

Worldwide Expansion of “eco+logi for global”, a Consulting on Product Demand Forecast

On Tuesday, August 4, 2020, Japan Weather Association (JWA) has started to offer a product demand forecasting consultation “eco+logi for global”, which is analyzed by JWA based on weather data from around 6,000 locations worldwide. With our knowledge of product demand forecasting consulting and the use of overseas weather data, we will support corporations that are expanding their operations in areas such as optimizing demand and supply, and marketing strategies in overseas.

Since 2014, JWA has been conducting demonstration tests on product demand forecasting using weather forecasts (assisted by METI). Since 2017, we have been offering “eco+logi” a consulting service for predicting product demand in Japan.

By accumulating analytical knowledge and improving the accuracy of weather forecast data for overseas, we have decided to develop the “eco+logi for global”, a product demand forecasting consulting service for Japanese corporations with overseas bases and stores, as well as overseas corporations. Analysis and consulting for the purpose of supporting overseas strategies, and provision of overseas weather forecast data have been operated on a trial basis since last year by apparel companies, steel companies, and mobility companies.

By utilizing JWA's proprietary analytical and AI-based technologies, we aim to create a sustainable society that eliminates wasteful disposal and is environmentally and economically positive.

Map display image of demand forecast for year to year comparison

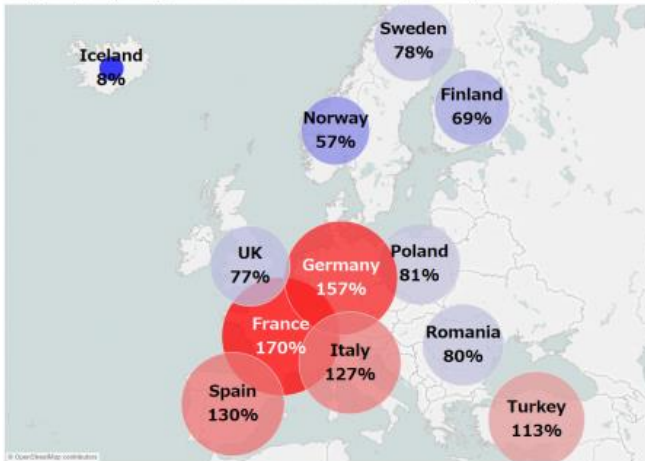


Figure 1: Map display image of demand forecast for year to year comparison

Demand Forecast for a Shirt (6 months)

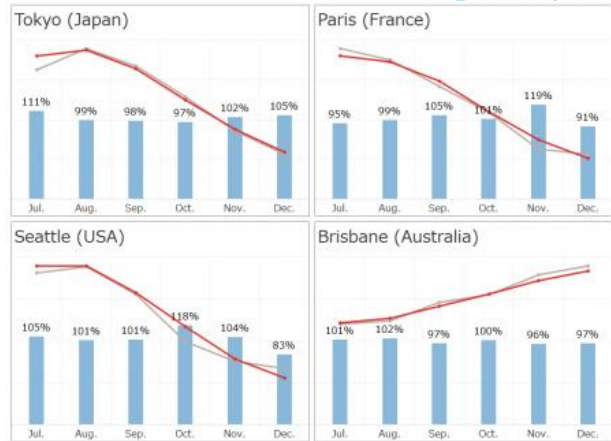


Figure 2: Graph image of demand forecast by country

Overview of “eco+logi for global,” a Product Demand Forecasting Consulting Service

Based on meteorological data from approximately 6,000 locations around the world, we analyze the relationship between product demand and weather, and provide the results of the analysis, the demand forecasts up to six months ahead, and the overseas weather forecast data. JWA uses latest technology and meteorological data to improve precision for overseas weather forecast data. It includes monthly forecasts up to 14 days ahead, weekly up to 15 weeks ahead, and up to 6 months ahead.

We believe that “eco+logi for global” can be used by food manufacturers, manufacturers of daily necessities, apparel manufacturers, and all other companies that are highly conscious of environmental issues. By making use of demand forecasts and weather forecasts in production and

shipping planning, marketing, and sales planning, it will prevent wasteful disposal and contribute to the creation of an ecological, economical, and sustainable society.

Details of “eco+logi for global”, a Product Demand Forecasting Consulting Service

- ① Weather Sensitivity Survey
Analyze the country-specific relationship between weather and the goods, and research when and under what weather conditions the sales will rise (or fall) for each item and area.
- ② Providing Demand Forecasts
Construct a demand forecasting formula that add temperature sensibilities in foreign countries, then provide demand forecasting.
- ③ Factorial Analysis
Analyze past sales fluctuations and quantitatively assess what factors influenced sales.
- ④ Climatic Characterization
Research climate characteristics at overseas sites, then compare the differences in climate and product demand with those of Japan.
- ⑤ Provision of Overseas Weather Forecasts
Distribute overseas weather forecast data at the desired location (area) up to 6 months ahead. In addition, it is possible to compare with the previous year's sales.

Since 2017, JWA's consulting service for predicting product demand, “eco+logi” project, has been working on the issues of **food loss/waste reduction** and **reduction of CO2 emissions**.

Also, we are focusing on SDGs goals:

Goal 7: Affordable and Clean Energy

Goal 8: Decent Work and Economic Growth

Goal 9: Industry, Innovation, and Infrastructure

Goal 12: Responsible Consumption and Production

Goal 13: Climate Action

Goal 17: Partnerships

Through the “eco+logi for global”, JWA will further focus on achieving its SDGs goals and promote the creation of a society that can harmonize with nature around the world.

■ “eco+logi” project

Product demand forecasting consulting developed by JWA since 2017.

This term combines “ecology” and “logistics”.

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Contact us

<https://www.jwa.or.jp/english/contact/>