

## OMY Community Social Responsibility Report 2012



## VISION

# The OMY Environmental Vision

## “A Vibrant and Lively City for a 1,000 Years and More”

In May 2007 we published “Towards the City of the Future - The OMY Environmental Vision” to convey our intentions. Sharing this vision with many people, we are proceeding with creation of a sustainable community.

# 1

## 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.

# 4

## 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.

# 7

## 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”<sup>\*</sup> technologies by flexibly selecting, introducing and reshuffling facilities as needed.

<sup>\*</sup> 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.

# 2

## 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.

# 5

## A City That Spreads Ripples of Hope

The head offices of many major global corporations are located in OMY, 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.

# 8

## 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 for logistics functions when not required for emergencies.

# 3

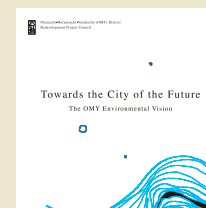
## A Community That Acts Together to Address Global Issues

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.

# 6

## 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 of everyday working lives. We recognize the impacts of our decisions on other regions and will act to make a positive impact.



A PDF version of the “OMY Environmental Vision” booklet may be downloaded

at

<http://ecozeria.jp/english/>

The Ecozeria Association's work in environmental improvement of the OMY District was recognized in 2010 by award of the Environment Minister's Prize for Global Warming Mitigation (Environmental Education and Promotion Division).

## Editorial Policy (Goals of the Report)

### Friendly and Easy-to-Understand

To promote the OMY Community's CSR programs, it is important that as wide a variety as possible of stakeholders be involved. 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 in order 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 roles and responsibilities, the OMY community received feedback from a number of experts and stakeholders.

### The Current Status of OMY

A description of OMY's main activities and some current statistics.

### Reporting Scope

The term “OMY” is derived from the initial letters of the Otemachi, Marunouchi and Yurakucho districts of Tokyo's Chiyoda Ward and this report covers the OMY area as defined by the Council for Area Development and Management of OMY.

### Reporting Timeframe

Initiatives during the period from April 1, 2011 through March 31, 2012 are covered by this report. Additionally, some planned subsequent activities are covered.

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### Building a 'Creative City' for the common good - the dawn of an era of socio-corporate co-evolution

Globally, we are facing an era of major change. We should by now be able to distinguish the difference between 20<sup>th</sup> and 21<sup>st</sup> century socio-economic systems, while understanding the concepts of value and recognizing the increasingly important role played by urban spaces. Urban spaces are now the stage for major social revolutions, such as the "Occupy Wall Street" movement and the Tahrir Square "Jasmine Revolution" in Cairo.

During Japan's high economic growth era, Marunouchi was the stage for change. What should OMY's role be in the 21<sup>st</sup> century? I believe that the key lies in OMY's ability to establish itself as a model for a new era of business and society. The primary aim of businesses in the 20<sup>th</sup> century was the pursuit of profit, however, corporate focus has now shifted to social objectives and maximization of the common good. Although in the 'profit economy' everything could be decided 

in-house within a single company, this new paradigm calls for more cross-company collaboration and open innovation.

In order to adapt to this new paradigm emphasizing social systems directed at the common good, OMY should consider the 4 following measures: (1) offer ample opportunities for physical involvement, as such opportunity serves as the foundation for collaboration; (2) promote long-term cooperative initiatives involving residents, workers, businesses, shops, NPOs, etc. – not one-off events, which tend to limit opportunities for social interaction; (3) foster the talent and capabilities that can break through existing boundaries to achieve the common goal, e.g. set up a "Future Center" where heterogeneous and diverse people can share their experience, knowledge and aspirations; (4) encourage objective management. The objective is for corporate, social and community interests to work together with the transformation of Japan's entire socio-economic system in mind. In order to succeed in this task, it will be vital to construct an environment conducive to an integrated loop of

open discussion, monitoring and feedback, carrying out a variety of research that is only possible within OMY.

In order to promote this vision, it is important to establish an "OMY city image" that is easy to both share and comprehend, as has been achieved by places such as Hong Kong, Shanghai and Singapore. As an example, something along the lines of, "OMY: The Creative City", emphasizing the maximization of innovation on the basis of sound infrastructure and trusted relationships at all levels of business, human resources and management. Also, the greater the accumulation of intellectual capital embedded in OMY's "Operating System" the better. Such as by maximizing the proactive participation of stakeholders from both within and outside OMY in various initiatives. To increase the value of OMY, a cooperative concentration of 'hardware capital' and 'intellectual capital' and cooperation will be essential.

'Innovation for the common good' - the start of a powerful concept signifying OMY's involvement in the evolution of Japan's socio-economic systems – whereby OMY can lead Japan towards a promising future.



INSIGHT

## Looking ahead to 2050


Acknowledging our long history, we asked leading experts for their opinions on what society will be like in 2050.

### Take the lead in next-generation metropolitan area management by integrating environmental and disaster prevention measures

Although each region has its own particular area management characteristics, there are nevertheless many agendas and tasks common to all regions. Having experienced the 3.11 Tohoku Earthquake, I feel strongly that we must make every effort at improvement in the fields of the environment, energy problems and disaster prevention and mitigation - in OMY and transportation hubs of major cities.

With regard to disaster management, the reliability of our disaster response measures and speed of recovery of economic activity could be showcased internationally if leading Japanese cities are able to recover rapidly from major disasters without systemic failure. New concepts are emerging, such as the 'Smart City' - and we should step up our activities in the fields of environmental protection, energy-saving and alternative energy production. We should deal with these two problems together

(environmental and disaster prevention issues) as they are the key themes of area management.

'Soft' activities such as education and publicity are inadequate in the face of disasters and environmental problems. We need to work on the 'hard' infrastructure as well-and to do this we need to involve property owners and lessors. Unfortunately, they tend to be slow to respond, probably because the risks (and need for action) have not been adequately explained and they perceive little merit in being proactive. We must demonstrate to them the medium and long-term advantages of their initial investment cost. It is important to actively promote efficient utilization of subsidies and the availability of support measures. Using locally available resources, such as geothermal energy supplies and groundwater and setting up various incentive schemes to promote such projects and activities is essential. 

Area management shows its mettle via local inter-communication and ambitious activities, but this alone will not produce sources of funding for actual implementation. However, many overseas area management organizations have gained public recognition of their work and receive funding from both public and private individual sources. They self-generate profits while solving social problems. The time has come for Japan's area management organizations to shed their skin and open up to become more socially relevant.

To implement this they should engage in discussions with all concerned and involve local property owners, through events and regular activities, in the common regional themes. It is important that we continuously update our vision of the city we wish to create.

Area Management is defining "the task" - meaning what facilities are needed and the target level - and "the process" - i.e. in terms of 'soft' activities (education), tactics and methodology. The basis has already been established. In 2011, the 3 OMY area management organizations invited experts and community-based town-planning organizations nationwide to participate in an "Environmental Community Development Salon" held at Ecozzeria, with the aim of identifying and solving,

through lively and frank discussions, the common problems concerning area management of main transportation hubs and railway stations. Policy proposals and enhancement of best practice solutions will, I hope, be further developed and implemented in the OMY area.

## Shigenori Kobayashi

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## Key factors: regional cooperation, English language proficiency & leveraging experience

President of the Association for Creating Sustainability in Urban Development of the OMY District (Ecozzeria Association)

Shigeru Ito

### OMY and Enhancement of International Competitiveness

OMY is at the heart of the Japanese economy. Major companies that represent Japan have gathered in OMY and are integrated here. It's no exaggeration to say that Japan's economy is dependent on this grouping of large companies. However, other Asian megacities such as Shanghai, Seoul, Hong Kong and Singapore have in recent years rapidly expanded their international competitiveness and Japan's economy has been adversely affected by these developments. The Government has clarified its stance that, for Japan to become Asia's control tower and headquarters, it must strengthen the economic power of Japan and the central functionality of Tokyo. OMY bears this heavy responsibility.

By remaining as it currently is, can OMY fulfill its responsibility? To do so, I believe that OMY needs self-reform. A step further in internationalization is an essential factor. Tokyo is the most populous city in the world, with 35 million people. Its citizens have high-incomes and are culturally sophisticated, creating advanced and diverse economic and cultural demands. Tokyo's urban structure differentiates in a variety of ways in response to these demands. Major sub-centers such as Shibuya and Shinjuku and the city of Yokohama have flourished. Each of these is equivalent in size to the center of a capital city in a developed country overseas. Residents of the metropolitan area of Tokyo are able to enjoy any of these city centers - or other urban centers - to the benefit of their daily lives and businesses.

