

# Urban Development Together with Society

Safe and secure community development through both physical and social infrastructure advancement together with the local community



## Basic Concept and Approach

The population structure and lifestyles in a city transform with time, so the functions needed change as well. The Otemachi, Marunouchi and Yurakucho areas have a collection of business institutions with diverse functions that have drawn in a variety of visitors. This is supported by safe, secure urban development. Based on the Mitsubishi Estate Group Basic Mission (see p. 2), the Group's urban development focuses on both physical and social infrastructure, in order to create communities where people can live, work, and relax in safety and security, as well as places conducive to raising children where the elderly can also live comfortably. Mitsubishi Estate has collected the disaster response knowhow it has cultivated since the Great Kanto earthquake of 1923 into "General Principles for Disaster Response" which covers a range of detailed strategies from everyday precautions to recovery measures. They are used as disaster recovery response guidelines in all the areas.

## Objectives

- We will strive to create communities in which people can live, work and relax in safety and security, with thoughtful consideration of disaster response and barrier-free systems.
- We will work to develop communities conducive to raising children and in which the elderly can live comfortably.
- We will communicate with the local communities involved in our main businesses, ascertain the impact of our business activities on human rights and the environment, and respond appropriately.

## Management System

The Group is engaged in a range of businesses that are relevant to community development. In each of these business sectors, the company's departments and Group companies promote dialogue with local communities and various stakeholders. In this process, they seek to incorporate into their businesses initiatives that enable the Group to help solve social issues and ensure it coexists harmoniously with local communities. In the Otemachi, Marunouchi and Yurakucho districts, the Group works together with the Council for Area Development and Management of Otemachi, Marunouchi, and Yurakucho to stimulate the region and actively tackle various issues the city needs to respond to such as global environmental problems. The CSR Committee and CSR & Environmental Sustainability Subcommittee, which discuss CSR issues overall, each meet twice a year to discuss and share information on each organization's initiatives to promote community development together with local communities.

## Urban Development Enabling People to Live, Work and Relax—Safely and Securely

### Large-Scale Disaster Response Drills at Kanadenomori in Narashino KPI 1

Mitsubishi Jisho Community and Mitsubishi Jisho Residence implemented the largest-ever disaster response drills at Kanadenomori in Narashino, Chiba Prefecture, on March 11, 2018, on the seventh anniversary of the Great East Japan Earthquake.

We have supported disaster response drills in the Kanadenomori area since March 2015. Our goal has been to get the entire community to help each other, and recruiting at condominiums in the area has led us to expand the area and resulted in an increase in participants. The disaster response drills conducted on this occasion, which involved collaboration with local neighborhood associations and the management societies of four condominiums sold by Mitsubishi Jisho Residence, received the participation of about 1,000 residents living in the Kanadenomori area. The

drills included rescue operations using ladder trucks and water-based fire extinguishers, and the assembly of manhole toilets designed for use by disaster victims. In conjunction with these drills, lectures by Yoko Yamada, who specializes in stories about the Great East Japan Earthquake, and Norihito Sano from Tohoku Fukkou Ouendan were presented.

Going forward, we want to cultivate the attitude of self-preparedness regarding disasters and to continue our activities aimed at broadening our mutual assistance framework to encompass the entire city.



The day of the drill (rescue drill using a hook-and-ladder truck)

### Fiscal 2017 KPI results

• Deepen disaster prevention measures through a system for healthcare collaboration in the event of a disaster and use of neighborhood disaster prevention groups KPI 1

• Number of buildings that are to take in stranded commuters\*1 or serve as tsunami evacuation sites\*2 under agreements with local government authorities KPI 2

