

# ACTION

Fiscal 2012 CSR Actions



## Community Growth—Creating New Value

The work of community development does not end with the renovation of buildings, or with organizing local and regional events. The question remains of how best to ensure that what has been created keeps growing. Growing the community is essential to creating and enhancing value.

### OMY Community Development Guidelines 2012

Drawn up by the Advisory Committee on Otemachi-Marunouchi-Yurakucho Area Development, the members of which are the Tokyo Metropolitan Government, Chiyoda Ward, East Japan Railway Company, and the OMY Council, these guidelines are designed to facilitate public-private sector coordination and open community development. The 2012 guidelines included updates to enhance disaster preparedness, international competitiveness, urban tourism, and harmonious coexistence with the environment. The goal is to make the course the OMY area is taking widely known, while promoting development that creates value based on the unique appeal of the area.

Advisory Committee on Otemachi-Marunouchi-Yurakucho Area Development (in Japanese only)  
<http://www.aurora.dti.ne.jp/~ppp/index.html>

### Public-Private Sector Collaboration Projects

The OMY Council also co-sponsored the Japan Food Festa 2012 held by the Ministry of Agriculture, Forestry, and Fisheries over two days in November. With 180,000 visitors and 113 groups setting up booths between Marunouchi Naka-dori Street and Yurakucho Station, the festa provided an opportunity for visitors to learn about food and food culture in Japan.

The OMY Council and the Tokyo Metropolitan Government jointly sponsored a New Year's Marunouchi Sports event to promote and publicize Tokyo's bid to host the 2020 Olympics/Paralympics. Attendees included Tokyo Governor Naoki Inose and medalists from the London Olympics, and participating children had the chance to interact with the athletes in traditional Japanese New Year's games and making of mochi rice cakes.

### Offering More Support for Tourism

With Tokyo City i located in the JP Tower, the JR East Travel Service Center in the Tokyo Station Marunouchi Building, TIC Tokyo in Marunouchi Trust Tower North, and the JNTO Tourist Information Center in the Shin-Tokyo Building, the OMY area is more than ready to provide most information that overseas tourists need.



Tokyo City i

The local Marunouchi Shuttle and Sky Bus Tokyo are becoming increasingly popular with both Japanese and overseas tourists. Since the Palace Hotel Tokyo and Tokyo Station Hotel opened, the total number of guest rooms available in the area has increased to 1,722.

For tourists interested in taking in the area, Ligare regularly offers theme-based Marunouchi Guided Walks around the OMY area.

Tokyo City i <http://en.tokycity-i.jp/>  
JR East Travel Service Center website (in Japanese only)  
<http://www.tokyoinfo.com/guide/station/jretsc.html>  
Marunouchi Guided Walks website (in Japanese only)  
<http://www.ligare.jp/mwg/>

### Sponsoring Cultural Events

More and more cultural events are being held in the business districts of the OMY area. La Folle Journée au Japon (the "Days of Enthusiasm" music festival) has firmly established itself as a must-see event, with 460,000 people attending concerts each year at Tokyo International Forum and various other venues in Marunouchi. Launched in 2007, the contemporary art exhibit Art Award Tokyo Marunouchi has just marked its sixth year. Thirty pieces selected from among the final projects of students studying fine arts across Japan are displayed along the Gyoko-dori Underground Gallery, adding an ambiance of creativity to the town.

La Folle Journée au Japon  
[http://www.lfj.jp/lfj\\_2013e/index.html?id=hedder](http://www.lfj.jp/lfj_2013e/index.html?id=hedder)  
Art Award Tokyo Marunouchi 2012  
<http://www.artawardtokyo.jp/2012/en/>



La Folle Journée au Japon

# ACTION

Actions by Three Organizations



## General Incorporated Association: Council for Area Development and Management of Otemachi, Marunouchi, and Yurakucho (OMY Council)

- Organization focusing on community development and comprised of local property owners. Envisions the future of the OMY area and formulates systemic proposals for government.
- Sustainability, international competitiveness, prosperity and culture, character and vitality, harmonious coexistence with the environment, safety and security, and public-private collaboration.
- Working for the development of the OMY area as an international business center and Tokyo as a world-class metropolis.

