

# A Community for 1,000 Years

OMY CSR Report 2010

Towards a Sustainable Community  
OMY Community Social Responsibility Report 2010



## Vision

# The OMY Environmental Vision

Our vision for sustainability, founded on symbiosis between the city and its environment.

In May 2007, we published "Towards the City of the Future: The OMY Environmental Vision," a report promoting "A vision of a vibrant and lively city for 1,000 years and more." In it, we announced a long-term, broad-scale vision for a model sustainable city in symbiosis with its environment and a road map for the revitalization of the OMY District. In creating this vision, we obtained feedback from a variety of OMY stakeholders and established a research committee with the participation of a number of experts and think tanks, chaired by Tomonari Yashiro, Director of the Institute of Industrial Science, the University of Tokyo.

In addition to specifying eight pillars of the overall vision for the future, the report detailed nine policies as a roadmap and guide. We are committed to advancing these plans for sustainable urban development as set out in the OMY Environmental Vision.

## A City That Changes With Knowledge

OMY is at the forefront of cutting-edge information technology when it comes to energy conservation and reducing resource use. In addition, we recognize that the most important things when it comes to environmental measures are people, knowledge and action. Therefore, we are working to increase the speed of our response to environmental issues by increasing the awareness and willingness to act of businesses, employees and visitors in the area.

## A Community That Acts Together to Address Global Issues

With 100 years of experience in advanced city development to build on, OMY has created one of its strongest assets, a well-developed community. In addition to the obvious Corporate Social Responsibility activities undertaken by individual businesses in the area, OMY also carries out its own unique brand of "Community" Social Responsibility.

## A City That Spreads Ripples of Hope to the World

The head offices of many global corporations are located in OMY and decisions made here have ripple effects across the planet. Because of this, we are working hard to make sure that proactive, positive decisions are made here for sustainability and the global environment, and these are conveyed into positive actions that spread around the world.

## A City That Adapts to the Times

As times change, so too do the essential technologies and facilities of a city. We aim to build a city that is equipped with a flexible social infrastructure that is able to meet the changing needs of the time. In particular, we will introduce a unitized system that is able to take advantage of the latest "Top Runner"\* technologies by flexibly selecting, introducing and reshuffling facilities as needed.

\* Top Runner technologies refer to Japan's Top Runner standards for leading technologies in the fields of energy conservation, CO<sub>2</sub> emission reductions and other environmental criteria.

## A City That Looks After Its Health

With Information and Communication Technology (ICT) systems acting like a central nervous system, the city can monitor local weather conditions and energy use throughout the district. In this way we can raise awareness and stimulate a willingness to act on the behalf of the inhabitants of the area.

## A City That Places Great Importance on Nature and Living Things

A number of rivers flow through the OMY District into Tokyo Bay. From the upper reaches of the rivers to downstream, flows a vast web of life. OMY places great importance on nature and aims to provide a natural environment where birds, insects and other life can thrive and grow.

## A City That Fulfills Its Responsibility to Other Regions

OMY has a responsibility to be a leader not only in Japan but across the world in sustainability fields such as energy and food, and in support for everyday working lives. We recognize the impacts of our decisions on other regions and will act to make a positive impact.

## A City Where Everybody Can Live in Safety and Comfort

With solid risk management, we aim to create a social infrastructure that has been built to withstand disasters such as earthquakes, flooding and terrorism without collapsing. In addition, we envision the facilities that make up this infrastructure being used as social amenities and spaces or for logistics functions when not required for emergencies.

Note: For details of the activities that are being undertaken in an effort to actualize the 8 pillars of the OMY Environmental Vision, please see the section "CSR Actions in 2009" (pp. 20-27).

## A Roadmap Based on Nine Policies

- 1 Sensing, storage and application of environmental data.
- 2 Activities and information that extend beyond the OMY District.
- 3 Construction of an environmental and energy management system.
- 4 Creation of new transport and logistics systems with low environmental impacts.
- 5 Revitalizing the "Water City" with bioregion drainage systems.
- 6 Systematic use of outdoor public spaces.
- 7 Multistage waste reuse systems.
- 8 Mitigating environmental impacts from, and reducing vulnerability to, major disasters.
- 9 Creating and developing new environmental businesses.



A PDF version of the OMY Environmental Vision can be downloaded at the URL below.

<http://www.ecozzeria.jp/english/>

# OMY, an Example for the World

A Declaration for the Future from the Head of the OMY Community

## Our Ongoing CSR Endeavors

Despite difficult economic conditions, action on the environmental front has not slowed down—and awareness that all citizens must become engaged continues to grow. In April 2010, revised energy efficiency regulations (the national ‘Law concerning the Rational Use of Energy’ and the Tokyo Metropolitan Ordinance on Environmental Preservation) came into effect, demonstrating an increase in government action. Meanwhile, OMY has consistently taken the lead with a variety of projects.

Specific projects carried out by enterprises in this area include providing a venue where the environmental committees established for individual buildings can meet, allowing building owners and tenants to share the latest information and engage in concrete activities and the introduction of “Fresh Green Electricity” directly supplied from renewable energy sources.

In 2009, building reconstruction yielded major results not just on the infrastructural “hard” side but also on the “soft” social and lifestyle side. On October 1, the OMY Eco Point “Eco-Musubi” scheme kicked off, whereby a portion of funds earned from purchases is donated to environmental projects. The number of participating stores reached 143 in 2009 and we are aiming for 10,000 individual members by the end of 2010.

Another important theme has been environmental. To this end we launched the Marunouchi Global Environment Paper through the Ecozzeria website, providing information on a diverse range of environmental activities. The ongoing Uchimizu (Water Sprinkling) Project saw an increase in participating companies, and through the Marunouchi Morning University, which is said to have started a ‘morning activity boom,’ we have received lots of feedback in the areas of district revitalization and human resource development. We intend to focus on increasing participation from outside the area.

## Maximum Energy Efficiency

In order to improve energy efficiency, we are exploring every possible avenue. The OMY area has been chosen as a national center of international finance and other initiatives to improve Japan’s competitiveness. Companies in the OMY District operate 24 hours a day, 365 days a year, handling vast quantities of data. As companies’ business activities increase, so too does the amount of energy used. However, by bringing together these companies in OMY, a world-leader in energy efficiency, it will be possible to contribute to energy savings for Japan, and the world.

On the other hand, meeting energy reduction obligations will be difficult from within the OMY area alone. To that end, in April 2010 Japan’s first 100% renewable energy “Fresh Green Electricity” program began at the Shin-Marunouchi Building.

The concept is to transfer energy from low-demand rural areas to high-demand urban areas, thereby reducing overall CO<sub>2</sub> emissions. If it becomes possible to manage supply and demand we can expect an even greater impact and it should be possible to achieve the reduction obligations.

This method is of great significance for society as it is likely to lead to a further strengthening of the connection between development in urban and rural areas.

Fresh Green Electricity is not just for individual buildings or companies; it has the potential to be applied to the OMY community as a whole. Expanding this concept beyond OMY is important, and one of our key goals.

## A Healthy, Comfortable Work Environment

In October 2010, we established a next-generation, low-carbon technology demonstration office at Ecozzeria. This office employs the latest in lighting and air conditioning control technologies and is a measurably more comfortable workspace. Together with energy conservation, the pursuit of productivity, comfort and wellness, and the actualization of a city with offices designed for working people is one of OMY’s missions. To that end, it was necessary to reexamine current practices and start afresh. Take lighting, for example. Instead of creating a single uniform standard, we created a system where each individual can adjust ambient lighting to their desired level, which leads to energy savings. Trials using the latest technologies have yielded impressive results.

Environmental technology is not effective when implemented by just one company. To be truly effective it must be diffused widely, as fast as possible. We expect these technologies to propagate from Ecozzeria to other offices and areas.

Examples of buildings designed for comfort include the Nikkei, JA, Keidanren Kaikan and Marunouchi Park buildings. Otemachi Sky Garden and Marunouchi English Garden not only use the latest water-retaining paving technology, but with their abundance of greenery and flowers provide spaces where people and nature come together. Furthermore, planning is complete for the project “Creating a Forest in the Heart of the City.”

The United Nations designated 2010 the International Year of Biodiversity, attracting widespread attention. The greening of buildings is one activity aimed at improving biodiversity, but we will continue working to strengthen the connection between urban development and biodiversity.

## A Showcase for a New Environmental City

This year, the OMY Council is in its 22nd year. We will continue to proactively utilize Japan’s world-leading environmental technologies in urban development, enabling a virtuous cycle of growth and technological innovation. OMY will be a testing ground for environmental technologies, where they can be verified and improved on multiple levels. These technologies are then sure to spread to other cities throughout Japan and across the planet. In fact, visits by overseas observers are on the rise. As a “Showcase for an Environmental City” we must continue to shoulder our responsibilities.

In 2007, we outlined the long-term OMY Environmental Vision and in the last three years we have achieved much. We will continue to build on these successes, while preserving the fundamental concepts of the Environmental Vision.

OMY will continue bringing all of our stakeholders together — the companies that operate here, government organizations, urban development specialists and members of the community — to forge a leading sustainable city.

### Naoto Aiba

Secretary General  
OMY District Redevelopment Project Council



## Introduction

# About the OMY Community

An introduction to the OMY Community, our CSR report and reporting method.

## About OMY

Thank you for reading the OMY Community Social Responsibility Report 2010.

Otemachi, Marunouchi and Yurakucho, the three areas in Tokyo's Chiyoda Ward which collectively make up the Otemachi-Marunouchi-Yurakucho (OMY) District, are the support center for Japan's business and cultural growth. The OMY District's strengths lie in bringing together geographic, cultural and economic factors, and the three areas work together as one to promote the development of the city and the community. In the process, land and property owners, tenants, employees, local government, infrastructure developers, visitors, and other stakeholders have come together organically and given shape to the community. Taking the first letter of each of the areas of Otemachi, Marunouchi, and Yurakucho, we call this the OMY Community.

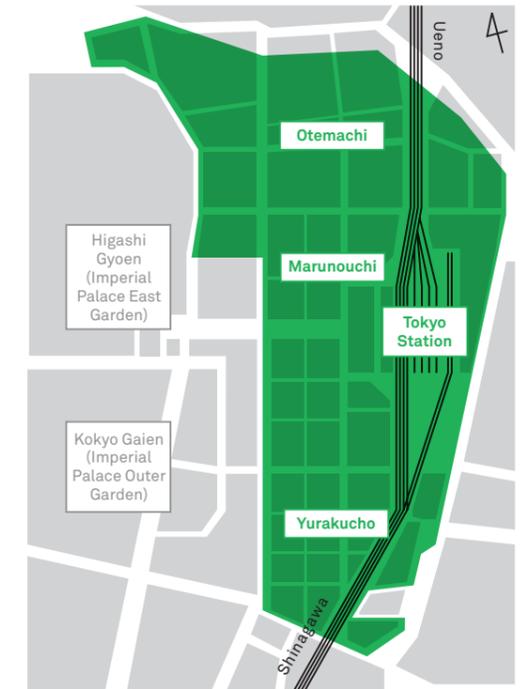
## The OMY CSR Program

The OMY Community strongly promotes CSR as part of its activities. Generally, CSR is taken to mean "Corporate Social Responsibility." However, in this report, which outlines our CSR activities, CSR refers to "Community Social Responsibility." In order to create a sustainable society it is important to bring together a variety of stakeholders including businesses, the government and citizens, and we in the OMY Community believe that we have an important role to play, and the responsibility to take action.

How close is the OMY Community to becoming a sustainable society? Does the OMY Community have a positive impact on the sustainability of the world at large? With this report, we hope to receive your evaluation of our CSR programs and your support for the CSR activities being undertaken within the OMY Community.

