

eco_buy®

SUSTAINABLE
DEVELOPMENT GOALS

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5G IoT Business Dept.



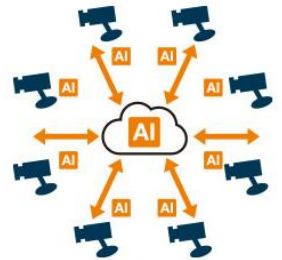
Executive Director and Global Head of 5G IoT Business
Board Member of NTT DOCOMO Overseas Branches
Responsible for global enterprise solutions

ZAIF SIDDIQI



Head of Social Innovation
Responsible for AI and digital marketing services including ecobuy

MASAMICHI ENDOU



EDGEMATRIX



Remote cooperative design



Live broadcast with low latency



Real-time remote operation support



3D Model Generation



Failure prediction using machine data



Simple face authentication

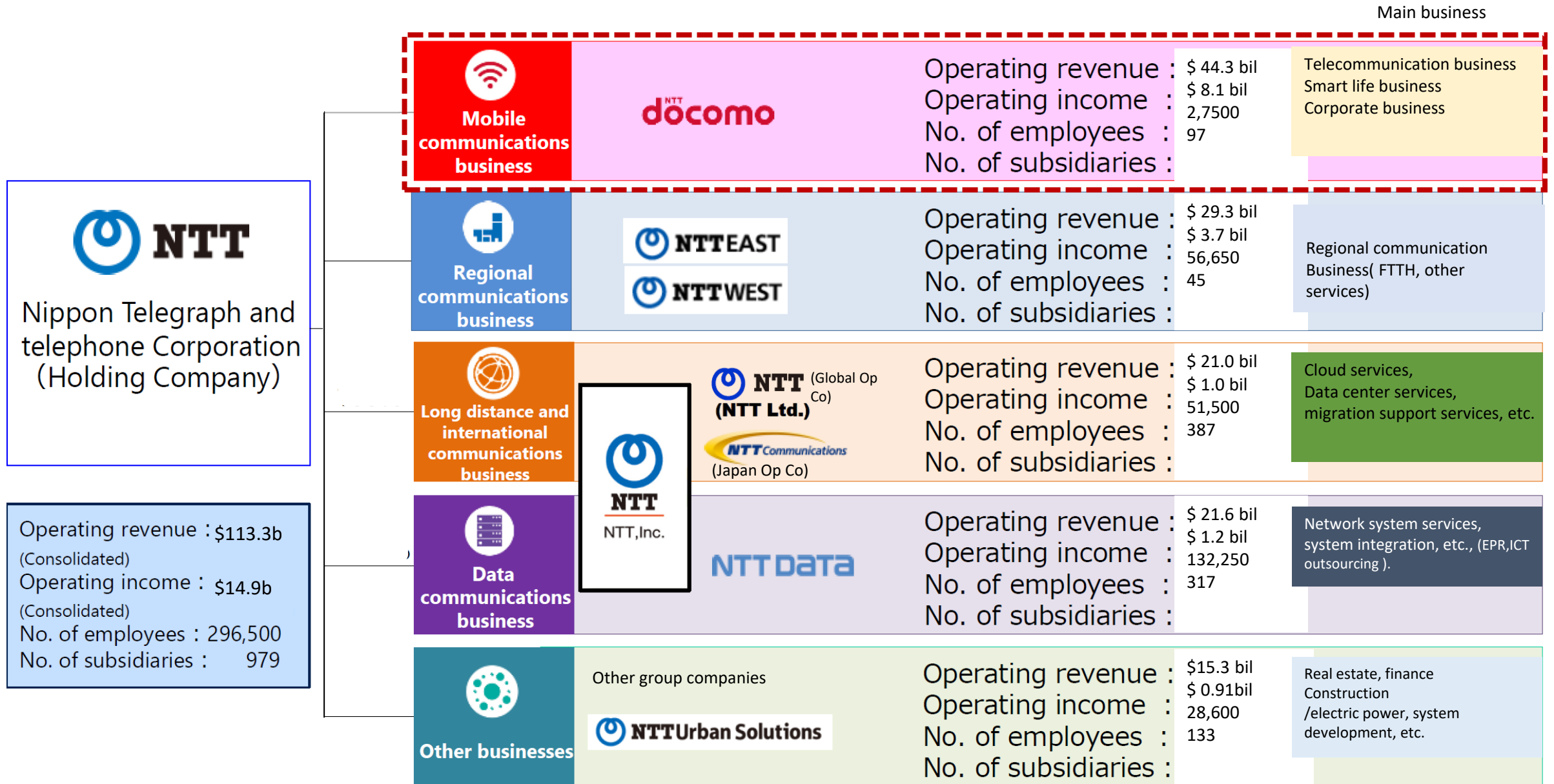


CARRY 5G



XR

DOCOMO in the NTT Group



Snapshot of NTT DOCOMO



Operating revenues

\$43 billion



Operating profit

\$8 billion



Number of mobile phone subscriptions

80.33 million



"d POINT CLUB" Members (FY2019 Results)

