Kaya Noriyuki, Executive Vice President & Chief Digital Assets Officer, NTT DATA Inc.

I am here at The Wadden Sea Natoinal Park. Please look at this. Beautiful scenery. NTT DATAs mission is to preserve this beautiful scenery using digital technology. NTT DATA will continue to strive towards the realization of a sustainable society.
Thank you.

Green Nudging project speak

Green nudging is a data-driven approach by NTT DATA to influence people's behavios towards a better and more sustainable future by subtly steering individuals towards sustainable behaviors.
Leveraging cognitive biases and habits, we promote environmentally friendly choices without restricting freedom.

Data provides insights to understand behavioral patterns, tailor nudges, and measure their impact, leading to continuous changes in behavoirs of a population. This approach can effect substantial changes in energy consumption, waste reduction, and conservation efforts.

By making the sustainable option the default, green nudging aids society's transition towards sustainability, fostering a more environmentally conscious society. Thus, the combination of green nudging and data is a powerful tool for promoting sustainable behaviors.

Frank Jensen, Mayor of Fanø, DK

In the summertime we have some challenges because obviously all people would like to see this beautiful place and some of them are not used to nature so they don' really know how to behave and we would really like to nudge them to behave in a way that seals and birds and all other species can be here at the same time as we can.
On one hand side we are very proud that we have this beautiful island in The Wadden Sea and on the other hand side we want to protect it. We want to keep a firm balance between using nature and protecting the nature. And thats where we need some help to get smarter, so turists who are not used to nature will have a chance to know how to behave.

Challenges

 Tourism, while beneficial for economies and cultural exchange, can also create significant challenges for both society and the environment. Here are some of the major problems:

1. **Overtourism**: This refers to the overcrowding of tourists in a holiday destination. It can lead to the devastation of nature, distress of local populations, and pollution.
2. **Environmental Damage**: Tourism can put enormous stress on local land use, leading to soil erosion, increased pollution, natural habitat loss, and more pressure on endangered species. Fragile environments or landmarks can be damaged, and wildlife can be scared off.

3. **Cultural Deterioration**: The local culture and language can be negatively affected by tourism.
4. **Economic Disparity**: The rapid growth of tourism GDP globally can lead to an increase in the cost of living in tourist destinations. This can result in locals being priced out of their own communities.

The future/end of video

If tourism reduces its carbon footprint and embraces sustainability, the future could be transformative. Natural landscapes would be preserved, travel practices would become eco-friendly, local cultures would be respected, and economic stability could be promoted.
A more mindful approach to tourism could increase global awareness of environmental impact, leading to more sustainable choices in everyday life. In essence, sustainable tourism could lead to a future where travel is in harmony with nature and local cultures to ensure the long-term well-being of local communities and environments.