

&Smart

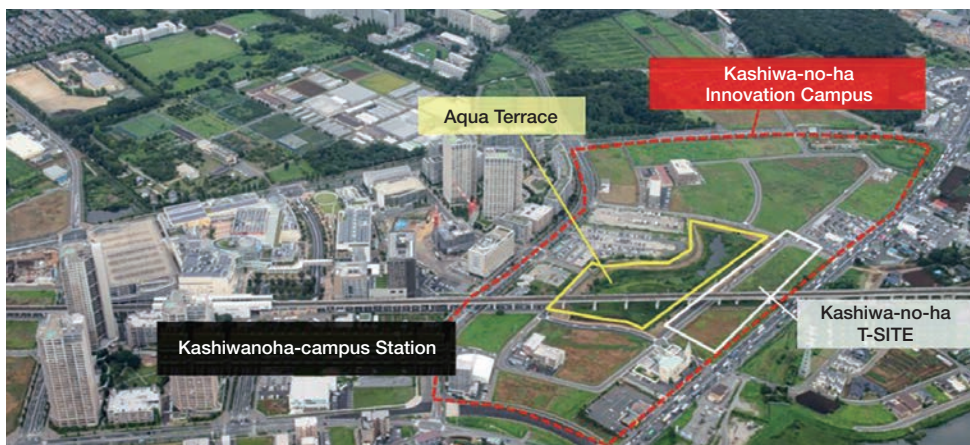
Mitsui Fudosan Group's "Value Creation"

Utilizing Visions of The World Tomorrow in Neighborhood Creation

"Kashiwa-no-ha Smart City" (Kashiwa City, Chiba) is under development through a partnership of public, private and academic sectors. This is an advanced model of a city for solving social problems. Thanks to efforts to realize world-class environmental performance, this was the first development in Japan to earn the highest ranking in international environmental certification.



On to the Next Stage of "Kashiwa-no-ha Smart City"



Kashiwa-no-ha Innovation Campus

Neighborhood creation in Kashiwa-no-ha Smart City started from four blocks around Kashiwanoha-campus Station. A second stage has now been launched for realizing the "Innovation Campus Concept" for 2030.



Creating human interaction and bustling activity

In the second stage priority development area, the "Kashiwa-no-ha Innovation Campus," we are developing a multi-functional, compact neighborhood to energize the town through a mixture of business, residential, recreational and academic functions.

The "Aqua Terrace," which opened to the public in November 2016, and the "Kashiwa-no-ha T-SITE," which opened in March 2017, are core spaces for relaxation and interaction in the community.



Aqua Terrace
Stimulating human interaction by developing a regulating reservoir as a water amenity for co-existence with nature.

Voice



Kashiwanoha Urban Planning and Development Department, Mitsui Fudosan Co., Ltd.

Yukimichi Yoshikawa

Striving for a Community That is the Most Pleasant in the World to Work in

The future vision for the "Kashiwa-no-ha Innovation Campus" is a neighborhood with constant innovation. To attract global corporations that emphasize environmental performance, we will create a neighborhood based on the Leadership in Energy and Environmental Design (LEED) guidelines that is environmentally friendly and pleasant on the world-class level, and realize a mixed-use, premium development.

A Neighborhood in Harmony with the Environment That Invites You to Walk Through



The sophistication of the neighborhood grand design by the "Urban Design Center Kashiwa-no-ha (UDCK*)," a collaboration of the public, private and academic sectors, has earned the top ranking of "Platinum" for certification at the planning stage of Neighborhood Development (ND) category in the LEED system for international certification of environmental performance. This section presents the four initiatives that led to Japan's first certification.

*A facility established in 2006 for promoting, implementing and publicizing neighborhood creation through public/private/academic collaboration.

A neighborhood not dependent on cars

We are creating a neighborhood that is not dependent on the automobile by promoting the use of public transportation (made possible by the development's good location), and developing an environment conducive to bicycle use, with dedicated paths for bicycles, rental bicycles, and other features.



Bicycle path

Innovative energy measures

We are carrying out innovative initiatives such as implementing Japan's first smart grid for sharing electricity between blocks, and boosting the willingness of residents to participate in energy conservation through "visualization of energy."