For further details about the OMY Community and this report, please visit the website below.

This report is a digest of the full report, which can be found on the website (in Japanese only). A PDF version of this report can be downloaded from : <http://www.ecozzeria.jp/english/>



## Otemachi

Otemachi was originally a town located in front of Edo Castle's Otemon (Great Gate) and so came to be called Otemachi. This area was lined with samurai residences during the Edo Period in Japan (1603-1868), but later a number of financial institutions and newspaper companies were established here. After World War II, the area became the financial and information center of Japan.

With five subway lines, Otemachi Station boasts of its highly convenient access.

## Marunouchi

Marunouchi was the region between the outer and inner moats of Edo Castle. Because it lay within the outermost "third circle" of the castle it was called Marunouchi, meaning "inside the circle."

Its prestigious location directly in front of Tokyo Station led a number of top Japanese companies to establish their head offices here and after the war it became the economic center of Japan.

## Yurakucho

Yurakucho was where Oda Nobunaga's younger brother, Oda Urakusai Nagamasu, resided, near Sukiya-bashi Gomon. The name derives from the combination of the first two Japanese characters in Urakusai, which when separated read as "Yuraku," with "cho" meaning town. The area features a number of significant cultural sites such as the Imperial Theater, Yurakucho Mullion Building, Tokyo International Forum and the Yomiuri Hall, which have provided entertainment for numerous visitors over the years. With its proximity to Ginza, Yurakucho offers a variety of facilities, including shopping centers, restaurants and bars, and workers from Otemachi and Marunouchi frequently visit the area.

# A History of Urban Development in OMY

An introduction to the history of OMY.

## Muromachi Period — Edo Period (1333-1868)

- 1457 Edo Castle is completed by Ota Dokan
- 1590 Tokugawa Ieyasu moves to Edo Castle
- 1636 The outer wall of Edo Castle completed (now nearly contiguous with Chiyoda Ward boundary)

The once sleepy fishing village situated on the Hibiya Inlet, transformed itself at the start of the Edo Period some 400 years ago into the world's largest city, both in terms of population and economic activity, exceeding even Paris and London. With its network of waterways and the harmony of environment and people, it is said that Tokyo — or Edo as it was then known — was a model environmentally sustainable city.



Map of the Edo region, 1653

## Meiji Period — Taisho Period (1868-1922)

- 1868 Coronation of Emperor Meiji and restoration of imperial rule. The following year, Edo Castle becomes the Imperial Palace
- 1889 Marunouchi converted to commercial district by proclamation of the Tokyo Municipal Planning Committee
- 1890 Mitsubishi Corporation purchases Marunouchi area from the Meiji Government
- 1894 Mitsubishi Ichigokan (No. 1) Building, Japan's first modern era office building, completed
- 1914 Tokyo Station opens
- 1923 Marunouchi Building completed  
The Great Kanto Earthquake devastates the Tokyo region

After the Meiji Restoration in 1868, the OMY District, where leading Daimyo (the military rulers of Japan) and their retinues resided, was converted to a government and military district. Marunouchi became the focus of a plan to create a center for commerce in Japan. Leading Japan's westernization movement, it underwent a transformation as modern-era office buildings were constructed, such as the London Block — an approximately 100m stretch of red-brick buildings.



Tokyo Station in the Showa Period, 1927

## Showa Period — Heisei Period (1922-)

- 1959 Mitsubishi Estate Co., Ltd. creates comprehensive plan for redevelopment of Marunouchi area
- 1976 District cooling and heating systems implemented
- 1988 Otemachi-Marunouchi-Yurakucho (OMY) District Redevelopment Project Council formed
- 1996 Advisory Committee on OMY Area Development founded
- 1997 Tokyo Landscape Development Ordinance enacted. Tokyo International Forum completed
- 1998 Chiyoda Ward Landscape Development Ordinance enacted
- 2000 Advisory Committee on OMY Area Development announces OMY Area City Planning Guidelines
- 2002 Marunouchi Building reconstruction completed
- 2003- Environmental management activities such as the Marunouchi Shuttle Bus and the Uchimizu Project begin
- 2009 Chiyoda Ward, including OMY, recognized as an Environmental Model City by the government of Japan. Mitsubishi Ichigokan (No.1) Building restoration

Following on from the days of the red-brick buildings, OMY continued to develop both pre- and post-war as the business center of Japan, leading Japan's explosive economic growth. During this time, as the debate about urban development in OMY progressed, with its focus on land-owners and government, the OMY Community gradually took shape, involving local citizens.



The OMY District today (taken in 2006)

# About OMY

Some facts and figures

**2** buildings

## How many OMY buildings are over 200m tall?

Two OMY buildings are over 200m tall. These are the GranTokyo South Tower at 205.0m and the GranTokyo North Tower at 204.9m. The South Tower is the 15th tallest building in Tokyo's 23 wards (the tallest is Tokyo Midtown at 248.1m). The next tallest buildings in OMY are the Shin-Marunouchi Building at 197.6 m and the JA and Marunouchi buildings at 180.0m.

**111** exits

## How many train station exits are there in OMY?

OMY has a highly developed public transport system. There are 20 train lines serving the five OMY District stations and each station has numerous exits: Tokyo 29, Otemachi 43, Nijubashimae 7, Hibiya/Yurakucho 32, making for a total of 111 exits.

**73** m

## How wide is Gyoko-dori Avenue?

Connecting the Imperial Palace and Tokyo Station, from Wadakuramon Crossing to Chuoguchi Crossing, Tokyo City Route 404 (Kokyomae Tokyo Teishajo), popularly known as Gyoko-dori Avenue, is an astounding 73 m wide, equivalent to 40 ken in the traditional units of length used in Japan. This is even wider than the Champs-Élysées in Paris, which is 70 m wide.

To combat the heat island effect, part of the road is paved with water-retentive tiles. Furthermore, just as at the beginning of the Showa Period, Gyoko-dori Avenue is lined with four rows of ginkgo trees.

Showa **47** (1972)

## Since when have there been sculptures on Marunouchi Naka-dori Street?

The "Marunouchi Street Gallery" on Marunouchi's Naka-dori Street has featured sculpture exhibitions since 1972. Not only that, thanks to support from the Hakone Open-Air Museum, the sculptures are replaced every one to two years.

**Buil-j-ing**

## 15 buil-j-ings

Some OMY area buildings are named "... Buil-j-ing" in Japanese katakana. These are mainly buildings built and managed up to the 1990s by Mitsubishi Estate Co., Ltd. and the English word "Building" was transliterated using the Japanese katakana script "ji" rather than "di." There are 15 buildings in the OMY area with this naming convention.

Note: "... Buil-j-ings" comprise (1) Mitsubishi Building, (2) Shin-Tokyo Building, (3) Shin-Nisseki Building, (4) Shin-Kokusai Building, (5) Shin-Yurakucho Building, (6) Yurakucho Building, (7) Yurakucho Denki Building, (8) Kokusai Building, (9) Fuji Building, (10) Kishimoto Building, (11) Tokyo Ginko Kyokai Building, (12) Shin-Otemachi Building, (13) Nihon Building, (14) Otemachi Building, (15) Mitsubishi Sogo Kenkyujo Building.

**CA**

## 5 CAs in OMY

There are 5 CAs in OMY, but CA does not stand for Cabin Attendant (the Japanese term for flight attendant), it stands for Cleaning Attendant. You may see them patrolling in their pink uniforms with brooms and dustpans, mainly on the first and basement floors of the Marunouchi and Shin-Marunouchi buildings between 8:30 a.m. and 6:30 p.m., Monday to Friday and 11:00 a.m. to 5 p.m. on weekends and holidays. The design of their uniforms changes over four times a year, with the seasons and on special occasions or for events held in the OMY area. These costumes play an important role in giving the district a festive atmosphere.

## Insight

# Looking Ahead to 2050

Action and thought leaders' views  
on how society should look in 2050.

There are two main methods of envisioning the future of societies and cities: forecasting (the concept of predicting how modern society will develop in the future) and 'backcasting' (envisioning what kind of society we want in the future and then working out how to get there). The OMY Community is working on urban development based on the latter method, backcasting, by creating a vision of how society should look in 2050. To this end, we asked active leaders in a variety of fields to tell us their visions of society in 2050.



### Adachi Naoki

Born 1965. CEO of Response Ability, Inc. Graduated with a Bachelors and then gained a Doctorate in Science from the University of Tokyo. Worked at the Japanese National Institute for Environmental Studies and the Forest Research Institute Malaysia prior to becoming an independent consultant. Provided consulting services to a number of leading organizations under the theme of "Companies Creating 2025." Board member, Ecological Society of Japan and member of the Guidelines for Private Sector Engagement in Biodiversity Issues Committee, Ministry of the Environment.

#### Key Points

- To make human activities sustainable, it is essential to learn the wisdom of living things.
- For cities to endure and develop, we must continue to change our practices to mirror those of living creatures.
- If we don't adopt the practices of biological communities, the value of cities will not increase.



### Hiroto Izumi

Born 1953. Director, Regional Revitalization Bureau, Cabinet Secretariat. Previously, Director General, Housing Bureau, Ministry of Land, Infrastructure, Transport and Tourism (MLIT). Special Guest Professor, Graduate School of SDM, Keio University. Project Professor, Faculty of Science and Technology, Keio University. Visiting Professor, National Graduate Institute for Policy Studies. Areas of expertise: housing, architecture, urban policy. Graduated in 1976 from the Department of Urban Engineering, University of Tokyo and joined the (then) Ministry of Construction in the same year. Holds a PhD in engineering. Publications include *Urban Planning with Relaxed Floorspace Ratios*.

#### Key Points

- We need to revitalize regional areas with a New Strategy for Growth.
- A New Public Policy, based on a variety of values, which will support future community development.
- OMY will become a center for improving Japan's vibrancy through connections between city and regional areas.



### Toshiaki Kimura

Born 1960. Cabinet Policy Division Director for Minister of Agriculture, Forestry and Fisheries. Demonstrated outstanding performance after joining the Otaru municipal government office in 1984, establishing the nation's first lighting display for historic and landmark buildings with the slogan "Otaru, the glass city." As a result was seconded to the Cabinet Secretariat and Cabinet Office in 2006 and given responsibility for regional revitalization. Since 2009, as Cabinet Policy Division Director for the Minister of Agriculture, Forestry and Fisheries, is responsible for coordination of agriculture and industry and regional areas and universities. (National) Regional revitalization evangelist and Adjunct Professor at, among others, Japan Advanced Institute of Science and Technology (JAIST), Tokyo University of Agriculture. Director, the Japan Association of Regional Development and Vitalization (Chair, Information Exchange Committee).

#### Key Points

- It is important for regional areas to create value for interaction with large urban areas.
- The Tokyo area is expected to develop and provide human resources for regional revitalization.
- We must support urban development that provides safe living spaces and fosters love and affection from children, our future.



### Kiyomi Mikuni

Born 1954. Owner-chef, Hotel de Mikuni. Started chef's apprenticeship at age 15 at Sapporo Grand Hotel before moving to the Imperial Hotel. At age 20 assumed the position of Head Chef for the Japanese Embassy in Geneva by recommendation of the Head Chef at the Imperial Hotel, Mr. Murakami. During his 4 years at the embassy, Mikuni trained under Frédy Girardet, the genius of modern French cooking. Opened the Hotel de Mikuni in Yotsuya in 1985. Awarded multiple honors from numerous countries including the Chevalier de l'Ordre du Mérite Agricole.

#### Key Points

- Use of ingredients produced in the Tokyo area contributes to food sustainability.
- Create spillover effects through cooperation between companies, employees and visitors.
- Put your hearts and minds into urban development with shared passion and values.