**20 sites** \*1 18 sites in Tokyo \*2 Two sites in Osaka

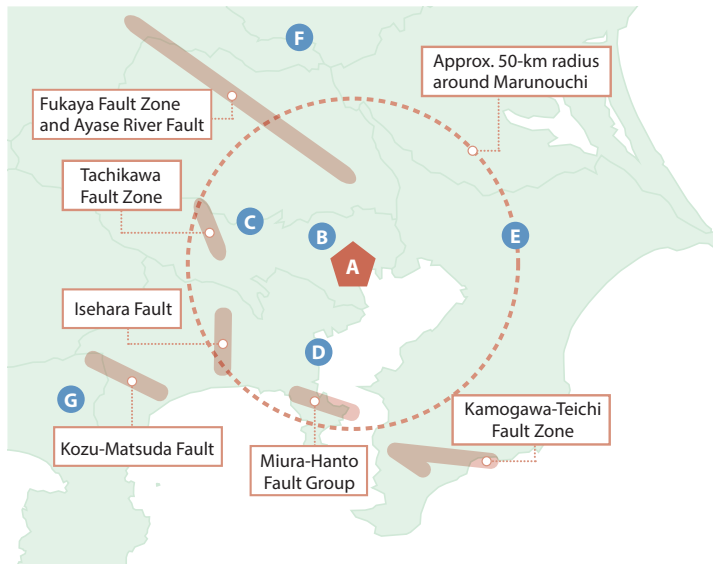
## Building a Near-Source Earthquake Information Network KPI 1

Mitsubishi Estate has built Japan's first independent near-source earthquake information network as a comprehensive developer, with the purpose of conducting elevator safety shutdowns and preventing lock-in accidents whenever an earthquake occurs directly beneath Tokyo.

This system involves the installation of Yuremasu seismographs developed by Mieruka Bousai, in seven

facilities in the Tokyo metropolitan area related to the Mitsubishi Estate Group, and it rapidly conveys seismic P-wave data measured at each facility to high-rise buildings in the Marunouchi area. The actual arrival time of the tremors and the earthquake's intensity are calculated from this P-wave data. This earthquake information is used to control elevators in four high-rise buildings within the Marunouchi area, including the Shin-Marunouchi Building, and it is useful for implementing safety measures that include emergency shutdowns of elevators in response to strong swaying.

### Facilities that have installed Yuremasu or use earthquake data



\*This earthquake fault data is excerpted from "Anticipated Earthquake Occurrence Locations" on p. 7 of "Damage to Expect from Earthquakes Directly Under Tokyo and Response Measures" (Appendix 4) by the Central Disaster Management Council.

### Facilities with Yuremasu installed

- A**: Shin-Marunouchi Building
- B**: Sunshine 60 (Toshima-ku, Tokyo)
- C**: Higashikurume Shopping Center Qurune (Kurume, Tokyo)
- D**: Yokohama Landmark Tower (Yokohama, Kanagawa Prefecture)
- E**: Shisui Premium Outlets (Inba District, Chiba Prefecture)
- F**: Sano Premium Outlets (Sano, Tochigi Prefecture)
- G**: Gotemba Premium Outlets (Gotemba, Shizuoka Prefecture)

### Buildings in Marunouchi that use earthquake data

(Note: All are in Chiyoda-ku, Tokyo.)

- Shin-Marunouchi Building
- Marunouchi Building
- Marunouchi Kitaguchi Building
- Marunouchi Park Building

## Developing Sonaeru Drill, a Disaster Management Tool for Families KPI 1

Mitsubishi Jisho Residence is collaborating with Mitsubishi Jisho Community, our management company, to provide ongoing support for condominium disaster management activities (developing disaster management plans and conducting disaster response drills).

As part of that collaboration, we have developed Sonaeru Drill, a disaster management tool for families, and we made it generally available to the public on the Parkhouse Disaster Management Program website in September 2017. Sonaeru Drill is a tool that uses children as a starting point to provide the opportunity for dialogue, and that allows families to create a disaster management plan. It was developed due to the frequency of major natural disaster in recent years. Its format is intended to teach disaster management to children as well as adults, and its purpose is to enable condominium residents to take action. Going forward, we will use it in condominium

disaster response drills and in workshops and other events aimed at elementary school children.



Sonaeru Drill, a newly developed disaster management tool  
 Won the award in the "Design that develop kids' creativity and futures" division of the 12th Kids Design Awards in 2018  
 Won the Good Design Award 2018

•Rate of participation in first aid training (Mitsubishi Estate Group\*)3

**62%** (Fiscal 2030 ongoing goal: 100%)

\*3 Three companies: Mitsubishi Estate, Mitsubishi Jisho Property Management, Mitsubishi Jisho Retail Property Management

KPI 3

🖥️ Please visit the website for details.