Kashiwa-no-ha Smart Center



Chiba Prefecture, Kashiwa City, NPOs

Public, private, academic partnership

An open platform for accelerating solution of problems

Private

Companies, citizens

Academic

University of Tokyo, Chiba University
Footpaths for easy walking



Konbukuro Pond Nature Museum Park



Symbiosis of a cutting-edge city with a rich, natural ecosystem

Under the guidance of experts, local residents participate in the management and operation of Konbukuro Pond Nature Museum Park, a habitat for valuable plants and animals. A city bringing together state-of-the-art technologies and the ecosystems of a nature-rich park coexist in harmony.

A neighborhood with high-level standards

We are promoting neighborhood creation by not only setting standards for landscape priority districts, but also establishing high standards for environmental performance in areas such as rainwater utilization, greening, footpaths for easy walking, indoor environments, and building energy conservation.

Mitsui Fudosan Group's "Value Creation"

&Nihonbashi

Leveraging the Legacy of the Community's DNA in Neighborhood Creation

In Nihonbashi, we are engaged in a revitalization plan in partnership with the government, business and the local community, which makes full use of local culture and characteristics dating back to Edo times. Based on the theme of "retaining and revitalizing the past, while creating the future," we are moving forward with neighborhood creation combining a variety of functions.



Completion of "Fukutoku Garden," Center of the Local Community



Fukutoku Garden, completed in September 2016, is a richly green plaza over 1,000 m² in size. It serves as a venue for people to gather, interact, create a new local community, and disseminate ideas. It also functions as a space for events held by residents, groups and companies in the surrounding area, and contributes to revitalization of the community.



福徳町 森
FUKUTOKU GARDEN

An Urban Plaza Space For Experiencing the Four Seasons

Yakuso Shrine

In the Edo period, Nihonbashi was a "town of medicine" whose streets were lined with numerous medicine wholesalers. This shrine to Yakusoshin (the deity of herbal medicine) is a symbol of Nihonbashi.



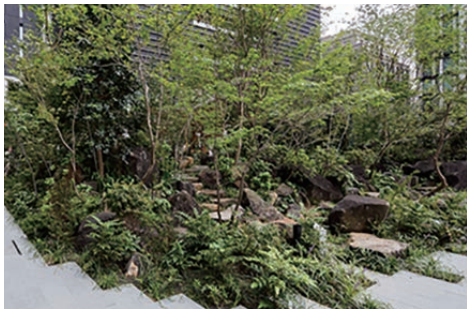
Fukutoku Shrine

They say this shrine was established in Nihonbashi in the middle of the 9th century. There is even a history of the Tokugawa Shogun family worshipping at this shrine.



Planting space

The beautiful four seasons of Japan are showcased with "greenery emblematic of Fukutoku Garden" — expressing nature, tradition and charm.



Central plaza space

The landscape architecture of Fukutoku Garden is unified with natural stones. Edo culture is expressed by arranging white and black granite in a checkerboard pattern.



A town bustling with seasonal events

Events characteristic of Nihonbashi are held here, bringing together the gravitas of history with cutting-edge culture, and infusing the community with vitality.

Nihonbashi Kidai-Matsuri

An event based on motifs in the picture scroll "Kidai Shoran" depicting Nihonbashi in the Edo period.



NIHONBASHI — Forest of Shooting Stars

The world's first hands-on lighting linked with meteor activity.

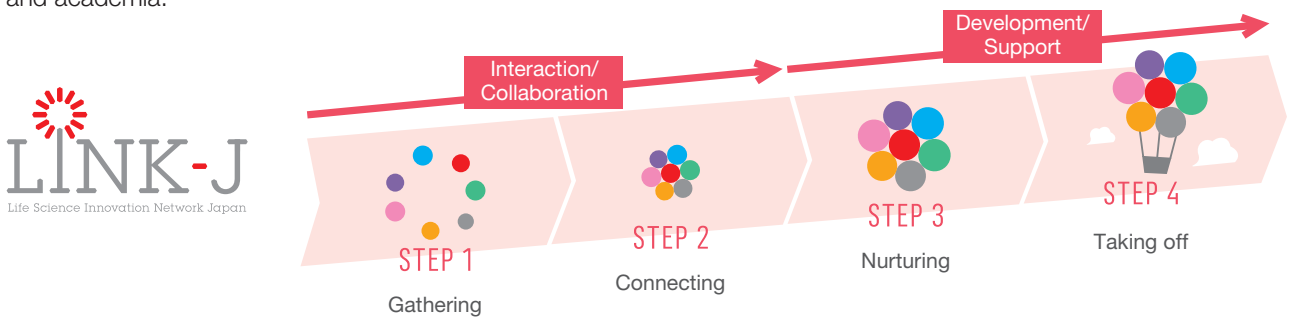


A Center for the Life Sciences in Nihonbashi, the "Town of Medicine"