# Naoki Adachi

Sustainability Planner

Leveraging the Energy of Life in Urban Development

Sustainability Planner Naoki Adachi's vision for the OMY of the future, based on his concept of harmony between the economy and the environment.

## Learning from Natural Systems

OMY advocates the impressive goal of “a community for 1,000 years.” To achieve this it is essential to harness the power of living things.

There are two reasons why humans should consider their relationship with all forms of life. First, there is the fact that non-symbiotic organisms cannot survive. Although living things ourselves, we humans tend to forget that nearly every resource we need for our daily needs, such as food and oxygen, we get from other organisms.

The other reason is that the wisdom of living things is useful to us. Take ants, for example. It is estimated that there are 10 quadrillion ants on Earth and the combined weight of these 10 quadrillion ants, which each weighs only a few milligrams, is roughly equal to that of the whole of humanity. However, unlike humans, I have never heard talk of ants causing environmental problems. Ants farm mushrooms, form symbioses with other organisms and create complex societies. Humans have a lot to learn from their lifestyles.

When it comes to our relationships with living things, we tend to only hear about the importance of the number and variety of organisms. Although that is important, we must also look at the wider perspective of how to make use of and learn from living things. In the fall of 2010, the 10th Conference of the Parties to the Convention on Biological Diversity (COP10) will be held in Nagoya and interest in biodiversity is increasing. At the conference, in addition to saving biodiversity, the sustainable use of living resources and the fair distribution of profits from genetic resources will be under discussion. In other words, in the areas of social and economic problems too, living things are closely connected to us.

## The Importance of Continuous Adaptation

For a city to develop it must undergo constant change, just like an organism. In order to leave behind the maximum possible number of descendants, organisms adapt to their environment. In the same way, we can imagine what we need to do to ensure a sustainable city. That goal would require the city to be like a living creature. As individuals, organisms will always be extinguished in death. However, their genes will live on in their descendants. Furthermore, even the individual is constantly being replaced at the cellular level, whether humans or other organisms. The same applies to the growth of cities. Even if the people or things living there change, with continual replacement, the functions of the city will be able to continue.

When looking at methods of urban development, there is also much to learn from ecosystems. One impressive OMY initiative is the way land-owners and other stakeholders came together to create the Environmental Vision and other guidelines upon which the operations of the city are based. In the world of living things too, connections are very complex and relationships based on consideration and cooperation are formed with each other and the surroundings. The creation and management of the guidelines in OMY seem to be in line with the way of the natural world.

There are also things to be learned from living things when looking at ways to further enhance the city's appeal. Within networks, organisms always perform more than one function and creatures with multiple roles are very important. By taking on many functions, a city can also improve its appeal.

During the period of rapid economic growth, Japanese cities pursued mono-functionality and efficiency. In contrast, the OMY area moved towards multi-functionality, not just in commercial buildings, but also by planting



roadside trees, establishing parks, holding various cultural events and encouraging commercial activity. Thanks to this, the appeal of the area increased. However, some spaces are still mono-functional. By learning from the examples of success in the natural world, other ideas will flourish: that there are additional uses for commercial spaces (other than business); for green areas (other than relaxation) and for roads (other than vehicles).

There can be yet other roles for OMY. Being adjacent to the Imperial Palace and Tokyo Station and one of the gateways to Japan, the area serves as the face of Japan as well as its economic center. It is essential for OMY to reassert and strengthen these roles.

## The Importance of Coexisting With Nature

It is possible to put living things to use in tangible, practical applications. By appropriately including nature in the city, its value is increased. Nature brings tranquility to people. When it comes to design, it is important to remember that appropriately placed greenery, such as parks and roadside trees, attracts birds and insects. The OMY area borders the Imperial Palace and Hibiya Park, which have long been vast green spaces. If we can think of ways to improve the organic connections between these natural spaces and OMY, living creatures will flourish and people will become more aware of the benefits of nature.

The waterside is also a place where living things flourish and people find tranquility. By linking together waterscapes such as the Imperial Palace moat and Nihonbashi River, the city will become more attractive. I hope that in future OMY will become a successful example of a sustainable city, coexisting with living creatures. The need to think more deeply about our relationship with living things will become more pressing as environmental issues such as climate change and food shortages become more severe in the future. The city must also change to become a sustainable

environment — but thoughts and words will not be enough to get things moving. We must take the role of a considerate community and create tangible examples as our goals, to guide society in the right direction.

Looking ahead to the near future of 2050, OMY will surely still be an important city. In other countries, “public” in the context of urban development is typically given a broad meaning. Regardless of whether a building is private or public, there are strict regulations concerning spaces and scenery adjoining external areas. Over time, this builds a city culture strongly connected to supporting the values of the city. To bring OMY even closer to this ideal and to realize a shared vision of the city, tightening regulations will be an important element. I believe that workers and visitors alike will be fascinated by the history behind the scenery and more people will be drawn here.

The OMY area will develop into an attractive city, overflowing with living things becoming an environmentally symbiotic city that will be the target of success for Japan and the world. I, for one, am looking forward to that future.



# Hiroto Izumi

Director, Regional Revitalization Bureau, Cabinet Secretariat

The Source of Japan's Prosperity

A vision of OMY in the future from Hiroto Izumi,

the man charged with drawing up the master plan for regional revitalization.

## The New Growth Strategy is Changing Urban Development

We live in an age when even major metropolitan areas like Osaka and Tokyo will lose their competitive edge without a solid urban development strategy. The recently announced new growth strategy draws on the key words of “city,” “international competitiveness” and “environment” with the application of the following three policies.

First, the formulation of a metropolitan growth strategy. Where the basic policy on urban revitalization stopped at qualitative descriptions of compact cities and the introduction of new urban functions, plans are now in place to make these into concrete realities.

Second is the introduction of integrated special zones, offering a policy package of deregulation, decentralization, and financial and tax incentives supporting the revitalization of special areas. These proposed special economic zones are of two types: international strategic special zones, located around Japan, focusing on areas with the potential to increase Japan's competitive advantage at the international level, and regional comprehensive revitalization zones addressing regional issues by promoting local strengths such as culture, traditions, and natural and human resources.

The third policy is the concept of the environmental city of the future. The underlying concept would be not just the creation of individual low-carbon cities, but also the industrialization of environmental technologies used in these initiatives, leading to growth through competitive advantage by exporting them.

When promoting this concept, it is necessary to develop the mutual synergies of the environment, health and tourism. Taking buildings as an example, by improving insulation it is possible to reduce the occurrence of heat strokes in the elderly; by promoting urban development that makes walking fun, among other benefits, local resident's health will improve and the number of visitors will increase.

## A New Public Policy

After the war, Japanese came to associate material possessions with happiness. Now, with a decreasing population and an aging society, a “beautiful future” cannot be attained through economic growth alone and society needs diverse values. Working in OMY is one option. Another is promoting tourism with the bountiful nature and food products found in rural areas. With information technology, initiatives in rural areas are now connecting internationally, making for challenging work, and rethinking things such as the kinds of food hotels provide will boost visitors from overseas benefitting local tourism.

To implement the New Public Policy growth strategy, people and organizations with new values will be essential. These organizations will range from neighborhood associations to OMY-like private organizations, NPOs and business improvement districts (BIDs). However, they will need to operate from a social and public perspective rather than an economic one.

As we head towards an aging society, a number of needs will arise that social security will not be able to cover. For those that cannot be dealt with in the current “public-private dichotomy,” I envision a social structure supported by these kinds of public-benefit organizations will be essential. For needs that cannot be met by social security and other national expenditures, corporate CSR and individual volunteers will fill the gaps. While initiatives to systematically support individual contributions through revisions to the tax system will be investigated, to support the New Public Policy, training and education with values will also be necessary.

A city with an international perspective that can take the lead in Japan will also be indispensable here. I hope that Tokyo and the OMY District will continue to lead in the economic sphere. I am happy to see that the environment and tourism in OMY have been improving. In



the past, there were few people and everything was quiet on non-business days. Now, there are brand-name shops all along Naka-dori Street with pedestrian spaces and OMY has become pleasant to walk in. The completion of the Mitsubishi Ichigokan Museum is also timely.

Overseas, the Brazilian city of Curitiba banned cars from the city center under the mayor's leadership. While this is a famous example of successful city planning, initially there was fierce resistance from local businesses. However, the increase in pedestrian traffic turned them around. A city that is pleasant to walk in is good for the health and at the same time becomes a tourist attraction. I strongly hope that Naka-dori Street and other symbolic locations in OMY will be considered for similar initiatives.

## Building Prosperity and Connections

Tokyo is famous for its highly developed public transportation system and the integration of electronic money makes it very convenient. Private railways on the outskirts of the city are connected to subways in the center and to another 10 cities, making for a world-leading system. The OMY District is directly adjacent to Tokyo Station and, as the gateway to Japan, occupies a prime position. Concentrated here are shops selling products from rural areas, tourist information centers and the Tokyo offices of municipal governments and universities. OMY should use these advantages to create connections with rural areas and other cities and share information with Tokyo, Japan and the rest of the world.

Employees working in the OMY District can play a vital role in regional revitalization by making connections with rural areas. The direct supply of renewable energy or “Fresh Green Electricity” from Aomori and Hokkaido prefectures creates connections between urban and rural areas through energy. This should be extended to environmental industrial training and job creation in rural areas, and food culture and tourism. OMY is the perfect

location from which to build up these connections.

Looking towards 2050, we must continue to build a vibrant, compact environmental city with the use of assessment tools such as CASBEE for Urban Development. I hope that a society with diverse values will allow the pursuit of happiness for all and that OMY will continue to act as a center of vitality for Japan.



# Toshiaki Kimura

Cabinet Policy Division Director, Ministry of Agriculture, Forestry and Fisheries

Urban Development is People Development

The regional revitalization evangelist,

who drew attention during his transition from rural government office

to national government office, outlines his vision for OMY.

## Creating New Value by Leveraging Regional Advantages

I was seconded from the Otaru municipal government to the Cabinet Secretariat and Cabinet Office, then to the Ministry of Agriculture, Forestry and Fisheries (MAFF). This spring I returned to Otaru but in June I rejoined MAFF. In my main position, and in my roles as regional revitalization evangelist and Director of the Japan Association of Regional Development and Vitalization (Chair, Information Exchange Committee), I facilitate cooperation between regional areas and organizations and assist in the formulation and implementation of regional revitalization policies.

Take, for example, product exhibitions in Tokyo to showcase a regional area. I often hear it said that by holding a product exhibition, brand power will improve. Of all the companies in a given city, probably only 10-15 will participate in an exhibition and it will be the same companies every year. The companies exhibiting get exposure and a boost to their brand power. Unfortunately, only 10 or so companies will advertise of the hundreds, or even thousands, in that region. By combining companies with brand power and those without, or linking food branding with tourism, you can get major results. Forward-looking strategies will lead to improvements and evolution in regional strengths. On the regional side, it is important to not just visit Tokyo but also to develop plans to more widely promote the region.

## Implementation of Holistic Effectiveness Human Resources with Business Imagination

A lot of people from economic organizations and companies, from a variety of regions, come to us for advice but leave the impression that there is a general lack of business imagination. This is not just limited to businesses. There are few people anywhere, from government, chambers of commerce, agricultural or fishing cooperatives and

regional financial institutions, to teachers at elementary, junior or high schools with the ability to create holistic plans. The key is whether a proposed plan will achieve not partial but holistic effectiveness.

To some extent it is possible for employees to do their jobs at governments, chambers of commerce or financial institutions without associating with external parties. However, in order to work towards truly making all the people in a region happy, expert opinions and external viewpoints are indispensable.

For example, in Oyama City, Tochigi, under a plan for regional revitalization through 'roadside stations', personnel with city department store management skills were invited to work with local people designing and preparing for a roadside station opening. For two years after the opening, these personnel worked as store managers, training the people around them. By working together with outstanding talent the local staff improved their skills and the teams achieved very strong sales.