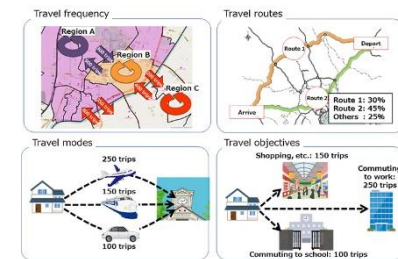
Among the largest numbers in Japan

75.09 million



Transactions Handled by Finance/Payment Business

\$53 billion



Mobile Spatial Statistics

The mobile arm of NTT Group

NTT DOCOMO and SDGs

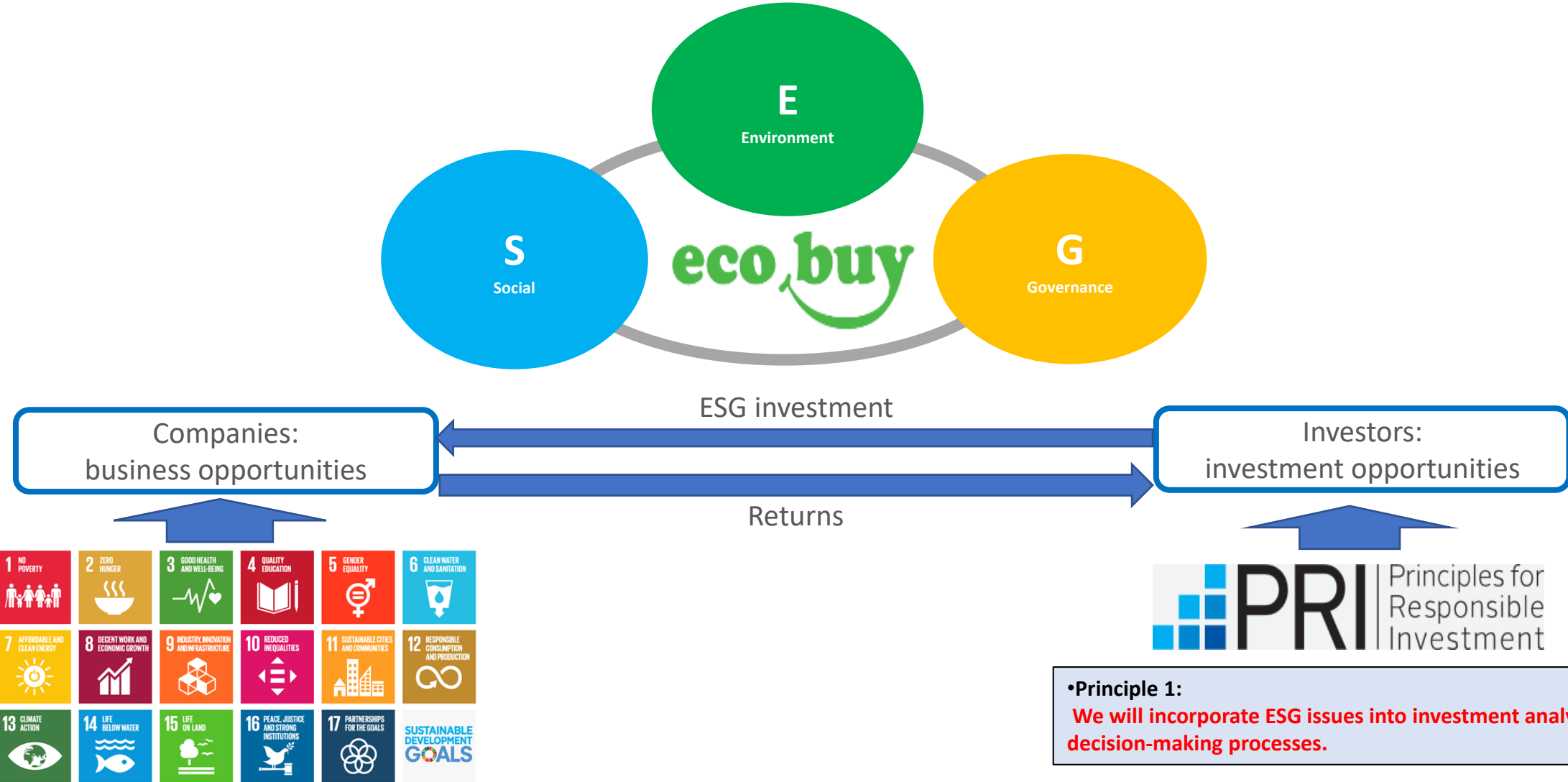
NTT DOCOMO not only provides Mobile-ICT solutions, but also contributes to development of sustainable society

We strive to make positive impact in the area of sustainable development goals: **Responsible Consumption and Production** which includes **Food Loss & Waste**



ESG for Companies

ESG initiatives by companies have attracted attention as a new measure of investment value. Efforts to reduce food waste are attracting attention as an approach to ESG and we believe eco-buy can play an instrumental role