Nihonbashi became known as a "town of medicine" in the Edo period, and today too, there is a concentration of businesses from the pharmaceutical and other life science industries. The Mitsui Fudosan Group is developing Nihonbashi as a hub for creating innovation in the life science domain, and through neighborhood creation we have established the Life Science Innovation Network Japan (LINK-J) to address issues confronting Japan such as health and longevity. This is garnering attention from all sectors as a forum for promoting open innovation through an alliance of industry, government and academia.

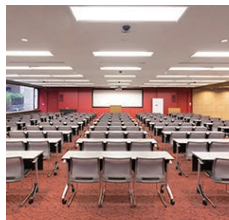


Scene at press conference



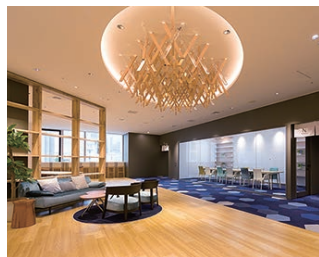
Three centers for life science innovation

In partnership with LINK-J, we have established three bases where innovators from inside and outside Japan can meet and engage in co-creation, while crossing boundaries between fields.



Nihonbashi Life Science Building

Nihonbashi Life Science HUB



Nihonbashi Life Science Building 2 (31 VENTURES Floor)

Voice



Chief Priest, Fukutoku Shrine
Chiaki Maki

I Hope We Can be a Place for Relaxation and Deepening Ties

There has been a change in the traffic of people who visit Fukutoku shrine, such as those who walk the small footpaths or visit the shrine due to the completion of Fukutoku Garden. The trees have grown, so there is more greenery, and more people come now to relax during their lunch break. Events are held on many days, and local people say that the shrine is bustling. I hope that Fukutoku Shrine and Fukutoku Garden will be an oasis for relaxation in the city, and places where people can deepen their ties.

&People

Mitsui Fudosan Group's "Value Creation"

Utilizing Perspectives Supporting Diversity in Neighborhood Creation

A thriving neighborhood is also a place where large numbers of people work. Reforming workstyles to suit more diverse lifestyles—through optimization of work-life balance and support for active participation by women—is also part of creating a pleasant neighborhood.



Project to Support "Participation by Women" from a Female Viewpoint

Work-Life Bridge

"Work-Life Bridge" is a project started so that women working in the office buildings of the Mitsui Fudosan Group can live fulfilling lives, not only while working but also in their off time. Project members are mainly female employees of office building businesses of the Mitsui Fudosan Group, and they are planning and implementing various measures from a uniquely female perspective for bridging the gap between work and life.

Events at "Mitsui Offices" have been well received

As the first initiative of Work-Life Bridge, we held a popular sales event called "Kit Oisix" based on the theme of "supporting work through simple and rich dining." This was a joint effort with Oisix.daichi Inc., a company engaged in Internet sales of products such as organic and specially-cultivated vegetables.



What is Kit Oisix?

Many women want to be uncompromising about meals even though they are busy. To meet that need, these meal kits use safe, worry-free ingredients and enable preparation in 20 minutes of a main and side dish containing five or more types of vegetables.



Can be conveniently purchased on the way home from work

Ginza 6-Chome-SQUARE



Reduces time thinking about the evening menu and trouble of shopping

Nihonbashi Mitsui Tower

Voice



Corporate Business Promotion Group, Tenant Relations and Business Development Department (I), Office Building Division, Mitsui Fudosan Co., Ltd.

Akiko Okumura

Developing New Office Environments Where Women are More Empowered, and Everyone Can Shine at Work

In "Mitsui Offices," we are planning and implementing projects such as child-care and child-rearing support for working people, support for reducing time spent on housework, experience-based care services for schoolchildren during long vacations, and adoption of a women's support room as part of "WORKSTYLING." We will continue to tackle challenges in our new projects, based on the idea that solving the problems of working women will help improve the workplace environment for everyone.

