

A photograph of three women in a social setting, possibly a restaurant or cafe. The woman on the left is wearing a black hat and has her face lit up with a warm smile. The woman in the middle is wearing glasses and is also smiling. The woman on the right is seen in profile, looking towards the other two. The background is softly blurred, showing other people and interior lights.

Sustainability and business

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HOW NTT DATA CREATES VALUE FOR SOCIETY

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NTT DATA
Trusted Global Innovator

SUSTAINABILITY AS SOCIAL COMMITMENT: CORPORATE SOCIAL RESPONSIBILITY (CSR) INITIATIVES AT NTT DATA ITALIA

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SUMMARY

Sustainability is a theme of global interest and represents the future of younger generations.

It's not just about the environment: Sustainability Development Goals (SDG) defined by the United Nations for 2030 range from social impact issues, quality education, promoting inclusion, health and well-being, to issues relating to sustainable economic development, responsible innovation, bioeconomics, combatting climate change and models of economic resilience.

To reach this objective a systematic approach is required that can trigger a radical change in mindset and everyday behaviour that involves the environmental, social, economic and cultural sphere.

In this context a large company that has made innovation its growth engine has the opportunity to make a difference with their own initiatives by promoting new operating solutions and business models that are coherent with sustainable development objectives that can also be applied to meet new challenges proposed by customers who are increasingly oriented in this direction.

We are focusing on several themes: from **sustainable transport** to initiatives linked to **corporate volunteering**, **optimising production** methods, **energy efficiency**, using **artificial intelligence** and **machine learning** models to simplify human activities, developing **circular economy** models or those for **environmental protection**, all with a **Design Thinking** approach in mind.

We at NTT DATA tackle issues related to Sustainability by making our human capabilities and professional skills available to support the development of all those initiatives that can help the company play an active part in change in a distinguishable way and in keeping with our principles of Sustainability and Social commitment.

In addition we have already set up some **partnerships** with Research Institutes and other external governmental and private bodies that operative within the SDG programme while others are still being evaluated.

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THE "CODING IN SCHOOLS" PROJECT



Technology transforms products, industries and societies and will have a profound impact on the world of work. It won't just be a question of how many jobs will disappear or how many new ones will be created but also of identifying what skills will be required in the future.

The World Economic Forum established a list of skills in a report published in 2016 highlighting that solving complex problems, critical thinking and creativity will be the first 3 skills required by the job market in 2030.

The aim of the "Coding in schools" project is to **teach pupils in elementary and middle schools the fundamental principles of computer programming** to help them develop the necessary skills in the future to go from being simple users to playing an active part in technological development.

Scientific subjects are extremely important in teaching children yet some areas of knowledge are still traditionally considered

to be more suitable to boys rather than girls who are encouraged to focus more on humanities.

Learning the basics of computer programming at an early age helps to **build a favourable mindset** and to instil a passion for technical-scientific subjects. This approach contributes to **reducing the gender gap**, which is one of the Sustainability objectives identified by the UN.

Coding promotes **computational thinking** that encourages children to think in an unusual way and to tackle problems from different angles and therefore find as many solutions as possible. In this way **problem solving** and **creativity** skills are developed.

During school hours with the support of NTT DATA Italia employees, pupils learn to use Scratch software from MIT in Boston, first to make a video game then to move small educational robots and also learn the basics of robotics. Middle school pupils also have the possibility to create apps for their smartphones using

App Inventor, also from MIT.

From October 2016 to December 2019, the project involved teachers and around **16000 pupils** from **one hundred schools** all over Italy and **110 NTT DATA** employees with **more than 2000 hours of lessons**.

In addition to schools we also held workshops in summer camps and residencies for children undergoing cancer therapy (Casa UGI in Turin and the Centro Maria Letizia Verga in Monza). Furthermore, following the grave damage caused by the earthquake NTT DATA Italia wired the whole school in Arquata del Tronto, set up a computer lab and carried out some programming lessons for pupils even remotely.

