ECO-COOL Script for NTT Sustainability Conference Submission

INT. OUTSIDE NEXT TO A REEFER TRUCK – DAY

Stuart stands beside a reefer, showcasing its vital role in temperature-controlled distribution.

STUART

This is a refrigerated truck, you've seen them everywhere, they ensure our food and medicines stay fresh.

Globally, around 14 percent of food produced is lost between harvest and retail so effective cold chain logistics are vital to energy efficient and sustainable supply chains.

Most of these vehicles still run on diesel and leak refrigerant gas which has a massive negative greenhouse gas effect.

The trailer refrigeration units on these trucks can be cooled or heated from -25 to +25 degrees Celsius.

Cold chains contribute about 4% of Global GHG emissions.

So we decided to find a technology solution to change that.

INT. MEETING ROOM – DAY

A diverse team from across NTT DATA came together for a Cisco Sustainability Challenge hackathon to collaborate on a project to revolutionize the cold chain.

STUART (V.O.)

Subtitle: "Eco-Cool Cold-Chain Certification"

Our goal: a certification ensuring minimum sustainability standards throughout the cold chain.

INT. LAB - DAY

Faaiek showcases sensors that can optimize diesel usage and provide real-time data.

FAAIEK

Sensors like these, detecting open doors and monitoring internal temperature, help us cut diesel use and refrigerant leakage.

By tracking energy usage and providing alerts to the driver, we can optimize fleet management and influence behaviour to ensure that vehicles minimize environmental impact.

INT. MEETING ROOM – DAY

INT.会議室-日

Bill narrates an animated cool chain diagram, explaining the power of digital twin technology.

BILL

Subtitle: "Insights Throughout the Cool Chain"

Digital twins, real-time reporting, and machine learning models give us unprecedented insights, optimizing routes, pre-chilling, and more.

INT. DATA SCIENCE LAB – DAY

Bill's team of data scientists discusses applying machine learning models to enhance Eco-Cool's capabilities.

BILL (V.O.)

Subtitle: "Power of Data Science"

Our team uses machine learning to predict breaches in the cold chain, influence distribution based on weather, and allocate emissions for each cargo.

Predictive models can also help drivers to anticipate any issues that could increase GHG emissions before they occur.

INT. CLIENT MEETING – DAY

WOLF

Subtitle: "SMART Management Platform for Truth in Sustainability "

Clients turn to us for end-to-end capability and our unique SMART platform, proven in various industries, now revolutionizing the cold chain.

Our Truth in Sustainability module can ingest and structure vast amounts of logistics data from the field to measure and reduce GHG emissions in real-time.

INT. BOARDROOM – DAY

The team discusses the broader impact of Eco-Cool, extending its benefits to static units.

WOLF (V.O.)

Subtitle: "A Lower Cost to the Planet"

Eco-Cool is just the beginning. Optimizing mobile refrigeration teaches us lessons applicable to static units, ensuring refrigeration at a lower cost to the planet.

Fade out with the Eco-Cool logo and the words "Revolutionizing Cold Chain Logistics."