It would be great if candidates for leadership in regional governments and companies were able to get a few years experience in urban development and lively, creative projects at OMY companies through people exchanges. In regional areas it is especially important to make opportunities to interact with specialists and receive advice. Networking with people that can expand your outlook is highly important and coordinating with cities and Tokyo in particular is essential. I think the Marunouchi Morning University in OMY is a great initiative. In particular, the agricultural classes, environmental/social producer classes and regional producer classes are strongly linked to regional areas, so I have great expectations for regional revitalization.

Another excellent initiative is the research meetings on sustainable cities in symbiosis with their environment. These meetings provide support and promote cooperation for the environmental and CSR activities of organizations



in OMY. Forums for these meetings include the Advanced Earth University and the Marunouchi Club global sustainability working groups. I believe these play a great role in regional revitalization by creating collaborations between regions to take advantage of available knowledge about sustainability.

The regions that provide the food, water, air and human resources to ensure the sustainability of Tokyo and other major metropolises cannot be unsustainable themselves. To this end, OMY should take the lead in Tokyo and Japan, implementing challenging initiatives to achieve sustainable regional societies.

## A City That Inspires Pride

I believe that a city is its people and urban development is people development. Thus for regional revitalization it is important to increase the motivation of those living and working in the area. My ideal city is one where the residents can live with peace of mind, a place they are proud of, and one they would like to leave to their children and grandchildren.

Hiraya Village, with a population of 500, lies in Nagano Prefecture near the border with Aichi Prefecture. The people work happily earning a family income through growing and selling corn, and its processed products, and growing strawberries. While living in the big city and earning a big salary is one lifestyle, living happily in regional areas with jobs your children and grandchildren can be proud of is also appealing. This village has a fire truck and ambulance and with one telephone call they will be there within four minutes. I hear that with ambulance calls it is possible to get patients to a hospital in either Iida City or Nagoya City within 30 minutes. In Tokyo and the surrounding metropolitan area there are cases where even in an ambulance you can't get to a hospital in less than an hour. This kind of peace of mind in daily life is an

important factor in any city.

We must rediscover the appeal of regional values, and objectively evaluate, express and debate them in city centers where there is a concentration of knowledge - and then share the results in regional areas. I hope to continue to be of service in the future for this kind of urban development.



# Kiyomi Mikuni

Owner-chef, Hotel de Mikuni

The Common Points of Cooking and Urban Development

Kiyomi Mikuni is not just one of the world's top chefs, he also reaches beyond the borders of cooking to promote food education, food culture and regional revitalization through food. He outlined his vision for OMY.

## Local Production for Local Consumption: The Key to Wellness and Sustainability

My connection to Marunouchi began 11 years ago in 1999 with the opening of Mikuni's Café Marunouchi on Nakadori Street. Nowadays, with redevelopments such as the Marunouchi and Shin-Marunouchi Buildings, the area is thriving and crowded with people, but at that time at night and on weekends there were hardly any people and the area was quiet. After the opening, we tried to attract not just workers in the area but also tourists with various initiatives such as offering five meals a day: early morning, breakfast, lunch, dinner and evening.

Tourism increased and the modern-day Marunouchi area boasts 350 restaurants. Now we have the problem of how to make the refurbished mikuni MARUNOUCHI (in Marunouchi Brick Square) stand out from 350 other restaurants. It was very difficult, however, as new culinary ideas were hard to find. It was at this point I discovered the concept of local production for local consumption in Tokyo and Edo-Tokyo Vegetables, the subject of a magazine serial piece. In Tokyo, even if you have agricultural land, there are houses and schools surrounding it, so the use of agricultural chemicals poses a very difficult problem. That means these vegetables are safe to eat, enabling peace of mind. And because it is produced locally, the food is seasonal, fresh and has low food miles. This also allows us to support farmers and improve Tokyo's self-sufficiency. Edo-Tokyo Vegetables are excellent quality, earning us a good reputation, and the combination of safety and peace of mind with low environmental impact of is surely an example of sustainable food production.

At present, there are a variety of food-culture activities in OMY such as the Shoku-Iku (Food Education) Marunouchi Project, local marchés (markets) and improvements in the domestic food production ratio. There are also activities such as the Tokyo Food Use Project, designed

to deepen the connections between stakeholders such as producers, distributors, restaurants and company cafeterias to achieve sustainable city food. Edo-Tokyo Vegetables, a mainstay behind the concept of mikuni MARUNOUCHI, is aligned with the activities in OMY, contributing to a fun and healthy society in Marunouchi.

## Preserving Heritage with Ongoing Change

I also assist with regional revitalization and urban development through restaurants and food use in cities such as Takamatsu in Kagawa and Himi in Toyama and I always notice the differences in townscapes, in particular between Japanese cities and Paris, London and other overseas cities. Japanese cities change rapidly and haphazardly, but overseas the core cityscapes remain essentially unchanged.

The French, for example, strongly believe in individual liberty, but they look after things that should be protected. For the sake of liberty, historical sites that are worth preserving are absolutely never changed. Furthermore, by incorporating ideas and techniques appropriate to the historical period, they can preserve these localities unchanged. To continue for 1,000 years, it is important not just to remain unchanged for 1,000 years, but also to put effort into continuous change over the 1,000 years. It is important to have shared values when it comes to what needs protecting and to overlap this with ever-changing ingenuity. In Japan, when we introduce something new, we destroy the old, and new buildings become a haphazard personal expression. In Europe, outdoor areas are considered to be public property. In Japan, effort is dedicated to maximizing the appeal of inside spaces but thought for the outside is lacking. Thus, the city landscapes are not connected to tourism values.

Within this context, the OMY District feels like it has similar aesthetic ideals and values as are found in Europe.



However, until now urban development here has been centered on leadership from developers and the government. Working towards a community for 1,000 years will require discussion and debate about how to include businesses located in the area, the people who work there, people who visit the area to shop and eat, academic opinions and the regional communities that support OMY.

The first step to achieving this is surely for excellent individuals to start something excellent. If the people that come together in this area express themselves, the results will spread like ripples on a pond. I opened a restaurant on a street corner in Marunouchi, which became the start of something. People began to visit and the townscape began to change. The intersections created by this sort of chain reaction enabled us to look at things from not just the perspective of the creator but also that of consumers and residents. If it is possible to foster pride and love of the area with these kinds of initiatives, I believe new forms of cooperation will become deeper, including those with customers that interact with the community.

## A Community for 1,000 Years Built with Shared Passion and Values

I have the opportunity to cook food with chefs from various regions at events and fairs around Japan. At these times I often wish that people had more imagination when it came to what lay beyond the cooking. These chefs all excel in their arts and are able to craft delicious meals, but they are just making food. Customers have come there to experience emotions through their meals. Chefs that pay attention to their ingredients like a parent cares for a child, who put their heart and soul into their cooking, thereby creating food that embodies that heart and soul, are sure to move the heart of the customer.

Buildings and communities are surely the same. First the creator has to create with thought and feelings. By

doing so, customers and visitors will come into contact with the heart and soul of the creator and be moved. Then, if everyone comes to share aesthetic ideals and values through this experience, people will begin to feel pride and love of the area. They will start to act on these feelings and convey them to others around them and in the next generation. This concept is important for a city to continue for 1,000 years as places like Kyoto have done.

I opened the Hotel de Mikuni in Yotsuya 25 years ago and a number of our customers visit us with parents and children stretching across three generations. A community is the same. A city that everyone is proud of will connect parents and children across generations, and be passed on in an unbroken line for 1,000 years. I hope that OMY is one such community.



## Action

# CSR Actions in 2009

Introducing major initiatives undertaken in fiscal 2009 aimed at achieving our Environmental Vision



## Cooperation Between Cities and Regional Areas

### Fresh Green Electricity

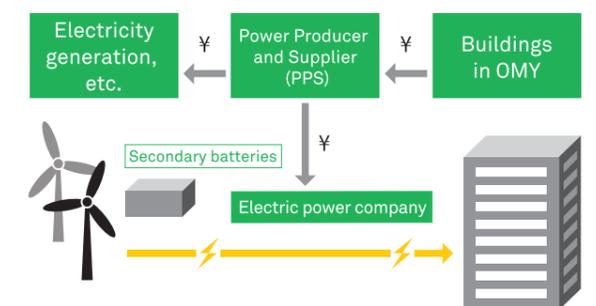


In April 2010, the entire electricity supply for the Shin-Marunouchi Building was switched over to “Fresh Green Electricity,” which is generated from wind power, hydropower, biomass and other natural, renewable energy sources. As a result, CO<sub>2</sub> emissions from the Shin-Marunouchi Building will be reduced by about 200,000 tons a year, two-thirds of current levels.

Fresh Green Electricity is generated from sources such as wind farms in Aomori and Hokkaido prefectures. An affiliate of Idemitsu Kosan Co., Ltd. uses the transmission and distribution networks owned and operated by electric power companies to transfer electricity directly to the Shin-Marunouchi Building via what has recently become known as 'retail wheeling' - a process which ensures that when electricity is produced from natural, renewable energy sources, the same amount is 'wheeled' to the consumer, who is considered to be directly using it. This is significantly different from green energy certificates (Japanese renewable energy credits), which only transfer the environmental savings of electricity produced from renewable energy at some other location. Unlike green energy certificates, which are traded after the fact, this system is in real-time and easily monitored. As such, if this trial results in an increase in the number of large-scale green electricity users, renewable electricity could become a specialty product of regional

areas and the city would contribute to regional economic revitalization.

### The “Fresh Green Electricity” system



Top: A wind farm in Aomori Prefecture.  
Center: The “Fresh Green Electricity” system.  
Bottom: Shin Marunouchi Building



## Environmental Measures at Buildings Completed in 2009

### Otemachi 1-Chome Area First Urban Redevelopment Project: Marunouchi Park Building



#### Otemachi 1-Chome Area First Urban Redevelopment Project

This project aims to achieve energy savings using solar shade control by air barrier fans and automatic blinds, cooling with outside air and highly effective solar shading of exterior facades. It also aims to improve the local climate with measures such as the introduction of green roofs and walls, and water retentive pavements. Furthermore, the Skygarden, with the motif of a Japanese *satoyama* (mountain wilderness), on the roof of the lower part of the JA Building, features a variety of trees and a stream. This provides visitors with a place to relax and enjoy the greenery and water, while at the same time adding a touch of color to the Otemachi landscape.

for relaxing and refreshing, and the building's columns, rooftops and walls are all greened. Combined with the adoption of dry mist and the evaporative cooling effect of water-retentive pavement, these measures reduce the urban heat island effect. Part of the water for these green spaces and waterscapes and the water supply for water-retentive paving comes from rainwater storage tanks, promoting the efficient use of water resources.

#### Marunouchi Park Building

The building features a 60 kW solar power system on the roof, which is painted with heat-shielding paint. In an effort to achieve energy efficiency improvements, the standard office floors have also introduced equipment such as highly effective lighting systems that provide lots of light from each lamp, air-flow window systems, and sun-tracking blinds. The space between the Marunouchi Park Building and the neighboring Mitsubishi Ichigokan Building features the Ichigokan Hiroba, a green space



Top: The JA Building Skygarden (Otemachi 1-Chome Area First Urban Redevelopment Project).  
Bottom left: The Otemachi 1-Chome Area First Urban Redevelopment Project.  
Bottom right: The Marunouchi Park Building.