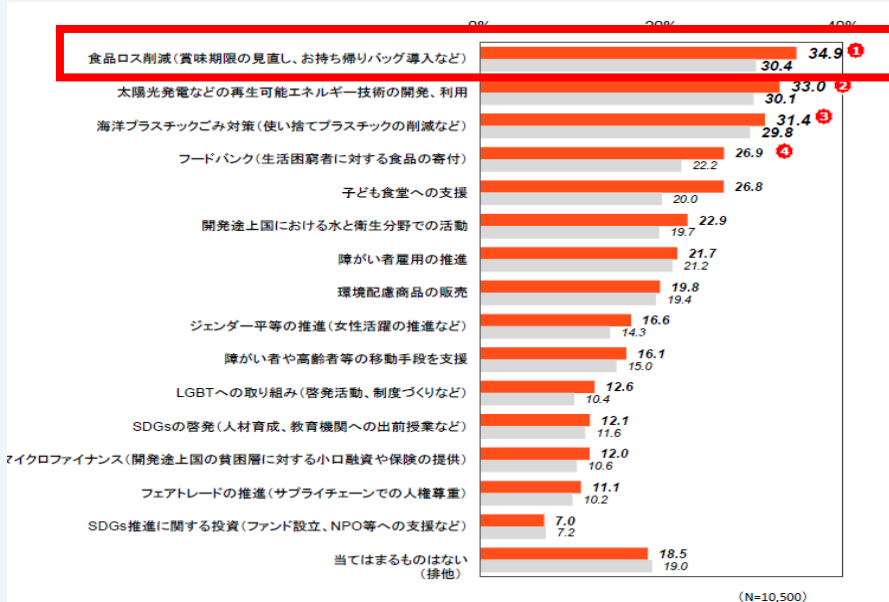
Consumer awareness of SDGs on the rise

SDGs that consumers are interested in/ want companies to address

1st Reduce FWL

■ interested in 34.9%
■ want companies to address 30.4%

n=10,500

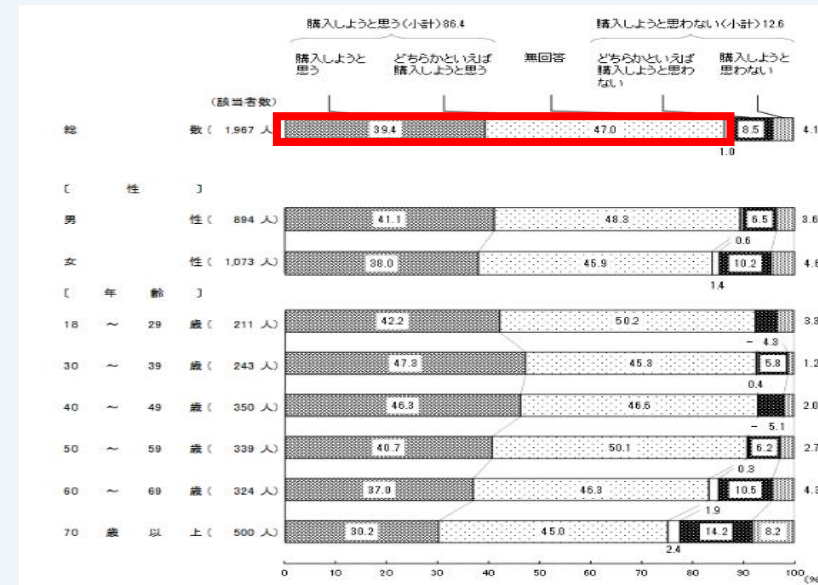


Consumer awareness of purchasing at retailers working to reduce food waste

Want to buy 86.4%

Want to buy 39.4%
 Would rather buy 47.0%

n=1,967



※2 https://www.dentsu-pr.co.jp/releasestopics/news_releases/20200929.html

※3 https://www.maff.go.jp/j/shokusan/recycle/syoku_loss/yoronchousa.html

Food Loss and Waste in Japan

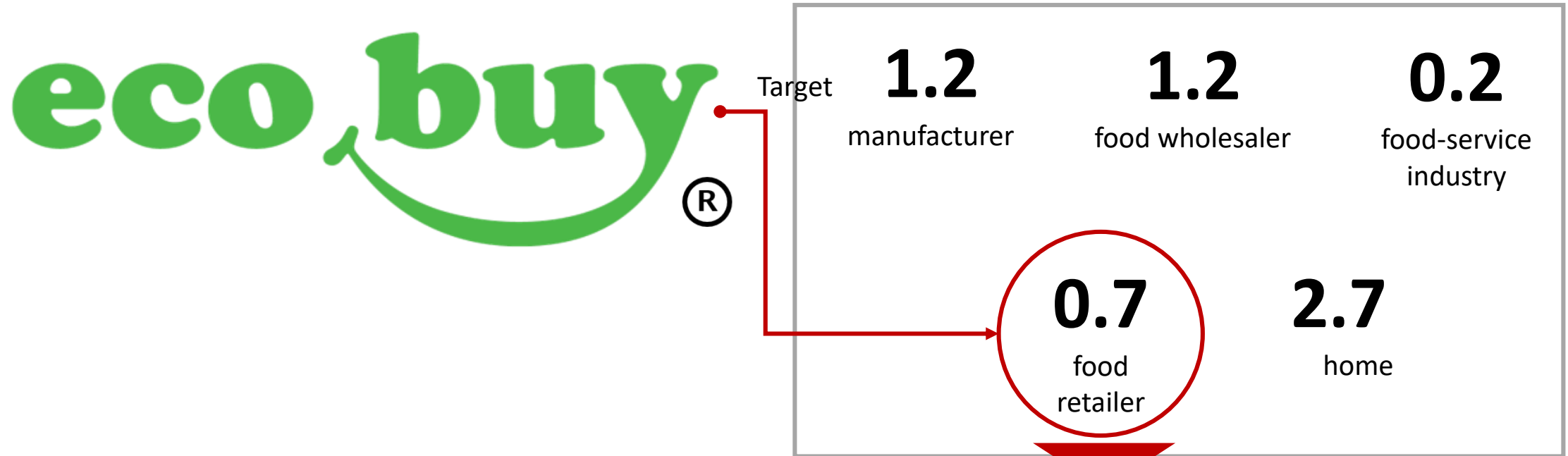
There is 6.0 million tons of food loss and waste each year in Japan. This figure is on a downward trend, particularly for food loss at home.

	2016	2017		2018
Home	2.9	2.8	↓	2.7
Manufacturing	1.3	1.2	↓	1.2
Food-Service Industry	1.3	1.2	↓	1.2
Food Retailer	0.7	0.7	→	0.7
Food Wholesaler	0.2	0.2	→	0.2
Total	6.4	6.1	↓	6

※1 : <https://www.maff.go.jp/j/press/shokusan/kankyoi/attach/pdf/210427-4.pdf>

Target of ecobuy

ecobuy targets food loss reduction at food retailer.