### Objective/Vision

As an international business center, the OMY area is a hub of economic activity generated by leading Japanese firms and companies from around the world. Believing that more robust OMY infrastructure is essential to ensuring Japan's continued growth as one of the hubs of the global economy, local property owners came together to form the OMY Council to focus on concrete action for community development.

The OMY Council promotes public-private sector collaboration on community development based on the Community Development Guidelines. The aim is to add value to the OMY area and contribute to its sustainable development.

### Overview of Activities

Comprised mainly of private property owners, the OMY Council envisions the future potential for the community from the perspective of the environment, disaster preparedness, urban tourism, and other essential urban functions.

The OMY Council is, along with the Tokyo Metropolitan Government, Chiyoda Ward, and East Japan Railway Company, one of the members of the Advisory Committee on Otemachi-Marunouchi-Yurakucho Area Development, which was formed to facilitate collaboration between the public and private sectors. The Advisory Committee implements community development activities with coordinated urban planning to create value in many different ways.

The OMY Council sponsors and cosponsors a number of events designed to attract crowds and promote culture, and operates a website and the community magazine ON! to publicize and explain community development to a larger audience.

### 2012 Highlights

Disaster preparedness and urban tourism are key issues to be addressed when envisioning the future of

the OMY community. The OMY Council has introduced actions to strengthen the community's disaster preparedness, including preparatory surveys on the area's District Continuity Plan (DCP), and trial operation of a screening committee system for developing buildings that function as disaster management centers.

With regard to urban tourism, the OMY Council conducted a survey of the effects of the 2012 Tokyo Annual



View of Tokyo Station from Gyoko-dori Avenue

Meetings of the IMF World Bank Group on the OMY area and is reviewing future strategies for MICE events in the OMY area.

The Advisory Committee on Otemachi-Marunouchi-

Yurakucho Area Development revised its Community Development Guidelines based on a review of the issues outlined above. The revised guidelines hold promise for community development via public-private sector collaboration. The Advisory Committee also provided support for the restoration of the Tokyo Station Marunouchi Building, which is now complete. Together with the partially preserved and restored former Tokyo central post office building, the building serves as Tokyo's "new face" and is attracting crowds of people.

The Council has many community-promotion initiatives in place such as "OMY MAP-ON!," a mapping website that allows viewers to learn about OMY history. All of these services are designed to engender even more affection for the community.

OMY MAP-ON! (in Japanese only)  
<http://www.otemachi-marunouchi-yurakucho.jp/map-on/index.html>

Contact the OMY Council

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**ACTION**  
Actions by  
Three Organizations



**NPO**  
**OMY Area Management Association (Ligare)**

- Community development association that works to make the OMY area an even more attractive community.
- Activities focus on three main points: the environment, interaction, and revitalization.  
Key word: Connection.
- Connecting the community and individuals through area management activities.

**Objective/Vision**

Established in September 2001, Ligare brings area companies, groups, workers, scholars, lawyers, and other professionals together for the purpose of revitalizing the community in the OMY area and creating diverse opportunities for people to participate and interact with one another. The association's nickname, "Ligare," comes from the Latin for "connect." The five staff members at Ligare work tirelessly to bring the community and individuals together so that area workers are able to spend their workdays pleasantly and visitors enjoy their leisure time here.

**Overview of Activities**

Ligare activities focus on three main points: the environment, interaction, and revitalization.

**Environment**

Ligare activities are designed to create a more lively and vibrant community. The association provides assistance for the operations of the Marunouchi Shuttle and other environmentally friendly transportation, utilizes open public spaces and other venues for events, and hangs banners that enhance the allure of the cityscape.

**Interaction**

Ligare hosts the annual Marunouchi Baseball Tournament, with some 60 teams vying for the trophy, and also conducts cultural seminars on a variety of subjects.



Marunouchi Baseball Tournament

**Revitalization**

The association gives guided tours of the area and operates the Marunouchi Proficiency Exam, which allows people to test their knowledge of the area's heritage and special features. Ligare meets with delegations of visitors from Japan and abroad as part of an effort to widely disseminate information about the OMY area.

