

ESG Report TOP		ESG Information		SDGs and Neighborhood Creation	
Management's Commitment		ESG at the Mitsui Fudosan Group		Regarding the Disclosure of our ESG Report	
The Mitsui Fudosan Group: A History of Value Creation					
Environment	Environment	Society	Society	Governance	Governance
				Special Reports	
		Third-party Verification		The Mitsui Fudosan Group and SDGs	
				List View of ESG Information	

The Mitsui Fudosan Group and SDGs



The Mitsui Fudosan Group support the Sustainable Development Goals

In September 2015, at the United Nations Sustainable Development Summit, the 2030 Agenda for Sustainable Development was adopted by all 193 member nations. The agenda is a guideline for how citizens, governments, businesses and international society as a whole shall work together to realize sustainability through the Sustainable Development Goals (SDGs)-composed of 17 larger goals and 169 smaller targets-to be completed by the year 2030.

The Mitsui Fudosan Group carries out business projects that relate to the SDGs, as well as a variety of initiatives dealing with matters of the environment, society and corporate governance (ESG). How the Mitsui Fudosan Group is working toward achievement of the 17 goals and 169 targets of the SDGs is detailed below. Based on the principles of our logo, we will contribute to the achievement of the SDGs by tackling ESG-related issues and striving for a sustainable society.

The SDGs	The Mitsui Fudosan Group's Efforts	Associated Targets
<p>End poverty in all its forms everywhere</p>	<ul style="list-style-type: none"> Implementing our international support activity, the &EARTH Clothing Support Project-Bring a Smile to the World with Your Clothes, and donating clothes to those in need through the NPO Japan Relief Clothing Center Carrying out neighborhood creation and community development with an awareness of more vulnerable members of society, such as women, children, the elderly and people with disabilities 	<p>1.1 By 2030, eradicate extreme poverty for all people everywhere, currently measured as people living on less than \$1.25 a day.</p> <p>1.2 By 2030, reduce at least by half the proportion of men, women and children of all ages living in poverty in all its dimensions according to national definitions.</p> <p>1.4 By 2030, ensure that all men and women, in particular the poor and the vulnerable, have equal rights to economic resources, as well as access to basic services, ownership and control over land and other forms of property, inheritance, natural resources, appropriate new technology and financial services, including microfinance.</p>
<p>End hunger, achieve food security and improved nutrition and promote sustainable agriculture</p>	<ul style="list-style-type: none"> Donating disaster relief goods through a certified NPO-run food bank 	<p>2.3 By 2030, double the agricultural productivity and incomes of small-scale food producers, in particular women, indigenous peoples, family farmers, pastoralists and fishers, including through secure and equal access to land, other productive resources and inputs, knowledge, financial services, markets and opportunities for value addition and non-farm employment.</p>

The SDGs	The Mitsui Fudosan Group's Efforts	Associated Targets
 <p>Ensure healthy lives and promote well-being for all at all ages</p>	<ul style="list-style-type: none"> Carrying out neighborhood creation that protects the vulnerable in society by creating local communities and making them barrier free Supporting new industry creation in the life science fields Promoting the spread of healthy living spaces ("smart wellness" homes) Establishing safe infrastructure, such as roads, in our neighborhood creation Co-sponsoring the Asia Pacific Corporate Games held in Tokyo 	<p>3.4 By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and wellbeing</p> <p>3.6 By 2020, halve the number of global deaths and injuries from road traffic accidents</p>
 <p>Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all</p>	<ul style="list-style-type: none"> Accepting trainees from overseas and providing them with opportunities to develop their abilities Implementing training programs to teach our employees about topics related to sustainable development, such as human rights and gender equality 	<p>4.4 By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship.</p> <p>4.5 By 2030, eliminate gender disparities in education and ensure equal access to all levels of education and vocational training for the vulnerable, including persons with disabilities, indigenous peoples and children in vulnerable situations.</p> <p>4.7 By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development.</p>
 <p>Achieve gender equality and empower all women and girls</p>	<ul style="list-style-type: none"> Opening day care centers in office buildings, and putting in place working environments that allow even those raising children to continue working Focusing on diversity and equal opportunity (including equal pay), and encouraging women to take up leadership roles Creating facilities that support those raising children Creating comfortable working environments for women, such as by increasing the number of women's toilets 	<p>5.1 End all forms of discrimination against all women and girls everywhere.</p> <p>5.4 Recognize and value unpaid care and domestic work through the provision of public services, infrastructure and social protection policies and the promotion of shared responsibility within the household and the family as nationally appropriate.</p>
 <p>Ensure availability and sustainable management of water and sanitation for all</p>	<ul style="list-style-type: none"> Mitigating impact of our business on local communities and efficiently using water resources by promoting use of rainwater and grey water Installing water-saving devices in our facilities and homes Managing a water conservation forest in collaboration with the Tokyo Metropolitan Government's Bureau of Waterworks 	<p>6.1 By 2030, achieve universal and equitable access to safe and affordable drinking water for all.</p> <p>6.2 By 2030, achieve access to adequate and equitable sanitation and hygiene for all and end open defecation, paying special attention to the needs of women and girls and those in vulnerable situations.</p>
 <p>Ensure access to affordable, reliable, sustainable and modern energy for all</p>	<ul style="list-style-type: none"> Promoting installation of chargers for electric vehicles and plug-in hybrids Promoting the supply of energy through our mega solar projects Introducing wind and biomass power generation 	<p>7.1 By 2030, ensure universal access to affordable, reliable and modern energy services.</p>
 <p>Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all</p>	<ul style="list-style-type: none"> Creating better environments in our offices and facilities (making them places to work, gather, and relax) to increase workers' motivation levels Implementing workstyle reform through our WORKSTYLING offices Supporting startups and other companies through partnerships across our 31VENTURES platform Stimulating the tourism industry and creating new jobs through our regional development 	<p>8.1 Sustain per capita economic growth in accordance with national circumstances and, in particular, at least 7 per cent gross domestic product growth per annum in the least developed countries.</p> <p>8.2 Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high-value added and labour-intensive sectors.</p> <p>8.3 Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services.</p> <p>8.9 By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products.</p>

The SDGs	The Mitsui Fudosan Group's Efforts	Associated Targets
 <p>Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation</p>	<ul style="list-style-type: none"> Developing infrastructure through our neighborhood creation and other development projects Bringing together life science technologies in the Nihonbashi area and promoting the creation of new industries in the drug development fields Driving innovation with neighborhood creation at Kashiwa-no-ha through collaboration between the public, private, and academic sectors 	<p>9.1 Develop quality, reliable, sustainable and resilient infrastructure, including regional and transborder infrastructure, to support economic development and human well-being, with a focus on affordable and equitable access for all.</p> <p>9.2 Promote inclusive and sustainable industrialization and, by 2030, significantly raise industry's share of employment and gross domestic product, in line with national circumstances, and double its share in least developed countries.</p>
 <p>Reduce inequality within and among countries</p>	<ul style="list-style-type: none"> Fighting discrimination, such as over economic status Fighting discrimination, such as over economic status 	<p>10.2 By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status.</p>
 <p>Make cities and human settlements inclusive, safe, resilient and sustainable</p>	<ul style="list-style-type: none"> Creating sustainable neighborhoods and homes whose attractiveness increases as they mature and age Promoting the spread of "smart wellness" homes that maintain good health Creating sustainable communities using renewable energy and ICT Preserving and restoring biodiversity in urban environments Redeveloping the Nihonbashi area with the concept of retaining, revitalizing and creating Building hotels that take into account the local area's past, present, and future Constructing homes, buildings, and facilities that are highly resistant to natural disasters Establishing a Crisis Management Center that is constantly on hand to take in those unable to return home following a disaster 	<p>11.4 Strengthen efforts to protect and safeguard the world's cultural and natural heritage.</p> <p>11.b By 2020, substantially increase the number of cities and human settlements adopting and implementing integrated policies and plans towards inclusion, resource efficiency, mitigation and adaptation to climate change, resilience to disasters, and develop and implement, in line with the Sendai Framework for Disaster Risk Reduction 2015-2030, holistic disaster risk management at all levels.</p>
 <p>Ensure sustainable consumption and production patterns</p>	<ul style="list-style-type: none"> Reducing the amount of resources we use and appropriately managing and reducing waste materials Establishing a paper recycling loop system Creating a recycling system for used fluorescent lights and batteries Implementing a recycle loop, where used coffee beans are made into fertilizer to grow vegetables for consumption Minimizing "scrap & build" by improving the service life of buildings Appropriately storing, managing and disposing of PCB waste Creating initiatives to promote local production for local consumption 	<p>12.2 By 2030, achieve the sustainable management and efficient use of natural resources.</p> <p>12.3 By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses.</p> <p>12.4 By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment.</p>
 <p>Take urgent action to combat climate change and its impacts</p>	<ul style="list-style-type: none"> Certification and recertification of our facilities as Excellent Designated GHG Offices by the Tokyo Metropolitan Government Carrying out activities to reduce our greenhouse gas emissions Effectively managing energy usage through our Building Energy Management System (BEMS) and other measures Conducting employee training regarding climate change Developing low-carbon model cities Switching out our company vehicles for more environmentally friendly models 	<p>13.3 Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning.</p>