THE "ACT FOR SOCIETY!" INITIATIVE

The "Act for Society" programme was started in 2018 from the idea of a group of employees in compliance with the guiding principles behind CSR initiatives from the NTT group, to provide a contribution from NTT DATA to society and the environment. **All employees that want to have the possibility along with their families to participate in micro-volunteering initiatives for society supported by the company that provides the necessary resources to carry them out.**

The actions proposed relate to initiatives related to environmental protection and the fight against poverty and hunger. The number of employees who participate in these initiatives is growing steadily and ideas for new projects are multiplying.

A Community was created which is made up of representatives from all branches and representatives from transversal functions of HR and Marketing for the CSR, who periodically meet up to evaluate the proposals put forward by the same employees and to define an annual plan of the initiatives with the aim of increasing participation by employees on a national scale.



The first 2 events were held at the "Parco degli Acquadotti" in Rome where 249 voluntary employees and 50 of their children worked to clean the park and plant trees and bushes. A group of employees from Genoa cleaned a beach and the seabed.

In Milan, 300 voluntary employees worked on Saturdays to distribute meals to people in economic difficulty at the "Opera San Francesco" association.

In November 2019, 120 voluntary employees took part in a "Food collection" day in collaboration with the association "Banco Alimentare" to collect and distribute food donations to people in need at supermarkets participating in the initiative. In December 2019 in Rome a partnership with "Caritas" was set as part of the service to distribute meals at a soup kitchen and to collect blankets and warm clothing for the homeless.

DIVERSITY & INCLUSION

Inclusion and diversity are distinctive features of the company policy at NTT DATA which for several years has been committed to guaranteeing innovative and flexible work environments that take care of peoples' needs through corporate welfare tools.

NTT DONNA AND WIN

An important expression of this commitment is enhancing the role of women in the company through several revolutionary initiatives brought together in the NTT DATA Italia **"NTT Donna"** programme, which then gained global strength in the NTT DATA **"WIN"** (Women Inspire NTT DATA) programme.

What are the objectives? **Raise awareness of women, enhance their leadership, improve the balance between life and work, fight prejudice and the lack of female role models to inspire people.**

Just in the first year **100 new professionals** were hired and **15 were appointed as Managers. Encounters** with con prominent figures were organised that dealt with important issues for female empowerment like resilience, change and strength. **Partnerships** were set up **with associations** that deal with supporting leadership and career paths for women like Valore D, Professional Women Network and the Young Women Network. We fight gender stereotypes right from the start with **training** during childhood with the "Coding in schools" project and with participation in events, lessons at high schools and Universities (Roma Tre, Federico II di Napoli, UNICAL, Università di Salerno, Politecnico) and by participating in programmes to spread interest in STEM subjects.



TALENT CAMP

The high youth unemployment rate and diversity are still a reality. Many students do not get a quality education and therefore find it difficult to enter the world of work.

The "Talent Camp" programme, in collaboration with non-profit associations, was started in 2017 with the aim of **providing students with the opportunity to attend a quality training course and enter the world of work through an internship at NTT DATA.** With a view to fighting prejudice towards diversity some specific Talent Camps are reserved for **protected categories.**

At the end of the Talent Camp, 90% of the participants were hired.

WORK-EXPERIENCE

The "Work-Experience" project provides pupils in the last three years of Italian high schools with the opportunity to do an internship in a company to increasingly reduce the distance between training and professions and make it easier for young people to approach the world of work.

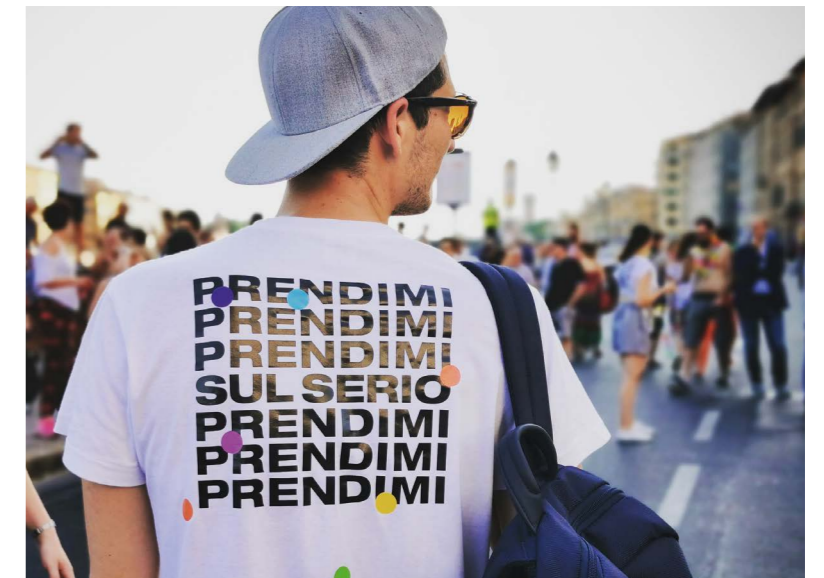
Even **NTT DATA opens its offices up to young people** with the aim of developing in them a more concrete idea of the working world and to enrich our daily work with a fresh and young vision and an original point of view.