**2012 Highlights**

Ligare held the Urban Renovator's Forum 2012 to mark its 10th anniversary. Ligare was the first organization in Japan to introduce fully developed area management activities in the heart of a major metropolis. This approach is now seen in various cities with many area management organizations springing up around the nation. Since 2011, the association has focused on creating a network of area management organizations to encourage an exchange of opinions on emerging issues in relation to their respective activities. In recent years, area management organizations have come to be expected to undertake activities that focus on the public good, address global environmental issues, and find solutions to issues related to disaster preparedness and mitigation. The Urban Renovator's Forum was established as a means of fully developing these types of activities and coming up with a list of proposals of what is required for their implementation. At the end of the forum, these proposals are released publicly. This ensures that they are shared not only with area management organizations, but also with public and private sector groups, including the national and local government bodies that provide support for area management.

This helps expand and improve networking among the organizations, as well. In 2012, Urban Renovator's Forums were held in Nagoya, Osaka, and Tokyo with a total of 900 participants in the three cities.



Urban Renovator's Forum in Tokyo

**Urban Renovator's Forum 2012 (in Japanese only)**  
<http://machizukuri-forum.net/>

**Contact Ligare**

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<http://www.ligare.jp> (in Japanese only)

**ACTION**  
Actions by  
Three Organizations



**General Incorporated Association:  
The Association for Creating Sustainability in Urban Development of the OMY District (Ecozzeria Association)**

- A "Think & Do Tank" which promotes and implements sustainable urban development throughout the entire OMY.
- Focuses on sustainable community, coexistence with the environment, disaster prevention, health, creativity, creating shared value (CSV), and coordinated action between urban and rural areas.
- Pursuing community development to create a sustainable future that motivates people to take positive, dynamic action.

**Objective/Vision**

Ecozzeria was formed in May 2007 as an organization designed to embody and realize the OMY Environmental Vision issued in May of that year. This vision strives to resolve the environmental issues that the city faces by drafting measures to address global warming in the OMY area, build a resource-recycling society, and alleviate the heat island phenomenon. Ecozzeria provides a venue for creating new shared value through activities coordinated among the community's diverse stakeholders—property and building owners, tenants, workers, visitors, the national government, the Tokyo Metropolitan Government, Chiyoda Ward, energy providers, companies and universities with technology and expertise, and community development groups.

**Overview of Activities**

Taking full advantage of the area's function as an international business center, Ecozzeria pursues practical activities undertaken by this diverse community. The association works to educate and distribute information through events like the *Uchimizu* (Water Sprinkling) Project and Eco-kids Explorers program, as well as its Earth University and other seminars.



Uchimizu (Water Sprinkling) Project 2012

Other focal points are business creation through working groups comprising business consortiums, managers and professionals, and planning and management for the investigative research and business verification projects that provide support for these activities. Through the Morning University of Marunouchi and other OMY area activities, the association strives to shape lifestyles and train human resources in the area. Ecozzeria also develops the type of projects that bring

OMY and other areas together to create new value with respect to renewable energy, water, and food.

**2012 Highlights**

The *Uchimizu* Water Sprinkling Project, a district-wide event in which thousands of area workers participate, is now in its 8th year. To encourage even more participation, Ecozzeria sponsors *Uchimizu* Weeks during which shops and offices along Marunouchi Naka-dori Street sprinkle water on the sidewalks in front of their establishments each day. The association has also begun to hold regularly scheduled 3\*3 Labs. These workshops bring the young people who are expected to become the next-generation leaders in addressing social issues together with the most prominent designers and producers for discussions and lessons on social design.



Morning University of Marunouchi class

Now in its 5th year, the Morning University of Marunouchi has graduated a total of 7,682 students. Going beyond their studies, participants go on to function as promoters of community activities. This practical initiative to expand interaction between urban and regional communities has been commended, receiving the Good Design Special Award for Community Planning Design.

Inviting Hikaru Kobayashi, former Deputy Minister for the Environment, as the lecturer, the Environmental Management Salon brought together business managers for a lively discussion on environmental strategies. Rather than palliative measures to mitigate environmental damage, the focus of these salons is to develop distinctive strategies that create co-beneficial environmental business that utilizes current management resources and ushers in a new type of mutual progress. The salon has been featured in a book entitled, "Green Growth and Innovation: Creating Shared Value," published by Toyo Keizai Inc.

**Contact Ecozzeria**

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# PERFORMANCE

## Evaluating Progress in the OMY Area

What progress has been made on the OMY Area's CSR action plan? The figures speak for themselves.