## Community Action

### Eco-Musubi and the Marunouchi Morning University



#### Eco-Musubi

In October 2009, Eco-Musubi, an area-wide eco-point system, was introduced by the OMY Eco Point Executive Committee. Workers, companies and visitors in the OMY District can earn Eco-Musubi Points by paying for products or food purchases using Suica or PASMO smart cards, or by participating in environmental events in the area. 1% of the value of purchases goes to the Eco-Musubi fund for investment in environmentally sustainable urban development both inside and outside the OMY District. Users get one Eco-Musubi Point for every 100 yen spent and points can be invested in environmental initiatives or exchanged for 3R or original products.

The Eco-Musubi membership has increased thanks to activities such as the October 2009 Eco-Musubi Launch Campaign, the December 2009 Eco-Musubi Illumination Campaign and a booth at ENEX 2010 in February 2010.

#### Marunouchi Morning University

In spring 2009, the Morning Expo in Marunouchi, which had been promoting morning lifestyles in OMY since November 2006, evolved to become the Citizens' University, with courses on environmentally friendly activities. Taking the city as its campus, from there it got a new start as the Marunouchi Morning University, with three-month courses

for people to polish their skillsets before work. In 2009, courses were held in spring, summer and fall on topics unique to "Marunouchi mornings" on the environment, food, construction and communication. These highly popular courses were attended by a total of around 750 people. Furthermore, the Marunouchi Morning University received the 'Excellence in Communication and Education Award' at the Food Action Nippon Awards 2009 for its contribution to improving Japan's food self-sufficiency ratio through the activities of the food education department, where people learn about food and agriculture.



Top: Illuminated velotaxi during the Eco-Musubi Illumination Campaign.  
Bottom left: Fieldwork being conducted by a Marunouchi Morning University  
Bottom right: A Marunouchi Morning University class.

## Action



### 1: Uchimizu (Water Sprinkling) and Eco Kids Explorers



Each year in summer, workers and tourists come together to participate in the traditional Japanese practice of *uchimizu* (water sprinkling) on Marunouchi Naka-dori Street, Tokyo International Forum square and other locations around the OMY District, to provide relief from the summer heat. In fiscal 2009, a total of 2,204 people took part in these activities.

Furthermore, during the summer holidays an environmental education program for children called the Eco Kids Explorers was held. This involves workshops based on environmental conservation activities in the area and visits to environmentally advanced organizations and facilities. In fiscal 2009, there were 941 participants in these programs, the running theme of which is urban development and the environment, taught by means of photographs and quizzes. Topics included the distinctive characteristics of city climates and how building features (including the greening of roofs and walls, the use of reclaimed water, district heating and cooling, etc.) can help.



### 2: Environmentally Friendly Transportation Trials



As an urban area and the center of economic activity in Japan, OMY is aiming to engage in low-carbon regional development. With support from the Ministry of the Environment, and the Ministry of Land, Infrastructure, Transport and Tourism, environmentally friendly transportation trials were conducted in OMY and surrounding areas in the form of new transportation systems (such as electric vehicle community taxis, hydrogen buses, community bicycles and the creation of bicycle lanes). Two trials were carried out in September-October 2009 and January-February 2010. The results were analyzed and potential introduction issues and CO<sub>2</sub> emission reduction results are being examined.

Furthermore, five Cycleports were established in the area and a trial was carried out in October and November 2009 for the Ministry of the Environment by JTB Tokyo Metropolitan Corporation. Total journeys primarily within the area were recorded with a total of 3,600 passengers, including 662 monitors.



### 5: Environmental Monitoring



In fiscal 2009, the number of digital instrument shelters in the area was increased from four to eight. The shelters contain sensing and measuring equipment that can record climatic data in digital form (temperature, humidity, wind direction, wind speed and precipitation) and the network is continuously monitored across the entire area to protect citizens' health. The real-time monitoring results can be viewed on the Clock Map in the newly renovated Ecozeria on the 10th floor of the Shin-Marunouchi Building. Here, while ensconced in a comfortable sofa surrounded by plants, you can take a virtual ecotour and use the multi-touch screens to display pictures and maps of climatic data and environmental features, such as solar panel installations and rooftop greening within the OMY area.



### 6: Nature Info Plaza Marunouchi Saezurikan



Designed to facilitate the study of nature and the environment from a variety of angles, the Nature Info Plaza Marunouchi Saezurikan is located on the first floor of the Shin-Yurakucho Building. This facility, managed as part of Mitsubishi Estate's wider contribution to society, provides information related to nature conservation and environmental protection through project exhibitions and seminars held in cooperation with environmental organizations which provide a place for people to feel, learn and think about nature up close. Field trips around the Marunouchi area to observe animals and plants provide an opportunity for participants to think together about the natural environment in the city. In fiscal 2009, eight exhibitions were held on themes such as the ocean and forests and 85 seminars and events with a total of around 1,800 participants.



### 3: The Marunouchi Certificate Exam and Marunouchi Guided Walks



The NPO OMY Area Management Association conducts Marunouchi Guided Walks. On these walks, tour guides provide detailed information about the OMY District in three areas: romance, history and art. In 2009, a total of 577 people took part in these walks. The Marunouchi Certificate Exam began in 2008 and is conducted once a year. In 2009, its second year, 257 people took the exam. OMY is already widely known as a global business city but both of the above activities are designed to increase people's awareness of the history and art of the area and of OMY's proactive leadership in environment-related activities in rural areas, as well as increase the number of fans of the city.



### 4: Eco City Walks



In Chiyoda Ward, 73% of total CO<sub>2</sub> emissions are commercial sector emissions such as those from offices and stores. Furthermore, among the heavily congested metropolitan areas, Chiyoda Ward is one of the most congested. In this situation, Chiyoda Ward has worked with surrounding areas, companies, organizations and governments and with the national government, to discuss and debate policies, and conduct research into establishing a low-carbon society. To this end, the Chiyoda Low-Carbon Society Discovery Executive Committee was established to introduce sites such as offices and buildings where activities dedicated to achieving a low-carbon society are carried out. The Chiyoda Low-Carbon Society Eco-City Discovery Map was drawn up and the Chiyoda Low-Carbon Society Eco-City Discovery Tour for kids was conducted.



### 7: Completion of Gyoko-dori Avenue Works



In April 2010, the Tokyo Metropolitan Government completed construction work which had been ongoing since 2008 transforming Gyoko-dori Avenue into a setting that is most appropriate for the gateway to the capital city of Tokyo. Gyoko-dori Avenue extends 190 m from Tokyo Station to Hibiya-dori Avenue, and is used by the horse and coach cavalcades during official Imperial Household ceremonies. For this work, the road was repaved with water-retentive pavement and a sprinkler system was installed to spray the road with reclaimed water from the Marunouchi Building. The water-retentive pavement stores the reclaimed water and when temperatures rise evaporation of the water reduces temperatures in the surrounding area, thereby alleviating the heat island effect.



### 8: ZeRO Emission Taxis



Capitalizing on the results of the Environmentally Friendly Transportation Society trial carried out in the OMY District from September to October 2009, in March 2010 Hinomaru Limousine began the first electric vehicle (EV) taxi service in Tokyo, with two EV taxis. These Mitsubishi i-MiEV ZeRO Emission Taxis are environmentally friendly community taxis that are unique to the local area. In addition to displays featuring broadcasts from the OMY District's high-vision network, Marunouchi Vision, the specialist female drivers provide tourist information about the area for passengers. The meaning of ZeRO includes both the fact that they have zero exhaust fume emissions while in operation, and a return to the absolute, or zero, starting point of public transportation from the perspective of local residents.

Action



**9: Marunouchi Club for Global Sustainability Salon and Working Group**



The Marunouchi Club for Global Sustainability members are leading-edge companies that participate in exchange and research seminars at Ecozzeria with the objective of improving environmental sustainability. The salon, which focuses on environmental performance derived from Japanese culture featured guests such as Dr. Keiko Nakamura, Director General of the Biohistory Research Hall, who shared opinions on Japanese perspectives of nature and culture. The working group deals with concepts of environmental communication to inspire people to work towards healthy offices and cities, and the food for sustainable cities initiative, which were connected to the research panel's presentation and the publication of the OMY CSR Report Leaflet, *Eco no Mado* (Window on the Environment). In order to promote urban development that takes into account both environmental improvement and people's comfort, we are continuing these activities by providing a means for companies to pool and share their knowledge and experience.



**11: Environment and Culture Public Seminars**



Public seminars were held for workers in the OMY area and people with a strong interest in environmental activities. The Ligare Seminars are organized by the OMY Area Management Association (known as Ligare). A total of around 500 people participated in 17 seminars featuring Japanese cultural themes such as *yukata* (light, summer kimono) fitting, Japanese *sake* and Japanese incense, as well as lifestyle cultural themes such as western tea, wine and art. The Earth University Advanced seminars, organized by the Ecozzeria Association and moderated by Shinichi Takemura, featured discussions on themes related to environmental issues, such as city revitalization, water, forests, food, environmental policies and biodiversity. The seminars were held 12 times and a total of 543 people participated. At these seminars, people do not just listen to a lecturer; exchanges between participants are encouraged and they are also used as a forum for promoting the exchange of information on topics such as activities addressing environmental issues and reaching a greater understanding of urban culture.



**10: The Urban Agricultural Exchange Sky and Earth Project**



The Sky and Earth Project was founded in Hokuto City, Yamagata Prefecture, with the aim of building a society where cities and rural farming villages can both thrive. In fiscal 2009, 10 tours were organized with a total of 233 participants, mostly workers from the Mitsubishi Estate Group and the OMY District. Together with the NPO Egao Tsunagete ("Bringing Smiling Faces Together") and residents from regional communities, the project provided a series of agricultural experiences, from recultivating abandoned fields and rice paddies, to maintaining, planting, sowing, weeding, harvesting and processing (making miso paste), as well as forestry work such as tree thinning. These activities provide participants with first-hand experience of the problems facing rural farming villages and by linking this to utilization of regional resources such as food and timber contribute to programs for regional revitalization and development of continuous exchanges between urban and rural areas.



**12: Shoku-Iku Marunouchi (Marunouchi Food Education)**



Marunouchi Food Education starts with adults. It is a project dedicated to encouraging people living in cities to think together about the food problems facing Japan, such as how to improve food self-sufficiency, provision of safe, stress-free food and how to support food producers. Primarily for restaurant chefs in the Marunouchi area, the Marunouchi Chefs' Club was founded with Yukio Hattori as chairman and works to create opportunities to think of food by acting as an intermediary between consumers and producers. Three *marchés* (markets) were held on the theme of domestic food products. The Chefs' Catered Lunch Project featured a program of lunch menus designed by three famous chefs using ingredients from the Tokyo area. In addition to this, a total of 18 seminars and other events were held with around 23,000 participants.



**13: The City Planning Institute of Japan Special Committee for the Actualization of a Low-Carbon Society**



- Citizen Urban Development Implementation Model Working Group
- Research Committee for the Development of Low-Carbon Cities

Cities are focal points for CO<sub>2</sub> emissions in the civilian and transportation sectors, and to implement a low-carbon society model it will be necessary to achieve carbon reductions in these sectors while working to achieve more general medium- to long-term emissions reduction goals. To these ends, in October 2009 the Special Committee for Realization of a Low-Carbon Society was established at the City Planning Institute of Japan. Urban development has a major impact on greenhouse gas emissions over the long term. As such, future urban development will need to include a wide range of low-carbon initiatives, which will become a social mission for government urban planners and private urban developers.

Members of the Citizen Urban Development Implementation Model Working Group include government, developers, general contractors and infrastructure business operators. Private companies, the main players in urban development, share their visions and investigate methods of making these a reality in the field of urban development. The ultimate aim of this working group is to produce guidelines and provide suggestions for urban development. The group met three times in fiscal 2009.