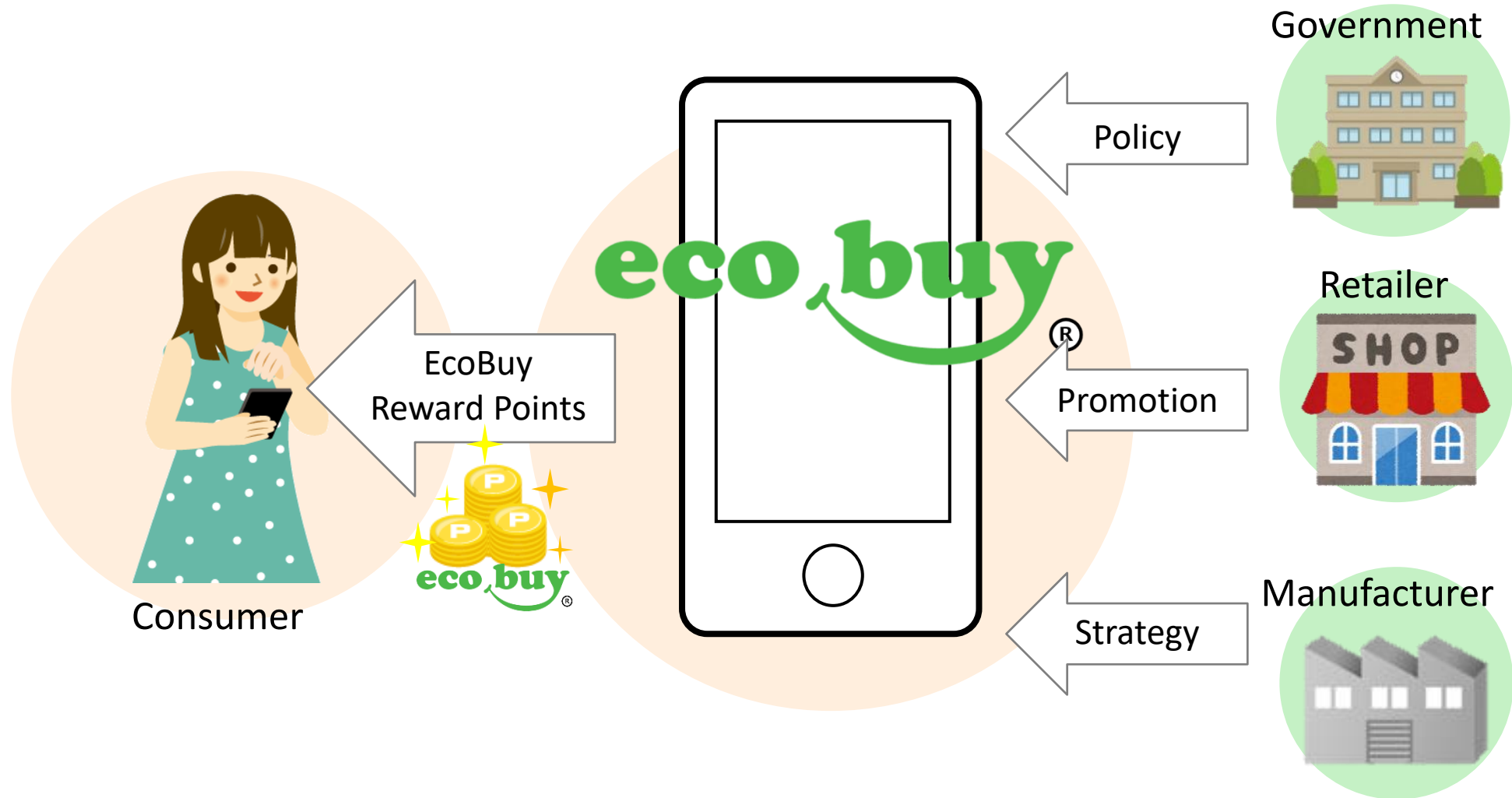
APEC-FLOWS Definition (※1)



※1 : APEC-FLOWS <<http://apec-flows.ntu.edu.tw/definitionmethodology.aspx>>

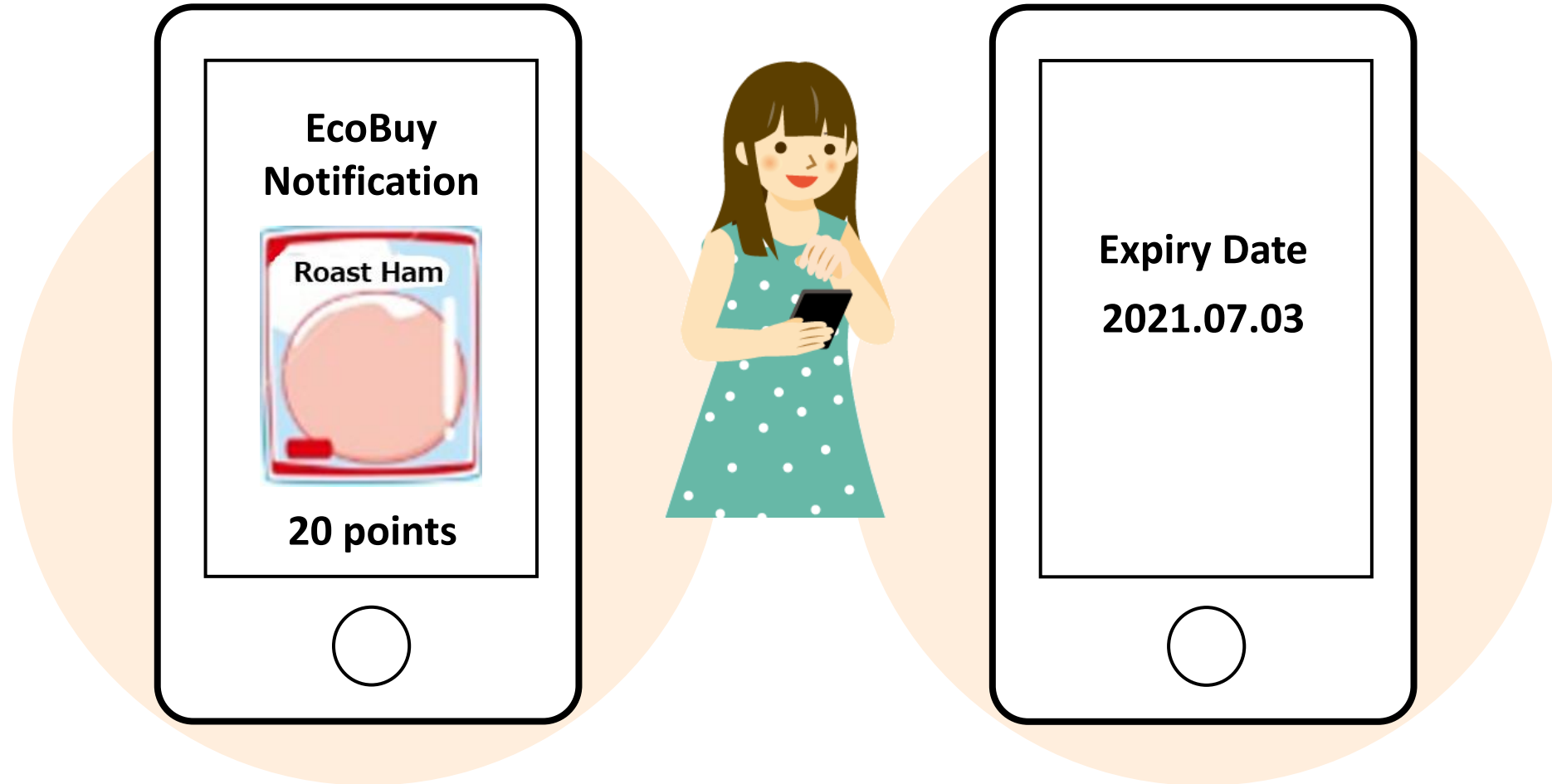
What is ecobuy?