### Amount of Waste Generated in the OMY Area

56,242 t

Thanks to so many in the OMY area, Ecozzeria carried out a survey of area buildings in fiscal 2012. The survey was designed to find out what types of waste are generated and in what quantities, as well as how much waste is being recycled in the community.

The association's findings about the quantity and characteristics of waste in the OMY area are presented here.

#### How much solid waste is generated?

The fiscal 2012 survey gathered data on waste products from 40 buildings in the OMY area, compiling the data for estimated totals. The survey found that the 40 buildings generated a total of approximately 24,000t over a one-year period. Extrapolation of this data suggests that all 101 buildings in the OMY area generate an estimated total of 56,000t of solid waste a year.

With approximately 230,000 people working in the OMY area, this figure breaks down to approximately 245kg of waste per capita, per year.

OMY Area Waste Per Year	OMY Area Waste Per Capita, Per Year
56,242 t	245kg

#### What type of waste is most common?

Paper product waste is generated in the greatest amount, accounting for approximately half of all waste in the area. The second most common type, at approximately 33% of the total, is food-related items such as kitchen waste and food containers, followed by cans, plastic bottles, and other drink-related garbage at approximately 10%.

These figures illustrate that the majority of waste

generated in the OMY area comes from the paper, food, and drinks that people working in offices in the area consume and eat each day.

Type of waste	Paper	Food-related		Drink-related	
		Kitchen waste	Food containers	Cans and glass bottles	Plastic bottles
Share	51%	30%	3%	7%	3%

#### How much of the waste generated is recycled?

Some 65% of the waste generated in the area is recycled. The average recycling rate for large-scale buildings in Chiyoda Ward is approximately 67% (fiscal 2011), which puts the OMY area on par with the local average. There is, however, a major difference in recycling rates for different types of waste. While an impressive 86% of paper products are recycled, only 20% of kitchen waste and food containers are separated out for recycling. Since a large amount of the typical garbage falls into this category, aggressive action to increase the recycling of food and food containers would improve the overall recycling rate in the OMY area.

The recycling rates for hotels in the area are extremely high, and plans to share these progressive measures across the entire area will be developed in the future.

Recycling rates	Total	Paper	Food-related	
			Kitchen waste	Food containers
OMY area	65%	86%	22%	18%
Chiyoda Ward	67%	75%	26%	35%

### CO<sub>2</sub> Emissions in the OMY Area

720,000 t-CO<sub>2</sub> (Fiscal 2010) → 670,000 t-CO<sub>2</sub> (Fiscal 2011)

In fiscal 2011, CO<sub>2</sub> emissions from buildings in the OMY area were approximately 670,000t—a decrease of about 7% from the previous fiscal year. Due to the Great East Japan Earthquake on March 11 and the impact of the damage to Fukushima's Daiichi nuclear power plant, fiscal 2011 was a year of intense efforts to reduce energy consumption. The 7% reduction in CO<sub>2</sub> emissions is likely a result of these efforts. Energy conservation, however, should not simply be a matter of sacrificing comfort. It also provides businesses with an opportunity to reduce wasteful spending and boost competitiveness. Awareness of the fact that companies can actually profit from focusing on the environment is

beginning to take hold in the OMY area. Many area buildings have been actively installing new energy-saving technology such as lighting systems controlled by motions sensors, solar panel systems, and natural circulation cooling systems or radiant air-conditioning in outer walls. We are also seeing a multi-faceted expansion of both technological and human approaches to conserving energy.

#### Calculation method

A CO<sub>2</sub> emissions coefficient was calculated based on the total CO<sub>2</sub> emissions of 31 of the buildings that report emissions performance to the Tokyo Bureau of the Environment, which released fiscal 2011 figures on July 31, 2013. The area's CO<sub>2</sub> emissions are calculated theoretically by multiplying the estimated total floor space in the OMY area by this coefficient.