The SDGs	The Mitsui Fudosan Group's Efforts	Associated Targets
 <p>Conserve and sustainably use the oceans, seas and marine resources for sustainable development</p>	<ul style="list-style-type: none"> Preventing water pollution Creating and restoring marine habitats Preserving water environments Reducing our greenhouse gas (CO₂) emissions to minimize ocean acidification 	<p>14.2 By 2020, sustainably manage and protect marine and coastal ecosystems to avoid significant adverse impacts, including by strengthening their resilience, and take action for their restoration in order to achieve healthy and productive oceans.</p>
 <p>Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss</p>	<ul style="list-style-type: none"> Creating and restoring land habitats Preserving and utilizing the roughly 5,000 hectares of Group-owned forest in Hokkaido Acquiring sustainable forestry management certification from the Sustainable Green Ecosystem Council Preserving pre-existing trees during our development 	<p>15.1 By 2020, ensure the conservation, restoration and sustainable use of terrestrial and inland freshwater ecosystems and their services, in particular forests, wetlands, mountains and drylands, in line with obligations under international agreements.</p> <p>15.2 By 2020, promote the implementation of sustainable management of all types of forests, halt deforestation, restore degraded forests and substantially increase afforestation and reforestation globally.</p>
 <p>Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels</p>	<ul style="list-style-type: none"> Maintaining our compliance structure Preventing violence and harassment in the workplace Eliminating anti-social organizations Enforcing a ban on bribery and corruption Maintaining and strengthening our corporate governance structure Disclosing information Ensuring inclusive decision-making Promoting engagement with stakeholders 	<p>16.1 Significantly reduce all forms of violence and related death rates everywhere.</p> <p>16.4 By 2030, significantly reduce illicit financial and arms flows, strengthen the recovery and return of stolen assets and combat all forms of organized crime.</p> <p>16.5 Substantially reduce corruption and bribery in all their forms.</p> <p>16.7 Ensure responsive, inclusive, participatory and representative decision-making at all levels.</p>
 <p>Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development</p>	<ul style="list-style-type: none"> Supporting startups and other companies through partnerships Providing employees with training and developing their abilities Accepting trainees from abroad Entering into an agreement with the SDGs Future City of Shimokawa in Hokkaido to engage in comprehensive coordination to create a sustainable regional society 	<p>17.9 Enhance international support for implementing effective and targeted capacity-building in developing countries to support national plans to implement all the Sustainable Development Goals, including through North-South, South-South and triangular cooperation.</p>

*The text quoted in the "The SDGs" column is taken from the SDG Compass, a guide published by the Global Reporting Initiative (GRI), the UN Global Compact and the World Business Council for Sustainable Development (WBCSD).

*The text quoted in the "Associated Targets" column is taken from the 169 targets listed on the United Nation's Sustainable Development Goals website.

*Items located in the "The Mitsui Fudosan Group's Efforts" column that contribute to the achievement of multiple SDGs, are listed alongside the goal they primarily contribute to.

ESG Report TOP		ESG Information		SDGs and Neighborhood Creation	
Management's Commitment		ESG at the Mitsui Fudosan Group		Regarding the Disclosure of our ESG Report	
The Mitsui Fudosan Group: A History of Value Creation					
Environment	Society	Governance	Special Reports		
Third-party Verification		The Mitsui Fudosan Group and SDGs		List View of ESG Information	

The Mitsui Fudosan Group: A History of Value Creation



Since the beginning, the Mitsui Fudosan Group has been dedicated to creating value through the creation of neighborhoods. Our efforts support healthy lifestyles, and value a balance between society and the environment. Our history is a story of value creation, and our vision for the future promises to add exciting new chapters to that story. Let's take a closer look.

&History 01	1673 — 1986	&History 02	1995 — 2007	&History 03	2012 — 2019
-----------------------	--------------------	-----------------------	--------------------	-----------------------	--------------------

Neighborhood Creation to Meet Future Needs

The Mitsui Fudosan Group has continued to create new lifestyles with forward-looking neighborhood creation.

1673



Echigo-ya clothing emporium in Edo Japan

Enterprising Spirit and Dedication to Customers

Takatoshi Mitsui Finds Echigo-ya

Roughly 340 years ago, Takatoshi Mitsui founded the Echigo-ya clothing emporium in the Nihonbashi area of Edo, now Tokyo. Takatoshi revolutionized the business with fair and affordable cash transactions. Echigo-ya eventually grew to become Mitsui Company, and the Mitsui Fudosan Group inherited his enterprising spirit and dedication to customers.

1929



The new Mitsui Main Building (Chuo-ku, Tokyo)

Built to Withstand the Strongest Earthquakes

Mitsui's Symbol of Recovery

Approximately six years after the Great Kanto Earthquake, builders put the finishing touches on the Mitsui Main Building. This modern office building, famously built to withstand an earthquake twice as powerful as the 1923 temblor, rose from the rubble as a symbol of recovery, bringing hope and energy to the people of Tokyo. It is also where the roots of our commitment to safety and security can be found.

1941



Mitsui Fudosan is Established

The Real Estate Department of Mitsui Company, which was founded in 1909, was responsible for managing Mitsui's real estate. In 1941 the department was split off as Mitsui Fudosan ("Mitsui Real Estate"). Since then, our mission has been to contribute to Japan's development, and through neighborhood creation, we continue making contributions to society.



The interior of Mitsui Fudosan at the time of its establishment

1950~



Keiyo Rinkai District

Reclaiming Land from the Sea

The Keiyo Rinkai District Land Reclamation Project

To meet the growing need for residential development and space for manufacturing facilities in the late 1950s, Mitsui Fudosan began work to reclaim Tokyo Bayfront land in the Rinkai District of Chiba Prefecture. This new concept of creating space instead of searching for it contributed to the formation of large-scale manufacturing complexes and industrial parks. Eventually, new residential developments and office buildings were established in this area, and today it is a place where numerous people live, work, and visit.

1960



Tokyo Disneyland under construction
*Business entity: Oriental Land Company Co., Ltd.
©Disney

Support for the Opening of Tokyo Disneyland *

In 1960, Mitsui Fudosan participated in the founding of Oriental Land Co., Ltd. which today manages Tokyo Disneyland. After negotiations with Disney, Oriental Land finally opened the park in 1983. It was the first Disneyland to be located outside the US, and its opening after an extended period of gestation raised the curtain on a new era of entertainment in Japan.

1968



The newly-completed Kasumigaseki Building (Chiyoda-ku, Tokyo)

Skyscrapers Make Urban Plazas a Reality

The Kasumigaseki Building

The growth of buildings into skyscrapers was balanced by the creation of broad green spaces at their feet. The Kasumigaseki Building pioneered the era of ultra-high rise buildings in Japan, and was an epochal step forward in an urban renewal movement incorporating a vision of human and social potential.

1971

1980



Mita Tsunamachi Park Mansion (Minato-ku, Tokyo)



Sun City today, surrounded by trees (Itabashi-ku, Tokyo)

New Japanese Residential Concepts

Mita Tsunamachi Park Mansion and Sun City

On the heels of the Kasumigaseki Building, Mitsui Fudosan pursued the creation of new value in residential environments with the construction of Mita Tsunamachi Park Mansion, Japan's first high-rise apartment complex. Our built-for-sale Sun City condominium pioneered the concept of neighborhoods whose attractiveness increases as they mature and age. To help create a neighborhood where, like a growing forest, people would gather to live and form a growing web of connections with others, the residents and others joined in the planting of around 50,000 trees. Today, Sun City is an oasis of green in a highly urbanized setting. Mitsui Fudosan continues to apply this concept of neighborhoods whose attractiveness increases as they mature and age in its neighborhood creation today.

1981



The newly-opened LaLaport TOKYO-BAY (Funabashi City, Chiba)

Creating New Lifestyles

Mitsui Shopping Park LaLaport TOKYO-BAY

LaLaport TOKYO-BAY gave rise to a new lifestyle concept-weekend shopping excursions. LaLaport is more than a commercial facility; as a hub for the local community, it plays an important role in neighborhood creation.

1984



The Halekulani Hotel today (Oahu, Hawaii)

Expanding Globally

The Halekulani Hotel

Halekulani Corporation, a subsidiary of Mitsui Fudosan America, was established in 1984 as part of the Group's international expansion. The corporation thoroughly rebuilt and refurbished Hawaii's flagship Halekulani Hotel, and has managed it since then.

1986



Okawabata River City 21 (Chuo-ku, Tokyo)

Solving the Challenges Facing Cities

Okawabata River City 21

Okawabata River City 21, a major collaboration between the public and private sectors, was designed to address challenges faced by cities, including spiraling land prices and shrinking resident populations. With a full mix of residential, commercial, and office space as well as other urban amenities, the development is surrounded by abundant greenery and represents a futuristic waterfront development model.