However, on taking a bird's eye view of Tokyo's overall appearance and activity, it could be said that the degree of internationalization is insufficient. Tokyo is a comfortable place to live and work in for Japanese people, but in my opinion, it fails to attract a sufficiently large number of people from overseas to expand its business role internationally. The problem is that Tokyo must compete with other Asian megacities if it is to become the international business hub of Asia. Still a Japanese city, Tokyo has many barriers to the entry of foreign companies. I think the situation is very critical and is approaching crisis point. Being at the very heart of Tokyo, OMY bears the responsibility of solving this pressing problem.

The concentration of top-class high-rise buildings and exceptional infrastructure makes OMY a world-beating business center. However, its roster of major large-scale national corporations accounts for most of OMY's business activity. In order to attract more international companies to establish themselves long-term in the headquarters of the Japanese economy, it is necessary to improve the business and lifestyle attractiveness of OMY. I believe the future strategy should be to emphasize that overseas companies are truly welcome in OMY, where foreign and domestic capital can work productively together.

To do so, we should consider 'software' strategies, in addition to those 'hardware' strategies I mentioned earlier (for enhancement of the quality of buildings and infrastructure). A high-quality cultural milieu would be attractive to overseas business people. By working with Tokyo sub-centers such as Akasaka, Roppongi and Shibuya, OMY should be able to create a cultural environment attractive to foreign companies.

### OMY's Vision of the Future, Based on Internationalization of Domestic Enterprises

Generally there are two main options for approaching internationalization. One is to attract international capital and the other is to internationalize domestic capital. Until now we have only been actively discussing internationalization of the former type, but the latter type is very important, too.

For example, foreign-capital companies, such as those in the IT-related or medical/pharmaceutical fields have huge capital resources and assets. Such companies do not exist in Japan, unfortunately. I do not mean to say that these high capital firms should select OMY for their base in Asia. Areas such as Shinagawa, close to Haneda Airport, or Roppongi, which is becoming increasingly 'internationalized', may offer more advantages. Currently, domestic high-capital companies that rely mainly on the domestic market are concentrated in OMY. From now on, our target is the Asian market - and competing with the giant corporations of Europe, America and Asia is the major challenge. So we must actively attempt to attract to OMY international professionals, familiar with foreign institutional and legal systems and able to develop our knowledge of overseas

economic and business methods. Domestic firms need to acquire international management capabilities to compete in the global marketplace.

It can be said that Japan's strengths are based on its well-honored and unique culture of training and practice, such as is found in Kabuki, Sumo and the traditional arts and crafts. These cultural values led to development of the unique craftsmanship skills of Japan being so admired and praised by the international societies of Europe and North America. However, there is not necessarily a market for these skills in the rapidly developing Asian economies. We should be able to provide products and services for which there is a demand in the Chinese, Korean and Vietnamese markets, because their cultural values have much in common with ours. The main markets in future will be in Asia, rather than Europe or the USA. I think the important role for OMY-based businesses is to identify and recognize these trends and to explore the new international strategy in Asia.

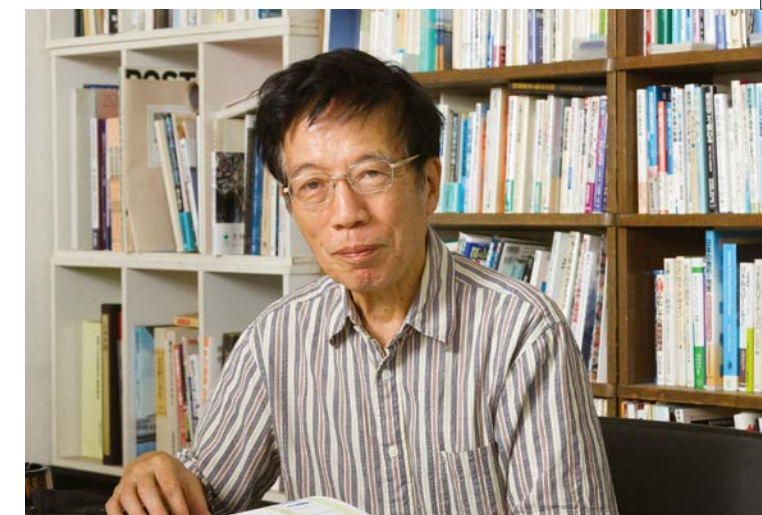
Internationalization in the medical and pharmaceutical business fields is to be expected in Japan, whose society has entered an era heavily influenced by its overwhelming elderly population. While Japan is most certainly active in the development of pharmaceutical products, I would like to see greater efforts made in the development of medical devices created through collaboration between the fields of medicine and engineering, as well as the internationalization of medical practitioners. Establishing 'medical zones' could prove to be an effective means for carrying out such endeavors. Continued development of renewable energy resources and energy conservation measures utilizing state-of-the-art energy businesses is looked forward to. Because OMY hosts a collection of leading Japanese companies, who have made the choice to compete at a high level internationally, this is where the blueprint for the future is expected to be drawn up.

An additional point worth noting is that OMY represents a grouping of key financial and trading institutions, with many of these trading companies possessing an unsurpassed ability to feel out untapped market potential. By combining Japan's financial capital with its trading companies' ability to identify opportunities for investment in foreign project development and acquisition, it becomes highly likely that OMY will be able to create a long-term high return investment model, crucial as part of the global strategy for OMY companies.

### Rigorous English Education and Effective Deployment of Human Resources by Employment of Seniors

In the light of these discussions, the Ecozzeria Association should continue developing and expanding its activities for the foreseeable future. Ecozzeria's role is to research potential business opportunities and identify new challenges for companies currently based in OMY.

English education is a task that must be taken seriously. The international competitiveness of Japan has deteriorated



over the past 10 years, being currently ranked 27th in the world (Switzerland, IMD - International Institute for Management Development, 2012). One of the reasons for this is the decreasing ability to communicate in English. In order to improve this situation in OMY, I suggest that over a span of about 10 years, those younger business people currently in their 30s or 40s who possess management potential or are destined for important roles in the future, should be able to work in a business and cultural environment that utilizes English. It is difficult to compete internationally if there are so few Japanese who can speak English well. The language for international networking is English - therefore the challenge cannot be avoided.

On the other hand, in the opinion of the international community, Japan's technology development capability is very high. One example being at Ecozzeria, where the adoption of intelligent lighting and radiant heating and cooling systems in the offices has resulted in a proven 30-40% reduction in CO<sub>2</sub> emissions. This is a good example of Japan's prowess in research and development. We should expand internationally - not just in the technology sphere - but also in the social environment and lifestyle fields, such as food and agriculture. Ecozzeria does not, of course, do this all on its own - it is achieved by combining the abilities and efforts of a variety of leading companies. We can expect further technological progress, including development of opportunities in the software field.

Another challenge is to develop ways of exploiting to the full under-used human resource assets. The average mental and physical age of current seniors is 10 years less than that of their mid-20<sup>th</sup> century counterparts. In other words, a healthy person can work until the age of about 75. If the current retiring age of 60 is maintained, by 2050 each pensioner will need to be supported by 1.25 workers. Not feasible at all. If the retiring age were raised to 75, the latter figure could be reduced to about 0.6. Practical participation of seniors in the workforce, by raising the retirement age is not just to improve the work/life balance within OMY. I believe similar experiments involving a variety of alternative employment systems should also be undertaken.

Now, five years after its establishment, Ecozzeria Association can look back on a range of achievements. Looking ahead, we hope to expand our activities in sustainable development and promote further internationalization of OMY. I ask for your continued support and participation in our efforts.