### Eco-Musubi Participating Merchants

190 establishments → 600 establishments (As of March 31, 2013)

Whenever someone uses a Suica or PASMO smart cards to make a purchase at a participating shop and or restaurant in the OMY area, 1% automatically goes to the Eco-Musubi Fund. Funds gathered go to organizations like the Chiyoda Sakura Fund, which helps preserve the Chiyoda Ward (Tokyo) cityscape by planting cherry trees, and the Kuzumaki-machi and Kamaishi Forestry Cooperatives in Iwate Prefecture, areas affected by the Great East Japan Earthquake. The number of participating merchants has grown significantly, rising from 190 a year ago to 600 establishments thanks to the participation of all Marunouchi Merchants Association members and the opening of KITTE, a commercial complex in the JP Tower. The Eco-Musubi network is steadily expanding, with a total of 20,996,600 yen collected in a total of 1,940,000 card swipes.

### Number of Groups Participating in the Environmental Community Development Salon

58 groups

Initially introduced in fiscal 2011, the Environmental Community Development Salon continued in fiscal 2012. Held three times during the year, the number of groups participating rose significantly from 13 in fiscal 2012 to 58. The salon is clearly making inroads among area management organizations as a venue for sharing issues and exchanging information. In fiscal 2012, salon activities expanded with Urban Renovator's Forums held in Nagoya, Osaka, and Tokyo. With a total of 900 individuals participating in the three cities, the forums ended with seven concrete proposals for what is required of area management in the future.

#### Full text of proposals (in Japanese only)

[http://machizukuri-forum.net/images/index\\_img/URF2012\\_recommendation.pdf](http://machizukuri-forum.net/images/index_img/URF2012_recommendation.pdf)



# PERFORMANCE

Evaluating Progress in the OMY Area

## Solar Power Production Capacity

**1,072** kW  
(Fiscal 2012)

As part of community's focus on redevelopment, solar panels are being installed on newly completed buildings in the area, and total OMY area solar power production capacity is rising on a yearly basis. JP Tower and Otemachi Financial City installed new solar panels last year, bringing total production capacity to approximately 1,072kW, which is equivalent to that of a fair-sized solar power plant.

Location	Capacity	Installed
Tokyo Station, above the <i>Shinkansen</i> platforms	30k W	1993
Tokyo International Forum	92k W	1997
Marunouchi Building	10k W	2002
Mitsubishi UFJ Trust & Banking Building	30k W	2003
Shin-Marunouchi Building	20k W	2007
GranTokyo North Tower	5k W	2007
Marunouchi Park Building	60k W	2009
Tokyo Station, above the Tokaido line platforms	453k W	2010
Mitsui Bussan Building	150k W	2011
Marunouchi Eiraku Building	100k W	2012
Palace Hotel Tokyo/Palace Building	30k W	2012
JP Tower	60k W	2012
Otemachi Financial City	32k W	2012



## Number of Certified Top-Level Facilities

**11**

facilities (As of March 31, 2013)

With its unified approach to environmental community development, the OMY area has a number of facilities certified as "top-level facilities" by the Tokyo Metropolitan Government's Bureau of the Environment. This certification is given only to buildings or factories that have extremely advanced environmental measures in place. By the end of fiscal 2012, eight facilities in the OMY area were certified as top level and three were certified as near-top level facilities. This translates to 13.9% of the 79 facilities certified by the Bureau of the Environment in the entire Tokyo metropolitan area.

Level	Certified	Name of the facility
Top level facilities	FY10	Sapia Tower
		Shin-Otemachi Building
		Marunouchi Building
		Mitsubishi Shoji Building
		Meiji Yasuda Life Insurance Building/Meiji Seimei-kan
	FY11	GranTokyo North Tower
Near-top level facilities	FY12	Shin-Marunouchi Building
	FY10	GranTokyo South Tower*
		Marunouchi Trust Tower
	FY11	Marunouchi Heat Supply Marunouchi 1-chome and 2-chome Centers
		GranTokyo South Tower
		Marunouchi Center Building/ Shin-Marunouchi Center Building

\* GranTokyo South Tower was certified as top level after having been certified initially as near-top level.

## Annual Sales of Publicly Listed Companies with Head Offices in the OMY Area

**135,118** trillion yen  
(Fiscal 2011)

Eighty-four companies listed in the first section of the Tokyo Stock Exchange (TSE) are headquartered in the OMY area. This number represents approximately 5% of the total 1,662\* companies listed in this section of the TSE. In terms of sales volume, for fiscal 2011, the combined total sales of these 84 companies amounted to 135.118 trillion yen, which is 10.4% of the total 1,302.2523 trillion yen in sales for all companies in Japan. OMY is clearly a dynamic hub for many of the powerful companies that drive the Japanese economy.