ecobuy is a digital application that motivates a consumer to be part of FLW reduction program by **awarding points**



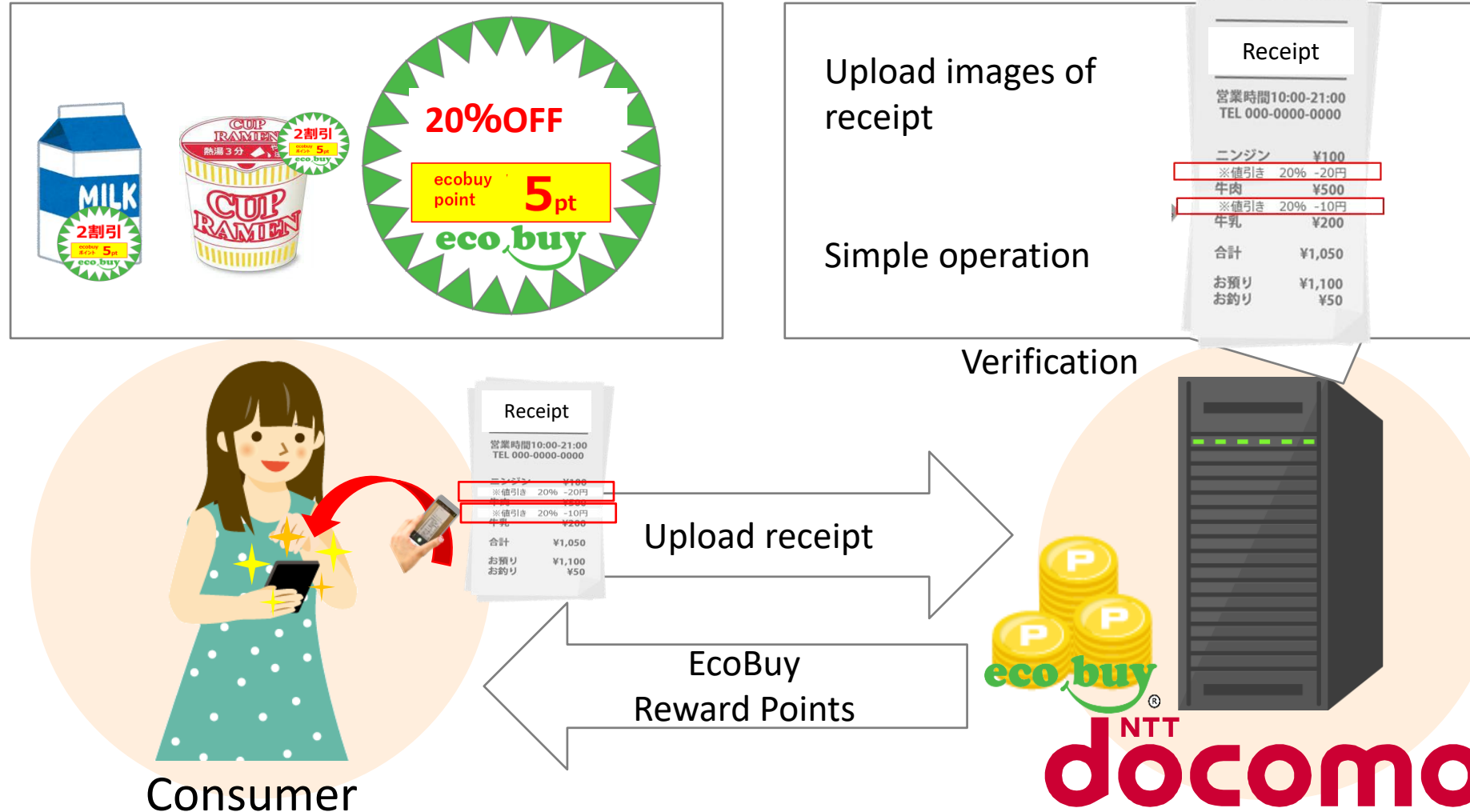
Earning ecobuy reward points

ecobuy reward points are awarded to consumers who buy products nearing expiration date
Retailers have the freedom of product selection criteria