&History 02 >>

[Privacy Policy](#)

[Basic Policy on Specific Personal Information](#)

[Concerning Protection of Personal Information](#)

[Concerning Cookies and Access Logs](#)

[Usage Notice](#)

© 2020 Mitsui Fudosan Co., Ltd.

ESG Report TOP		ESG Information		SDGs and Neighborhood Creation	
Management's Commitment		ESG at the Mitsui Fudosan Group		Regarding the Disclosure of our ESG Report	
The Mitsui Fudosan Group: A History of Value Creation					
Environment	Environment	Society	Society	Governance	Governance
					Special Reports
Third-party Verification			The Mitsui Fudosan Group and SDGs		List View of ESG Information

The Mitsui Fudosan Group: A History of Value Creation



Since the beginning, the Mitsui Fudosan Group has been dedicated to creating value through the creation of neighborhoods. Our efforts support healthy lifestyles, and value a balance between society and the environment. Our history is a story of value creation, and our vision for the future promises to add exciting new chapters to that story. Let's take a closer look.

&History 01	1673 — 1986	&History 02	1995 — 2007	&History 03	2012 — 2019
----------------	-------------	----------------	-------------	----------------	-------------

Creating New Value in Harmony with History and Culture

The Mitsui Fudosan Group has revitalized neighborhoods, centralizing advanced functions while retaining the region's natural environment and culture.

1995



MITSUI OUTLET PARK OSAKA TSURUMI (Tsurumi-ku, Osaka)

Developing Japan's First Outlet Mall

MITSUI OUTLET PARK OSAKA TSURUMI

This was Japan's first outlet mall, following a trend that began in the US in the 1980s. Mitsui Outlet Parks feature daring new approaches and offer new value to society. These commercial facilities typify the Mitsui Fudosan Group's basic stance.

2001



Japan's First Real Estate Securitization

After the collapse of Japan's speculative bubble, the real estate industry faced a pressing need to rethink their business model. To promote real estate securitization, Mitsui Fudosan created Nippon Building Fund Inc. and listed it on the Tokyo Stock Exchange Real Estate Investment Trust Securities Market (J-REIT). This move opened new avenues to procure funds to support neighborhood creation.

2004



COREDO Muromachi 1 and 3 (Chuo-ku, Tokyo)

Retaining, Revitalizing, and Creating

Nihonbashi Revitalization Plan

The Nihonbashi bridge, in the Tokyo district that shares its name, was the starting point of the five major highways that led to other parts of Japan from Edo. The district still boasts numerous historic structures and traditional neighborhoods featuring commercial establishments founded generations ago. Nihonbashi is the birthplace of the Mitsui Group and Mitsui Fudosan's home ground. The Nihonbashi Revitalization Plan brings together the public and private sectors with local residents to stimulate the neighborhood and generate new appeal. With a core concept of retaining, revitalizing, and creating, we are combining a "making things" hardware approach (city block redevelopment) with a "making experiences" software approach (community activities, events, and more). The plan began in earnest with the 2004 launch of the COREDO Nihonbashi shopping center. The transformation of Fukutoku Shrine into a new "regional community core" in the fall of 2014 marked the start of the plan's second stage. Going forward, we will aim to further enhance the energy level in Nihonbashi and do our part to reinforce Tokyo's international competitiveness through imaginative, distinctive neighborhood creation.

Retaining

At Mitsui Fudosan, we see coexisting with traditional culture, historic structures, and regional communities, and preserving them for future generations, as our mission.



Buildings surrounding the Mitsui Main Building, an Important Cultural Property, were designed to harmonize with this historic structure



The Mitsui Memorial Museum houses a diverse collection of artworks

Revitalizing

By studying history and adopting the knowledge of our forebears, we are working to restore lost aspects of neighborhoods and restore their vitality.



We helped restore the main building of Fukutoku Shrine, whose history goes back



ECO EDO Nihonbashi is a summer event that revives the way Edo-era people kept

Creating

With our eyes on the future, the Mitsui Fudosan Group creates value needed in every era, with respect for history and culture. Our goals range from revitalization of Nihonbashi to the revitalization of Japan as a whole.



A wide range of events to vitalize neighborhoods



Nihonbashi Information Center is staffed with foreign concierges

2007



Tokyo Midtown (Minato-ku, Tokyo)

Diversity and On the Green Are Neighborhoods Where the Natural Environment and the Local Community Coexist

Tokyo Midtown

Tokyo Midtown, which opened in 2007, exemplifies the Mitsui Fudosan Group's efforts to create neighborhoods. Situated on a large site that retains the greenery of the former Japan Defense Agency (JDA) facility, the mixed-use urban complex includes office, commercial, residential, and hotel space. It is a place where the new is coming into being continuously as people gather: design and art that convey Japanese values and sensibilities, seasonal events that stimulate the surrounding community, and more.



Greenery from the original site was relocated and retained



Approximately 40% of the developed area was reserved for open space with abundant foliage



21_21 DESIGN SIGHT, a source for advanced design



Extensive green space provides a stage for a wide variety of events

ESG Report TOP		ESG Information		SDGs and Neighborhood Creation	
Management's Commitment		ESG at the Mitsui Fudosan Group		Regarding the Disclosure of our ESG Report	
The Mitsui Fudosan Group: A History of Value Creation					
Environment	Environment	Society	Society	Governance	Governance
		Third-party Verification		The Mitsui Fudosan Group and SDGs	
				List View of ESG Information	

The Mitsui Fudosan Group: A History of Value Creation



Since the beginning, the Mitsui Fudosan Group has been dedicated to creating value through the creation of neighborhoods. Our efforts support healthy lifestyles, and value a balance between society and the environment. Our history is a story of value creation, and our vision for the future promises to add exciting new chapters to that story. Let's take a closer look.

&History 01	1673 — 1986	&History 02	1995 — 2007	&History 03	2012 — 2019
----------------	-------------	----------------	-------------	----------------	-------------

Creating New Futures to Realize a Sustainable Society

Guided by its new vision, the Mitsui Fudosan Group, will endeavor to create smart neighborhoods to leverage human potential in new ways.



Kashiwa-no-ha Smart City (Kashiwa City, Chiba)

KASHIWA-NO-HA
SMART CITY

Building Smart Cities to Address National Challenges

Kashiwa-no-ha Smart City

Kashiwa-no-ha Smart City (Kashiwa City, Chiba) is a collaboration between the public, private, and academic sectors for advanced neighborhood creation. It is Japan's first mixed-use smart city development, with residential, office, commercial, hotel, meeting hall, and international exchange space. The development aims to actualize future concepts, and is designed to promote next-generation lifestyles and society under three themes: environmental harmony, health and longevity, and new industry creation. The Mitsui Fudosan Group aims to create such advanced neighborhoods in Japan and abroad to serve as model solutions for global challenges.

Environmental Harmony Cities

Optimizing energy use throughout a neighborhood can resolve environmental and energy challenges and ensure secure lifelines when disasters occur. Using the most advanced technologies available, the Mitsui Fudosan Group is working to create neighborhoods that exist in harmony with the environment.



Kashiwa-no-ha Smart Center monitors regional energy supply and demand



Rooftop solar panels at LaLaport KASHIWANOHA

Health and Longevity Cities

Our goal is to create neighborhoods where everyone from children to the elderly can lead healthy lives. To this end, we are collaborating with the public sector in such efforts as health businesses and model towns where these concepts can be field tested.



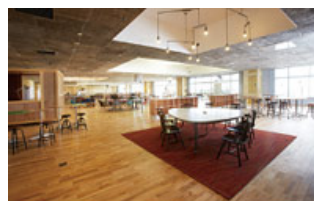
A-Shi-Ta health research stations promote wellness



A-Shi-Ta also offers unique health promotion programs

New Industry Creation Cities

New industry creation cities are home to incubation facilities to support new businesses and entrepreneurs, as well as knowledge institutions such as universities and research institutes. They nurture and support new industries that will bring new vitality to Japan.



KOIL innovation center (Kashiwa-no-ha Open Innovation Lab)



International business contests are also held

In addition to its Kashiwa-no-ha development, the Mitsui Fudosan Group is promoting smart city development in Nihonbashi (Chuo-ku, Tokyo); Hibiya (Chiyoda-ku, Tokyo), Yokohama (Yokohama City, Kanagawa Prefecture), and elsewhere, where we are undertaking to address the challenges facing humanity in the areas of smart energy, harmony with the environment, safety and security, health and longevity, and new industry creation. Our aim is to create people-centered, growing neighborhoods whose attractiveness increases as they mature and age.

1

- Challenges requiring response: energy, harmony with the environment, safety and security, health and longevity, new industry creation, etc.