Aiming to Realize New Workstyles

To contribute to the realization of workstyles suitable for a new era, the Mitsui Fudosan Group has established the WORKSTYLING Project (multi-site shared offices for corporate clients). These facilities enhance the quality of services, such as available equipment and security, so that workers at companies can select a "place to work" that suits their own workstyle and life stage.



Conference room with teleconferencing system



Open personal spaces



Individual room for one person (with door)

For employees of tenants at "Mitsui Offices"

- ▶ Can be used any time by employees of corporate tenants
- ▶ Ensures worry-free security
- ▶ Furnished with teleconferencing systems and other equipment
- ▶ 30 locations nationwide (including those planned during fiscal 2017)

Multi-Site Shared Offices for Corporate Clients "WORKSTYLING"

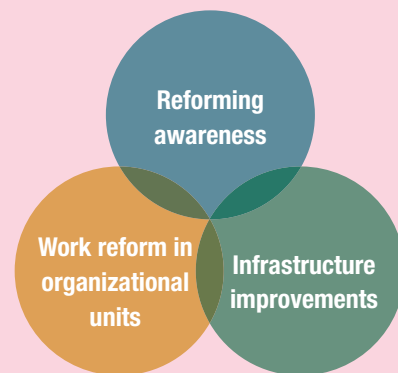
For employees of Mitsui Fudosan

- ▶ Effective use of small chunks of wasted time while out of the office, for more efficient work
- ▶ Can also be used by employees with constraints on working times and locations due to child-rearing, family care, etc.

"Workstyle Reform" at Mitsui Fudosan

To achieve sustained growth, we believe it is essential that each person is able to select a workstyle suited to their life stage, and make full use of their individual experience and capabilities. Based on that idea, we are promoting workstyle reform to lay a foundation so that human resources with diverse values and talents can shine.

In April 2016, we established the "Workstyle Innovation Department" to consolidate and promote existing initiatives. We aim to achieve outstanding value creation in limited working hours through reforming awareness to boost "workstyle quality" and improvement of systems and the workplace environment to support that.



The three pillars of "Workstyle Reform"

&Society

Mitsui Fudosan Group's "Value Creation"

Using the Power of Sports in Neighborhood Creation

Sports do more than just keep the body and mind healthy. They energize the community by creating new ties between those who live and work in a neighborhood. We believe the "Power of Sports" is an essential element in creating fulfilling, attractive communities.



Supporting the Olympic and Paralympic Games Tokyo 2020



City Dressing

To heighten momentum for the Olympic and Paralympic Games in Tokyo 2020, Mitsui Fudosan is involved in city dressing as a Gold Partner (Real Estate Development).

We create spaces where even people who ordinarily have little contact with sports can feel they are part of the Olympic and Paralympic movement simply by visiting the neighborhood.



Nihonbashi city dressing



Roppongi city dressing



Victory parade

Mitsui Fudosan Sports Academies for Tokyo 2020

To help create neighborhoods using the "Power of Sports," we launched sports academies in April 2016, with top athletes as teachers, to provide a setting for introducing and experiencing Olympic and Paralympic sports.

Classes are held in Tokyo and the bay area, at elementary and junior high schools in areas where the Mitsui Fudosan Group is engaged in neighborhood creation, and in the future at commercial facilities worldwide. Through these efforts, we aim to pass on to the future the ties and community created through sports as a legacy of 2020.



Opening ceremony



Climbing academy

BE THE CHANGE

さあ、街から世界を変えよう。
Starting from our neighborhood,
let's change the world.

The logo of BE THE CHANGE, which carries the meaning of each person bringing about their own change, has been designed with the motif of a "Wind" changing the world. The symbol painted in the two Mitsui Fudosan corporate colors conveys the image of a "Bird riding the wind and flying through the skies." The slogan contains the philosophy of "If people change, they can change the world" for 2020 and beyond.

Sports Contributions of Mitsui Fudosan

Supporting athletes

Sports sponsorship

Athletes representing Japan are active on the international stage, while always "being the change."