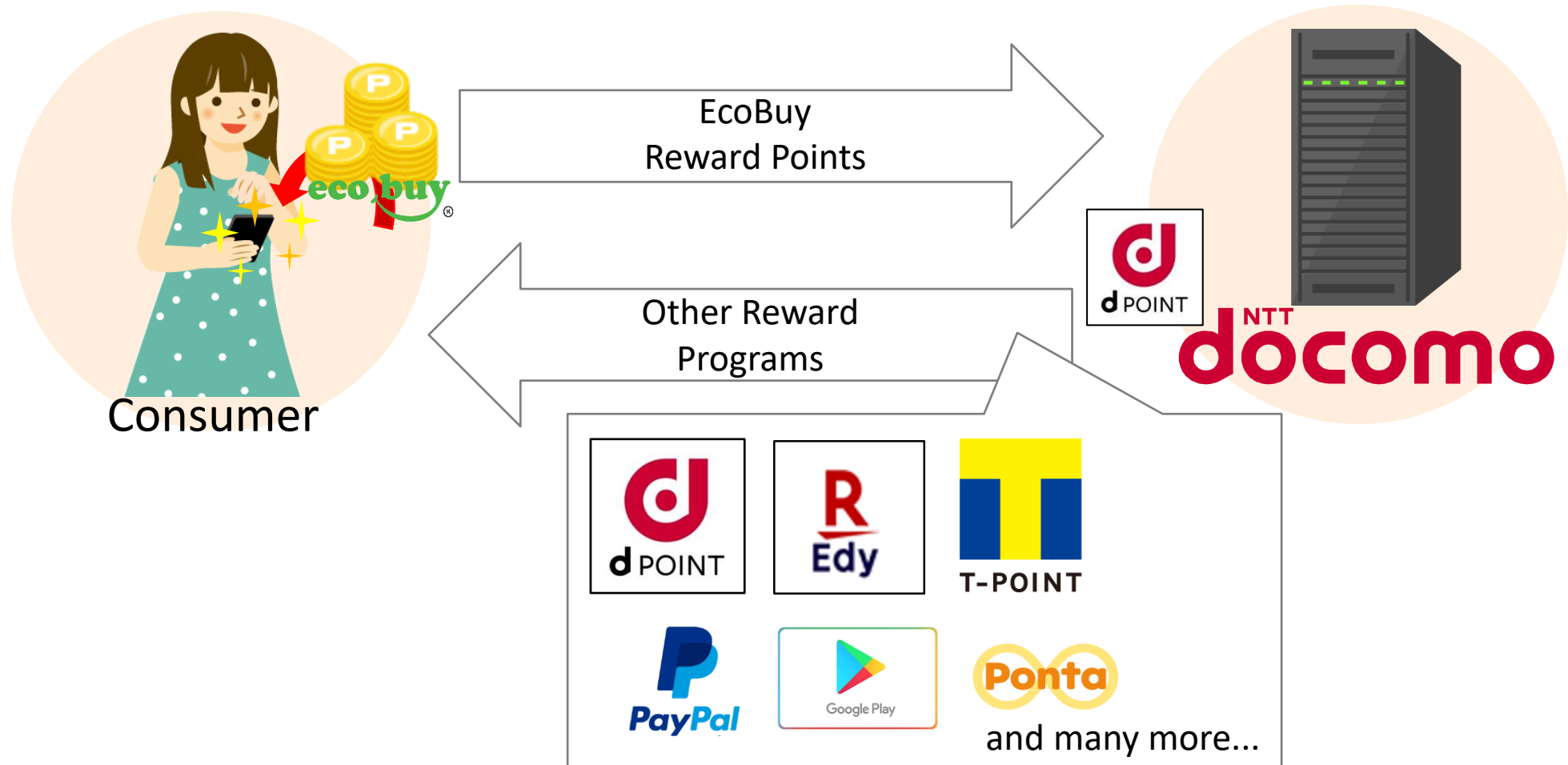
How to Earn EcoBuy Reward Points

Consumers buy ecobuy applicable products upload images of receipt



How to Use EcoBuy Reward Points

Consumers use EcoBuy reward points to exchange with NTT DOCOMO's d-POINT or other points

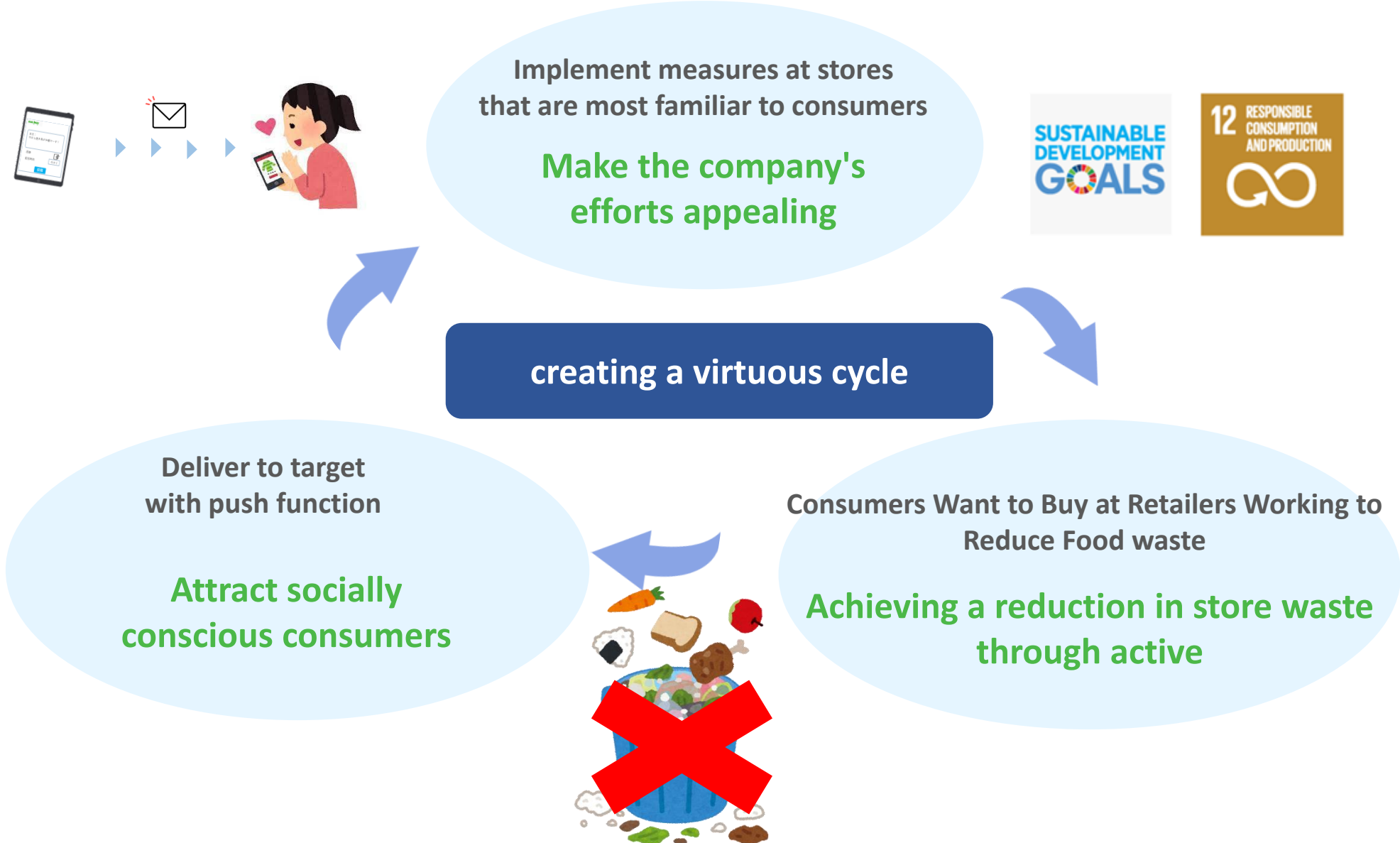


Food waste reduction mobile platform

EcoBuy aims for the society that consumers voluntarily buy products nearing expiration dates



Benefits of introducing ecobuy for companies



Bringing retailers efforts to the forefront



Dedicated wagons are installed to effectively communicate the SDGs to consumers.