2

- Goal: Green (energy-efficient, eco-aware) & Resilient
- Neighborhoods where customers can experience the value that technology creates

3

- Create synergy through multiple use and enhance sustainable value-added through town management

2012



MFLP Ibaraki, completed 2017 (Ibaraki City, Osaka Prefecture)



MFLP Inazawa, completed 2017 (Inazawa City, Aichi Prefecture)

Advanced Logistics Facilities that Contribute to the Region and Enhance Working Environments

Mitsui Fudosan Logistics Park (MFLP)

MFLPs are advanced logistics facilities meeting recently diversifying requirements as a result of the growth of third-party logistics and e-commerce. As of the end of August 2018, there were 33 MFLPs in operation across Japan. These facilities contribute to their local communities in numerous ways, not only with more efficient distribution, but also as locations for green space and certified nursery schools. Furthermore, tenant companies create employment opportunities, and local contractors are hired for construction projects. MFLPs are also working to improve working environments in order to secure human resources. This can be seen in their activities to enhance shared spaces such as cafeterias, collaborate with personnel service companies to offer employment support, and offer exclusive discounts for LaLaport employees.

ともに、つなぐ。
ともに、うみだす。



2015



Mitsui Fudosan Co., Ltd. becomes a Olympic and Paralympic Games Tokyo 2020 Gold Partner

Preparing for the Olympic and Paralympic Games Tokyo 2020

Mitsui Fudosan Co., Ltd. has signed a Tokyo 2020 Gold Partner agreement with The Tokyo Organizing Committee of the Olympic and Paralympic Games. As a Tokyo 2020 Gold Partner in the Real Estate Development, Mitsui Fudosan will engage in broad-based promotion of Japan's appeal, to contribute to the success of the Olympic and Paralympic Games Tokyo 2020.

2018



TOKYO MIDTOWN HIBIYA (Chiyoda-ku, Tokyo)

Creating Future-Oriented Experiences and Values While Leveraging Unique Neighborhood Characteristics

TOKYO MIDTOWN HIBIYA

TOKYO MIDTOWN HIBIYA had its grand opening on March 29, 2018, in Tokyo's Hibiya district, which has a long history as an area for arts, culture, and entertainment. The new complex is a mixed-use city promoting synergy between a diverse spectrum of culture, styles, and talent from around the world. In addition to office and retail space, restaurants, and a cinema complex, it serves as a nexus of commercial collaboration to support the formation of new industries. TOKYO MIDTOWN HIBIYA preserves the character and history of its namesake district and offers visitors high-quality experiences. Its aim is to realize a vision of creating future-oriented experiences and values.



An urban landscape with abundant parks

ll
TOKYO MIDTOWN
HIBIYA

2019

◀ &History 02

[Privacy Policy](#)

[Basic Policy on Specific Personal Information](#)

[Concerning Protection of Personal Information](#)

[Concerning Cookies and Access Logs](#)

[Usage Notice](#)

© 2020 Mitsui Fudosan Co., Ltd.

ESG Report TOP		ESG Information		SDGs and Neighborhood Creation	
Management's Commitment		ESG at the Mitsui Fudosan Group		Regarding the Disclosure of our ESG Report	
The Mitsui Fudosan Group: A History of Value Creation					
Environment	Environment	Society	Society	Governance	Governance
					Special Reports
Third-party Verification			The Mitsui Fudosan Group and SDGs		List View of ESG Information



Toward developing mixed-use facilities to energize people of diverse values, and enhancing disaster preparedness and environmental performance in urban areas.



▶ Nihonbashi Muromachi Mitsui Tower (Chuo-ku, Tokyo)

Nihonbashi Muromachi Mitsui Tower stands at the corner of Chuo-dori and Edo-dori Avenues, and is a major new addition to the Nihonbashi area, which lies between the Kanda and Tokyo Station areas. The building features a hall and conference facilities suitable for a wide range of uses, a large outdoor plaza with an extensive roof and landscaping rich in greenery to provide liveliness, and a commercial area with 31 shops, including eslite spectrum nihonbashi and another Japan-first outlet. Through its mixed-use and intangible value-added features, the building exemplifies a mixed-use facility development that will energize a diverse range of visitors. Moreover, the development includes an energy plant that is part of the Nihonbashi Smart Energy Project. Under this project, the first in Japan, the plant is capable of supplying not only the building but the surrounding area with electric power and heat on a stable basis. This enhances energy resilience with uninterrupted energy supply in emergencies,* as well as energy efficiency and CO₂ reduction for eco-friendly neighborhood creation. Mitsui Fudosan will continue to promote Urban Smart Cities to meet ESG challenges.

*Energy resilience: robustness of energy supply networks



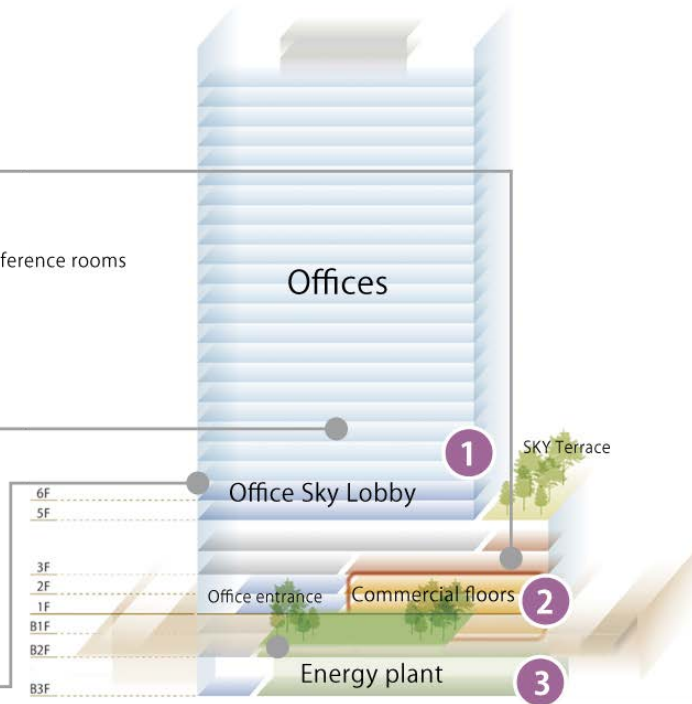
3F: Muromachi Mitsui Hall & Conference
Main hall (approx. 375 m²) and three conference rooms



5F to 25F: office floors



5F to 6F: Office Sky Lobby



(1) Office Sky Lobby

mot.

Mitsui Office for Tomorrow
三井のオフィス for Tomorrow

Expanded membership facilities and services for tenant enterprises with diverse workstyles

To create more richly evolved offices serving not only as places to work, but as places to actualize enriched business life, we offer Mitsui Office for Tomorrow, a shared space on the fifth and sixth floors where tenant enterprise members can access facilities and services.



▶ Lounge space



▶ Conference room foyer

(2) Commercial floors

COREDOR室町テラス

COREDOR Muromachi Terrace September 2019 grand opening
31 shops including eslite spectrum nihonbashi and another Japan-first outlet

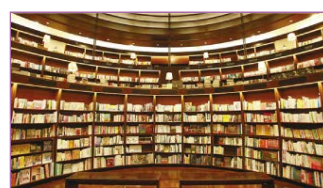
We're giving customers a new experience in historic, traditional Nihonbashi, with places where they can spend quality time. These include two shops opening in Japan for the first time (one of them being eslite spectrum nihonbashi), five opening for the first time in the Kanto area, 10 opening for the first time in commercial facilities, and 10 with unique new business models. In all, there are 31 shops offering first-class domestic and international dining as well as merchandise and experiences for the discerning.



▶ B1 commercial facility Lively dining floor with direct subway access



▶ 1F commercial facility Comfortable gathering space connected to the lively plaza



▶ 2F eslite spectrum nihonbashi

誠品生活日本橋
eslite spectrum nihonbashi

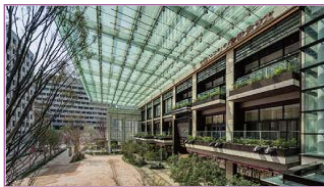
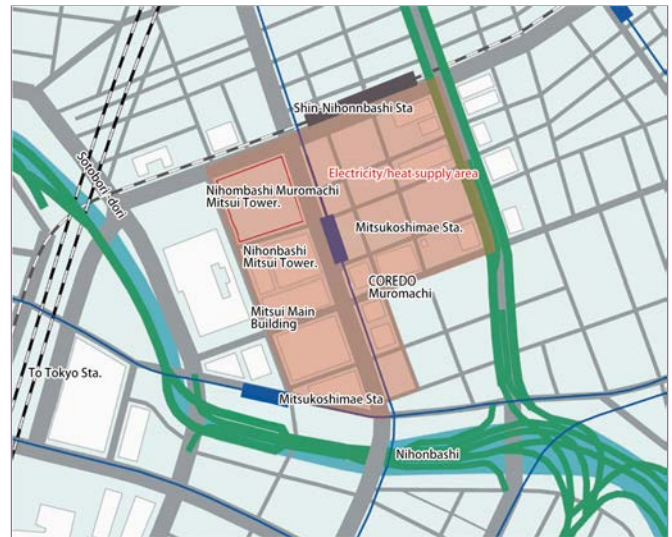
▶ A lifestyle and reading culture wonderland and a source for creative and diverse cultural information

(3)Energy plant



The Nihombashi Smart Energy Project is renewing the energy supply of the entire Nihombashi area and promoting Urban Smart Cities

Mitsui Fudosan, in collaboration with Tokyo Gas Co., Ltd., has built an energy plant in the complex to supply energy to nearby buildings and commercial facilities on an ongoing basis, not only in emergencies. This is the first energy network of its kind in Japan. Generating power with gas from a medium-pressure line, which is highly reliable in disasters, ensures stable energy supplies and enhanced, multifaceted energy resilience, and contributes to the creation of reliable, safe neighborhoods. The aim is to realize local energy consumption supported by local production, with energy efficiency and CO₂ reduction for eco-friendly neighborhood creation, by making effective use of waste heat produced during the power generation process.