By supporting their "BE THE CHANGE," Mitsui Fudosan will spread beneficial change all over the world through the power of sports.

Wheelchair rugby



Women's basketball



©JBA

Sport climbing



©Ikuko SERATA

Voice



Former member of Japanese wheelchair rugby team
Corporate Communications Department,
Mitsui Fudosan Co., Ltd.
Masahiro Fukui

I Want to Promote the Creation of Fulfilling Communities through the "Power of Sports"

Inspired by 2020, more and more people want to take up sports, watch sports, and provide support. At our company, we will promote neighborhood creation using the "Power of Sports," and provide spiritually enriching communities enabling interaction across boundaries of age, sex, nationality and ability/disability. Going forward, we will continue to engage in a range of activities to create beneficial change via people and neighborhoods.

Mitsui Fudosan Group's "Value Creation"

&Forest

Using the Blessings of "Never-Ending Forests" in Neighborhood Creation

We provide homes, offices and other facilities using timber from forestry management certified Group-owned forests. By utilizing the blessings of "never-ending forests" in neighborhood creation, we further improve forest sustainability, and contribute to national land conservation, environment preservation, support for the Japanese forestry industry, and other efforts.



Creating "Never-Ending Forests"

Forests of the Mitsui Fudosan Group

The Mitsui Fudosan Group owns roughly 5,000 hectares of forest (equivalent to 1,063 Tokyo Domes*) in 31 cities, towns and villages in Hokkaido. Less than 40% is natural forest of trees such as Mongolian oak, and more than 60% is hand-planted Sakhalin fir and other varieties.

In our natural forests, management is kept to a minimum so they can be preserved in their natural state, and in our hand-planted forests, we conduct planned tree-planting and provide appropriate management and care. In this way, we create "never-ending forests."

*Calculation based on Tokyo Dome covering 4.7 hectares.



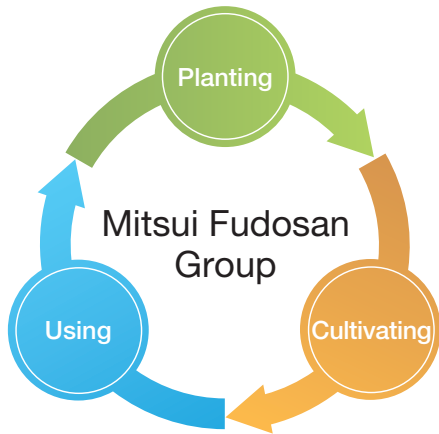
Planted forests 6 : 4 Natural forests



Planted forests are properly managed by hand



Natural forests are given minimal management and left in their natural state



Group-owned forests



Planting

Planned tree-planting is needed to create a "never-ending forest." After felling, we strive to renew the forest through tree planting.



Planted seedling



Renewal of the forest through tree-planting

Afforestation training for Group employees

In October every year, afforestation training for Group employees is held in Group-owned forests. This is a setting where they can think about the "never-ending forest" and the global environment by planting seedlings with their own hands.

There were 24 participants in fiscal 2016.



Tree-planting by Group employees

Cultivating

Appropriate management and cultivation by hand are essential to keeping planted forests healthy. We strive to nurture healthy planted forests of the Mitsui Fudosan group by appropriately carrying out tasks such as underbrush clearing, branch cutting, pruning, and thinning.



Underbrush clearing

Functions of a healthy forest

A healthy forest prevents landslides and floods, and mitigates global warming by absorbing and fixing carbon dioxide (CO₂). It also serves as an important habitat for nurturing animals and other living organisms.

Prevents flooding and landslides



Healthy forest soil collects water like a sponge, and trees root themselves firmly in that soil, thus preventing landslides and flooding.

Mitigates global warming



Trees in a healthy forest absorb carbon dioxide, and store carbon for the long-term in their trunk, branches and other structures, and this helps to mitigate global warming.

Protects the growth of animals and plants



A healthy forest is a habitat that nurtures plants and animals. Natural forests in particular are habitats that preserve biodiversity.

Receipt of SGEC Forestry Management Certification

The forests owned by the Mitsui Fudosan Group have all received forestry management (FM) certification from the Sustainable Green Ecosystem Council (SGEC).

Forestry management certification indicates that a forest is appropriately managed for sustainable production, in terms of the environment, society and economics.



