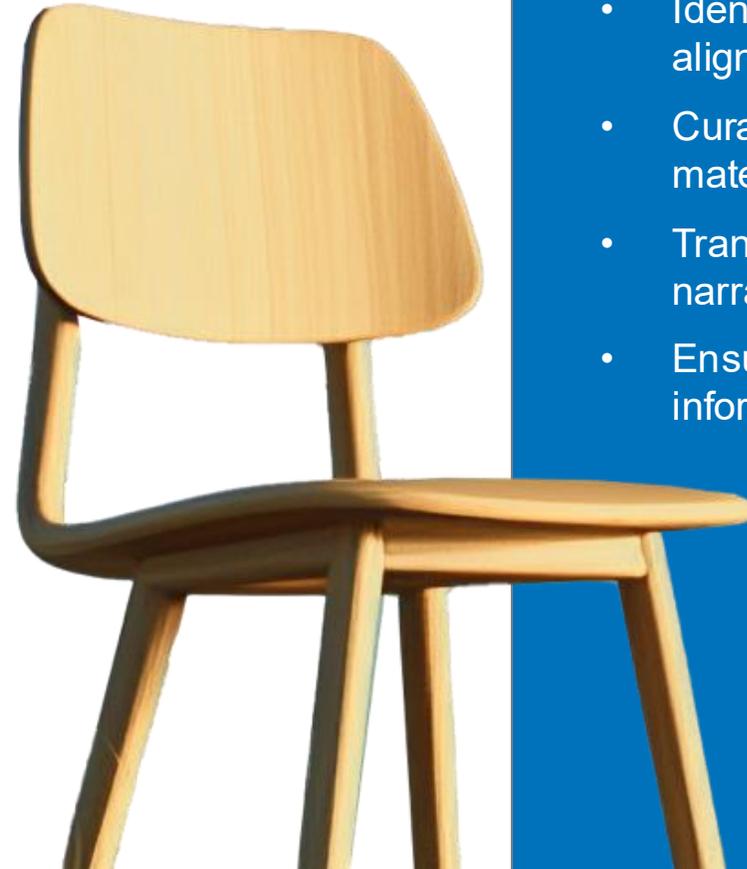
Working group



Working Group & Employee Engagement

Employees across the company contribute ideas and insights through a dedicated working group.

They support the development of Mirai TV by co-creating content, formats, and ideas that bring sustainability to life across the organization.



- Hear inputs on the Mirai TV plan and content.
- Incorporate ideas on content and distribution.
- Create a network to promote the Mirai TV launch.
- Identify and develop compelling content aligned with Mirai TV's mission.
- Curate topics and voices that reflect our material ESG themes and strategy.
- Translate abstract concepts into relatable narratives.
- Ensure a balanced content mix: informative, inspirational, action-driven.