The Research Committee for the Development of Low-Carbon Cities is a research committee made up of volunteers from the City Planning Institute of Japan. All research committee members are specialists in various fields of urban development, such as transportation, residential and commercial building development, urban planning or landscaping. Each of them provides opinions and presents and shares input on discussion topics in the field of low-carbon urban development. The committee serves as an urban development forum that allows members and the wider society to obtain a better understanding of low-carbon urban development. The committee met four times in fiscal 2009.



**14: Heat Island Abatement and City Greening Initiatives**



In addition to the Ministry of the Environment's Cool City central area pilot project, which began in 2007, a number of initiatives have been taken within the OMY District to combat the heat island effect, such as rooftop greening and other facilities management projects. Another five projects began in fiscal 2009.

City greening not only contributes to alleviating the heat island effect but also improves the landscape. Furthermore, the green network connecting the natural ecosystems of the Imperial Palace grounds adjoining the OMY District is expected to play a role, not just for people, but also for insects and as a passage for birds. On top of this, investigations are under way into how to preserve these green urban spaces over the long term by involving the local community in management and utilizing the spaces for production purposes, such as agriculture or urban vegetable farming.

Subsidized initiatives under the Ministry of the Environment's Cool City central area pilot project:

- Marunouchi Building (Gyoko-dori Avenue) street irrigation system
- Tokyo International Forum rooftop greening
- Tokio Marine & Nichido Main Building solar shade window film
- Tokyo Kaikan solar shade window film
- Daiwa Gofukubashi Building rooftop and wall greening (ongoing)

**Key to Titles**

The colored dots below the headings in this section (CSR Actions in 2009, pp. 20-27) correspond to each of the eight pillars of the OMY Environmental Vision outlined on page 3 of this report.

- A City That Changes With Knowledge
- A City That Looks After Its Health
- A Community That Acts Together to Address Global Issues
- A City That Places Great Importance on Nature and Living Things
- A City That Spreads Ripples of Hope to the World
- A City That Fulfils Its Responsibility to Other Regions
- A City That Adapts to the Times
- A City Where Everybody Can Live in Safety and Comfort

The full CSR Actions in 2009 section can be viewed in the online CSR Report (Japanese only): <http://ecozzeria.jp/csr2010/csraction>

# Dialogue

## The People of OMY

An introduction to the people with a stake in the OMY Community.

### OMY Community Stakeholders

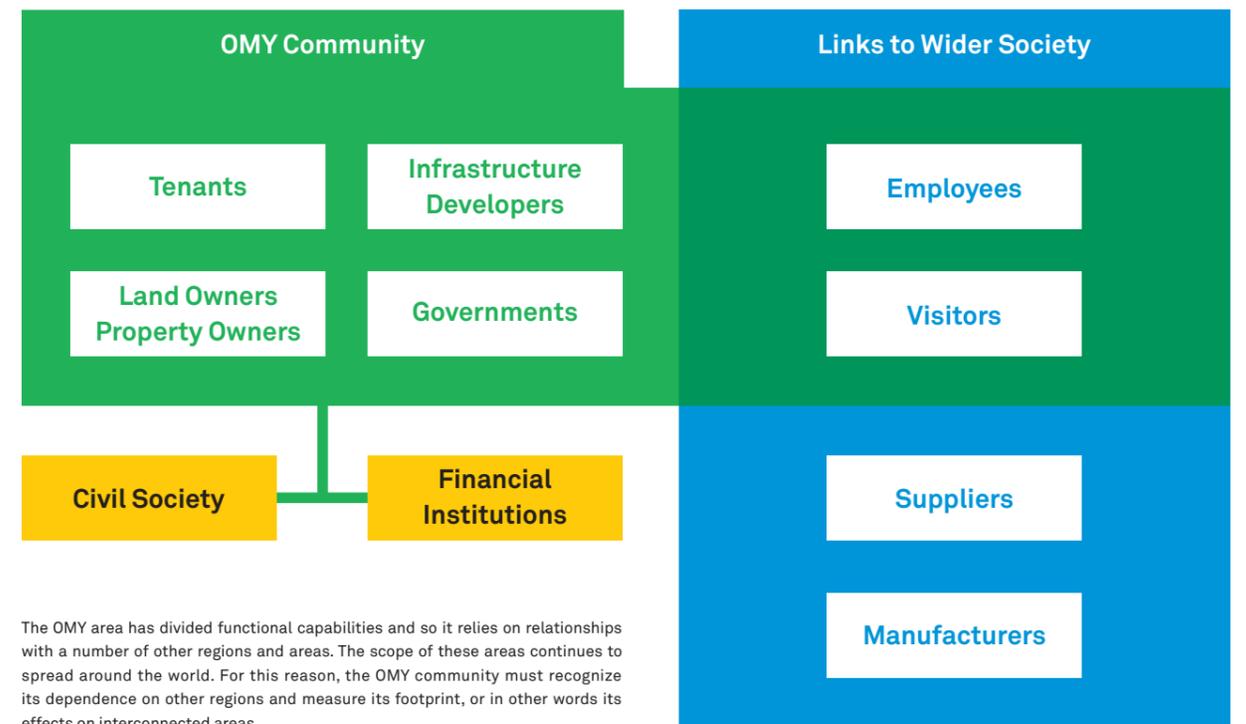
A variety of stakeholders are involved in urban development in the OMY Community. In addition to stakeholders within the OMY District, such as land and property owners, local government, infrastructure developers and tenants, there are also a number of stakeholders from beyond the borders of the OMY District, such as employees, visitors, civil society, financial institutions, suppliers, manufacturers and others. Each of these stakeholders within the OMY Community is connected through an organic network and input from each group contributes to the decision-making process.

### Stakeholder Dialogue Policy

In order to refine its vision for the future and stakeholder roles and responsibilities, in 2007 OMY initiated a process for receiving feedback from a number of experts and stakeholders on a regular basis. First, we created an open space with as few restrictions as possible, where we can listen to the opinions of active leaders in various fields on their visions for the future of the city and society at large.

In addition, stakeholders' meetings are held where a number of stakeholders discuss a narrower range of topics relating directly to sustainability in the OMY area and the OMY Community's roles and responsibilities. The OMY CSR report, both print and online, provides details of the feedback received from these experts and stakeholders in order to share this with members of the OMY Community.

### OMY Stakeholders



The OMY area has divided functional capabilities and so it relies on relationships with a number of other regions and areas. The scope of these areas continues to spread around the world. For this reason, the OMY community must recognize its dependence on other regions and measure its footprint, or in other words its effects on interconnected areas.

Note: Civil society and financial institutions are also represented within the OMY Community.

Stakeholders' Meeting

# Providing Opportunities for OMY Companies and People to Creatively Share Their Experiences

Discussion held June 4, 2010 at Ecozzeria in Marunouchi, Tokyo.



## Participant Profiles

### Takeshi Onishi

Hibiya Amenis Corporation  
General Administrative Planning Division  
Participant, Environmental Communication Working Group  
Engaged in Flower Education Initiative as a CSR activity to increase appreciation of flowers and greenery.



### Kotomi Terasaka

Mitsubishi Estate Co., Ltd.  
Administration, Sky and Earth Project, CSR Promotion Division  
Participant, Environmental Communication Working Group  
In charge of the Sky and Earth Project, to promote exchanges between urban and rural areas.



### Monika Hori

Dow Jones Japan KK  
International Media Services (DJIMS)  
Graduate, Environmental Social Producer Course, Marunouchi Morning University  
Participated in the 'High Five Project' to create a happier city through high five greetings (Marunouchi Morning University, Course 3).



### Satoru Miki

Shochiku Co., Ltd.  
Video Management Division, Strategy Section, Video Head Office  
Graduate, Environmental Social Producer Course, Marunouchi Morning University  
Participant in Course 1 at Marunouchi Morning University.



## What can you tell us about initiatives within corporate CSR and community CSR programs?

**Terasaka:** For corporate CSR, there is no promotional funding so getting people to participate is very difficult. In order to increase the number of participants it might be useful to consider collaboration with other departments or companies.

**Onishi:** I feel there are limits to what can be achieved with corporate CSR within a company. Our company organized an eco-barbecue at Jonanjima Seaside Park, which we manage and operate. The barbecue was highly successful, but I believe it was due to utilizing our external network at the planning stage, through Marunouchi Morning University.

**Hori:** To facilitate ongoing community activities, we need a place where people can come together and exchange opinions. Renting meeting space costs money, so it would be great if there were a space in the city that people could use for meetings.

**Miki:** It would be good if there was a place within the business district where people could go and sit on a natural lawn and relax and talk, or a facility where you could talk together in the evenings. I would call it the Marunouchi Youth Hostel.

## What do you think of each of these CSR programs?

**Onishi:** In corporations you must be able to explain how any time or money spent is somehow positive for the company, so I am pretty envious of community initiatives where fun can be at the forefront.

**Terasaka:** The power brought about by the concentration of skills in the community left me with a strong impression.

**Miki:** From the perspective of the community, I'm really envious of the resources and facilities companies have.

**Hori:** Taking into account the scale of social impact that can be achieved when corporations are involved, it's clear you want to create a collaboration of some kind.

**Terasaka:** You're right. Companies and citizens both make up a part of the community and it would become really interesting if citizens increasingly participated in corporate CSR activities.

## What do you think is important for collaboration between companies and citizens?

**Hori:** Communication that can act as a bridge between people and corporations for sure, and to achieve this it's important to have a forum and to take advantage of opportunities. To create a sense of ownership when it comes to community-building, it would be good if there were not just information exchanges, but also a number of places where you can have shared experiences.

**Terasaka:** The city plays a major role in the creation of spaces where you can interact with others. Though it doesn't have to be huge, creating participatory events in the city will cause people to have a sense of ownership.

**Hori:** When you actually start an initiative though, you find that there are a number of rules and regulations to overcome. It would be good if there were spaces where people could interact freely.

**Miki:** How about opening up a public space as the Marunouchi Special Zone or other similar cutting-edge initiatives? Talking about collaboration, it would be interesting if citizens became real shareholders of the companies in Marunouchi. It might be possible to achieve a breakthrough in the CSR of urban development by linking companies and people through investments, which would lead to still further collaboration with the city.

**Terasaka:** Individuals have their own skills and networks. What if the community created a volunteer organization that recorded information about people's skills and their networks? Then, when a company started a CSR project they could go to that organization and get assistance from the right people for the job.

**Onishi:** People often talk about businesses and consumers in the context of B2C but I think we need to think more along the lines of "B with C." CSR is not a one-way street and I think it is important for companies and citizens to work closely together to promote it. It will be hard for companies alone to promote "B with C" so the community needs to provide companies with a boost in the right direction.



## Key Points

- By sharing information and experiences, people's sense of ownership in urban development will increase.
- Companies can best provide the "hard" resources, citizens the "soft."
- Communities, people and companies need to work closely together to promote "B with C."

The full Stakeholders' Meeting section can be viewed in the online CSR Report (Japanese only): <http://ecozzeria.jp/csr2010/dialogue>

Stakeholders' Meeting

# Generating Pride and Vitality in the Area with Creativity

Discussion held June 8, 2010 at Ecozzeria in Marunouchi, Tokyo.



## Participant Profiles

### Toshiko Chiba

Urban and Global Environment Division, Bureau of the Environment, Tokyo Metropolitan Government  
Investigating mandatory CO<sub>2</sub> reductions under the amended Tokyo Metropolitan ordinance. The response from companies has been highly positive, making the outlook favorable.



### Hiroshi Fukuda

Department of General Medicine, School of Medicine, Juntendo University  
Sharing the vision of wellness for the area, companies and the people who work there under the motto of "Workplace Health Promotion."



### Junichi Fujino

Center for Global Environmental Research (CGER), National Institute for Environmental Studies (NIES)  
Expert on scenarios for achieving a low-carbon society and sustainable CO<sub>2</sub> reductions that contribute to growth for companies and Japan.



