We face regional and domestic challenges, including declining birthrates, and an aging and declining population.

We also face problems on a planetary scale, including global warming and energy issues.

With the growing seriousness of a variety of problems in modern-day society, we cannot rely solely on public institutions and associated organizations to find solutions. Various companies too, must contribute to the establishment of a sustainable society, in addition to expanding their own businesses.

Interest in these problems has spread among companies and local governments, as well as individuals in recent years.

In a survey carried out by the Cabinet Office, more than 60 % of people expressed a desire to contribute to society, despite 80 % of people having no experience in volunteer activities, testifying to their level of interest in such endeavors.

In taking various social issues to heart, NTT Data developed a new service for allowing people to make easy contributions to their local communities through their daily lives.

The name of this service is Fowald.

It is a smartphone app that assists individuals, local governments and companies to contribute to the world around them. It relies on the power of technology to solve the variety of issues faced by people and society, by connecting individuals and creating relationships.

Fowald basically has four main functions:

To find methods, or Quests, that can contribute to the solving of issues. To take action by taking part in Quests. To visualize and record the results of activities.

To assist communities formed by people who connect by taking part in and supporting Quests.

Fowald is being used by the following kinds of people.
They may be residents who want to make their town more comfortable to live in.
They may find and promote little-known charms around their town, or visualize daily activities to improve the convenience of their lives. Providing a system for solving local issues with the participation of all citizens will enhance their love for the town, while helping to find and promote its charms.

Fans of professional sports who want to contribute to the local community through their love of a team.
They can show their support while also contributing to their community in their daily lives, even on days when there are no matches.
To the teams, working with fans to contribute to local communities and the environment leads to promotion and the building of ties with local companies and governments with the same aspirations.

In the case of employees at a company that wants to become fully involved in sustainable activities, it becomes increasingly difficult to ascertain who engaged in what kind of activities, when and where, the bigger the company is.
Visualizing the activities of individual employees and the overall company will enable verification of the levels of contribution made, boosting people's motivation.

This will not only enable Fowald to be used as new way of promoting the company, but it will also encourage exchanges between employees other than through work, leading to proactive attainment of sustainability.

Social issues are solved through the approval and participation of a variety of stakeholders.

Moving forward, the service will be further expanded as a place where people can work toward a shared goal by making use of their respective strengths, instead of working individually as in the past.
The creation of synergy between companies and users will expand the circle of contribution and lead to sustainable activities, including the growth of businesses.

Furthermore, cutting-edge technologies will be used to stimulate mutual exchanges within and between communities. The establishment of a system encouraging independent and sustainable activities by communities will also lead to the forming of an environment for consumer-driven sustainable actions.

The world continues changing at blinding speed even as we speak.
We face numerous issues that must be addressed.

At NTT Data, we will provide a system through Fowald that encourages the immediate and daily implementing of sustainable activities within local communities.

We will offer new value to all participants and establish a "cycle of value" to solve regional and social issues.

The challenge for Fowald will continue.