- ▶ A large outdoor plaza (approx. 1,500 m²) with an extensive roof and landscaping rich in greenery to provide liveliness
- ▶ Gas cogeneration

◀ &People Diverse workstyles and a diverse workforce

&Global Newyork Manhattan Hudson Yards London Television Centre ▶

[Privacy Policy](#)

[Basic Policy on Specific Personal Information](#)

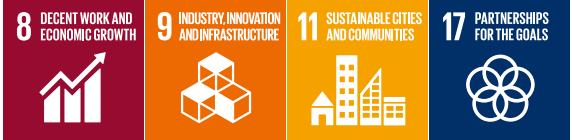
[Concerning Protection of Personal Information](#)

[Concerning Cookies and Access Logs](#)

[Usage Notice](#)

© 2020 Mitsui Fudosan Co., Ltd.

ESG Report TOP		ESG Information		SDGs and Neighborhood Creation	
Management's Commitment		ESG at the Mitsui Fudosan Group	Regarding the Disclosure of our ESG Report		The Mitsui Fudosan Group: A History of Value Creation
Environment	Environment	Society	Society	Governance	Governance
		Third-party Verification	The Mitsui Fudosan Group and SDGs		List View of ESG Information



**The Largest Project in Manhattan by a Japanese Company:
55 Hudson Yards Completed in October 2018**

This property is one of a group of buildings comprising Hudson Yards, the largest-scale mixed use redevelopment project in Manhattan. At approximately 118,000 m² of floor area, 55 Hudson Yards is the largest ever office building development by a Japanese company in Manhattan. This state-of-the-art office building is adjacent to the nearest subway station and Hudson Boulevard Park at its main entrance. The building features excellent vistas of the Hudson River to the west and Hudson Boulevard Park to the east, with an expansive 360 degree terrace at the top of the podium and additional tower and podium terraces to make the most of the views. It offers superior environmental performance and is expected to achieve LEED Gold certification, a floor plate that allows an efficient layout, and a stunning exterior that incorporates the historic cast iron architecture, which was widely used in the Manhattan/SoHo area in the 19th century. The total project value is approximately ¥150 billion, of which Mitsui Fudosan's share is 90%. Tenants are mainly financial companies and major law firms, which represent two of Manhattan's main business sectors.



▶ Hudson Yards

A Large-scale Neighborhood Creation Project for London: Television Centre Redevelopment Project Phase 1, Completed November 2018

Television Centre is located approximately 3.7 miles (approximately 6 km) west of London's West End, and forms part of a wider regeneration area. The Mitsui Fudosan Group has been pushing the redevelopment project forward after acquiring the site and buildings from the UK public broadcaster the British Broadcasting Corporation (BBC) in July 2012. Combined with the redevelopment project at the adjacent White City Place, acquired from the BBC in June 2015, the total site area of approximately 1,338,000 ft² (approximately 124,000 m²) and total floor space of approximately 4,263,000 ft² (approximately 396,000 m²) is the largest-ever city development in London by a Japanese company. Television Centre is a transformation of the recording studios and offices once used by the BBC into a mixed-use facility comprising of offices, residential housing, a hotel, and other facilities. The original building and many iconic features, which many will remember as features of the BBC, have been largely retained thereby creating new charm and value in a British heritage.



▶ Television Centre Redevelopment Project

ESG Report TOP		ESG Information		SDGs and Neighborhood Creation	
Management's Commitment		ESG at the Mitsui Fudosan Group		Regarding the Disclosure of our ESG Report	
The Mitsui Fudosan Group: A History of Value Creation					
Environment	Environment	Society	Society	Governance	Governance
					Special Reports
Third-party Verification			The Mitsui Fudosan Group and SDGs		List View of ESG Information



New Urban Functions Sustain Hibiya's Starring Role in Japan's March Toward the Future



Hibiya has a long history, dating to the Meiji era, as a setting for social gatherings and relaxation. It also played a key role in Japan's modernization. The famed Rokumeikan, a Western-style guest house for foreign visitors, stood in Hibiya, as well as the storied Imperial Hotel, said to be the first of its kind in Japan. Tokyo Midtown Hibiya, which opened on March 29, 2018, inherits Hibiya's living history and traditions, and aims to realize a vision of creating future-oriented experiences and values.

This large-scale multifaceted facility is equipped to serve in diverse capacities with commercial, office, gathering and event space, and more. To realize the Mitsui Fudosan Group's concept of neighborhoods whose attractiveness increases as they mature and age, the complex utilizes new-generation HiDAX-R seismic-energy damping systems, which have gained worldwide attention for their damping efficiency. Tokyo Midtown Hibiya also boasts top-class safety and business continuity infrastructure. Moreover, it is equipped to contribute to the security of the surrounding neighborhood in the event of a disaster. For example, it can serve as a shelter for up to 3,000 persons if public transportation is disabled.



Innovative gathering spaces attract diverse individuals and give rise to new industries

Hibiya has a long history as a gathering place for domestic and foreign individuals of distinction. To leverage Hibiya's potential as a birthplace for new industries, we designed Tokyo Midtown Hibiya to serve as a place where people from around the globe with diverse culture, styles, and talents can gather and interact.



► **Hibiya Step Plaza**

A stairway leads to a circular plaza roughly 30 meters across, suitable for various events and activities



► **BASE Q**

With its Hall, Kitchen, Studio, Lounge, and Café, BASE Q is an ideal springboard for business collaboration.

Bringing a new nexus for arts and culture to a district famous since the Showa era for its cinemas and theaters

Hibiya acquired its reputation as a center for entertainment in the Showa era, with numerous cinemas and theaters, including the renowned Tokyo Metropolitan Hibiya Public Hall and the Tokyo Takarazuka Theater. Tokyo Midtown Hibiya will continue this tradition, coordinating with the district to promote Hibiya as an arts, culture, and entertainment center.



► **TOHO Cinemas Hibiya**

This cinema complex is the largest in central Tokyo, with 13 screens and approximately 2,800 seats.



► **Atrium**

A three-story atrium has the feel of a theatrical space and makes for a suitable entrance to an entertainment complex.

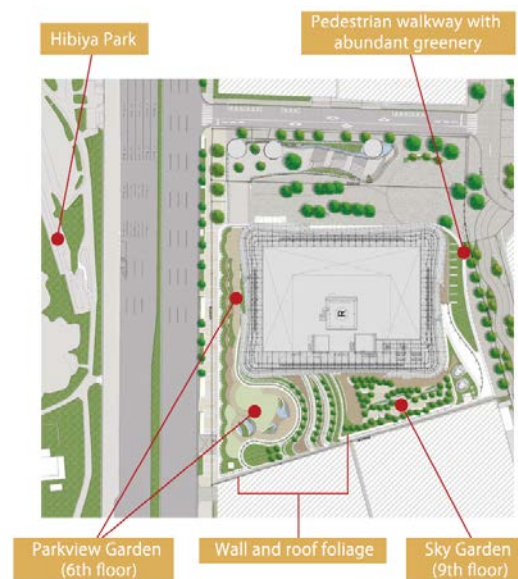
Urban Settings with Greenery and Open Spaces Make Fulfilling Places to Live, Work, and Visit



Hibiya is more than a center of commerce, business, and culture. It is adjacent to Hibiya Park, a precious environmental resource in central Tokyo, and a place where visitors can enjoy a lush natural setting.

Mindful of its relationship with the adjoining Hibiya Park, the designers of Tokyo Midtown Hibiya were careful to augment the existing greenery on the site by selecting from tree species present in the park, to create a unified feel with the park foliage. Approximately 2,000 m2 of greenery was deployed on site, not only around the structures but in the Parkview Garden (sixth floor) and the Sky Garden (ninth floor), as well as on the roof and walls of the structure. At the same time, pedestrian-only walkways were derived from the surrounding road network, and numerous installations of foliage and benches were placed along the way, creating relaxing green spaces.

By taking into account the proximity of the foliage in Hibiya Park, carrying out planting based on existing species, and taking other measures to create new green spaces, we formed a network of foliage in the Hibiya area, helping to create spaces where birds and other wildlife can coexist with people.





▶ **Parkview Garden**

Greenery and water features on the terrace give visitors the sense that they are part of Hibiya Park with its stunning foliage spread out below.



▶ **Wall and roof foliage**

Wall and roof foliage extends from Parkview Garden (6th floor) to Sky Garden (9th floor)



▶ **Sky Garden**

This aerial oasis of greenery is located near ninth floor office space and adjacent to the Sky Lobby.



▶ **Pedestrian walkway with abundant greenery**

Route 136 in Chiyoda was converted to a pedestrian walkway with abundant foliage selected from the species in the park, creating a feeling of unity with the park.