The project involves the presence of two company tutors one in HR and one in a technical role that help the young people during the entire experience.

PRIDE

For years now NTT DATA Italia has taken part in "Pride" demonstrations, extraordinary celebrations of freedom that are made possible by the joint effort of public institutions, associations and commercial bodies, as well as of course by the participation of thousands of people.

We believe in **respect for diversity** and above all in the **value of including** people in the society around us, **irrespective of sex, sexual, religious or political orientation.**



PARTNERSHIPS AND JOINT VENTURES WITH ASSOCIATIONS TO SUPPORT THE MOST VULNERABLE MEMBERS OF SOCIETY

SODALITAS

Since 2019, NTT DATA has been part of the first organisation in Italy that promotes **Corporate Social Responsibility and Sustainability**, a network of leading companies on the Italian market that have chosen to "do business" in a sustainable way. The Foundation is also a partner of European Institutions and the main international networks such as CSR Europe, on projects related to spreading sustainability.

GRUPPO L'IMPRONTA

In October 2019 NTT DATA signed an agreement with Gruppo L'Impronta, a group of four non-profit organisations who have been working in the area on **induction** and **insertion into work** to initiate joint ventures in favour of people in difficulty in the South Milan area.

DIVERSITY & INCLUSION

AVSI

NTT DATA works with the association AVSI, a non-profit non-governmental organisation involved in **developing cooperation projects** in 31 countries to support the project “A future still to be built: support for Syrian women in Lebanon”.

We also hosted several AVSI representatives in our offices to listen to their interesting testimonials on issues of leadership in extreme situations and the opportunities that Africa can offer if the right partnerships with different figures can be started.

CHARITY CORNER

NTT DATA Italia contributes regularly to **fundraising to support charitable causes** by hosting sales corners for numerous associations like the Unione Genitori Italiani Onlus, Genitori Insieme and Associazione Adunata (children in cancer therapy and their families), Magica Burla (clown-doctors for children in hospitals), AISM (the Italian Multiple Sclerosis Association), AIAS (the Italian Spastic Assistance Association) and LILT (the Italian League for the Fight Against Cancer).

PARTICIPATION IN SOLIDARITY MARATHONS

Along with our employees we participate in **marathons to finance charity projects** like the “Milan Marathon”, to support LILT (the Italian League for the Fight Against Cancer), and the “Race for the Cure” in Rome to support Susan G. Komen Italia (a non-profit association for the fight against breast cancer).



SUSTAINABILITY AS ADDED VALUE FOR CUSTOMERS: CORPORATE SOCIAL VALUE (CSV) INITIATIVES AT NTT DATA ITALIA

THE “SUSTAINABILITY GOALS” CHAMPIONSHIP

The Championship is a Community that tackles transversal issues with the aim of incubating and accelerating idea proposals and developing new market opportunities. **All employees that wish to do so can take part and work together to create a virtuous circle of contamination with exceptional potential and bring enthusiasm, synergy and inclusiveness.**

The “Sustainability Goals” Championship is dedicated in a specific way to Sustainability and the objective is to act on two strongly interconnected lines and is a source of synergy and mutual inspiration: one internal to support the adoption of sustainability solutions inside the company, and an external one to develop **initiatives/PoC/business solutions to propose to the market** as tools to support some of the sustainability objectives expressed in the UN programme. The aim is create value for the Company by developing both internal and external initiatives as well as initiatives aimed at customers by pooling Human Capital and the professional skills of NTT DATA personnel through:

- The use of **technology and design** to simplify human activities;
- The development of **circular economy models** for waste reduction, prevention and recycling and reusing raw materials;
- Solutions/processes for **sustainable transport**, integrated with local services;
- **Automation** and **digitalisation** of human processes, increasing efficiency and simplifying the services provided;
- **Models** for **energy efficiency** of plants, data centres and the use of renewable sources;
- **Optimising production** and **consumption models**, tracking systems and end-to-end process monitoring.

