NTT Data is looking for solutions that encourage innovation and circular economy in the field of product life extension

The Company

NTT DATA, a global company based in Tokyo, is one of the world's leading players in consulting and IT services, with an international network of research and development centers in Tokyo, Palo Alto, and Cosenza.

Through business and technology consulting services, industry solutions, application and digital services, and innovative technologies such as Cloud, AI, IoT, Blockchain, they support the digital growth of the country and the companies with which they collaborate, in Italy and abroad, generating more and more synergies and collaborations to tackle innovative, inclusive, and sustainable projects.

In particular, the Sustainability & Green Tech team aims to help create positive and lasting change towards society and promote a new era of sustainable and inclusive growth. Thus, innovation comes from the intersection of the need to reduce impact and the exponential expansion of technology.

The Challenge

Circular economy is a production and consumption model that involves sharing, lending, reusing, repairing, reconditioning and recycling existing materials and products for as long as possible. This extends the life cycle of products, helping to minimize waste. In fact, once the product has completed its function, the materials from which it is made are reintroduced wherever possible through recycling. In this way they can be continuously reused within the production cycle, generating additional value.

The goal of the challenge is to imagine a digital solution, based on the pillars of the circular economy mentioned above, that contributes to the diffusion of this new economic model. In particular, it is required to focus on the activity of product life extension and the shift to a *product-as-a-service* consumption logic.

It is therefore required to devise and develop a new, more sustainable system for extending the life of a product, considering one of the following approaches:

- Product as a service
- Sharing platform
- Artificial intelligence solution for sustainability
- Sustainable design solution
- Digital circular economy solution