\* The number of listed companies was calculated using the number of listed companies at the end of 2011 reported on the official Tokyo Stock Exchange website, with adjustment made for ten de-listed companies between January and March, 2012. There were no newly listed companies during the period.

# OMY Area Overview For more information on the OMY Area

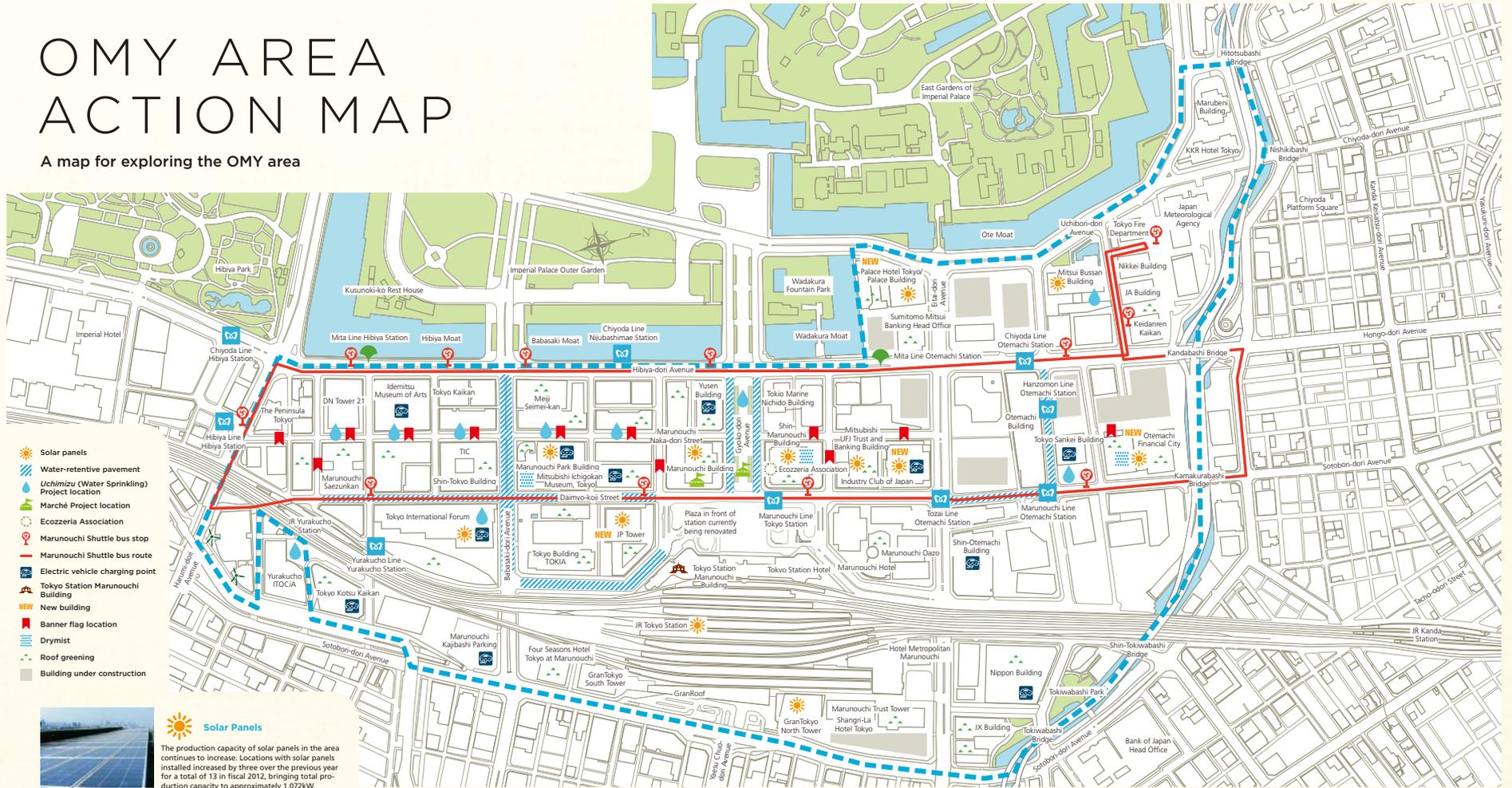


General Indicators	Data	Notes
Employed workers	Approx. 230,000	Source: 2013 Brochure of the Council for Area Development and Management of Otemachi, Marunouchi, and Yurakucho (OMY Council)
Number of offices	4,187	Source: 2013 Brochure of the Council for Area Development and Management of Otemachi, Marunouchi, and Yurakucho (OMY Council)
Residents (Source: Basic Resident Register)	28	As of January 2013. Source: Households and Population from the Resident Register (Tokyo Metropolitan Government)
Gross Floor Area (total of floor space subject to floor-space ratio calculation stipulated by the Building Standard Act)	6,170,000m <sup>2</sup>	Source: 2009 "Enemane" Report. Theoretical gross floor area of the OMY area buildings derived using the estimated total floor space subject to floor-space ratio calculation stipulated by the Building Standard Act as of fiscal 2006 (approx. 5,510,000 m <sup>2</sup> ), with adjustment made for buildings constructed/demolished since fiscal 2006.
Number of buildings	101	Source: 2013 Brochure of the Council for Area Development and Management of Otemachi, Marunouchi, and Yurakucho (OMY Council)
Surface area with greenery	6.4%	Estimated using data from the 2013 Greenery and Heat Distribution Surveys by Chiyoda Ward. Includes water area.
Railway network	13 stations; 20 lines	13 stations: Otemachi, Tokyo, Nijubashimae, Hibuya and Yurakucho (incl. multiple stations with the same name), 20 train lines: 13 JR lines, 1 Toei Subway line and 6 Tokyo Metro lines.
Average daily train ridership	2,268,077 daily	Not including Shinkansen (bullet trains). Source: Oricon Media Bureau "Circulation transit outdoor ads 2012" JR/Subway/Private Railway Ridership
Economic Indicators	Data	Notes
Total sales of all listed companies headquartered in the OMY area and the percentage of total sales for all companies in Japan	¥135.118 trillion; approx. 10.4%	Total fiscal 2011 consolidated sales of the 84 companies with head offices in the OMY area. Total sales for companies in Japan was derived from the Economic Census.
University branch campuses	11	Kansai University, Kwansei Gakuin University, Keio University, Konan University, Saltama University, Chiba University of Commerce, Tohoku University, Toyo University, Nagoya University of Commerce & Business, Hokkaido University, Ritsumeikan University
Global Compact Japan Network member companies (UN Global Compact)	22	As of April 24, 2013. Source: Global Compact Japan Network website
Social Indicators	Data	Notes
Public child-care and daycare facilities	3	Source: 2013 Brochure of the Council for Area Development and Management of Otemachi, Marunouchi, and Yurakucho (OMY Council)
Hospitals and clinics	88	Source: 2013 Brochure of the Council for Area Development and Management of Otemachi, Marunouchi, and Yurakucho (OMY Council)
