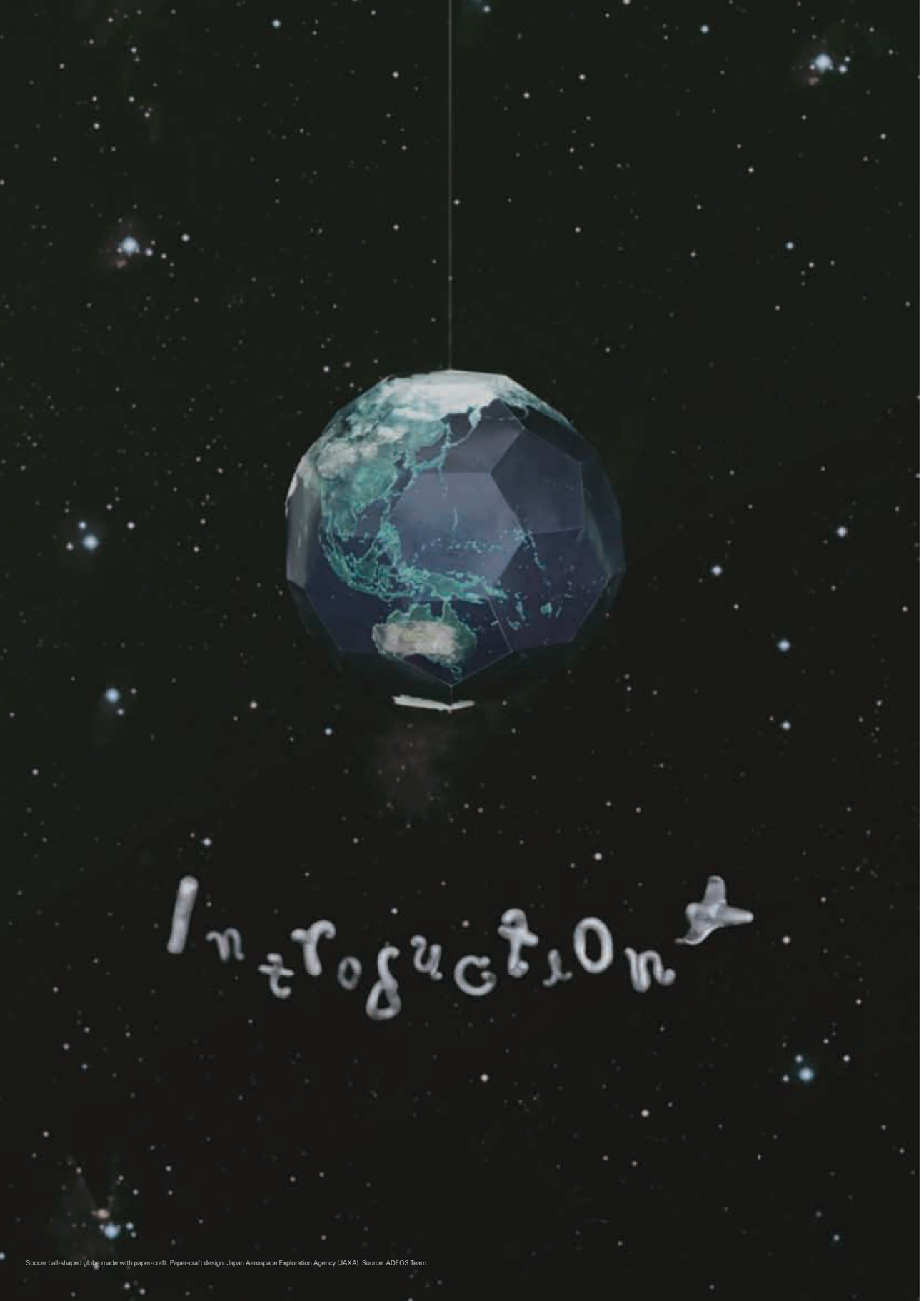
a community for 1000 years



Soccer ball-shaped globe made with paper-craft. Paper-craft design: Japan Aerospace Exploration Agency (JAXA). Source: ADEOS Team.

About the Otemachi-Marunouchi-Yurakucho (OMY) District and Our Stakeholders

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

About the OMY Community

Thank you for reading this report, the OMY Community Social Responsibility Report 2009. OMY stands for Otemachi-Marunouchi-Yurakucho, three of the areas in Chiyoda City, Tokyo, which collectively make up the Otemachi-Marunouchi-Yurakucho (OMY) District.

As the support center for Japan's business and cultural growth, the OMY District's strengths lie in bringing together geographic, cultural and economic factors, and the three areas work together as one to promote the development of the city and the community. In the process, land and property owners, tenants, employees, local government, infrastructure developers, visitors, and other stakeholders have come together organically and given shape to the community. We call this the OMY community.