<http://www.mec.co.jp/e/csr/philanthropy/index.html>

## Urban Development Conducive to Child-Rearing and an Aging Population

### Introducing the Cot-Office, the Working Space with a Built-In Daycare Center

In an age where the number of children on nursery school waiting lists is ever increasing, there is an urgent need for companies to support their employees in child-raising to avoid a loss or shortage of human resources due to childcare leave extensions or resignation. In response to this social need, in April 2018 Mitsubishi Jisho Property Management opened the "Cot-Office - Working with your children in the office." The Cot-Office is a childcare area located right next to the working area which provides a safe and secure childcare service staffed by experienced childcare workers with facilities on par with licensed daycare centers.



The nursery room

### QoolSoG: the Work style Reform and Health Management Solution Service

QoolSoG is a service that supports the well-being of workers in the Marunouchi area. It does this by offering "ICT X City X Office" support to business managers and human resource directors of companies and organizations who are working to transform working styles and health management and to individual workers.

A year after its launch, since fiscal 2018 it has focused more closely on health issues, rolling out various services and content such as planning interactive events for workers and visitors in the area to take part in and providing information.



### Starting a Senile Dementia Supporter Training Initiative using Visiting Lectures

Japan's dwindling birthrate and aging population are recognized problems affecting the whole society, and they are creating serious problems in individual condominium communities. Mitsubishi Jisho Community carries out training on senile dementia for all managers at the properties it manages. However, with the yearly increase in incidents caused by condominium residents with senile dementia, the company anticipates that in the future there will be cases that cannot be handled appropriately and in a timely fashion by managers alone. At one of the properties managed by the company in Osaka, the property managers expressed a wish to hear more about problems caused by an aging population in condominiums. Thus in January 2018, the company dispatched employees registered with the Senile Dementia Supporter Caravan (under the jurisdiction of the Ministry of Health, Labour and Welfare) as lecturers to hold "Senile Dementia Supporter Training Courses" for condominium residents. This course instructs residents on basic knowledge about senile dementia and ways to handle patients with the condition. It was started in earnest as the first step to self-help and cooperation during large-scale disasters as well as a way to raise awareness about senile dementia.

This initiative is one of the ways by which the Mitsubishi Estate Group collaborates not only with Group companies but also with town councils and other regional communities to solve social issues as a way to work on its key CSR theme of "Human Resource Development." The company aims to extend it to other regions in the future.



Senile Dementia Supporter Training Courses

#### Fiscal 2017 KPI results

- Number of buildings recognized as barrier-free under Barrier Free Law

KPI 4

**13 buildings and projects**

- Number of participants in seminars and events held by community development groups

KPI 5

**18,356 people a year**



## Cooperating with Local Communities

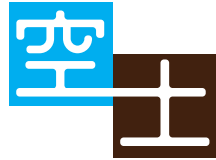
### “Experience Nature” Project Brings Together Urban and Rural Communities



#### Starting Two New CSR Activities

The Mitsubishi Estate Group works with the NPO Egao Tsunagete (which literally means “connecting smiles” in Japanese), located in Hokuto City, Yamanashi Prefecture, on the “Experience Nature” Project with the goal of making Japan a place where urban and rural communities help to revitalize one another.

Otemachi, a *junmai-shochu*, was jointly developed with a local sake brewery to celebrate the project’s 10th anniversary in fiscal 2017. This beverage makes effective use of sake rice that does not meet the standard for *junmai-shu* sake, grown in abandoned, terraced fields in Hokuto City that were reclaimed. It is made with natural yeast (*Hanakoubu*) developed at the Tokyo University of Agriculture. Activities were also launched to restore insufficiently managed mountain forests in Hokuto City to build “Mitsubishi Estate Group Forest,” which will be used as an employee training location and also to supply timber to the Group.



都市と農山村をつなぐ  
空と土プロジェクト



Otemachi junmai-shochu



Activities in forests

### Social Contribution Activities

#### Guidelines on Social Contribution Activities and Process

The Mitsubishi Estate Group established our Guidelines on Social Contribution Activities in April 2008. Group companies abide by these guidelines when conducting their activities.