## 2011 CSR Action

Realization of the “OMY Environmental Vision” - taking on new initiatives together with the people of OMY

## COMMUNITY ACTION

Morning University of Marunouchi (MUM) / Ligare / Eco-Musubi / Marunouchi SUPER COOLBIZ / *Uchimizu* Weeks / Eco-kids Explorers / Earth University Advanced / Marunouchi Earth Environmental Club Salons & Working Groups

Various interest groups or communities have formed among OMY area workers and have begun to cooperate actively to address environmental issues or pursue CSR initiatives

## OMY Citizens' Community

A total of 2,500 students enrolled at MUM for the 2011 Spring, Summer and Fall terms. The curriculum broadened too: the 11 departments offered 76 courses. Courses for personal health, such as Yoga, Fitness, Skin Care or Triathlon Training; for study of Japanese culture, such as Noh Theater, *Sake* Appreciation or Myths and Legends; food culture courses, such as Curry Cuisine, Rice-Meister, Japanese Tea Appreciation or the Tsukiji Market – plus courses on Entertaining, Global Intercommunications, Current Affairs and Photography. In addition to the foregoing, courses on Environmental & Social Development (seeking solutions to social problems) and ‘5R’ Lifestyle Planning (promoting ecological living) were implemented. The university expanded to cover the entire OMY area, courses becoming available at 14 more locations and 14 additional restaurants were registered as MUM cafeterias.

In addition we involved various Governmental organizations in the process of developing our curriculum: Regional Development (Ministry of Economy, Trade & Industry); Rice-Meister and Tsukiji Market (Ministry of Agriculture & Fisheries); Forestry & Woodlands Study (Forestry Agency) and ‘Early Bird Lifestyle - Morning Challenge’ (Environment Ministry). By continuing this policy we hope collaboration will extend beyond the activities of MUM.

The age range of MUM “students” is from the early 20s to the over 50s, but about 30% of are in their 30s to 40s. Some work outside of metropolitan Tokyo, forming a unique community, very different from the usual work- or home-related community. This is recognized as a “third community” related to an endeavor or a theme. Two such endeavors aiding regeneration of the disaster-hit Tohoku region are the “Himawari Project” and a support group that donates summer kimonos for local festivals.

Also cleanup sessions have been organized by Ligare



The 2011 *Uchimizu* (Water-sprinkling) Project in Gyoko-dori Avenue



Morning University of Marunouchi



Earth University Advanced Seminar



(the OMY Area Management Association NPO), under which area workers participated in flower and bulb planting throughout the year, tidying and improving the townscape.

## Community of Shops &amp; Restaurants

Eco-Musubi, the OMY eco-point system, based on the use of Suica and PASMO smart cards for shopping, now has a network of 190 OMY shops and restaurants – thanks to which, funding for environmental causes continues to accumulate automatically. These funds are applied to preservation of the natural environment, both within and outside OMY, including the Chiyoda Sakura Fund (Tokyo), the “Shinano River Hometown Afforestation” project and other afforestation projects in Tohoku.

Linked with the summer Marunouchi SUPER COOLBIZ program that promotes energy and power saving (even more necessary in the aftermath of the 3.11 Tohoku disaster), were the *Uchimizu* (water-sprinkling) project in Marunouchi’s Naka-dori Street, with 83 shops participating, and the sharing of information on “Cool spots” posted on the internet by OMY workers and visitors.

## Family Community

The 2011 ‘Eco-kids Explorers’ program offered in collaboration with local OMY businesses and organizations welcomed 1,098 participants across 20 experience-based programs, which included workshops and field trips focusing on music, diet, handicrafts and wildlife. Not



Eco-kids Explorers 2011

only was the program well received for its hands-on approach, but by developing the program as a collaborative effort between OMY local businesses, such as hotels, museums, various dining establishments and shopping districts, the program resulted in a high rate of return visitors to the OMY district following the completion of the summer program.

## Business Community

Mitsui & Co Ltd, Sankei Building Co and 195 other businesses joined the 2011 *Uchimizu* Project. On Gyoko-dori Avenue, connecting the Imperial Palace and Tokyo Station, 64 businesses participated. A growing number of companies are involved, as part of their CSR activities.

Once a month, Earth University Advanced held Earth Environment Seminars, attracting personnel from environmentally advanced companies. On the theme of responding to disasters, experts gave lectures on Community Security (prevention and mitigation of disasters), Energy Policy Shift, Business Continuity Planning (BCP), Economic Recovery, Food & Agriculture and Infectious Diseases. Nikkei Publishing Inc. has published transcripts of these lectures and we would like as many people as possible to take advantage of the knowledge available via these seminars.

The Marunouchi Earth Environmental Club organized 4 salons & working groups (WG), each on a different theme: the “Environmental Management Salon” (principles of environmental management for business administrators); the “Environmental Community Development Salon” (case studies of environmental and disaster counter-measure issues); the “Environmental Communication WG” (enhancement of corporate environmental & CSR activities and publication of the “Window on Ecology” catalog of environmental initiatives of the 27 participating companies) and the “Food for Cities WG” (for food experts investigating possibilities for improvement of the ‘City Diet’ and urban/rural relationship-building, such as how to support food producers by bulk purchasing). The “OMY Food-link Project” started, promoting low-carbon logistics by joint purchasing and creating stable food industry relationships with increasing participation of OMY consumers, such as restaurants and crèches.





# GREEN BUILDING & ENVIRONMENTAL TECHNOLOGY

Summer electricity consumption down 15% year on year / 'Top-level' business premises / CO<sub>2</sub> reduction model for houses and buildings / Urban Infrastructure & Technology (UIT) Promotion Council / City Planning Institute of Japan's Ishikawa Award / EV and HV Taxi stands / Cooperation in food transportation / Joint-purchasing of food "OMY Food-link Project"

In addition to our own environmental and sustainability technologies, post-3.11 earthquake energy-saving actions and environmental transportation and logistics initiatives are being promoted.



Marunouchi SUPER COOLBIZ



Marunouchi Eiraku Building

## Electricity & Energy-Saving Efforts

After the 3.11 Tohoku Earthquake Disaster, the Ministry of Economy Trade & Industry announced a mandatory 15% y-o-y electricity consumption reduction target for the summer. This was difficult to achieve using only our own environmental technologies and agreements with tenants. For each building, air-conditioning thermostat settings were set to a higher temperature, lighting was reduced (culling and switching off), and elevator convenience was reduced (controls adjusted, elevators idled), hot-water supplies were restricted and tenants voluntarily introduced measures such as staggered working hours, rotation of days off and relaxing

dress codes (SUPER COOLBIZ).

Mitsubishi Estate Co Ltd related buildings within TEPCO's service area generally achieved the 15% target reduction in their common areas, thanks to good co-operation by tenants. Power- and energy-saving initiatives continued, even after the summer.

## Sustainable Buildings Completed and Certified

In accordance with Tokyo Metropolitan Government's environmental ordinance on "Emissions Trading and Greenhouse Gas Emissions Reduction Obligations", 7 commercial buildings in OMY qualified as "top-level" in

fiscal 2010. Four buildings were classified as "top-level" or "semi top-level" in fiscal 2011 (buildings completed after fiscal 2008 are not eligible). Buildings classified as "top-level" are entitled to a lower target reduction rate for CO<sub>2</sub> greenhouse gas emissions.

**Top-level:** Gran Tokyo North Tower (JR East Japan/Mitsui Real Estate), Shin-Marunouchi Building (Mitsubishi Estate Co Ltd)

**Semi Top-level:** Gran Tokyo South Tower (JR East Japan/Kajima Yaesu Kaihatsu), Marunouchi Center Building & Shin-Marunouchi Center Building (Chuo Real Estate)

The Housing & Buildings Division of the Ministry of Land, Infrastructure and Transport certified the Marunouchi Eiraku Building, completed in February 2012, as a CO<sub>2</sub> model project. Other features of its design include 100kW (installed capacity) of solar panels, green walling and air flow windows. LED lighting has also been installed, reducing electricity consumption by approximately 38% compared to standard offices (using fluorescent lighting). Its CASBEE environmental performance evaluation is S class.

## Environmental Community Development

Various environmental technology-related activities aimed at environmental improvement of the area were carried out. In November, the UIT Promotion Conference held an exhibition in the Gyoko-dori Underground Gallery and a Technology and Research Symposium took place in the Marunouchi Building, where Mr Kazuyuki Yoneyama of Shimizu Corp. gave a presentation on the development of geothermal heat resources using heat pumps (winning the environment & energy section "Excellence Award"), while Mr Kazuhiro Mori of Toda Corp. won the low-carbon section "Excellence Award" for a presentation on biofuel production for construction sites.

In June 2011, Ligare, Ecozzeria and the OMY Council were honored with the award of the Ishikawa Prize, by the City Planning Institute of Japan, for

their work promoting harmony with the environment and community building through public/private co-operation. Their development of effective urban planning practices and advanced approach to urban planning were recognized.

