

As a good corporate citizen, the Mitsubishi Estate Group values social harmony. The Group makes the most of its unique strengths to build community and foster social progress.

Special Feature

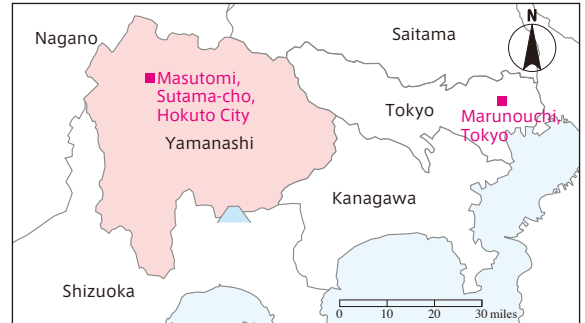
“Experience Nature” project brings together urban and rural communities

Working for a sustainable future for both urban and rural communities

What is the “Experience Nature” project?

The Mitsubishi Estate Group launched the “Experience Nature” project linking cities with rural villages as one of its CSR initiatives in fiscal 2008. The project is intended to foster a society in which urban and rural communities energize one another. Mitsubishi Estate is collaborating with the NPO Egao Tsunagete (which literally means “connecting smiles” in Japanese), which works in Hokuto City in Yamanashi Prefecture, to promote awareness and resolve the issues faced by cities and rural villages through human interaction with those in the Masutomi area, a settlement suffering from population decline and aging.

Mitsubishi Estate offers a range of programs, including the opportunity to experience land clearing and tree thinning. The company is also moving ahead with ideas to link the experience gained through the project with the Group's business activities, for instance by utilizing local resources such as agricultural products and thinned wood.



Taking the first step by getting to know rural communities

In fiscal 2009, Mitsubishi Estate held a total of ten experiential tours, such as a Miso-Making Tour for people working in the Otemachi, Marunouchi and Yurakucho district, which is one of its main business areas, an “Experience Nature” bus tour for residents of condominiums managed by Mitsubishi Jisho Towa Community, and a CSR Tour and Parent-Child Tour for Mitsubishi Estate Group employees and families. Adults and their children experienced for the first time potato and corn planting, seed planting and harvesting, tree thinning in forests, and miso-making, which begins with planting soy beans. Participants reported they had a wonderful time even though they worked hard.

One of the most symbolic results of these tours was the restoration of a rice terrace. People in the community wanted to restore the rice terrace in Mikado, which had been a typical part of the landscape in the Masutomi region, so Mitsubishi Estate helped to reclaim it. The wasteland was so covered by silvergrass and underbrush that the rice field's boundaries could not be discerned, but the rice terrace is now being restored to its former beauty as a result of land reclamation, land improvements, rice planting, mowing and its use as a rice paddy for harvesting.





April: Land clearing event



July: Weed clearing in rice fields



August: Summer vegetable harvest



October: Rice harvesting



November: Miso preparation event

Tours held in fiscal 2009

- **CSR Tour (for Mitsubishi Estate Group employees)**
April 29, Land clearing and potato planting
October 16-17, Tree thinning and rice harvesting
- **Parent-Child Tour (for Mitsubishi Estate Group employees)**
May 6, Forest experience, vegetable seed planting
August 7-8, Camping in farming village
- **“Experience Nature” Bus Tour (for residents of condominiums managed by Mitsubishi Jisho Towa Community)**
May 24, Rice planting and corn seed planting
August 23, Harvesting of corn and other summer vegetables
- **Miso-Making Tour (for workers in the Marunouchi area)**
June 7, Soy bean planting
July 5, Weeding and nature observation
November 3, Harvesting of soy beans
November 21, Miso preparation event

Rural villages are a treasure house of resources

The aim of the “Experience Nature” project is to help revitalize local communities by bringing together their abundant resources, such as delicious farm products that are safe and come from an identifiable source and timber left after thinning, with the company's management resources to create new value.

Collaboration with the Yamanashi Harvest Fair

In November 2009, a fair using food produced in Yamanashi prefecture was held in a restaurant in the Shin-Marunouchi Building in Tokyo. Prior to the event, the company invited the restaurant owners for a tour to select wine, cheese, chicken and other locally-produced foods and ingredients for the menu. Along with these dishes, rice balls made of Koshihikari rice grown and harvested as part of the “Experience Nature” project were given out at the opening party on the first day of the fair.