#### Mitsubishi Estate Group Guidelines on Social Contribution Activities

- 1. Solutions to social issues together with corporate growth**  
As a good corporate citizen, we work to resolve social issues with the added benefit of achieving corporate growth through such activities.
- 2. Development of activities characteristic of the Mitsubishi Estate Group**  
We carry out unique social contribution activities, both within and outside its business spheres, which are characteristic of the Group and utilize its management resources.
- 3. Ties with community**  
We engage in transparent and fair activities in affiliation with various groups, based on equal footing, trust and dialogue.
- 4. Priority areas**  
We prioritize harmony with the local community, support for culture and the arts, environmental conservation and social welfare.

#### The 16th Kira Kira Art Competition

Mitsubishi Estate established the annual *Kira Kira* Art Competition in 2002, out of the desire to support the potential of children with disabilities. It received 1,512 submissions in FY2017, the 16th competition. All submissions are posted on the website, and the ceremony conferring the Award for Excellence was held at the Marunouchi Building Hall on February 16, 2018.

#### The Mitsubishi Estate Shall We Concert Brings Live Music to Children with Disabilities

Mitsubishi Estate holds the Mitsubishi Estate Shall We Concert for students at special-needs schools, who have few opportunities to experience live music. Starting in 1996, a total of 81 live concerts have been held for more than 10,000 students in total. The Mitsubishi Estate Shall We Concert was also awarded the Mecenat Grand Prize in the Mecenat Awards 2017 organized by the Association for Corporate Support of the Arts for the most exemplary activities.

•Number of participants in “Experience Nature” Projects



Single year: **370** people  
Cumulative: **2,324** people

•Number of visitors to the Mitsubishi Ichigokan Museum, Tokyo



**367,679** visitors a year  
(Fiscal 2017)

📄 Please visit the website for details.

<http://www.mec.co.jp/e/csr/philanthropy/index.html>

## Communicating with Clients

### “Five Eyes” to Create Quality Residences

Mitsubishi Jisho Residence strives to ensure that all customers continue to feel the same joy in their home as long as they live there. To that end, the company uses the “Five Eyes” quality management standard to ensure the

quality of residences from various perspectives. The Five Eyes consist for five areas of focus: Check Eyes, Eco Eyes, Custom Eyes, Life Eyes and Community Eyes.



#### CHECK EYE'S

##### Commitment to solid building quality

Mitsubishi Jisho Residence checks quality from the design stage to construction and completion, not only the items stipulated in the Japanese government's Housing Performance Indication System, but also items under its own standards. Information on this process is disclosed to customers.



#### ECO EYE'S

##### Commitment to supporting affordable, pleasant, environmentally responsible lifestyles

The company delivers condominiums built in line with the ideal of a home that is gentle on both the environment and the resident, where people can live in an environmentally friendly way without having to take on any major burdens.



#### CUSTOM EYE'S

##### Commitment to providing homeowners with the pleasure of designing their own living space

The company helps with the home's design after the contract is signed until the home is handed over, aiming to spread the joy of creating a living space that is unique to each resident, giving them the pleasure of selecting and creating their own home.



#### LIFE EYE'S

##### Commitment to safety and security to protect customers' lifestyles

The company implements crime prevention measures to ensure that customers can live in safety and with peace of mind, and takes highly effective disaster preparedness measures.



#### COMMUNITY EYE'S

##### Commitment to prosperous, refined lifestyles throughout the lifespan

Mitsubishi Jisho Residence wants to continue to foster customer ties that last for the long term, from the time they begin living in their condominium. The company builds personal relationships with residents and provides extensive support to help them live with peace of mind.

### Changing Home Layouts without Renovation

The Parkhouse Toyochō Residence is a condominium offered by Mitsubishi Jisho Residence that revolutionizes previous concepts of what a condo should look like and aims to provide the kind of living spaces and layouts that clients truly long for. Working around the concept of a transforming house, the condominium offers a plan where clients can change their houses without renovation by selecting the color, height and design of the movable furniture that divides the living room and also select where they will be installed to suit their lifestyles.