This way it is possible to contribute to increasing the NTT DATA **Value Proposition**, by collaborating with our Service Lines to enhance and extend offerings to **Markets** with a view to sustainable innovation.

A METHODOLOGICAL APPROACH

The “Sustainability Goals” Championship has structured its **methodological approach** in 4 phases: **continuous collection of propositions**, attributable to the 17 Sustainable Development Goals (SDG); **classification** with reference to the SDG Goal drivers, type of initiative (internal/external) and market, scope of the proposal; **prioritisation** taking into account the potential contribution and the interconnections with SDG Goals, and the strategic impact, economic impact, feasibility and the involvement of stakeholders with reference to drivers; **selection** to create POC and define Business Cases.

PROJECTS IN THE DEVELOPMENT AND SET UP PHASE

ORIGAMI – SMART WATER MANAGEMENT

A completely integrated system based on an **IoT** approach, **to plan, monitor and control a water distribution system**. It includes technical and management tools for designers, network administrators and citizens; a decision support system (DSS) in a BIM environment enhanced with a mixed reality viewer; water quality assessment and remote reading of consumption (user profiling, demand curves and automatic invoicing); a monitoring and alarm dashboard, a cockpit for remote control and reactive/proactive behaviour using Artificial Intelligence.

BLOCKTRACE

BlockTrace is a **Blockchain** platform for Sustainability aimed at **managing, tracking and validating donations and promoting contributions using a gratifying Smart Economy model**. The process consists of allowing retailers to get discounts on waste taxes and other tax benefits by donating food. Donations must be approved by a sponsoring agency, usually the Municipality, that makes the donation public, transparent and certified: every donation is registered by Blockchain, in order to authenticate, recover and share information about the donation between the parties and allow for automatic execution of the discount process.

DRIVING ACADEMY

Driving Academy is a **smartphone-as-a-sensor app that monitors the driving behaviour of users**. The objective of the app is to recover driving data to improve the driving style of users by providing them with suggestions, awards, and a “trophy room” section with prizes. All monitoring is done by a SDK developed for both platforms (Android and iOS). In the front-end app users even get a mission to improve behaviour with a **gamification** system.

ANTIFRAUD BANKING DIRECT CHANNEL

This initiative aims to **cover the technical and business requirements relating to security linked to improving mobile banking apps by working with software developers to work on the evolution of new applications and mobile apps**. The objective is to decrease the possibility that fraudulent actions due to security vulnerabilities can be carried out in mobile banking applications (based on iOS and Android operating systems).

WIND POWER FORECASTING AND ANOMALY DETECTION

This project has two different and complimentary objectives: the first is to **optimise alternative energy forecasts from wind turbines**, the second is a predictive model oriented at detecting anomalies that can adversely affect the working of the turbines. Extension and adaptation of the solution to solar energy is under evaluation.

JUICEPASS

The app allows users to **charge their electric vehicles** by using public or private charging stations. It is available in 5 countries: Italy, the United Kingdom, the United States, Spain and Romania (next extension planned for India and Japan). Developed for our customer EneIX.

WASTE MANAGEMENT

A web application to **automate repetitive tasks, reduce costs in the public sector and improve the municipal waste management service**. Applied to Municipalities and waste management companies (Region of Emilia Romagna).

CONNECTED NEIGHBOURHOOD

A digital services platform to serve the community, **it provides digital services to connect less well-off citizens with middle class ones** allowing for sharing of knowledge and experience and to enrich the quality of life of the two types of community. Developed for the city of Milan.

VOLUNTEER PORTAL

A Salesforce application to **manage volunteer activities of employees in a company**. An additional sustainability map to manage sustainability projects in the company and archive the relative beneficiaries, loans and SDGs. Developed for the customer ENEL.



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