Total floor space qualifying under the Barrier Free Act	231.9ha	Article 17: List of designated buildings, Barrier Free Act (1994-2011). (Includes those designated under the former Law for Buildings Accessible to and Usable by the Elderly and Physically Disabled Persons)
Facilities designated by Chiyoda Ward as temporary shelters under the Agreement to Receive Victims in the Event of a Large-Scale Disaster	13	Source: 2013 Brochure of the Council for Area Development and Management of Otemachi, Marunouchi, and Yurakucho (OMY Council)
Environmental Indicators	Data	Notes
Generating capacity of solar panels	Approx. 1,072kW	Total power production capacity of solar panels installed at 13 locations in the OMY area
Energy consumption (buildings, etc.)	15,066TJ	Fiscal 2011 data. Pro-forma amounts calculated for the 21 Mitsubishi Estate buildings in OMY area with ISO 14001 certification.
CO <sub>2</sub> emissions (buildings, etc.)	Approx. 670,000t-CO <sub>2</sub>	Estimated for referential purposes based on the total CO <sub>2</sub> emissions of 31 buildings that report emissions performance to the Tokyo Bureau of the Environment (fiscal 2013)
Water-retentive pavement surface area	Approx. 37,600m <sup>2</sup>	As of March 2011. Source: Area Planning Office, Building Business Division, Mitsubishi Estate Co Ltd.
Surface area of green rooftops	Approx. 16,000m <sup>2</sup>	As of July 2013. Source: Area Planning Office, Building Business Division, Mitsubishi Estate Co Ltd.
Potable water consumption	Approx. 6,430,000 m <sup>3</sup>	Fiscal 2011 data. Source: Pro-forma amounts calculated for the 21 Mitsubishi Estate buildings in OMY area with ISO 14001 certification.
Commercial solid waste	Approx. 56,000t	2012 survey by the Ecozeria Association
CO <sub>2</sub> emissions by ZeRO Taxis	2.4t-CO <sub>2</sub>	Estimate based on distance travelled in fiscal 2012 (24,953.6 km). Survey by Hinomaru Limousine Co., Ltd.
Marunouchi Shuttle passengers	Approx. 620,000 annually	Survey by Ligare
Cases of utilization of urban development systems	30	Source: 2013 Brochure of the Council for Area Development and Management of Otemachi, Marunouchi, and Yurakucho (OMY Council)
Number of certified Top-Level Facilities (facilities with outstanding special measures to counter global warming)	11	Source: Tokyo Metropolitan Government Bureau of the Environment website, Certified Top-Level Facilities (2012-2012 results)
Community Indicators	Data	Notes
Marunouchi Guided Walks participants	538	Fiscal 2012.
Marunouchi Marché customers	Gyoko Marché: 102,900; Marunouchi Building Marché: 37,500	Fiscal 2012.
Ligare seminar participants	283	Total number of participants attended at 10 seminars organized by Ligare in fiscal 2012
Marunouchi Proficiency Exam	241 examinees, 53.9% pass rate	5th Marunouchi Proficiency Exam (July 11, 2012)
Marunouchi Morning University participants	2,568	Total number of participants at spring, summer and fall courses in fiscal 2012.
Uchimizu (Water Sprinkling) Project participants	Approx. 2,900	Fiscal 2012.
Eco-Kids Explorers' program participants	1,037	Fiscal 2012.
Number of groups participating in the Environmental Community Development Salon	58	Fiscal 2012.
Eco-Musubi participating stores	600	As of March 31, 2013