### Kiyooki Murakami

Science and Technology Business Unit, Planning and Administration Office, Mitsubishi Research Institute, Inc.  
Engaged in researching solutions to environmental and aging society problems, to create a higher level "Platinum Society" and to create new business opportunities under the "Platinum Plan."



## What roles do you envision OMY playing to achieve a low-carbon society?

**Chiba:** The "Fresh Green Electricity" system is a great initiative. Not only will it contribute to CO<sub>2</sub> reductions in the OMY District, it will also provide much needed support for rural areas. I believe the pride engendered on both sides is incredibly important. On the one hand, people in regional areas will know that the renewable energy they produce contributes to sustainability in the OMY District, the heart of Japan, and on the other hand, people working in the OMY District will know that their initiatives contribute to rural economic revitalization.

**Fujino:** To that end, it is important to ensure that people in rural areas where the electricity is produced and the end users know more about this initiative.

**Fukuda:** Most people don't know where the things they take for granted come from, such as food, water and electricity. It is important to create visualizations so people can understand where and how they are made and used.

**Murakami:** OMY has made a large contribution to CO<sub>2</sub> reduction in Tokyo with cutting-edge offices. By creating living spaces within and around the area, people will be able to move around on foot and with bicycles contributing not just to CO<sub>2</sub> reduction but also wellness. The French cities of Strasbourg and Grenoble have urban development that promotes public transportation and environmentally friendly mobility, demonstrating that it is possible to create benefits for the environment and for the economy.

**Fukuda:** We should think about the environment and health together. For example, the incidence of metabolic syndrome at the 4,000 companies in the area, the percentage of people who commute to work by bicycle and the number of smokers may well show some kind of correlation with environmental data. Health and the environment go well together and I am sure we would see this lead to new policies.

## What should OMY aim for to ensure people in the area are happy and healthy?

**Fujino:** Even if all of these initiatives are cutting-edge, if they are only implemented within OMY, which has special qualities, before long they may become obsolete. To

create a community for 1,000 years it is vital to create an environment which constantly encourages creativity that spreads good ideas to surrounding areas.

**Murakami:** To that end, we need to mix up things that are heterogeneous. It would be great if, in this area, we could create a place where all kinds of people can mingle together and an environment where knowledge from a variety of fields can be exchanged.

**Fujino:** Whether or not industry should be established in regional areas as opposed to being over-concentrated in Tokyo is also a hot topic. It is important to take advantage of collaborative efforts with regional areas, such as the Fresh Green Electricity scheme, to provide opportunities for regional revitalization.

**Chiba:** From the perspective of regional revitalization, the framework at the start of the Fresh Green Electricity project is a great reference point. The government suggests a collaborative framework with the region and the companies put it into action. At the same time, regional areas consider what kind of concrete assistance they can provide. To actually link these initiatives to regional economic revitalization it is important to introduce projects that ensure money flows into those communities.

**Fukuda:** From the perspective of a city where people live and work, it is important to better evaluate health and productivity. For example, as opposed to absenteeism, "presenteeism" (when an employee attends work even when in poor condition) is said to have a greater impact on a company's productivity due to the negative influence on workplace efficiency. Healthy workers have higher productivity and make profits for companies.

**Murakami:** There would also be benefits sharing the overwhelming accumulation of knowledge within OMY with the whole country. If the 5 million people who regularly commute to work telecommuted all but once or twice a month, not only would it contribute to the environment but also to work-life balance and health and to resolving large parts of the home-nursing and child-raising issues.

**Chiba:** That's true. I think OMY should serve as a place where pioneering examples of facilities, systems and work styles can be shown and seen. Initiatives that at first appear to aim in a variety of directions should be coordinated. I think the government should bring together those concerned.



## Key Points

- Become a city that aims for sustainable development through regional revitalization.
- Increase happiness by evaluating environment, health and productivity together.
- Become a city that builds knowledge resources and shares these with other regions.

The full Stakeholders' Meeting section can be viewed in the online CSR Report (Japanese only): <http://ecozzeria.jp/csr2010/dialogue>

## Performance

# An Assessment of OMY

Here we provide key indicators for the OMY area.

# 32

## companies

### Number of companies with head offices in OMY that are listed on the three major SRI indices

SRI stands for Socially Responsible Investment, which means investment evaluations are based not only on a company's economic attributes but also on social factors. SRI indexes benchmark a company's performance within the environmental and social fields for investment funds that invest solely in exceptional companies. Companies that are selected for these indexes are highly evaluated not just financially but also from a CSR perspective. Worldwide there are a number of SRI indexes, but the three major ones are the Dow Jones Sustainability Index (DJSI), FTSE4Good Global Index (FTSE4Good) and the Ethibel Sustainability Index (Ethibel). A number of companies with head offices in the OMY District are listed on the three major SRI indexes.

Index	Number of Listed Companies	
	OMY	Japan
DJSI	6	31
FTSE4Good	23	184
Ethibel	3	20
Total	32*	235

\* Taking into account double listings, there are a total of 25 listed companies in OMY.

### CO<sub>2</sub> emissions in OMY

We have entered the first period of the Kyoto Protocol (2008-2012) and there has been an increase in government action. In April 2010, the revised national energy efficiency act (Law concerning the Rational Use of Energy) and the Revised Tokyo Metropolitan Ordinance on Environmental Preservation came into effect, imposing mandatory CO<sub>2</sub> reductions. Within the OMY District, the laws are not just being followed but various independent initiatives have also been implemented by companies and building-owners to achieve CO<sub>2</sub> reductions.

In fiscal 2008, CO<sub>2</sub> emissions from buildings in OMY were around 730,000 t-CO<sub>2</sub>,\* a decrease of approximately 5.2% from fiscal 2007. Some might think the major factors here were initiatives such as rooftop greening and the like, or heat island abatement policies. However, the impact of the Lehman Shock on Japan's economy in the second half of fiscal 2008 and the major effect it had in depressing economic activity is also a possible factor. In future, we plan to conduct detailed analyses of contributing factors.

\* Under the Tokyo Metropolitan Government's Measures against Global Warming, all large-scale businesses (office buildings) must submit Greenhouse Gas Reduction Plans. This data was calculated from the emissions figures reported for 69 office buildings in OMY in fiscal 2008. Emission per unit of floor space was also calculated.

# 730,000

## t-CO<sub>2</sub>

### Cherry Blossom Flowering Dates in Tokyo

Japan is famous for its beautiful spring cherry blossoms or *sakura*. The Someyoshino Cherry (*Prunus yedoensis*), a variety synonymous with cherry blossoms, flower earlier every year. Originally, Someyoshino were said to bloom in April but now it is assumed they will flower in March. This early flowering has been accelerating, particularly since the 1990s. The buds of all cherry blossoms, including Someyoshino, lay dormant through the fall. Then, when the winter cold sets in they awaken and with the warmth of spring they grow and before long bloom. While the temperature during the dormant period has an impact on blooming times, it can be presumed the temperature during the spring growth period has the major effect. The causal link may not be proven, but we should all be aware of the impact climate change on Japan's seasons.

# 7.2%

### Surface area with greenery in OMY \*1

The surface area with greenery is the percentage of land area that is covered with greenery as seen from the sky.\*2 It is said that decreases in the rate of botanical transpiration due to reduced greenery cover is one factor contributing to the urban heat island effect. Chiyoda Ward revised its Greening Promotion Guidelines and Rooftop and Other Greening Subsidy Guidelines in 2006 and has since encouraged the greening of sites and buildings. Chiyoda Ward as a whole has 20.4% surface area with greenery but OMY, which has a considerable amount of artificial surface area and roads, has 7.2%. To increase this percentage, Park Building (completed in 2009) features not just rooftop greenery but also green walls. In future, we hope to not only increase the amount of greenery but also improve the quality of greenery planted, so that it contributes to the preservation of biodiversity and facilitates wind corridors.

\*1 Source: Chiyoda Ward research, 2003. Otemachi and Marunouchi only. Results of the latest research are to be released in 2010.

\*2 Definition from "Status of Chiyoda Ward Greening and Heat Island Effect (Fiscal 2003)."

# March 21

(2009)

	Avg. Flowering Date	Avg. Temp. Jan-Mar
1960s	March 31	18.4°C
1970s	March 29	19.4°C
1980s	March 30	19.6°C
1990s	March 27	22.5°C
2000s	March 23	23.4°C

12  
locations

**Electric Vehicle Charging Stations**

Fiscal 2009 marked the launch of the Tokyo EV-PHV (Electric Vehicle/ Plug-in Hybrid Vehicle) Promotion Project, an initiative promoting the use of next-generation automobiles. The next step must be the promotion of electric vehicles because they emit absolutely no CO<sub>2</sub> or polluting gases while running.

In OMY, the number of companies introducing electric vehicles is increasing. To promote the use of electric vehicles, charging facilities are necessary and OMY now has 12 charging stations. The OMY District has two electrical vehicle taxis dubbed ZeRO Emission Taxis, which need two or three fast-charges a day, mostly at the charging station in the Shin-Marunouchi Building basement parking lot. The nationwide rollout of EV Blue Patrol Cars (electric vehicles used as private security patrol cars) further contributes to urban safety.

Charging stations: Marunouchi Park Bldg., Shin-Marunouchi Bldg., Nippon Bldg., Kajibashi Parking, Shin-Otemachi Bldg., Yusen Bldg., Mitsubishi Bldg., Kokusai Bldg., Tokyo International Forum, Tokyo Kotsu Kaikan, Tokyo Sankei Bldg. and Marunouchi Chuo Parking (central zone).

**Uchimizu (Water Sprinkling) Project**

*Uchimizu* is a proud Japanese tradition using wisdom from the Edo Period. The OMY summer cooling initiative is now in its fourth year. Reclaimed water from commercial buildings is provided by Marunouchi Heat Supply Co., Ltd. and Tokyo International Forum. Last year, 2,204 workers and visitors participated in the OMY Uchimizu Project. Furthermore, to ensure that people could shop in comfort even in the middle of summer, shops along Marunouchi's Naka-dori Street carried out regular *uchimizu* for 11 days, a refreshing welcome for visitors. In future, we aim to increase the number of participants and to conduct regular *uchimizu* at each store.

2,204  
people

	Participants	Temp. Change(°C)	Water Use
July 31 Naka-dori St. Yukata Uchimizu	700	27.2 → 26.3 (-0.9°C)	600L
Aug. 5 Karugamo Uchimizu	300	33.0 → 31.1 (-1.9°C)	300L
Aug. 7 Otemachi Fair Uchimizu	400	34.0 → 32.5 (-1.5°C)	300L
Aug. 11 Kids Uchimizu	500	28.8 → 28.3 (-0.5°C)	300L

**Eco-Musubi Participating Merchants (as of March 31, 2010)**

Fiscal 2009 marked the OMY launch of Eco-Musubi, an area-wide eco-point system that makes use of Suica and PASMO smart cards. With Eco-Musubi, points are earned simply by paying for purchases with Suica or PASMO cards. The points can be used for environmental initiatives or exchanged for preloved products. By the end of March 2010, there were 143 Eco-Musubi participating merchants, including restaurants, interior shops and clothing stores serving 1,426 members. To increase members, participating merchants and purchase limits, we are working to further increase awareness and spread the concept of hassle-free eco action in daily life.

143  
stores

**Marunouchi Saezurikan Nature Walk participants**

The Nature Info Plaza Marunouchi Saezurikan, located in the Shin-Yurakucho Building, offers nature walks to take advantage of the green spaces close to OMY, such as the Imperial Palace East and Outer Gardens. These events allow participants to observe the variety of nature, from roadside trees to flowering plants, from insects to birds, and all the way up to the stars. In this way, people can learn about ecology and the natural environment while having a fun time. In fiscal 2009, 627 people participated in these nature walks. The star observation trips, allowing participants to enjoy the night sky above the city and the lunchtime bird watching tours of the water birds on the Imperial Palace moat were particularly popular. Furthermore, weekend field trips were taken to observe nature in areas outside the OMY District.