Voice



An Exciting Hibiya, Where You Never Know What You Will Encounter

Hibiya offers something for everyone—from theaters, cinemas, and the park to eateries under the railroad tracks, all in one compact area. With Tokyo Midtown Hibiya in the mix, we expect new vitality and the cultivation of even more new culture. The opening of the complex marks the launch of full-scale neighborhood creation. In collaboration with local communities, we want to lure a stream of visitors and create an exciting Hibiya, where you never know what you will encounter.

Koichi Ota Hibiya Urban Planning and Development Department (now in Kashiwanoha Urban Planning and Development Department) Mitsui Fudosan Co., Ltd.



&Global Newyork Manhattan Hudson Yards
London Television Centre

&Smart Kashiwa-no-ha Smart City >>

[Privacy Policy](#)

[Basic Policy on Specific Personal Information](#)

[Concerning Protection of Personal Information](#)

[Concerning Cookies and Access Logs](#)

[Usage Notice](#)

© 2020 Mitsui Fudosan Co., Ltd.

ESG Report TOP		ESG Information		SDGs and Neighborhood Creation	
Management's Commitment		ESG at the Mitsui Fudosan Group		Regarding the Disclosure of our ESG Report	
The Mitsui Fudosan Group: A History of Value Creation		Special Reports			
Environment	Environment	Society	Society	Governance	Governance
Third-party Verification		The Mitsui Fudosan Group and SDGs		List View of ESG Information	



A Neighborhood Suitable as a Model For a Sustainable Global Future, Structured Through Collaboration Between the Public, Private, and Academic Sectors

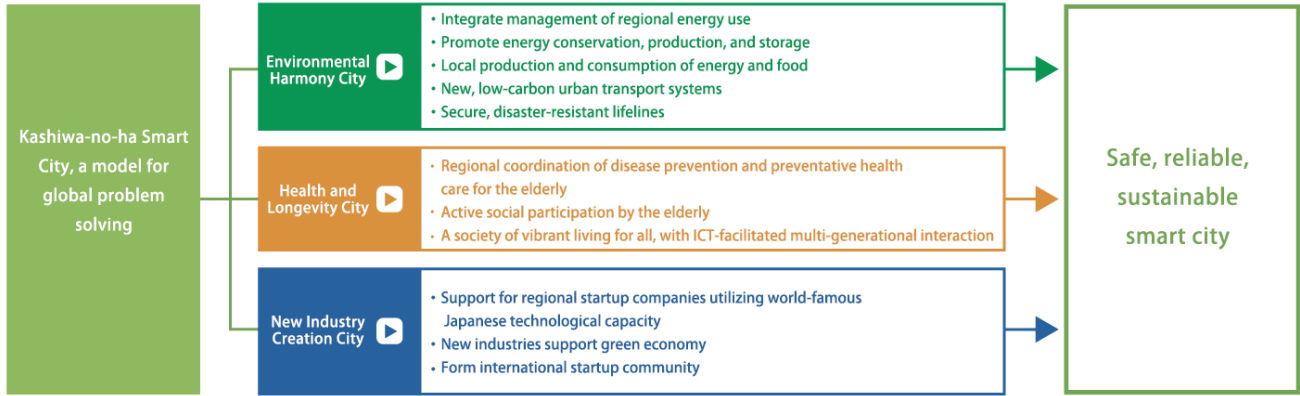
3 GOOD HEALTH AND WELL-BEING 	7 AFFORDABLE AND CLEAN ENERGY 	11 SUSTAINABLE CITIES AND COMMUNITIES 	12 RESPONSIBLE CONSUMPTION AND PRODUCTION
---	--	--	--



The Mitsui Fudosan Group is positioning the concept of model smart cities as a response to a wide range of social challenges, including environmental challenges, a super-aging society, and economic stagnation. We are promoting the development of next-generation neighborhoods with participation from the public, private, and academic sectors.

Kashiwa-no-ha Smart City, in Kashiwa City, Chiba prefecture, is adjacent to Kashiwanoha-campus Station on the Tsukuba Express line. The project saw its full-scale launch in 2011 and offers three models for social problem solution: Environmental Harmony City, Health and Longevity City, and New Industry Creation City. These models are structured as flat platforms open to anyone wishing to participate in neighborhood creation, including universities, enterprises, and citizens. Our goal is to achieve independent neighborhood creation to establish an image of a global future, sustainable in both tangible and intangible terms.





Children are the Power that Will Shape the Future. In a Society of Working Parents, We Create Neighborhoods Where Children Can Be Raised with Peace of Mind



In February 2018, tenants began occupying rental condominiums designed for those raising children, at the large-scale Park City Kashiwa-no-ha Campus The Gate Tower West. The goal was to create residences that help parents address such challenges as extended waiting periods for nursery school admission, and a lack of child-rearing environments designed to support working parents. Along with an on-site nursery school and after-school care facility for elementary school students, the complex features a pediatrics clinic and facilities for ill and convalescing children. The residence will provide an environment that is fully-equipped to enable even working parents to raise children with peace of mind.

Cicol Nursery School and Cicol After School support working parents

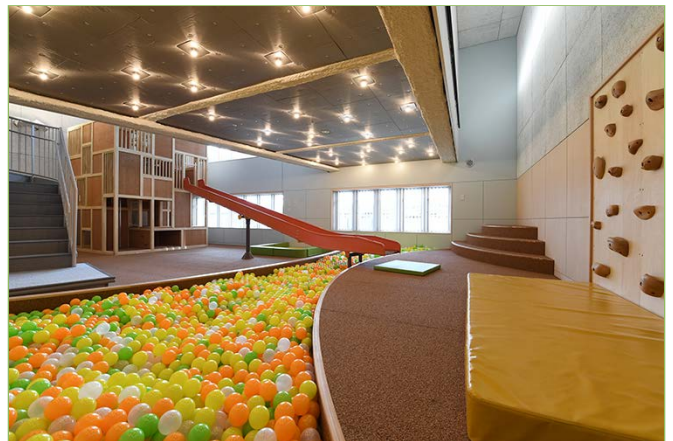
Cicol Nursery School is a non-registered entity offering child care services during regular operating hours as well as temporary care and night care until 22:00. Cicol After School is a facility designed for elementary school students and cultivates their capacity to be active in international society.

Parents can work and keep an eye on their children at Cicol Park and Cicol Work

These facilities include Cicol Park, an indoor play land with a wide range of toys for children to enjoy, and Cicol Work, a space where parents can work while monitoring their children.



► Cicol Nursery School



► Cicol Park

Pediatric care day and night, 365 days a year

Caps Clinic Kashiwanoha offers pediatric medical services day and night, 365 days a year. Ohana Kids Care, located next door, is equipped to care for ill and convalescing children.



▶ Caps Clinic Kashiwanoha

Kashiwa-no-ha Campus Clinic is a member of the Sesame Street Pediatric and Dental Education Program from Sesame Workshop, a US non-profit organization.

Voice



We Offer Rental Accommodations Designed to Fulfill Needs with Well-Equipped Common Space

The residential complex at Park City Kashiwa-no-ha Campus The Gate Tower West offers a range of support for child rearing, including a residents-only nursery school and 365 days a year pediatric care. It also features an attractive selection of common-use facilities, including a free natural hot spring bath, a fitness gym, and study rooms with full Wi-Fi. Safety and security are outstanding: the tower structure incorporates base-isolation technology to mitigate the effect of earthquakes, the premises are fully secure, and there is emergency electrical power supply. We hope you will visit Kashiwa-no-ha and experience the atmosphere of the community as well as the allure of The Gate Tower West.

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

ESG Report TOP		ESG Information		SDGs and Neighborhood Creation	
Management's Commitment		ESG at the Mitsui Fudosan Group		Regarding the Disclosure of our ESG Report	
The Mitsui Fudosan Group: A History of Value Creation					
Environment <small>Environment</small>		Society <small>Society</small>		Governance <small>Governance</small>	
				Special Reports	
		Third-party Verification		The Mitsui Fudosan Group and SDGs	
				List View of ESG Information	



Harnessing the Power of Sports in Neighborhood Creation

Sports not only improves the mental and physical health of people through actions such as doing, watching, and supporting, it also creates new connections and has the power to revitalize communities. The Mitsui Fudosan Group Statement includes our aim "to bring affluence and comfort to urban living." In line with this, our goal is to create neighborhoods whose attractiveness increases as they mature and age, and we see sports as an important element in creating attractive neighborhoods. Consequently, we are promoting neighborhood creation that harnesses the power of sports.

BE  THE CHANGE

さあ、街から世界を変えよう。

"BE THE CHANGE: Cities Start World Changes." With this slogan, and with Communicate, Connect, and Accept as themes, we aim to change ourselves and generate positive change in people, communities, and society with neighborhood creation as our point of departure.