# OMY AREA ACTION MAP

A map for exploring the OMY area



## Solar Panels

The production capacity of solar panels in the area continues to increase. Locations with solar panels installed increased by three over the previous year for a total of 13 in fiscal 2012, bringing total production capacity to approximately 1,072kW.



## Water-retentive Pavement

Materials with a high capacity for water retention are used for roads and sidewalks in this area. On rainy days, this material retains water to prevent pooling, while releasing the water as vapor on sunny days to keep temperatures from rising.



## Uchimizu (Water Sprinkling) Project

Sprinkling water on the pavement helps mitigate the heat island phenomenon. In addition to uchimizu events held along Gyoko-dori and other streets, shops along Naka-dori street hold Uchimizu Weeks.



## Marché Project

The Marché Project has become a classic Marunouchi event with a total of 140,000 people visited the farmer's market held in the Gyoko-dori Street underground passage and Maru Building in 2012.



## Ecozeria/Shin-Marunouchi Building

An interactive digital globe and clock map are displayed to help visitors visualize environmental monitoring data. The office also tests out intelligent lighting and air-conditioning systems. Facilities may be toured on weekdays.



## Marunouchi Shuttle/ZeRo Taxis

The Marunouchi Shuttle, which operates routes connecting Otemachi, Marunouchi, and Yurakucho free of charge, and the ZeRo Taxis, a fleet of electric cars, are prime examples of the OMY area's environmentally friendly modes of transportation.



## Tokyo Station Marunouchi Building

Tokyo Station's renewed and restored Marunouchi Building re-opened in October 2012. The station attracts crowds of people each day who come to enjoy the building's blend of historical architecture and cutting-edge design.



## NEW Newly Opened Buildings

Otemachi Financial City, JP Tower, and more

As part of the area's redevelopment, a number of new buildings have opened recently. These include JP Tower and Otemachi Financial City, which are attracting crowds of shoppers to the area, as well.



## Banner Flags

Banner flags are an innovative, new project for area management advertising in Tokyo. The flags can be found along Marunouchi Naka-dori Street and the surrounding area.