627  
people

4,444  
people

**Transportation Trial Participants**

In OMY, environmentally friendly transportation trials are under way promote the use of transportation methods that contribute to a low-carbon society, such as electric cars, electric buses and bicycles. In fiscal 2009, three trials were held, featuring community bicycles, a shuttle bus system and car-sharing, with support from the Ministry of the Environment and the Ministry of Land, Infrastructure, Transport and Tourism. A total of 4,444 people participated.

By switching from trains, buses and taxis to bicycles, and from gasoline-powered cars to electric vehicles, CO<sub>2</sub> emissions will be reduced.

Project	CO <sub>2</sub> Reductions (Est.)
Fiscal 2009 First trial, Environmentally Friendly Transportation Promotion Council OMY District and surrounding areas (Sep. 29 - Oct. 12, 2009)	Multi-Port Community Cycling Trial: 135 participants Shuttle Bus System: 460 participants Electric Vehicle Car-Sharing: 70 participants 0.82 t/year 0.92 t/year 0.4 t/year 1.19 t/year 0.08 t/year
Fiscal 2009 Second trial, Environmentally Friendly Transportation Promotion Council OMY District and surrounding areas (Jan. 16 - Feb. 14, 2010 Sat/Sun only, 9 days)	Community Cycling Trial: 179 participants
Community Cycling Trial, Ministry of the Environment (Oct. 1 - Nov. 30, 2009)	Total 3,600 participants (662 registered)

**Solar Power Production Capacity**

Solar power, a renewable form of energy, continues to spread across Japan. You do not need to choose where to place solar panels — as long as the selected location can take the weight, anywhere is fine, although it is said that they are prone to the effects of wind. Initially, it was hard to install solar panels in OMY because of the effects of high winds on the rooftops of the skyscrapers. However, these obstacles have now been overcome and the number of installations is steadily increasing. The first installation was on the Tokyo International Forum in 1997 and the most recent was the Marunouchi Park Building in 2009. In future, we will continue to work on these projects in collaboration with building owners.

Location	Capacity	Installed
Tokyo International Forum	67kW	1997
Marunouchi Bldg.	10kW	2002
MUFJ Trust & Banking Bldg.	30kW	2003
Shin-Marunouchi Bldg.	20kW	2007
Marunouchi Park Bldg.	60kW	2009

187 kW

Approx.

37,600 m<sup>2</sup>

**Surface Area of Water-Retentive Pavement in OMY**

Water-retentive pavement is constructed in such a way that it retains rainwater and other moisture. When temperatures go up the retained water evaporates and the heat used in the vaporization process reduces the air temperature mitigating the urban heat island effect. OMY is proactively laying water-retentive pavement and in fiscal 2009 water-retentive pavement was laid around the Marunouchi Park Building. With the completion of the Gyoko-dori Avenue roadwork, in April 2010, the total area of water-retentive pavement in OMY greatly increased to approximately 37,600 m<sup>2</sup>.

**Total Net Sales of Listed Companies with Head Offices in OMY (Fiscal 2008)**

There are 75 companies with head offices in OMY listed on the First Section of Tokyo Stock Exchange. In fiscal 2008, their combined total net sales amounted to 22.9% of Japan's total GDP of ¥541,494,400 million. OMY aims to achieve the highest levels of environmental efficiency and we believe that because leading Japanese companies are concentrated here, the area contributes significantly to reducing environmental impacts across the whole of Japan.

¥124,106,100  
million

## OMY Overview

General Indicators	Data	Notes
Employed workers	230,948	2006 data. Source: "Statistics for establishments and enterprises for urban areas 2006," Tokyo Metropolitan Government.
Number of offices	4,064	
Residents	28	As of January 2010. Source: "Households and Population from the Resident Register," Tokyo Metropolitan Government.
Gross floor space	Approx. 632 ha	As of December 1, 2009. Excludes 77 ha under development.
Number of buildings	104	As of December 2009. Excludes buildings under development.
Surface area with greenery	7.2%	As of 2003. Otemachi and Marunouchi only. Includes waterways. See p. 35 for details.
Parking spaces	Approx. 13,000	As of March 2010.
Railway network	13 stations; 20 lines	13 stations: Otemachi, Tokyo, Nijubashimae, Hibiya and Yurakucho (incl. multiple stations with the same name). 20 train lines: 13 JR lines, 1 subway line, 6 Tokyo Metro lines.
Total train passengers	2,352,103 per day	Not including <i>shinkansen</i> (bullet trains). Source: "Circulation transit/outdoor ads 2009," Oricom Co., Ltd.
Number of companies with head offices in OMY listed on the 3 major SRI indices	Total of 32 listings	25 companies, excluding multiple listings. See p. 35 for details.
Economic Indicators	Data	Notes
Total net sales of companies with head offices in the OMY District	¥124,106.1 billion (22.9% of Japan's total GDP)	Total consolidated sales revenues for fiscal 2008 for 75 companies with head offices in the OMY District. Source: Kaisha Shikho (Japan Company Handbook) Autumn 2009 edition. See p. 37 for details.
Social Indicators	Data	Notes
Minimum wage	791 yen/hour	As of May 2010. Source: Tokyo Labor Bureau, Tokyo Metropolitan Government. <a href="http://www.roudoukyoku.go.jp/roudou/chingin/index.html">http://www.roudoukyoku.go.jp/roudou/chingin/index.html</a> (Japanese only)
Male-Female workforce ratio: All employees	Males 61%; Females 39%	2006 data. Source: "Statistics for establishments and enterprises for urban areas 2006," Tokyo Metropolitan Government.
Male-Female workforce ratio: Permanent employees	Males 73%; Females 27%	
Male-Female workforce ratio: Salaried executives	Males 92%; Females 8%	
Public day-care centers in OMY	1 center	As of May 2010. Kid's Square, Tokyo Building.
Total floor space designated under the Barrier Free Act	173.4 ha	As a percentage of gross floor space of buildings 27.4% Article 17: List of designated buildings, Barrier Free Act (1994, 2008).
Marunouchi Softball Tournament participants	1,500 people in 61 teams	The 63rd Marunouchi Softball Tournament, (July 26 - Sep. 6, 2009) Approximate number of participants in fiscal 2009.
Marunouchi Guided Walk participants	577	Number of participants in fiscal 2009.
Ligare seminar participants	500	Number of participants in 17 seminars held by Ligare in fiscal 2009.
Mama Café participants	56	Number of participants in the 3 Mama Café events held by Ligare in fiscal 2009.
Marunouchi Proficiency Exam	257 examinees / 57.2% pass rate	2nd Marunouchi Proficiency Exam, held July 5, 2009.
Pink Ribbon Smile Walk participants	Approx. 6,000	Participants in 6 km course and 12 km course, held October 2009.
Environmental Indicators	Data	Notes
Production capacity of solar panels	187kW	Marunouchi Bldg. 10 kW, Shin-Marunouchi Bldg. 20 kW, Mitsubishi UFJ Trust & Banking Bldg. 30 kW, Tokyo International Forum 67 kW, Marunouchi Park Bldg. 60 kW. See p. 37 for details.
Energy consumption (buildings, etc.)	16,076 TJ	Fiscal 2009 data. Pro forma amount for 19 Mitsubishi Estate buildings in OMY with ISO 14001 certification.
CO <sub>2</sub> emissions (buildings, etc.)	Approx. 730,000t-CO <sub>2</sub>	Fiscal 2008 data. Pro forma amount for 69 buildings in OMY. See p. 35 for details.
CO <sub>2</sub> emissions (commuting)	48,244t-CO <sub>2</sub>	Fiscal 2006 estimates. Source: OMY CSR Report 2008.
Water-retentive pavement surface area	Approx. 37,600 m <sup>2</sup>	As of March 2010. Source: Area Planning Office, Business Division, Mitsubishi Estate Co., Ltd. See p. 37 for details.
Surface area of green rooftops and walls	Approx. 12,000 m <sup>2</sup>	As of March 2009. Source: Area Planning Office, Building Business Division, Mitsubishi Estate Co., Ltd.
Potable water consumption	6,260,000 m <sup>3</sup>	Fiscal 2009 data. Source: Pro forma amount for 19 Mitsubishi Estate buildings in OMY with ISO 14001 certification.
General commercial solid waste	61,138 t	Fiscal 2008 data. Source: Pro forma amount for 20 Mitsubishi Estate buildings in OMY area with ISO 14001 certification.
Animal species observed in surveys on Imperial Palace grounds	3,638	1996-2000 data. Source: "First Biodiversity Survey of the Imperial Palace," Independent Administrative Institution National Museum of Nature and Science, Tokyo.
Plant species observed in surveys on Imperial Palace grounds	1,366	
Marunouchi Saezurikan Nature Walk participants	627	Number of participants in fiscal 2009 in 30 Nature Walks organized by the Nature Info Plaza Marunouchi Saezurikan. See p. 36 for details.
Marunouchi Shuttle Bus passengers	Approx. 480,000	Fiscal 2009. Number of passengers using the free shuttle bus.
Electric vehicle charging stations	12	See p. 36 for details.
Eco-Musubi participating stores	143	As of end of March 2010.
Environmentally Friendly Transportation Society trial participants	4,444	Participants in the Environmentally Friendly Transportation Promotion Council's first and second trials and environmental community cycling trial (OMY and surrounding areas, fiscal 2009). For details see p. 37.
Low-Carbon Society, Eco-City Discovery Tour participants	Approx. 150	Low-Carbon Society Discovery Executive Committee
Marunouchi Morning University participants	750	Approximate total number of participants in fiscal 2009 spring, summer and fall courses.
Uchimizu (Water Sprinkling) Project participants	2,204	Fiscal 2009. Number of participants in 4-day event and 11-day Uchimizu Velotaxi services. See p. 36 for details.
Eco Kids Explorers participants	941	Number of participants in 17 programs.
Earth University Advanced participants	543	Fiscal 2009. Number of participants in 12 seminars organized by Ecozzeria.

## Editorial Policy

An overview of the editorial policy governing the special features and editing in this report.

### Objectives of the report

#### Friendly and Easy-to-Understand

As the OMY community is not a company, it is important that a variety of stakeholders be involved in CSR programs. These stakeholders include land- and property-owners, tenants, employees, local government, infrastructure developers, and visitors. With this in mind, we have sought to explain our vision and initiatives in a friendly and easy-to-understand manner, to appeal to the widest possible audience.

#### Refining the OMY Community's Vision for the Future, and Its Roles and Responsibilities

In order to refine its vision for the future and its roles and responsibilities, the OMY Community sought feedback from a number of experts and stakeholders. As we did last year, we requested advice from experts with multiple perspectives regarding their visions for the future of the city and society at large (see pp. 10-19: Looking Ahead to 2050). In particular, on this occasion we asked for advice and opinions on two initiatives required by the OMY Community to achieve sustainability (see pp. 28-33: The People of OMY).

### Reporting Scope

The scope of this report covers the Otemachi, Marunouchi and Yurakucho areas of Chiyoda Ward in the Tokyo Metropolitan Area. Some areas have been excluded, as defined by the OMY District Redevelopment Project Council.

### Reporting Timeframe

This report covers initiatives during the period from April 1, 2009 through March 31, 2010. In addition, some sections include action plans within timeframes outside this period.

This report is a digest of the full report, which can be found on the website (in Japanese only). You can download the PDF version of this report from the website.

<http://www.ecozzeria.jp/english/>

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