The Parkhouse Toyochō Residence

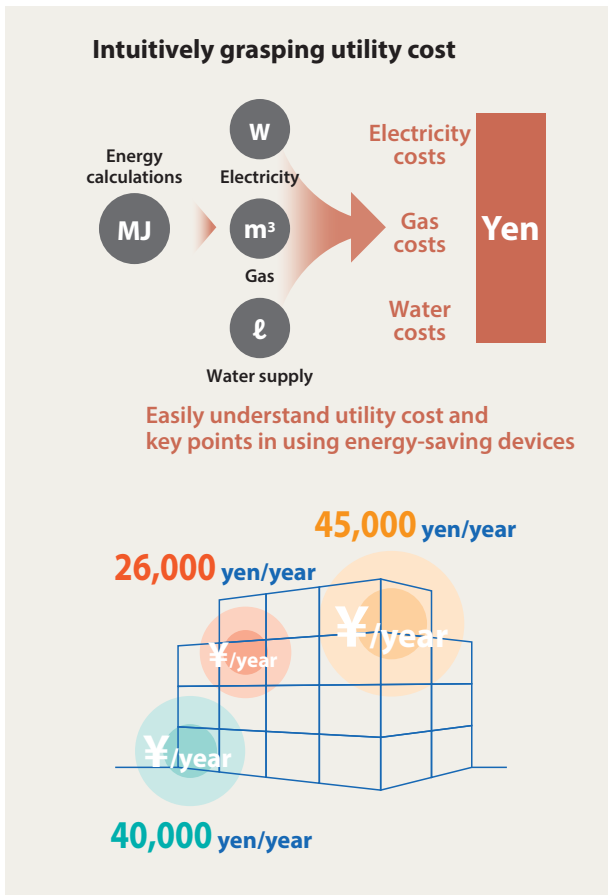
### Condominium Household Account Books

As part of the Eco Eyes initiative, Mitsubishi Jisho Residence and MEC eco LIFE have been distributing Condominium Household Account Books to prospective The Parkhouse condominium buyers. The account book presents “home fuel consumption,” which shows the electricity charges for air conditioning and heating; “lifestyle fuel costs” for electricity costs for electrical appliances such as lighting, water and sewage costs and gas rates and “other costs,” which covers maintenance costs for the condominium. This gives a full picture of the total costs of living in a condominium.



This kind of initiative is a first in the industry and has won acclaim for its efforts at stimulating customers’ environmental awareness and creating new standards for selecting condominiums. It was selected for the fiscal 2015 Good Design Best 100, and was chosen for the Environment Minister’s Award for Global Warming Prevention Activity.

### Annual utility costs per household



### Organizing Events that Facilitate Communication with Local Residents

#### Building Closer Ties with Producers at the Marunouchi Gramme Marché

Mitsubishi Estate holds the Marunouchi Gramme Marché, an event featuring sales by volume, in the Marucube on the first floor of the Marunouchi Building as part of Food Education Marunouchi Initiatives. It features a lineup of seasonal foods from producers all over Japan. What makes Marunouchi Gramme Marché unique is that visitors can buy the exact amount of the ingredients they need while minimizing waste and buyers and sellers can enjoy communicating with each other.

12 establishments participated in fiscal 2017, spearheaded by young producers who are working on building networks and improving communication to bring safe products to consumers while also pursuing the true flavor of produce under the theme, “Fresh Challenge - A New Venture.”



The Marunouchi Gramme Marché

#### The Otemachi, Marunouchi and Yurakucho Summer Festival

Mitsubishi Estate is the presiding company of the Council for Area Development and Management of Otemachi, Marunouchi and Yurakucho. The Council organizes the Otemachi, Marunouchi and Yurakucho Summer Festival every year, a popular summer attraction. During the festival, an event called “Uchimizu in Marunouchi” is held. *Uchimizu* means sprinkling water to cool the ground. It is one of Japan’s traditional lifestyle practices and is aimed at alleviating the heat island phenomenon. Purified recycled water made from building wastewater is used for the event, which raises the environmental awareness of employees and attendees and also provides a platform for interaction between different companies.



Uchimizu at the Marunouchi event site