About the OMY CSR Program

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

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

For further details about the OMY community and this report, please visit the website below.
This report is a digest of the full report, which can be found on the website (in Japanese only). You can download the PDF version of this report from the website, and detailed explanations (in Japanese only) for highlighted keywords can be found online.

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

Note: In this report, OMY refers to areas within the scope of the Otemachi-Marunouchi-Yurakucho (OMY) District Redevelopment Project Council. Some locations within the administrative boundaries of the Otemachi, Marunouchi and Yurakucho areas are not included within this definition.

Looking Ahead to 2050

We listened to the viewpoints of action and thought leaders regarding how society should look in 2050.

In urban development, forecasting refers to the concept of looking at how modern society will develop in the future, while backcasting refers to the concept of envisioning what kind of society we want in the future and then working out how to get there. The OMY community is working on urban development based on the latter method of backcasting by creating a vision of how society should look in 2050. To this end, OMY asked action leaders in a variety of fields what was their vision of society in 2050. We sat down with three leaders to discuss their visions.

Q&A

- What kind of world would you like to see in 2050?
- How would you like Japan to be in 2050?
- How do you see the city, community and people's lifestyles in 2050?

Kengo Kuma

Born 1954, Kengo Kuma is a leading Japanese architect, and founder of the architectural and urban planning firm Kengo Kuma & Associates. He graduated in 1979 with a major in architecture from the University of Tokyo and as of 2009 is a professor at the School of Engineering there. He was a visiting scholar at Columbia University and has been a Professor at Keio University since 2001. Kuma has received a number of international and domestic awards for his designs, which include *Stage in the Forest*, Toyoma Centre for Performing Arts; *the Water/Glass Villa*; and the Nakagawa-machi Bato Hiroshige Museum of Art. His most recent creation is the Suntory Museum of Art. His published works include *Shizen Kenchiku* (*Natural Architecture*, Iwanami Shinsho), *Makeru Kenchiku* (*Losing Architecture*, Iwanami Shoten) and the collaborative work *Shin Toshiron Tokyo* (*New City Theories: Tokyo*, Shueisha Shinsho).

Syuhei Hasado

Born 1962 in Takayama City, Gifu Prefecture. Plaster craftsman and president of Shokunin-sya Syuheigumi. As a second generation plasterer, Hasado trained in Kumamoto and Nagoya after graduating from high school. He was winner of the 1983 National Skills Competition and represented Japan in the 1984 World Skills Competition. Established Shokunin-sya Syuheigumi in 2001. Gained significant attention for construction of signature earthen walls. His projects have transcended traditional plaster craftsmanship with creations made from earth, wood, straw and other natural materials, as well as "art make-up" made with an earth base. Author of *Notautsu-mono* (*Writhing Man*, The Mainichi Newspapers).

Hikaru Kobayashi

Born in Tokyo, 1949; Hikaru Kobayashi is Director-General of the Environmental Policy Bureau, Ministry of the Environment (MoE), Japan. First joined the (then) Environment Agency in 1973 after graduating from the Faculty of Economics, Keio University. As head of the Environmental Management Bureau within the MoE's Global Environment Bureau, Kobayashi successfully negotiated to bring the Third Conference of the Parties (COP3) of the UN Framework Convention on Climate Change (UNFCCC) to Kyoto, Japan, and was a party to the international negotiations for the Kyoto Protocol. He was also responsible for introducing the bill for the first law in Japan aimed at preventing global climate change, known as the Law Concerning the Promotion of Measures to Cope with Global Warming. He held various senior posts prior to taking up his present position in 2008 including: Councilor, Minister's Secretariat, MoE; Director-General, Environmental Management Bureau, MoE; and Director-General, Global Environment Bureau, MoE.

Insight

Kengo Kuma

ARCHITECT

Kengo Kuma is an architect and the creator of the Stone Museum, House of Bamboo and other architecture that makes use of locally available natural materials to ensure harmony with the surrounding environment. He shared his vision for cities in 2050, while looking back at urban development up to the present.

Villages That Spring Up Like Mushrooms

Cities can be thought of as agglomerations of villages. The traditional definition of "village" included the concepts of "community" and the connections between the people living there. However, the modern village is a place that possesses a sentimental attachment for a constant stream of people coming and going. These places have two key aspects: first, the freedom to come and go unhindered as exemplified by the Internet age; and second, a strengthening of relationships through real life, face-to-face interaction for those people sharing these sentimental attachments.
An agglomeration of large buildings is not a village-like space. These kinds of architectural conglomerations are not designed for people, rather they begin to take on a logic that is only relevant to the buildings themselves. I see a village as being removed from these large agglomerations and starting with an open-space framework on a human scale. Within these open spaces, villages will take root like shiitake mushrooms. To take the metaphor further, mushrooms can not grow on concrete or large groups of buildings.