Mitsui Fudosan Sports Academy for Tokyo 2020

Mitsui Fudosan Sports Academy invites world-class athletes to give talks on Olympic and Paralympic competition, and offer students a chance to experience these events themselves. These classes are held at elementary and junior high schools in areas where Mitsui Fudosan is creating neighborhoods, and commercial facilities including LaLaport locations and Mitsui Outlet Parks throughout Japan. Direct contact with accomplished athletes creates personal connections between many different people, including local children, and stimulates the neighborhood community. Our

Nihonbashi city dressing for Tokyo 2020

From October 28, 2017—exactly 1,000 days before the opening of Olympic Games Tokyo 2020—to the following November 29, Mitsui Fudosan carried out a city dressing campaign in Nihonbashi using the games logo and images of athletes. Nihonbashi supported the games with a project named WE MAKE 2020. It was an experiential event showing that everyone—that is, not just athletes but spectators and supporters— will have an important part to play in the Tokyo 2020 Games.

aim is for these effects to form an intangible legacy that is sustainable into the future.



▶ Climbing Academy



▶ Mitsui Main Building Dressing



▶ Dressing concept



三井不動産



東京2020ゴールド街づくりパートナー

Mitsui Fudosan supports the Olympic and Paralympic Games Tokyo 2020 as a Gold Partner in the Real Estate Development category.

Beautification of Competition Venue Leaves a Legacy of Litter-free Neighborhood Culture for Future Generations



On August 18 and 19, 2017, as one part of our environmental conservation activities, we carried out a program dubbed KEEP THE STADIUM CLEAN at Chichibunomiya Rugby Stadium, in conjunction with the opening four matches of the Japan Rugby Top League. The program's aim was to cultivate a litter-free neighborhood culture in and around the competition venue, and to communicate this to the surrounding community to leave this culture as a legacy for future generations. Students and athletes volunteered to participate, and invited the approximately 19,000 spectators to join in picking up litter after the matches. Over two days, 13,500 trash bags were distributed. Many spectators accepted trash bags and helped tidy up the stadium. We plan to extend this beautification program to other sports events.

Intangible Legacy





1. Gathering at venue



Participants are oriented to the day's activities.

2. Inviting volunteers to participate



Stadium visitors are invited to take a trash bag and participate. Athletes also took part.



3. Trash bag distribution complete



These students and athletes volunteered to distribute trash bags.

4. Activity promotion using stadium



During half time, as well as at other points during the matches, the stadium monitor displayed an appeal for volunteers to help pick up litter.

5. Post-competition



Spectators and other volunteers picked up every piece of litter.

Voice



Extending a Litter-free Culture from the Competition Venue to the Surrounding Community

In fiscal 2017, in addition to the opening matches of the Japan Rugby Top League, we engaged in beautification activities during a total of 18 rugby matches at eight venues, as well as at matches of The W League of the Japan Women's Basketball League, and the Takamadonomiya Cup of the U-18 Soccer League. In each instance, we distributed trash bags at the venue and volunteers called on fans to participate. I noticed many of the fans tidying up not only around their seats, but across a wide area. As the Olympic and Paralympic Games Tokyo 2020 approach, our goal is for activities like these to extend to beautification of neighborhoods, and for this culture to continue taking root after the games.

Chiemi Nagasaki Planning and Research Department Mitsui Fudosan Co., Ltd.

ESG Report TOP		ESG Information		SDGs and Neighborhood Creation	
Management's Commitment		ESG at the Mitsui Fudosan Group		Regarding the Disclosure of our ESG Report	
The Mitsui Fudosan Group: A History of Value Creation		Special Reports			
Environment	Environment	Society	Society	Governance	Governance
Third-party Verification		The Mitsui Fudosan Group and SDGs		List View of ESG Information	



Creating Never-Ending Forests in Hokkaido

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. Over 60% of these forests consist of planted Sakhalin fir, and we are conducting planned planting and appropriate management and cultivation. Thinned and regular timber from these forests is used as material for construction, furniture, and other purposes, encouraging forest renewal and "never-ending forests."

The remaining nearly 40% of trees are natural Mongolian oak and other species. These trees are managed minimally to preserve them as much as possible in their natural state.

*Calculation based on Tokyo Dome covering 4.7 hectares.

Planting (training)

Cultivating (clearing undergrowth)

Using (under-layer for flooring material)

Using (tables, chairs, etc.)

Using (& Earth Day fun forest study)

Planting

Using

Mitsui Fudosan Group

Receipt of SGEC Forestry Management Certification

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

● : Location of Group-owned forests

Planted forests 6 : 4 Natural forests

Creating a sustainable local society based on never-ending forests

In July 2017, Mitsui Fudosan and Minato Estate Co., Ltd., which cultivates and manages forest land, concluded an agreement with Shimokawa Town, Hokkaido, to engage in comprehensive coordination to create a sustainable regional society based on never-ending forests.

- ◆ Sustainable forest management
- ◆ Sustainable consumption and production with appropriate utilization of forest resources
- ◆ Climate change response and energy security from multifaceted forest functions

The agreement seeks to achieve:



▶ Signing ceremony with Shimokawa Town, Hokkaido

Preserving the Tokyo Metropolitan Water Conservation Forest



Tokyo Waterworks: Enterprise Forest

To preserve the upper reaches of the Tama River for the future, the Tokyo Metropolitan Government Bureau of Waterworks has formulated a plan to involve average citizens in creating water conservation forests. Creating forests with citizens, enterprises, and many others promotes understanding of the importance of preserving water resources. Mitsui Fudosan agrees with the goals of this plan. In June 2017, it acquired naming rights for one part of Tokyo Waterworks: Enterprise Forest from the Bureau of Waterworks, and in collaboration with the bureau, implemented a forest preservation work experience program for Group employees. Through this and other program features, the Mitsui Fudosan Group is working to preserve water conservation forests.



Experiencing work in water conservation forests

In 2017 and 2018, at the Mitsui Fudosan & EARTH FOREST TOKYO in Koshu City, Yamanashi Prefecture, we gave Group employees first-hand experience in forest preservation.

As preparation for tree planting, six Group employees participated in ground clearing activities in November 2017, collecting fallen branches, underbrush and other forest detritus. In June 2018, 11 employees participated in planting seedlings in the same location.



▶ Ground clearing



▶ Ground clearing complete



▶ Tree planting

Working with personnel from the Tokyo Metropolitan Government Bureau of Waterworks, participants gathered fallen branches and timber.

Voice



Remembering the Importance of Preserving Water Resources

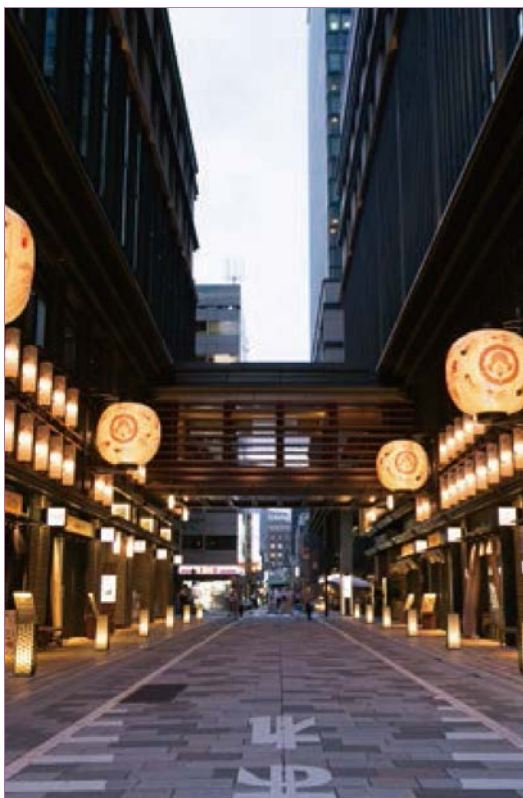
Healthy forests absorb and store water and help prevent flooding and landslides. They also have other benefits, such as mitigating global warming and preserving the biosphere. In collaboration with the Tokyo Metropolitan Government Bureau of Waterworks, we visited the forest and experienced work activities relating to water supply and the sense of mission that comes with such work. This experience reminded me of the importance of water resource-promoting forests. As a water user, I felt motivated personally to do more than simply use less water to protect water resources. I hope to continue my research and planning to share this outlook with as many employees as possible.

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

ESG Report TOP		ESG Information		SDGs and Neighborhood Creation	
Management's Commitment		ESG at the Mitsui Fudosan Group		Regarding the Disclosure of our ESG Report	
The Mitsui Fudosan Group: A History of Value Creation					
Environment <small>Environment</small>		Society <small>Society</small>		Governance <small>Governance</small>	
				Special Reports	
		Third-party Verification		The Mitsui Fudosan Group and SDGs	
				List View of ESG Information	



A Diverse Menu of Events to Unite the Local Community and Communicate the Appeal of Edo Culture and the Nihonbashi Area



Along with the Nihonbashi Preservation Council, local organizations, and enterprises, Mitsui Fudosan is a participant in the ECO EDO Nihonbashi Steering Committee, supporting events aimed at stimulating the Nihonbashi district. These events convey to modern people the spirit of coexistence that was so important during the Edo era, and create new styles that truly reflect Nihonbashi. A diverse range of events is held on an ongoing basis throughout the year to communicate this allure, helping to bring visitors to the district, encouraging interchange, and contributing to economic knock-on effects.