## Eco-taxis

Based on the efforts of the Kanto Transportation Bureau and the Tokyo Taxi Center, eco-friendly taxi availability increased in October, with the opening of an EV/HV taxi stand in front of the Shin-Marunouchi Building. Hybrid vehicle (HV) taxis now have joined the electric vehicle (EV) "ZeRO taxis" in offering low-carbon transport services. In conjunction with this development, the Tokyo Metropolitan Government Environmental Bureau in cooperation with taxi operators conducted practical demonstration test runs to examine the viability of EV taxis. Challenges and expectations for EV taxi operators have been clarified, on the basis of answers to passenger and driver questionnaires, analysis of GPS navigation and meter data records and the frequency and rate of recharging.

## Improvement of Environmental Logistics

The OMY Council is a member of the "OMY/Kanda District Green Logistics Promotion Association", which in 2011 continued pilot operation of a project to jointly transport food, particularly chilled cargos of perishable foods, which had begun in the fall of 2010. A total of 15 businesses have participated, resulting in 13 fewer truck journeys and a reduction of approximately 36% in CO<sub>2</sub> emissions (or about 20.5t / year).

In March 2012 the "OMY Food-link Project", a collaborative food procurement program, began a pilot program of food deliveries to places such as child-care facilities, restaurants and cafes. The objective is to improve the urban/rural balance through relationships between cities and places where food is produced. Currently 20 outlets are participating and we hope for future cooperation with hotels and cafeterias.



UIT Promotion Council - technical presentation



EV / HV taxi stand in front of Shin-Marunouchi Building



OMY Food-link Project (sampling meeting)



## SAFETY / SECURITY

Tokyo Station Area Disaster Prevention Group / General Disaster Mitigation Information Signage /  
Regional Support Groups / Training for Stranded Commuters / Simultaneous Disaster Drills / Life Saving  
Seminars / OMY Disaster Response Community Development Committee / Otemachi Data Center

**Advanced business continuity planning (BCP) in busy commercial districts.  
Re-confirmation of disaster prevention measures, improved information sharing,  
enacting drills & training and cooperation with government agencies.**



Disaster Prevention Guidance Seminar - Basic Life-saving Course



OMY Community Development Disaster Response Forum

### The Tohoku Earthquake Disaster

Although on March 11, 2011 OMY suffered only minor damage, due to severe disruption of Tokyo's public transport systems, many people could not get back home that day. The Tokyo Station Area Disaster Prevention Group responded by providing blankets and the Marunouchi Building and Shin-Marunouchi Building sheltered about 1,500 people overnight. The Tokyo International Forum sheltered about 4,300 and many other places took people in, while restaurants provided emergency food. Regular updates on the evolving transport situation were displayed on Marunouchi Vision screens throughout OMY.

### Low-risk Area

OMY forms part of Chiyoda Ward, the whole of which is designated as a 'non-evacuation zone', due to the high standard of fire resistance of its building stock. According to the Tokyo Metropolitan Government's "6th Report on Regional Risk Levels, 2008" the OMY district is classified as Rank 1 (of 5 ranks), the lowest risk rating, with the least likelihood of fire and/or structural collapse occurring as a result of a major earthquake.

Signs have been erected in 14 locations across the OMY District, providing general disaster prevention information, including the details above. In addition, areas neighboring OMY, such as the Imperial Palace's Outer and Eastern Gardens, Hibiya Park and Kitanomaru Park, are designated as evacuation sites for those unable to return home.

### Training and Drills Conducted Jointly by the Regional Cooperation Association and Chiyoda Ward Authority

The Tokyo Station Area Disaster Prevention Group, which was established in 2004 for liaison with local governments undertakes a variety of activities within OMY. An evacuation drill for commuters unable to return home took place in March 2012 in 4 areas of Chiyoda Ward: OMY, Iidabashi Station Area, Yotsuya Station Area and Akihabara Station Area. We conducted Japan's first simultaneous disaster drills (ShakeOut Drills), which simulate an actual situation and incorporate practical response training. Tokyo Station Area Disaster Prevention Group was the first such group certified by the Tokyo Metropolitan Government.

1. Realization of area as a Business Continuity District (BCD).
2. The OMY BCD - home to leading companies, able to implement robust BCP.
3. With its many high-standard buildings, the OMY BCD can act as a crisis center when disaster strikes.
4. The OMY BCD infrastructure is well-developed and has many layers, giving a degree of redundancy.
5. OMY BCD can help to improve and strengthen disaster counter-measures nationwide, by sharing its know-how.
6. OMY's strong international links add value to its role as a leading player in anti-disaster planning, enhancing Japan's reputation and competitiveness.

Summary Proceedings of the Committee Studying Disaster Response in Community Development (excerpts)



Drill for stranded non-Japanese OMY area workers



Pilot training program for stranded OMY area workers (Gyoko-dori Underground Gallery)

In the OMY district, drills for non-Japanese stranded commuters, as well as a pilot program wintertime training drill in the Gyoko-dori Underground Gallery, were conducted in order to gain practical experience in assisting and accommodating commuters unable to return home. Ligare cooperated with Marunouchi Fire Department on a basic life saving course, which included training in the use of AEDs. These initiatives provided the opportunity to gain experience and study how to respond to emergencies.

### Disaster Prevention Forum

OMY Council set up a committee to study disaster recovery, responses and defenses, chaired by Shigeru Ito, Professor Emeritus, Waseda University. Initial discussions centered on disaster prevention measures and in March 2012 a "Disaster Response in Community Development Forum" was held. Assessment of anticipated levels of damage, rapid reaction options, how to maintain basic infrastructure functions, how to deal with people unable to return home, concepts for BCP, where best to locate crisis centers, how to maintain communications links and supplies of electricity and water were among the issues discussed and shared. Follow-up meetings introduced case studies of past disasters and evaluated the efficacy of counter-measures and efforts to promote international exchanges of know-how. Distinguished Professor Kazuki Nakamatsu led these discussions and the moderator was Associate Professor Takaaki Kato (University of Tokyo).

### Pursuing Business Continuity Planning (BCP) Improvement

After the disaster, in addition to anti-disaster measures, there was greater awareness of the need for BCP. To meet these needs Marunouchi Direct Access Co. built the Otemachi Data Center.

At last summer's "Marunouchi Kids Jamboree" at the Tokyo International Forum Building, children could 'ride' an earthquake simulator, 'escape' from a simulated smoke-filled room and participate in fire-fighting, rescue and anti-disaster drills for kids - all part of an educational program mounted by the Tokyo and Marunouchi Fire Departments.

In March 2012, the "Disaster Prevention for Workers and Visitors" educational exhibition was held in Marunouchi Building's MARUCUBE. This exhibition, organized by the Peoples' Safety and Security Circle, was one of their 2011 activities.

Plans for the new Otemachi Financial City Building, due for completion in fall 2012, include a "Medical Mall" offering emergency medical treatment facilities and space allocated for temporary shelter purposes and for stockpiling emergency relief supplies. By taking advantage of this major redevelopment project, such anti-disaster measures are possible.

To maximize the effectiveness of its experience and knowledge in developing disaster counter-measures, OMY intends to publish community development policy guidelines reflecting its efforts in the field of safety and security.



## REGIONAL COOPERATION

Fresh Green Electricity / Eco-Musubi Fund / Marunouchi Chef's Club / Rebirth Tohoku Food Project / Marunouchi Food Education Lunch Project / Sky & Earth Project / Morning University of Marunouchi / Food-link Project

Projects concerning energy, food and agriculture issues and utilization of natural resources are ongoing and nearer solution, with active participation by experienced and committed people.

### Supporting Local Resources

Initiatives linking various regions with the OMY transportation infrastructure hub are increasing.

In April 2010 the entire electricity supply for the Shin-Marunouchi Building was converted to "Fresh Green Electricity" from renewable natural resources, such as wind and hydropower from Aomori and Hokkaido. Investment in new businesses, including natural energy facilities in local areas creates employment, promoting an ecological and low-carbon economy.

The Eco-Musubi Fund supports the Chiyoda Sakura Fund, the Eco-Musubi Forest (Niigata), reforestation projects in Kuzumaki and Kamaishi (Iwate), the Acorn Club NPO and Oak Village. OMY favors conservation and a symbiotic relationship with forest and woodlands.

### Post-3.11 Tohoku Earthquake Disaster Activities

In addition to the regular *Marché* markets held in the Gyoko-dori Underground Gallery and the Tokyo Kotsu Kaikan Building, many other markets supported the regeneration efforts in Tohoku, attracting a good number of visitors from OMY and neighboring areas.