The City of the Future in 2050

I envision the city of the future in 2050 as consisting of two elements. The first being villages that spring up within open spaces, like fields of shiitake mushrooms, and the second, large skyscrapers that provide volume and support for the city. Within the open spaces, a variety of mushroom-like architecture will grow, and as they develop the village will undergo a natural process of metabolism. Although it may not be possible under existing construction laws, these metabolic buildings may be temporary structures. Cities that arise from the combination of these open "fields" of temporary buildings with large, permanent structures will be the new model for urban development, and Japan will lead the way in spreading this model to the rest of the world.
It would be good to be able to use a variety of natural materials in these villages. Under current laws and regulations, in the city center the larger the building the more difficult it is to use natural materials. However, large buildings could be built to strict safety measures and the villages around these buildings could be made with natural materials.
In terms of sustainability, one tends to automatically think of energy problems, but to introduce solar panels and other measures will require a great deal of perseverance. On the other hand, it will be easy to address the issue of resource sustainability even at the level of individual homes and shops. I believe that it would be good if everyone paid more attention to the issues of sustainability within their personal sphere of influence.
I also believe that the key issue from here on in will be redesigning outdoor spaces. The focus of 20th Century urban design centered on creating enclosed indoor spaces and regulated environmental conditions with air-conditioning and other control mechanisms. However, from an energy perspective outdoor spaces are more advantageous, and the outdoors is excellent for helping people to balance mind and body.
Although there are large outdoor spaces in modern city centers, the majority of these are reserved for the use of automobiles. Moving into the future, as the definition and value of automobiles changes, a major question for cities will be how to redesign these open spaces. Furthermore, by bringing nature into the limited spaces within cities, it will be possible to focus people's minds and create stronger communication between people and nature than if people were in the great outdoors alone. I feel that there is huge potential for cities that promote these kinds of uses for outdoor spaces.

A Long-Term Vision for Urban Development

Building a city takes time, and by the time a city plan has become a reality it is already outdated. This is why leaders must possess a long-term vision. When demands are made on leaders without this vision, they respond with short-term measures. However, when looked at from the perspective of a changed society decades down the track, it is likely that some of these issues are not the ones that most need to be addressed immediately.
I believe that a true leader is someone who can look at short-term needs as they arise, assess them from various perspectives within a framework that stretches over decades, and determine which of these truly needs to be addressed at that time. In Japan, there are few leaders today who possess this kind of long-term vision.
However, it is not possible to rely solely on urban planners and politicians to possess this future perspective. It is important for each and every stakeholder to proactively contemplate and discuss their visions for the future of cities.

Architecture as Noah's Ark

Architecture is kind of like Noah's Ark. In the same way that Noah's Ark carried things from the past that were vital to the future, buildings are a kind of vessel carrying the region, the history and the culture into the next generation within their structures of columns and walls. In this line of thinking, from the perspective of the creation of buildings the lack of importance placed on this at the moment in Japan is a real problem. And from the perspective of the preservation of buildings too, buildings from the past hold a message that is easy to read, but today's architecture neglects the message that it will convey decades or centuries into the future.
By keeping in mind and treasuring the message we embed in the buildings we make, and thinking as though we are communicating with people decades or centuries into the future, I believe the development of cities and communities will become something that is a joy and a pleasure.

Insight Syuhei Hasado

MASTER PLASTER CRAFTSMAN

Syuhei Hasado, master plaster craftsman and creator of signature earthen walls, has a unique dialogue with nature through his clay work. He shared with us his perspectives on the symbiosis between humans and nature that will make up the cities of 2050.

Coexistence of the Strong and the Soft

Tokyo today is a landscape of iron, glass, polished stone, steel and plastic. Surfaces are completely smooth, and are mostly made of rigid materials that glitter and shine. Of course, these are the wonderful materials that created the cities of the 20th Century. However, the light that is reflected from these impenetrable surfaces is direct and sharp. This light is not suitable for spaces where people spend much of their time.
On the other hand, gentle architectural elements with rough surfaces, such as earthen walls, reflect soft light helping to calm the soul and enhance the sense of open space. However, these kinds of natural materials are not strong enough for many purposes. I believe cities of the future that combine strong, stiff materials with soft materials found in nature will be able to create communities that benefit from the complementary features of both.