Ecobuy products are also displayed in regular section.



Push Notifications

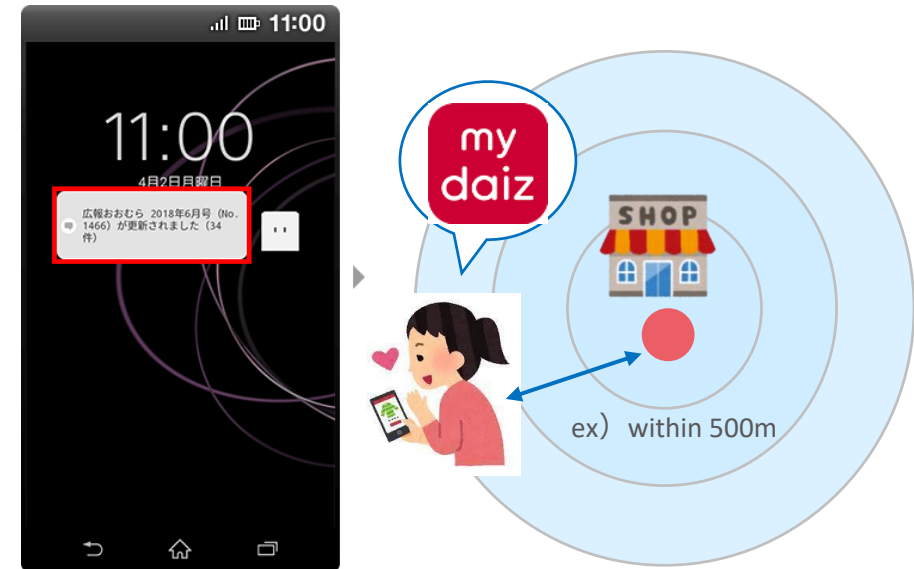
ecobuy attract socially conscious consumers by 2way push function

From Store



- Disseminating promotional information to ecobuy members.
- No maximum number of notifications