Marunouchi Gyoko *Marché* and Aozora (open air) Market

To promote food brands and ingredients from the Tohoku region, Mitsubishi Estate Co Ltd, Marunouchi



Marunouchi & Tohoku Chefs Collaborate

Chef's Club and chefs from the Tohoku region collaborated in the "Rebirth Tohoku Food Project", by creating new menus featuring food products from the Tohoku region. These new menus were first unveiled in November at the Sendai Royal Park Hotel. In February 2012, the November Menus were introduced at the Marunouchi Building as 'lip-smacking and satisfying Sendai lunches.' Area workers could support Tohoku by eating.

### Steadfast Regional Ties

In May, the Marunouchi Food Education Lunch Project "Chef's Lunch" offered a menu based on eggs and vegetables produced locally in Tokyo. In the fall, Toulouse Lautrec original recipes were reproduced using ingredients from Tokyo, Shizuoka, Mie and Miyazaki Prefectures – and were well appreciated.

The NPO *Egao Tsunagete* is a participant in the 'Sky & Earth' project to grow and harvest sunflower seeds for cooking oil and biodiesel fuel production. *Miso* paste making, "family" rice seedling plantings, visits to woods and forests and harvesting of summer vegetables were some of the other events available. OMY workers planted rice seedlings and later harvested the rice for making "Marunouchi" brand *sake*.

Hosted by the Morning University of Marunouchi, working professionals taking part in the Regional Producer Course, together with local government representatives and organizations from Niigata and Mie Prefectures, explored through regular meetings, visits and continued dialogue how to best overcome urban and rural barriers in a manner that utilizes unique local resources and mutually supports the needs and skills of the local people, together developing on-going projects that represent a new model for productive regional and urban collaboration. In March, as a social experiment, the "Food-link Project" was jointly launched, whereby cities would bulk purchase food from the regions, thus improving efficiency, lowering transportation costs and reducing greenhouse gas emissions.

## HISTORY, CULTURE & TOURISM

Restoration of the Marunouchi Tokyo Station Building / Marunouchi Guided Walks / La Folle Journée au Japon / JNTO Tourist Information Center (TIC) / marunouchi café SEEK / Marunouchi Street Gallery / Mitsubishi Ichigokan Museum / Idemitsu Museum / Geidai Arts in Tokyo Marunouchi

Re-examining the value and significance of Japan and its culture and creating ways to share them with the world.

### Cultural Landmarks

Restoration of the building on the Marunouchi side of Tokyo Station (a National Cultural Property) is on-going, with the 3rd floor and domed roofs being reconstructed to conform to its original design. Work on station facilities and the lower floors has been completed, with a hotel and gallery opening in October 2012.

Ligare regularly organizes guided walking tours of the OMY district, introducing visitors, in an unhurried way, to the area's architectural and historic buildings and other sights.



A Marunouchi Guided Walk

### The Power of Music

During the May 2011 Golden Week holiday period, the classical music concert series, *La Folle Journée au Japon*, was held at the Tokyo International Forum, Yomiuri Hall and various other venues in OMY. Despite the recent 3.11 Tohoku Disaster, over 220,000 music lovers attended and monetary donations were collected in order to aid those affected by the disaster, as well as donations of musical instruments for the children of the disaster region in Tohoku.

### International Exchange

In January 2012, the JNTO Tourist Information Center (TIC) - a popular information center for foreign visitors, moved into the Shin-Tokyo Building in Marunouchi. In the same building, 'marunouchi café SEEK' opened, serving mainly foreign visitors 'seeking'

information or an opportunity to meet and exchange news and views with other visitors.

On the first anniversary of the 3.11 disaster the Japan Tourism Agency and OMY launched the "Japan, thank you" campaign. Overseas visitors to TIC were presented with *origami* (folded paper) cranes made by employees, as a "thank you" for the help and donations sent to Tohoku from all over the world.



'Thank you' *Origami* campaign

### Art as a Part of Daily Life

The "Marunouchi Street Gallery", organized by the Hakone open-air Museum and Mitsubishi Estate Co Ltd, is a sculpture exhibition in the central Marunouchi area. Mitsubishi Ichigokan Museum held a Toulouse Lautrec exhibition with tea ceremonies featuring "Japonisme era" cups and utensils, illustrating 'the pleasures of entertainment and hospitality'. Idemitsu Museum exhibited "The Beauty of Flowers and Birds - Gems of Japan, Oriental Art" and "Hasegawa Tohaku and the Kano School".

In the fall, Tokyo University of the Arts organized "Geidai Arts in Tokyo Marunouchi" in the Marunouchi Building. There were also art exhibitions, music concerts and the Naka-dori Street Garden Show, where 15 examples of gardening art were displayed, including hanging baskets.

Daiichi Life Insurance Co Ltd's art collection, based on works by award-winning artists exhibiting at the Ueno Royal Museum's VOCA Exhibition, is publicly exhibited in the lobby gallery of its head office building in Yurakucho. There is no entry fee.



# HEALTH

Running Stations (MARUNOUCHI Bike & Run, etc) / Marunouchi Ekiden / Fitness Sports Club / Marunouchi Tanita Shokudo Restaurant / Daichi & keats / Marunouchi Chef's Club / Dining in Cities Working Group

Facilities in support of a healthy lifestyle are increasing for both visitors and workers. Better Health = Sustainability.



The Marunouchi Ekiden Relay – more than 160 teams participated



Marunouchi Tanita Shokudo Restaurant welcomes healthy eaters

## Running - Cycling - Fitness

The running boom that began with the Tokyo Marathon and many other similar events continued in 2011, gathering even more pace... 'MARUNOUCHI Bike & Run' opened in March 2011 in the basement of the Shin-Marunouchi Building, providing a base for the many Tokyoites running, jogging or cycling around the Imperial Palace. In March 2012, new "running stations" opened in the Kokusai Building and in the basement of the Shin-Yurakucho Building. Many Marunouchi area workers joined one of the 160 teams competing in the Marunouchi Ekiden long-distance relay race.

In Marunouchi Eiraku Building's "iiyo!!" shopping and restaurant area, several running & fitness fashion gear and bicycle shops have recently opened, reflecting the growing popularity of this latest social trend.

In response to the increasing demand for sports activities, such as before and after work (and even lunch time) jogging, the Marunouchi Brick Square Fitness Club, the Yurakucho Denki Building's yoga studio and the office workers' sports gym in the Shin-Marunouchi Building have sprung up. Nowadays it's not uncommon to see people wearing sports gear amongst the business suits. Working together with such establishments, Morning University of Marunouchi has cooperated to develop a

number of morning programs that encourage a healthy mental and physical lifestyle.

Also, to introduce neighborhood facilities and services, Chiyoda Ward Tourism Association has set up the "Palace Runners+" web site:

<http://www.kanko-chiyoda.jp/tabid/1663/Default.aspx>

## Diet & Health

As people become more health conscious, new developments in the world of food and diet continue to evolve. In addition to shops featuring health supplements, fruit and vegetable juices, Chinese herbal medicines and aromatherapy, the new Marunouchi Tanita Shokudo Restaurant opened in January 2011 in the Kokusai Building, providing lunches for the health conscious, as well as advice on healthy diet, relaxation, and exercise regimes. Its reputation has since spread beyond OMY, attracting customers from far and wide. Also reflecting the increasing awareness surrounding food safety, the "Daichi wo Mamoru Kai", or "Protect the Earth Club", opened the restaurant, "Daichi & keats" in the Marunouchi Eiraku Building's "iiyo!!" restaurant area, offering quality food options designed to address concerns over food safety, quality and sourcing.

The Marunouchi Chef's Club and the Dining in Cities Working Group are forums for exchange of ideas on how diet contributes to health and wellbeing. The knowledge accumulated through their activities is reflected in various events organized in OMY.

# INFORMATION SOURCES

Publications: Town information magazine "ON!" / MUSUBI TIMES / Mass media releases / Morning University of Marunouchi (MUM) Yearbook / OMY CSR Reports / Marunouchi Earth & Environment News reports / "Earth University lectures – Post-3.11 Social Design"

Groups and organizations from within OMY and beyond are invited to cooperate with us and join us in our endeavors

## Publicity, Promotion & Outreach

OMY actively reaches out to local workers, visitors and those involved within the OMY community in order to share information and help draw new participants to the area and its local activities. Three issues of our community magazine "ON!" have now been published, featuring themes such as *kizuna* (bonding) and dietary and health education. In addition, many web sites have been set up, such as the OMY Council's home page, the Ligare home page and the "marunouchi.com" web site - each providing unique content, appealing to diverse interest groups.