The 2016 Nihonbashi Cherry Blossom Festival, held from March to April, was honored with the Minister of Economy, Trade and Industry's Prize for Excellence, awarded by the Japan Association for the Promotion of Creative Events (JACE) for the event's effectiveness in city-branding over a wide area. Furthermore, Mirai Kidai Shoran ("Nihonbashi Future"), an audiovisual work shown during the Nihonbashi Kidai Festival (September to October 2016) received the Prize for Excellence in an Audiovisual Work at the Golden Cube Awards, hosted by the Japan Institute of Architects (JIA). The video presented elementary school students' conception of what they would like to see in a future Nihonbashi, in the style of an Edo-era picture scroll.



Mirai Kidai Shoran Winner, JIA Golden Cube Awards



Nihonbashi Cherry Blossom Festival 2016 Recipient, 3rd JACE Event Award



▶ **Nihonbashi Cherry Blossom Festival 2017**

Nihonbashi is renowned for its many cherry tree viewing spots. This event invites visitors to enjoy artistic flower viewing courtesy of digital technology, eat different types of food along the way, search for hidden treasure, and more.



▶ **ECO EDO Nihonbashi 2017 Edo Summer: An Appeal to the Senses**

This event featured goldfish scooping, paper lanterns, summer kimonos, and other ways people in the Edo era kept cool during a Nihonbashi summer. The event was held for the tenth time in 2017.



▶ **Nihonbashi Kidai Festival**

Visitors to this autumn festival can enjoy Nihonbashi's traditional culture and fascinating streets, thanks to collaboration between old established shops and local enterprises. The festival was held for the second time from October 20 to November 7, 2017.

Aiming to Make Nihonbashi Japan's Safest Neighborhood, Large-scale Disaster Preparedness Training Was Held with Local Residents



Nihonbashi Muromachi Area Management and Mitsui Fudosan hosted disaster preparedness training on March 7, 2017. Nihonbashi is an area with a diverse mix of people, including business proprietors, company employees, local residents, and visitors. Disaster preparedness training involving only facility and business proprietors may be unlikely to produce an adequate response in the event of a real disaster. To address this challenge, the joint drill involved the entire neighborhood and saw participation from approximately 1,200 people, including local school children, business proprietors in COREDO Muromachi, employees working in Nihonbashi Mitsui Tower, and local residents. To encourage greater disaster awareness, for the first time participants were able to experience a simulated large-scale earthquake in virtual reality, and other experiential disaster simulations. The effort contributed to greatly enhancing local disaster response capabilities, and to making Nihonbashi Japan's safest neighborhood.



▶ **This "earthquake chair" simulates the effects of a temblor based on data from major quakes**

This small simulator brings home the importance of disaster preparedness. Participants have a vivid, virtual-reality experience of the violent shaking of a major earthquake, based on actual data.



▶ **Rescue, relief, first aid, and moving drills**

Participants learned how to use crowbars, wood and other implements to free trapped people, how to move the injured using blue tarps, and other practical knowledge and techniques.



▶ **Food distribution courtesy of Ninben**

Ninben is a famed purveyor of dried bonito flakes, a key element of Japanese cuisine. The business dates to 1699, and today COREDO Muromachi features one of their shops. During the drill, Ninben distributed approximately 200 servings of miso soup flavored with seaweed.



▶ **Creating a disaster map of the Nihonbashi Muromachi area**

Participants walked the streets to confirm the locations of shelters, fire hydrants, and other relevant points. The resulting data, along with information concerning what actions to take during a disaster, and points to note when seeking shelter, were incorporated into a disaster response map.

Voice



I Want to Convey Nihonbashi's Appeal to Everyone through Events

To really understand what's great about Nihonbashi, you actually have to visit, walk its streets, check out its shops, and meet with its people. Once you experience what's great about Nihonbashi for yourself, I'm sure you'll discover places you want to visit and people you want to meet. That's why it's important for us to create opportunities for people to visit. We're planning the Nihonbashi Cherry Blossom Festival as an event to attract a wide range of visitors. I hope it will be an opportunity for them to directly experience Nihonbashi's appeal.

Aya Sakamoto Nihonbashi Urban Planning and Development Department Mitsui Fudosan Co., Ltd.

◀◀ &Forest Preserving Precious Forest Resources for the Future

&People Diverse Workstyles Utilizing Diverse Human Resources ▶▶

[Privacy Policy](#)

[Basic Policy on Specific Personal Information](#)

[Concerning Protection of Personal Information](#)

[Concerning Cookies and Access Logs](#)

[Usage Notice](#)

© 2020 Mitsui Fudosan Co., Ltd.

ESG Report TOP		ESG Information		SDGs and Neighborhood Creation	
Management's Commitment		ESG at the Mitsui Fudosan Group		Regarding the Disclosure of our ESG Report	
The Mitsui Fudosan Group: A History of Value Creation					
Environment	Environment	Society	Society	Governance	Governance
					Special Reports
Third-party Verification			The Mitsui Fudosan Group and SDGs		List View of ESG Information



The WORKSTYLING Project Explores the Future of Work and Receives Fiscal 2017's Good Design Award



Mitsui Fudosan's Multi-Site Shared Office WORKSTYLING Project, which was launched to help realize new ways of working, won the fiscal 2017 Good Design Award. As society ages and the working population continues to shrink, enterprises must enhance productivity and utilize a diverse range of human resources. Furthermore, excessive working hours represent a challenge. We have entered an era that calls for work that is unprecedentedly efficient as well as creative.

WORKSTYLING responds to these social trends and offers new solutions to a wide range of workspace challenges. The project's recognition with the Good Design Award reflects the high evaluation it has received as a service that enables employees of large enterprises to practice a diverse range of workstyles.



Spaces that allow free choice of workstyle

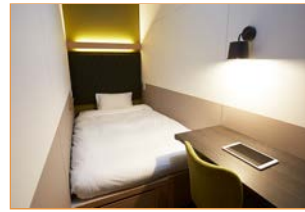
WORKSTYLING is a shared office system for employees from a wide range of enterprises. It enables employees to use teleconferencing and other advanced technologies without restriction by time or location. WORKSTYLING offices are also equipped with advanced security systems. As of June 2018, the network had grown to 32 locations in major cities throughout



▶ WORKSTYLING FLEX

Japan. WORKSTYLING offers new ways of working that free workers from long commutes, and enable them to combine work and family duties.

Moreover, in response to input from enterprises, in fiscal 2018 we launched two new services, WORKSTYLING FLEX and WORKSTYLING STAY. The former offers additional flexibility with respect to user numbers and contract term, while the latter features workspaces with access to overnight accommodations exclusively for corporate clients. The goal of WORKSTYLING is to drive the evolution of the workplace.



▶ WORKSTYLING STAY

Implementing the Telework Days Plan

In 2017 and 2018, to help accelerate acceptance of telecommuting, WORKSTYLING introduced "Telework Days" at selected locations for customers wishing to telecommute. This initiative is also intended to support the Olympic and Paralympic Games Tokyo 2020 through various working styles, and going forward, will be further enhanced.

Workplaces that Bring Smiles to Employees Are Good for Customers Too. Let's Be Sure to Work Happy



The Mitsui Fudosan Group believes that when our employees, as well as those of our valued partners working in customer contact positions in hotels and commercial facilities, are able to enjoy their jobs with a smile, the result is enhanced customer service. As such, working to devise systems, settings and other measures to enhance employee satisfaction (ES) leads to customer satisfaction (CS).

Enhanced ES means greater CS

Through events such as the All-Out CS Contest (for all hotels under management), the MGH Award, and numerous incentive and other systems, we are working to raise ES and thereby CS, with gratifying results.



▶ All-Out CS Contest (Mitsui Fudosan Hotel Management)

Mitsui Fudosan creates work environments with appeal



▶ Employee lounge, Urban Dock LaLaport TOYOSU

At Urban Dock LaLaport TOYOSU and other commercial facilities, we are renovating employee lounges with a relaxing café concept, to enhance their effectiveness as spaces for rest and rejuvenation. Going forward, we will continue our efforts to create work environments that raise employee motivation.



This Credo summarizes the policies followed by employees of The Celestine Hotels and Mitsui Garden Hotels (Mitsui Fudosan Hotel Management)



▶ Employee lounge, LaLaport SHIN MISATO



▶ Women's powder room for employees, LaLaport SHIN MISATO

Voice



Meticulous Service Supports Workstyle Innovation for a Diverse Workforce

The WORKSTYLING Project's meticulous attention to meeting the special requirements of large enterprises, including its outstanding security standards and advanced worker attendance management, led to it receiving the fiscal 2017 Good Design Award. The project was also recognized for its effectiveness in unlocking the potential of personnel for whom conventional commuting is challenging due to factors such as child or family member care responsibilities. This award is further encouragement for us to enhance and reinforce our services that make the utilization of diverse personnel and the creation of diverse workstyles possible.

Ryohei Takagi Workstyle Promotion Dept., Office Building Division Mitsui Fudosan Co., Ltd.
