

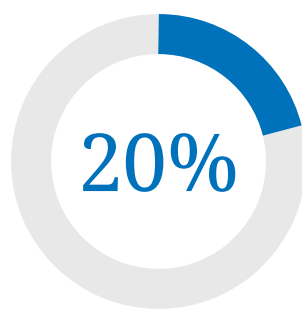
NTT DATA Technology Foresight 2025

Digital sustainability for economic resilience: envision resilience redefined by technology, harmonizing people, planet and prosperity

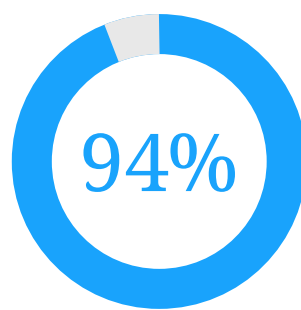
“ Envision resilience redefined by technology, harmonizing people, planet and prosperity.

Digital sustainability for economic resilience: an emerging business strategy that integrates environmental stewardship with economic growth.

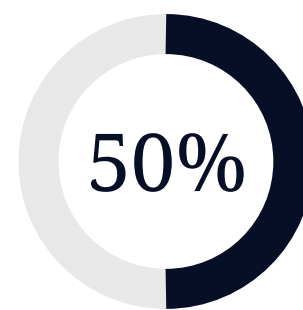
Enabling organizations to maintain competitiveness while addressing consumer demand for eco-conscious practices



efficiency boosts in businesses that embrace sustainable practices.



of consumers are more likely to be loyal to a brand that offers complete supply chain transparency.



increase in employee engagement from gamification for inclusivity and sustainability.

Benefits to organizations

- Improve organizational resilience
- Meet rising consumer expectations for ethical operations
- Contribute to global social equity and ecological balance



Technological advances to monitor

- Trusted data spaces
- Smart grids
- Sustainable data centers
- Remote sensing technologies

Market growth



Strategies for success

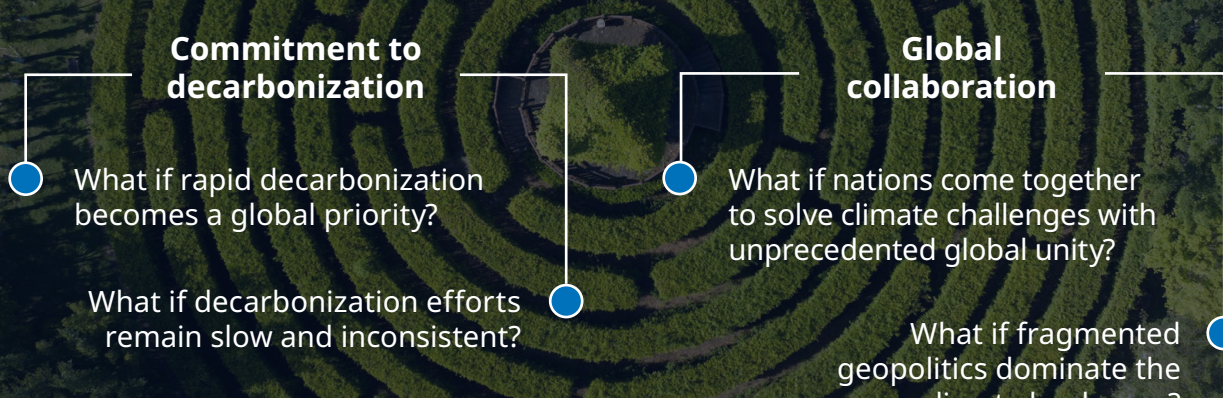
- Digitally optimize energy and resource usage.
- Improve individuals' and communities' ability to adapt, recover and thrive in the face of environmental, social and economic challenges.
- Build organizations' and communities' ability to withstand and recover from economic shocks.
- Establish resilient societies through equitable access to resources.

Future scenarios and GenAI-powered personas can help organizations:

- Explore the possibilities of what lies ahead
- Simulate realistic business environments
- Minimize risk through scenario-based planning

Navigating blind spots: what if ...?

Like almost every technological breakthrough, digital sustainability for economic resilience comes with uncertainties:



Where to next?

- Adopt a holistic approach that integrates environmental, economic and social dimensions.
- Use systems mapping and analysis tools to optimize these interconnected domains.
- Balance the use of advanced technologies with ethical considerations to ensure social inclusiveness and address privacy concerns.

Download the report

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