Eco-Musubi's activities include the quarterly newspaper "MUSUBI TIMES", designed to promote closer links between shops and our 'eco' initiatives. Copies are displayed in racks in the public area of many buildings, encouraging people to learn more about OMY activities.

Earth University Advanced offered monthly lectures on 'thoughts on the effects of disasters on cities' at Ecozzeria and in July 2011 published "Transcripts of Earth University Lectures on Post-3.11 Social Design", containing many important views and case studies on the subject. Authors: Shinichi Takemura and the Marunouchi Earth Environmental Club, published by Nikkei Publishing Inc.

## Cooperation with Mass Media

Updates and press releases highlighting the *Uchimizu* Project, Morning University of Marunouchi and other noteworthy environmental projects were regularly distributed throughout the year to various media outlets, including TV, magazines, newspapers, press clubs (Ministry of Land, Infrastructure & Transport, Ministry of Agriculture, etc), and the Foreign Correspondents' Club. By actively publicizing our activities to the mass media, businesses, organizations and central and local governments, we're able to further build cooperative relationships at all levels of public and private sectors.

## Collaboration Between Public and Private Sectors

Promoting the value of joint efforts between various levels of business, local and national government, Morning University of Marunouchi's planning committee publishes its "MUM Yearbook" as a way of sharing details on the nature of its projects and resulting achievements. Featuring dialogue between active collaborators and representatives from local areas (Niigata & Mie Prefectures, etc), the publication serves as a tool for emphasizing the role and accomplishments of the community.

The OMY CSR Report was the first annual publication of its kind in Japan - and is now in its 4<sup>th</sup> year. CO<sub>2</sub> emissions, energy and water conservation, regular monitoring and recording of environmental indicators, as well as information on sustainability initiatives and experiments, are all covered in our reports in order to serve a population increasingly concerned with environmental issues as they relate to urban development. The 2011 edition was awarded the 5<sup>th</sup> Eco-Publications Grand Prize.

The web-based publication hosted by Ecozzeria, "Marunouchi Earth & Environment News", regularly shares information on a wide variety of environmental and local sustainability issues, such as the development of earthquake resistant structures, disaster prevention, community development, the pursuit of new energy sources, urban/regional cooperation, the urban '3Rs', workers' health issues and environmental management.



Some of the marketing tools...



## OMY STAKEHOLDERS

The responsibilities and challenges of building a sustainable community - introducing opinions voiced at Stakeholder Meetings

### Realization of a fulfilled society based on sustainability rather than economic growth

March 28, 2012 (Marunouchi, Tokyo)

Participants in the Environmental Management Salon discuss the relationship between business and the environment

#### Yuumi Fujisaki

Sumitomo Mitsui Banking Corporation - Senior Vice President, Planning Dept., Corporate Banking Unit & Middle Market Banking Unit



#### Make Use of Leading-edge Environmental Management Solutions to Drive Innovation

Although we tend to take the short-term view, for environmental management it is better to think long-term. SMBC evaluates its customers' approach to sustainability issues and helps them improve by providing examples of advanced environmental thinking. We run newspaper advertisements featuring client logos which gives other companies encouragement. It would be similarly effective if OMY were to publicize its environmentally positive initiatives to inspire other companies.

#### Hiroo Takahashi

Asahi Glass Co Ltd - Senior Manager, Corporate Planning Group, Office of the President



#### Key Environmental Points for Company Survival

Previously, for car windshields, coatings had to be impossible to separate from the glass - now, in the age of recycling, the reverse is the case: glass and its coatings must be easy to separate. Recyclability is a fundamental requirement. Public opinion highly evaluates companies that efficiently maximize recyclability of their products. A company's stance on environmental issues can affect the very survival of the company. I hope OMY will create opportunities for companies and individuals from within and outside the district to interact.

#### The Importance of 'Flow' versus 'Stock' for Businesses and Municipalities

In the environmental management field, a change in emphasis from "flow management" to "stock management" can be seen. Using this 'sustainability perspective' I believe it is possible to identify businesses with good potential market value. It is the same for municipalities. It is no good if a large proportion of a city's population consists of retired senior citizens, even if the city's balance sheet is healthy. It takes 50 years of focusing on 'flow' for it to bear fruit (create 'stock'), so municipalities that concentrate on 'flow' management to improve their 'stock' are highly evaluated.



#### Keisuke Takegahara

Development Bank of Japan Inc. - General Manager, Environmental Initiative & Corporate Social Responsibility - Support Department

#### Implement Ambitious Environmental Management Initiatives

Aiming to create a truly comfortable living environment, we are working on designs for "long-life housing" with sustainability and harmony with bountiful nature in mind. Wishful thinking, perhaps, but it is good to be able to have fun in the pursuit of perfection. I think we should re-examine the "Mottainai" culture, as exemplified by the Edo era, when people valued human relationships and lived in harmony with nature and the climate of each season.



#### Daisuke Ito

Asahi Kasei Homes Corporation - Executive Manager of Design Promotion Division

#### Shigeru Inoue

Ecozeria Association, Executive Director



#### Promote the Community as the "New" Driving Force

Japan is now entering an era when it needs to adopt a social model targeting quality of life instead of economic growth. Government and markets used to be able to solve the various issues facing communities, now society must look to 'community solutions' for answers. Business and industry must be outward facing when analyzing and evaluating trends and opportunities - the answer will not be found in-house. I believe OMY to be the driving force, able to provide solutions by developing a forward-looking community.

#### Interaction with Stakeholders Enriches a Community

These days, Japan seems to have lost its way, although the construction industry still thinks in terms of a life-cycle of over 100 years. Our company aims to be No. 1 in environmental management and we are working hard to achieve this. On the environmental theme, it has become obvious that we further develop communication with our stakeholders, both within and outside of the company. In this respect, I feel that OMY represents an attractive community with great potential.



#### Naoichi Akiyama

Maeda Corporation - Manager, CSR & Environmental Department

## The Morning University Community Creates the City of the Future

July 11, 2012 (Marunouchi, Tokyo)

Morning University of Marunouchi graduates share their own ideas for the OMY community

#### Shin Kuroda

Regional Producer Course; Choral Class, etc.



#### A Place for Creating a Wide Range of Fun-filled Activities

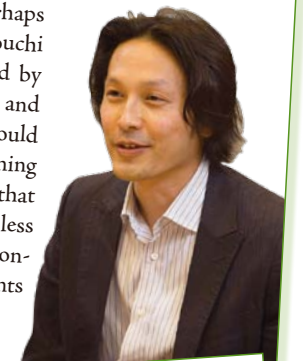
Workers in OMY seem to have little sense of belonging to the district. To counter this, we should be working to foster greater interest in OMY and its features. Morning University is of course, one of OMY's attractions, but it's a little too inward-looking and isolated from the local community. A core objective of the university should be to extend its values to the greater OMY community, cultivating an environment where people of the area will bring new ideas to the table and expand the potential for the area.

#### Offer an Enjoyable Experience with Realistic Content

The atmosphere of OMY is good, but is definitely focused on business and work. Why not loosen up this image, perhaps by setting up street cafés in Marunouchi - with kitchens that could be shared by Morning University participants and the public, where OMY workers could forget about work for a while? Morning University should offer courses that are enjoyable and interesting, with less emphasis on paperwork and internet content. It would encourage more students to enroll.

#### Hiroshi Hashinokuchi

Agricultural Class, Community Development Class, etc.



#### Ideas Come into Being If There Is a "Place" for Activities

Morning University of Marunouchi is the place for "early birds". I enjoy early morning activities, such as visiting Tsukiji Market and experiencing its liveliness. I also like the infectious atmosphere at Morning University of Marunouchi, generated by high-energy enthusiastic people with serious interests. However, I feel there are not enough opportunities for these ideas to be brought to fruition. An experience-based 'hands on' facility, something like a "Kidzania" for adults, would be fantastic.

#### Mikako Takahashi

Community Development Class, etc.



#### Saeko Samejima

Inspirational Cycling Class, etc.