From docomo



- Reach 13 million users
- Deliver targeted notifications

ecobuy Roadmap

Future Prospect

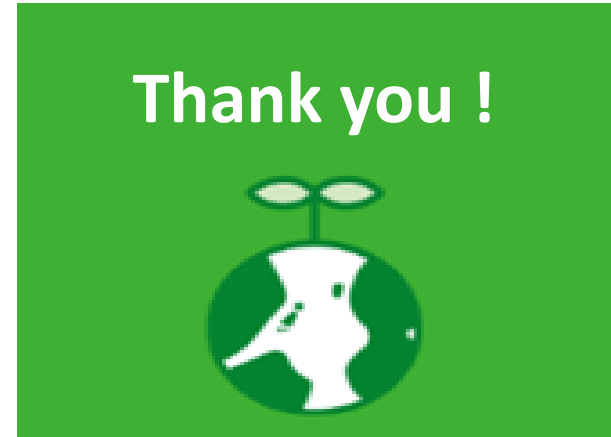
ecobuy concierge service

Notification



Yes

Display thank you message



No

Display the recipe



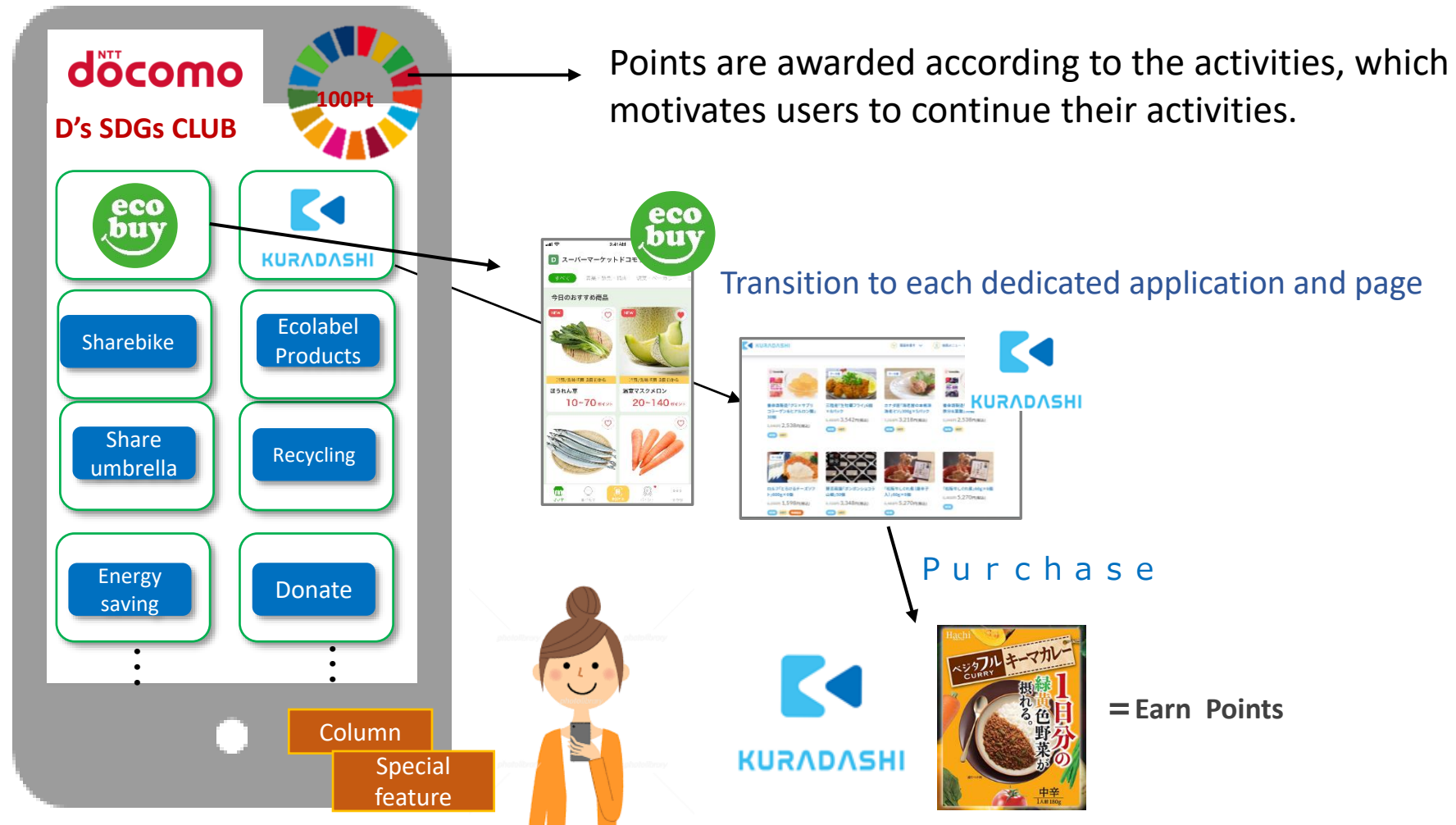
Seamless User Experience

ecobuy will be interoperable with cashier terminal at the Point of Sale (Pos)



SDGs portal with ecobuy

By introducing various SDGs initiatives (site apps) recommended by DOCOMO, users can participate in initiatives easily.



ecobuy and SDGs for Smart cities

New Technology



Awareness Reform

SUSTAINABLE DEVELOPMENT GOALS



5G Solutions
Artificial Intelligence,
Edge Computing, IoT,
XR, Cloud

NTT docomo

eco,buy®
D's SDGs CLUB

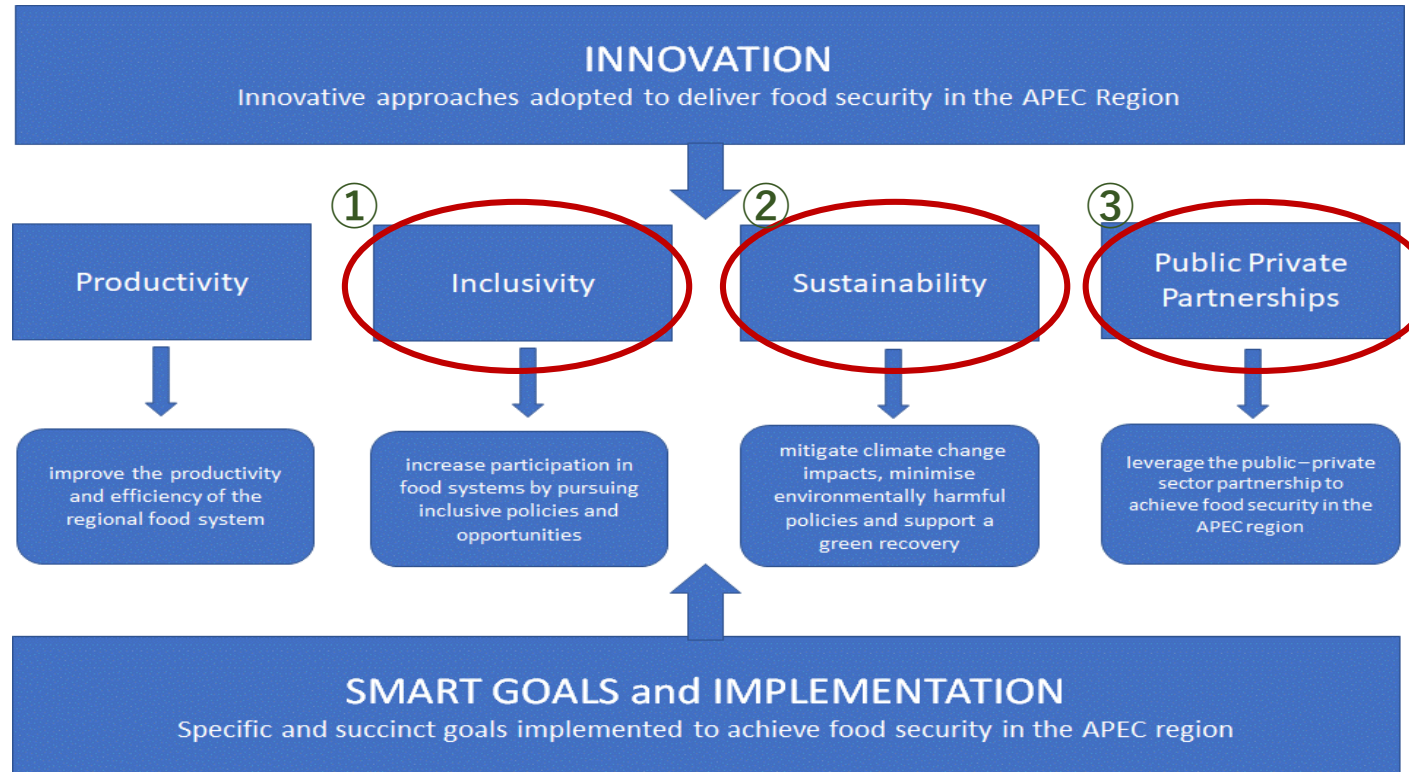


Globalization of ecobuy with ecosystem partners



Reference 2030 Roadmap

Framework for a whole of systems approach to deliver food security



- ① Ecobuy will reform the awareness of food loss to the mass and industry verticals
- ② DOCOMO is committed to addressing social issues in order to achieve the SDGs
- ③ DOCOMO will be a bridge between local governments and companies



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