SGEC certificate

Voice



Asahikawa Branch Office,
Minato Estate Co., Ltd.

Hideki Naka

Thoughts on Group-Owned Forests

Mitsui Fudosan's Group-owned forests cover approximately 5,000 hectares, and they have all received SGEC forestry management certification. Our sustainable forest management program naturally includes water source protection, as well as conservation of biodiversity.

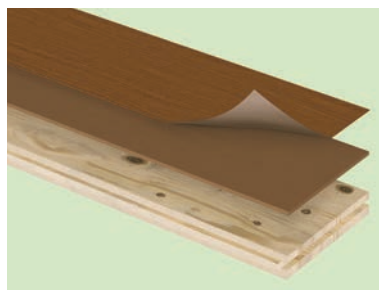
Going forward, we will continue forest development for the next generation, through activities such as tree thinning, and renewal of Sakhalin fir and Japanese larch at their cutting age.

Using the Blessings of "Never-Ending Forests" in Neighborhood Creation

Using

The Mitsui Fudosan Group uses timber from the forests it owns to make building materials, fixtures and other products for use in our group's residential houses, offices, commercial facilities and other properties. By using wood from forestry management (FM) certified, Group-owned forests, we create a sustainable forest cycle, and promote the creation of "never-ending forests." We also help to support the Japanese forestry industry.

Used in homes



In bases for condominium flooring
(Used in a total of 24 properties as of the end of fiscal 2016)



In balcony ceiling and flooring materials in "Park Axis Kashiwa-no-ha" rental residences

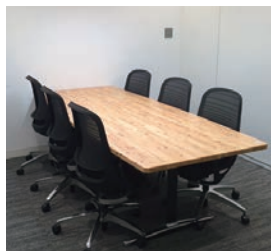
Used in buildings and offices



In benches in the underground pedestrian space of "Sapporo Mitsui JP Building"



Used in reception counters of offices

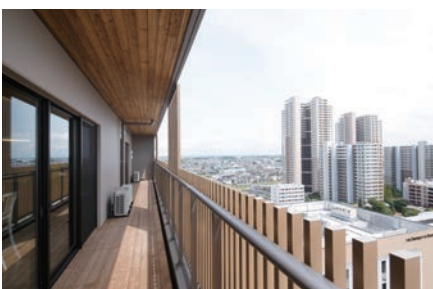


In conference room tables



In reception chairs of "Ginza 6-Chome-SQUARE"

Used in hotels and commercial facilities



In balcony ceiling and flooring materials in "Mitsui Garden Hotel Kashiwa-no-ha"



In columns and flooring materials of the children's play area "Wood Cube" at "LaLaport EBINA"

Also for long-term fixation of carbon dioxide (CO₂)

By using timber from Group-owned forests in building materials, fixtures and other products for buildings, we can store carbon dioxide (CO₂) long-term in the form of carbon (C), and this also helps to mitigate global warming.

Voice



Social Contribution and Environment Promotion Department, Mitsui Fudosan Co., Ltd.

Mizue Tojo

Protect the Forest by Using It!

Use of timber as flooring material (smart flooring) started in 2012, and has expanded to 24 properties, thereby coming into use in many homes.

Use of Japanese forests for the Olympic and Paralympic Games Tokyo 2020 is also garnering attention, so going forward I hope we can continue to promote in-Group use of timber from Group-owned forests, and be thoughtful about using wood while creating "never-ending forests."

Using the Blessings of "Never-Ending Forests" to Nurture People

&EARTH DAY

To teach children about the importance of "never-ending forests," the event "&EARTH DAY" is held every summer to raise awareness of forests and the environment.

By using tree thinnings from Group-owned forests, we devise ways for children to learn while playing and having fun.

Event Profile

Date: August 5 (Fri.) –7 (Sun.), 2016
 Location: Urban Dock, LaLaport TOYOSU
 Total number of participants: 4,246



Performance using wood shakers made with tree thinnings from Group-owned forests



Making bookmarks with tree thinning wood



Learning about forests through a picture-card show



Enjoying a quiz rally

We also make things like this



Wood medal for kids who get all the questions correct in the quiz rally



Novelty goods distributed at events



Wooden blocks for the "Play Plaza" event