#### Make People Feel More Connected

Compared with friendly, outgoing Okinawa, my favorite place, OMY seems to me to be a little low on friendliness. The word "OMY" doesn't really resonate with me - a worker in Yurakucho... There, I just walk to work through underground passages. Many people don't even know what the company next-door does, but everyone needs to have some sort of connectedness. How about an OMY-only holiday - something to generate a sense of community throughout OMY?

#### Mina Hirano

Environment/Community Development Class, etc.



#### MUM as a Springboard for the Revitalization of OMY

I love New York, particularly the New Yorker's individualism and self-assertiveness, which I find assuring and pleasing. I also like Morning University of Marunouchi's ability to speedily implement its ideas. Although the high level of consumerism of OMY attracts "can-do" people, not many can actually paint on a blank canvas. Nevertheless, the potential is there and can be realized if Morning University's exploits its role as the springboard for OMY's revitalization.

#### Things Happen if the Concept and Platform for Implementation are in Place

Churches in America function as community focal points, based on common interests, not on a place of work or residence. OMY has no marginal space and is tightly organized, so people feel hemmed in, without any sort of community space. I believe Morning University could assume such a role in OMY, as a starting point for bringing people together to learn about and openly address practical issues. MUM can lead in the development of OMY by offering a variety of opportunities in conjunction with relevant themes.

#### Hima Furuta

Project Designer, Lecturer for Community Development Classes, etc.





# PERFORMANCE

## An Assessment of OMY

What progress has been made with OMY's CSR action plan?  
Let the figures speak for themselves.

### Number of Listings on Major SRI Indexes of Companies with their Head Offices in OMY

39 companies

SRI stands for 'Socially Responsible Investment', based not only on a company's economic aspects but also on social and environmental factors. Companies selected for these indexes are highly evaluated, not just financially, but also from a CSR perspective. The Sustainable Asset Management SRI funds managed by SAM Group, a typical SRI rating company, invest only in companies with the highest social and environmental credentials, including many companies with head offices in the OMY District.

Note: The 'major SRI indexes' are the FTSE 4 Good Global Index and the Ethibel Sustainability Index Global.

Index	Number of Listed Companies	
	OMY	Japan
SAM	9	40
FTSE 4 Good	25	180
Ethibel	5	15
Total	39*	235

\* Taking into account double listings, there are in total, 26 listed companies in OMY.

### Marunouchi Marché Customers

20,500 people

52,232 people

The collaboration between the "Aozora (open-air) markets" organized by actor Toshiyuki Nagashima and the Mitsubishi Estate Group's Marunouchi Food Education project is now in its third year. To assist post-earthquake regeneration, the May 27, 2011 Marunouchi *Marché* (market) featured agricultural produce from areas affected by the 3.11 Tohoku Earthquake Disaster. Food from these areas was suffering from unfavorable speculation as to its safety.

Since July 2011, *Marchés* have been held on the 4<sup>th</sup> Friday of each month, attracting a total of 52,232 area workers and visitors in 2011.

Fiscal Year	Days Open	Visitors
2009	4 days	13,300
2010	4 days	20,500
2011	9 days	52,232

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

730,000 t-CO<sub>2</sub>  
(Fiscal 2009)

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

In fiscal 2010, CO<sub>2</sub> emissions from OMY area buildings were approximately 720,000t – a decrease of about 1.4% from the 2009 figure. Although there was a record-breaking heat wave in 2010, several measures were implemented to deal more effectively with the heat. Most OMY area buildings have in place plans for reducing CO<sub>2</sub> emissions, such as high-efficiency heating/cooling systems, intelligent LED lighting systems controlled by motion sensors, solar panels, natural circulation cooling systems or radiant air-conditioning in the outer walls. We believe that

changing to LED lighting has been one of the most effective factors contributing to this result. To further reduce CO<sub>2</sub> emissions, we intend to adopt both 'hard' and 'soft' measures.

\*1 For this report, we have adopted a more accurate method of estimating CO<sub>2</sub> emissions.

In previous reports  
Emissions per (m<sup>2</sup>) of total floor area of the building,  
as per Tokyo Metropolitan Government's "Planning  
System for Measures against Global Warming".

In this report  
Ditto  
X area derived from internal net building volume x 1.2

\*2 To make the 2009 figure comparable with the 2010 figure, we examined published building data for the 61 major office buildings for which both 2009 and 2010 data are available.

### Uchimizu (Water Sprinkling) Project Participants

2,600 people  
(195 Businesses)

*Uchimizu*, a Japanese custom from the Edo era, provides relief from the summer heat by sprinkling water on the pavement. In 2011, 2,600 people participated, slightly fewer than in 2010, when there were less rainy days during the July 29 – August 31 "*Uchimizu Weeks*". Nevertheless, the number of participating businesses increased to 195, including 83 Naka-dori Street shops and restaurants. Water sprinkling and the wearing of colorful *yukata* have become a seasonal tradition all over the OMY area. The water used for *Uchimizu* is reclaimed water from commercial buildings, provided by Marunouchi Heat Supply Co Ltd and Tokyo International Forum.

### Eco-Musubi Participating Merchants (as of March 31, 2012)

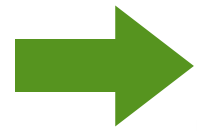
190 Establishments

By using Suica or PASMO smart cards to make purchases at participating shops and restaurants in OMY, 1% automatically goes to the Eco-Musubi Fund. In this way, it is easy for people to contribute to environmental causes. Funds gathered go to the "Eco-Musubi Forest" afforestation project in Uonuma City in Niigata Prefecture or the "Chiyoda Sakura Fund", which helps preserve the Chiyoda Ward (Tokyo) cityscape by planting cherry trees. Funds also go to the Kuzumaki-machi and Kamaishi Forestry Cooperatives, the "Oak Village" and "Acorn Club" projects in Iwate Prefecture, areas affected by the 3.11 Tohoku Earthquake Disaster.



## Solar Power Production Capacity

820 kW  
(Fiscal 2010)



945 kW  
(Fiscal 2011)

Solar panels can be installed almost anywhere, provided the location can take the weight - although they are prone to the effects of wind. Initially, there were difficulties in installing solar panels in OMY, because of high winds on the roofs of high-rise buildings. However, these obstacles were overcome and the number of installations has increased steadily. In 2011, the installed capacity of the Tokyo International Forum increased from 67kW to 92kW and 100kW was installed on the newly built Marunouchi Eiraku Building, bringing the total installed capacity in the OMY area to 945kW.

Location	Capacity	Installed
Tokyo Station, above the <i>Shinkansen</i> platforms	30kW	1993
Tokyo International Forum	92kW	1997
Marunouchi Building	10kW	2002
Mitsubishi UFJ Trust & Banking Building	30kW	2003
Shin-Marunouchi Building	20kW	2007
Marunouchi Park Building	60kW	2009
Tokyo Station, above the Tokaido Line platforms	453kW	2010
Mitsui Bussan Head Office Building	150kW	2011
Marunouchi Eiraku Building	100kW	2012

## Marunouchi SUPER COOLBIZ Participants

A total of

158  
Businesses  
(8 Companies & 150 Shops)

Summer 2011 was the season of power saving. In close cooperation with the Environment Ministry, OMY organized the “Marunouchi SUPER COOLBIZ” program, which ran from July 9 to August 31. Energy-saving suggestions (both for work and lifestyle) came in from the whole OMY area, and were developed, shared and implemented throughout the summer. At the kick-off meeting held on July 19 at the Marunouchi Building’s “MARUCUBE”, 6 of the 8 representatives in attendance proposed a number of unique and original electricity-saving ideas.

Kick-off Meeting Participants
Mitsubishi Estate Co Ltd / Asahi Glass Co Ltd / Tokyo International Forum Co Ltd / Tokyo Tatemono Co Ltd / East Japan Railway Company / Hinomaru Limousine Co Ltd / Mitsubishi Electric Corporation / Bank of Tokyo-Mitsubishi UFJ / Il Giotto / Starbucks Coffee Co – Marunouchi Mitsubishi Bldg Branch / Tipness Marunouchi Style / Pub Cardinal Marunouchi / PLANET 3rd TOKYO/MARUNOUCHI BIKE & RUN

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

13  
Businesses

Between June 29, 2011 and February 14, 2012 the Marunouchi Earth Environmental Club organized 6 meetings of the Environmental City Development Salon to discuss disaster prevention and counter-measures, including security and safety management and planning. Management groups from all over Japan actively participated in these meetings, contributing to lively discussions. By continuing these activities we hope OMY will become the national center for area management organizations.

