

Dotonbori has all kinds of attractive signs, interesting people, and delicious restaurants.  
I really appreciate the fact that we have more than 100,000 visitors a day.  
It's vibrant, friendly, and intimate. You can enjoy just walking around the area. This is Osaka.

On the other hand, the problem of trash and garbage has been giving us a big headache.  
Trash flocks together as people tend to throw away their trash wherever they see it.  
It's the viscous circle of garbage calling garbage, which ends up in not just small  
but huge piles of garbage here and there on the streets.  
How can we take care of them? As you see, no one enjoys the piles of garbage. They look disgusting.  
We need to protect beautiful Dotonbori from the invasion of trash and garbage.  
We were deeply concerned about it.

For Osaka to step up to become an international tourist town.  
There is no doubt that we need to solve the problem of "the streets full of garbage."

NTT Communications has tackled the Dotonbori's long-standing regional issue.  
Our thinking was that if the problem cannot be solved by the community alone, why don't we all work together?  
What we needed was collaboration and "co-creation."

We offered Dotonbori ideas, ICT technologies,  
and networks that we had developed through encountering and solving a variety of cases.

We created a framework for co-creation by involving the local communities,  
the local government, and the companies, and with the help of all of them,  
we installed smart garbage cans in the Dotonbori area.

Please note that they are not just ordinary trash cans.

They are smart trash cans equipped with ICT technology.  
In addition to being able to monitor the accumulation of garbage inside in real-time in the cloud,  
this ICT trash can automatically compresses inside garbage and notifies you before it becomes full.

Involving all the sectors to play their roles as co-creators made it possible to realize the smart trash project operation.

Our creation of an organization to work together with cities and companies has evolved into today's IoT trash can. Through various demonstration experiments, we found that a considerable amount of garbage is being reduced.

I was confident that this could be done.

I am sure this first step will make Dotonbori the world's best shopping town.

In the future, we are planning to post advertisements on the smart trash cans and to use the acquired data for tourism marketing.

We are working to establish a local self-propelled business model to enable the continuous operation of smart trash cans.

Furthermore, the installation of smart trash cans is not limited just to Osaka.

It is the starting point for sustainable tourism initiatives in tourist destinations around the world.

Through co-creation projects that focus on solving local issues, every region in Japan can develop as a sustainable tourist destination.

NTT Communications will continue to address the region and its challenges.

With co-creation, the world - cities, people, environment - changes.

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