

FORTH Project Details

Sector: ICT

User: NEC Corporate Business Incubation Division

Country: Japan

Year: 2019

Online Offline

Facilitator(s): Yuya Nishimura, Yusuke "Jackie" Shinozaki

The image shows the logo for NEC, consisting of the letters "NEC" in a bold, blue, sans-serif font.

Innovation Assignment:

We, NEC, aim to be a leading company in the Circular Economy by 2030, creating new digital services regardless of national borders, in order to realize a brighter, more hopeful life and society, and to lead to a sustainable future.

Highlights of the process:

We conducted a focus-group interview with the internal owners of this challenge at the start of our FORTH project. For our logistics project this established the making of an innovation assignment. And it built our team capability for efficient innovation. It also works very well for the FORTH project team.

Main results:

The FORTH team advocated a new vision and some new concepts about circular economy as the result of our project. We suggest NEC needs to expand into some bio-business with our ICT technology asset. A new established organization, "Futurecasting Market Intelligence Division" has now defined the Circular Economy as one of their key pillars from 2020. Some FORTH project members are assigned to this new mission in that new organization and participating actively in the field.