Participating Groups (name as at the time)
Sapporo Ekimae Downtown Development Co Ltd / Sapporo Odori Town Development Co Ltd / Osaki-Gotanda Redevelopment Project / Roppongi Hills / Minato Mirai 21 Town Development Council / Hamamatsu Machinaka Nigiwai Council / Nagoya Station-area Town Development Council / Umeda District Area Management Action Coordinating Committee / OBP Renovation Business Promotion Council / We Love Tenjin Council / OMY District Redevelopment Project Council / OMY Area Management Association / The Ecozzeria Association

## OMY Overview If you need to know more about OMY

General Indicators	Data	Notes
Employed workers	231,000	August 2010 Brochure of the Otemachi Marunouchi Yurakucho District Redevelopment Project Council
Number of offices	4,187	
Residents	22	As of January 2012. Source: Households and Population From the Resident Register (Tokyo Metropolitan Government)
Gross Floor Area, derived from building volume	6,100,000m <sup>2</sup>	2009 “Enemane” Report. Theoretical gross floor area of OMY buildings derived from the volume and the actual total floor area (5,512,148 m <sup>2</sup> ), as at 2006.
Number of buildings	109	As of 2009. Source: General Incorporated Association Otemachi Marunouchi Yurakucho District Redevelopment Project Council
Surface area with greenery	6.4%	As of 2010. Source: Chiyoda Ward Survey. Includes waterways.
Parking spaces	Approx. 13,000	As of June 2012.
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 and 6 Tokyo Metro lines.
Daily average of train passengers	2,317,701 daily	Not including Shinkansen (bullet trains). Source: Oricom Media Bureau “Circulation transit outdoor ads 2011” JR/Subway/Private Railway Ridership (2009 daily average)
Number of listings on major SRI indexes of companies with their head office in OMY	39 companies	26 companies, excluding multiple listings.

Economic Indicators	Data	Notes
Total sales of all listed companies headquartered in the OMY District (as a percentage of Japan's GDP)	¥ 133,763.2 billion (28.4% of Japan's total GDP)	Total consolidated sales (FY 2011) of the 84 companies with head offices in the OMY District. From Kaisha Shikiho (Japan Company Handbook) Summer 2012 edition.
Social Indicators	Data	Notes
Total floor space designated under the Barrier Free Act	173.4ha (27.4% of gross floor space of buildings)	Article 17: List of designated buildings, Barrier Free Act (1994 - 2008). Unchanged since 2009
Marunouchi <i>Marché</i> customers	52,232 in total	Number of visitors over the 9 days Marchés were held in 2011.
Ligare seminar participants	513	Number of participants in 13 seminars held by Ligare in fiscal 2011
Marunouchi Proficiency Exam	192 examinees, 76.0% pass rate	4th Marunouchi Proficiency Exam (July 11, 2011)
Number of participants in disaster drills	Approximately 800 people	On September 1, 2011. Marunouchi area participants (about 8,000 nationwide)

Environmental Indicators	Data	Notes
Generating capacity of solar panels	945kW	Solar panels are installed at 9 locations within the OMY area.
Energy consumption (buildings, etc.)	12,936TJ	Fiscal 2011 data. Pro forma amounts calculated for the 20 Mitsubishi Estate buildings in OMY area with ISO 14001 certification.
CO <sub>2</sub> emissions (buildings, etc.)	Approx. 720,000t-CO <sub>2</sub>	Fiscal 2010 estimated data. Based on actual amounts calculated for 61 buildings in 2009 & 2010
Water-retentive pavement surface area	Approx. 37,600m <sup>2</sup>	As of March 2011. Source: Area Planning Office, Building Business Division, Mitsubishi Estate Co Ltd.
Surface area of green rooftops and walls	Approx. 12,000m <sup>2</sup>	As of March 2011. Source: Area Planning Office, Building Business Division, Mitsubishi Estate Co Ltd.
Potable water consumption	5,850,000m <sup>3</sup>	Fiscal 2011 data. Source: Pro-forma amounts calculated for the 20 Mitsubishi Estate buildings in OMY area with ISO 14001 certification.
Commercial solid waste	48,715t	Fiscal 2010 data. Source: Pro-forma amounts calculated for the 20 Mitsubishi Estate buildings in OMY area with ISO 14001 certification.
Number of animal & plant species observed in surveys of Imperial Palace grounds	3,638 animal species 1,366 plant species	1996-2000 data. Source: “First Biodiversity Survey of the Imperial Palace,” Independent Administrative Institution National Museum of Nature & Science, Tokyo
CO <sub>2</sub> emissions by ZeRO Taxis	2.6t-CO <sub>2</sub>	Estimate based on distance travelled by ZeRO Taxis in fiscal 2011 (26,908 km). Number of passengers: 2,979
Marunouchi Shuttle passengers	625,107	Fiscal 2011. Number of passengers using the free shuttle bus.

Electric vehicle charging stations	11	Tokyo Sankei Bldg, Marunouchi Kajibashi Parking, Tokyo International Forum, Marunouchi Park Bldg, Yusen Bldg - Basement Parking, Shin-Marunouchi Bldg, Shin-Otemachi Bldg, Mitsubishi Bldg, Kokusai Bldg, Tokyo Kotsu Kaikan, Nippon Bldg
Eco-Musubi participating stores	190	As of end of March 2012
Marunouchi Morning University participants	2,456	Total number of participants at spring, summer and fall courses in fiscal 2011.
<i>Uchimizu</i> (Water Sprinkling) Project participants	2,600	Approximate total number of participants in the 6 events in fiscal 2011.
Eco-Kids participants	1,098	Total number of participants in all 20 programs held in fiscal 2011.
Earth University Advanced participants	380	Total number of participants in 10 seminars organized by Ecozzeria in fiscal 2011
Marunouchi SUPER COOLBIZ Participating Organizations	158 Businesses (8 Companies & 150 shops)	Total number of organizations participating in the 2011 Marunouchi SUPER COOLBIZ program, from July 19 to August 31
Number of illegally parked bicycles in the vicinity of Tokyo Station	830	Average daily total. Source: Tokyo Metropolitan Government Press Release: “FY 2011 Report on illegal bicycle parking at stations”
Number of groups participating in the Environmental City Development Salon	13	Sapporo Ekimae Downtown Development Co Ltd, Sapporo Odori Town Development Co Ltd, Osaki-Gotanda Redevelopment Project, Roppongi Hills, Minato Mirai 21 Town Development Council, Hamamatsu Machinaka Nigiwai Council, Nagoya Station-area Town Development Council, Umeda District Area Management Action Coordinating Committee, OBP Renovation Business Promotion Council, We Love Tenjin Council, 3 OMY Groups
“Window on Ecology” - number of participating companies and groups	27	Fiscal 2011. “Environmental Communication WG”, organized by Ecozzeria; number of participating companies and groups





**OMY Community SR Promotion Council**  
 General Incorporated Association: Council for Area Development and Management of Otemachi, Marunouchi, and Yurakucho  
 NPO OMY Area Management Association (Ligare)  
 Ecozeria Association (General Incorporated Association: The Association for Creating Sustainability in Urban Development of the OMY District)  
 Mitsubishi Estate Co Ltd

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

Based on information as of March 2012

- Areas where one or more CSR activities have been implemented**
- 'Fresh green electricity'
  - Solar power generation
  - Roof greening/ wall greening
  - Drymist
  - Electric vehicle charging points
- Uchimizu (water sprinkling) locations**
- Areas of water-retentive pavement**
- Marunouchi Shuttle route**
- Tokyo Metro**
- Toei Subway**

Forest Conservation

Prevention of Air Pollution

Reconstruction Assistance

Global Warming Mitigation

Environmental Considerations

Promoting Recycling

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Taking advantage of a Tohoku Earthquake Disaster relief project that gives domestic credits for emissions reductions (Yen1,500 per ton), we supported the affected areas. Part of the credit amount (Yen750) goes to municipalities in the 3 worst affected prefectures.

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CO<sub>2</sub> emissions generated in producing this report are estimated to be 614kg-CO<sub>2</sub>. The Nihon Carbon Offset Co has purchased domestically an equivalent amount of CO<sub>2</sub> credits.

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Producing this report consumed 341kWh of electricity, which was entirely covered by biomass generated green electricity.

## Green Printing



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