In cities of the future, the vegetation should not be tulips, roses, or other introduced species but wild plants that are native to the local area. In Hadatakayama where I live, a profusion of flowers, such as Adonis blossoms, dogtooth violets, and Maianthemum, bloom with the seasons in alternation. I believe that this kind of plant biodiversity and abundance in conjunction with the four seasons is particular to Japan. There are no unwanted plants, each grass no matter how small has a name, and if you look closely each is beautiful.
The earth I work with on a daily basis is the same. There is no such thing as dirty earth on our planet. When one thinks like this, manicured lawns and neatly finished walls are far less appealing than a garden of wild grasses, or earthen walls with their unique expressions.

If I Were to Build the City of 2050...

If I were to build the city of 2050, I would first build a huge concrete wall and on top of this create a gorgeous show window. A wide earthen embankment would spread out from this wall, with wild grasses blooming there in profusion. Here, people could walk along the top of the wall, enjoying the city-life delights of window-shopping, while others could lie along the embankment enjoying the natural surroundings.
I also believe we must pay attention to the process of creating the city. It is important to not just build beautiful structures but also to use beautiful processes to do so.
It makes me angry to think of people who champion the creation of "green areas" by using bulldozers to flatten precious trees and vegetation, excavating the earth, roots and all, covering the exposed soil in protective sheeting, and finally replanting vegetation that has been raised in a nursery. To me, nature comes first, then the buildings. This is why we first need to grow the plants and then build the structures.
I think it is clear that no one will want to litter in a beautiful city with flowers in bloom and a city that is beautiful all the way down through the development process is, in my mind, the most genuinely beautiful city.
A vision of 1,000 years is not all about looking into the future. I believe it is also about looking backwards and talking about the history of the area in the 1,000 years up to the present, by recognizing and planting locally native vegetation, and applying traditional crafts to the modern age. In order to develop something in the present with care and attention, we must look at both the 1,000 years gone past that has cultivated it and the 1,000 years in the future that will nurture it. Tokyo, which is blessed with the gifts of the seasons and culture, should lead the way in bringing the concept of this style of city to the rest of the world.

A City Where Time Flows Beautifully and Abundantly

We should also consider cities that evolve over time. At present, much of the stone used for paving in Japan is imported granite from overseas, but this granite is hard and does not wear easily. If we were to use soft, Japanese stone in places where large numbers of people walked, as they passed they would wear away the stone. Just as water in a river wears down stone, the energy from passersby wears down stone enabling one to feel the passage of time. Then, if this material that had been nurtured by the people in the city were to be washed down with water, what a glorious sight that would be.
Why not change our way of thinking from a city that once built lasts 1,000 years to a city that changes over time? If we think this way, then I believe the materials we use and the way we build the city will change too.

The Plaster Craftsman, Water, Earth and Light

I believe that anything that comes into contact with water, earth and light is encompassed within the sphere of the plaster craftsman, including growing plants and laying stones. Nearly everything on the surface of the Earth is made with water, earth and light. These things made with water, earth and light become scenery, scenery is nature, which is the Earth. In this sense, the plaster craftsman could be said to be the person who is closest to the Earth.
This kind of thinking and the earthen walls I build are labeled as innovative and modern. However, if this becomes the traditional way of thought in the future and a part of the plaster craftsman's history then I am nothing more than just a modern plaster craftsman. A craftsman who has inherited traditional arts can not be honored in memory on the walls of an art gallery, for if he or she is merely honored in memory then the traditional craftsmanship skills will be lost forever.
As a modern plaster craftsman inheriting the traditional crafts, I hope to clear the way for future generations of plaster craftsmen by building on the traditional craftsman's skills and creating a link with the future. In the same way, it might be better if we thought of urban development as creating new traditions for the future. Then it would be easier to accept change in a positive way and create a city that evolves over time.

Insight

Hikaru Kobayashi

DIRECTOR-GENERAL, ENVIRONMENTAL POLICY BUREAU, MINISTRY OF THE ENVIRONMENT

Hikaru Kobayashi, Director-General of the Environmental Policy Bureau at the Japanese Ministry of the Environment (MoE), lives an environmentally friendly lifestyle in an "eco-house." Starting with homes and cities, he discussed his vision of sustainability for the planet and how that will define cities in 2050.

Life in an Eco-House

I have been living in an eco-house for around 10 years now. I rebuilt my house and added solar heating, solar panels, airtight sealing, insulation and natural materials, as well as systems to use rainwater and bath drainage water. Of course, it is impossible to become sustainable just by making houses more environmentally friendly. However, CO_2 emissions from homes continue to increase so I believe that even small solutions are a good start to creating a sustainable planet. As people get used to something they become more demanding, and whereas initially one might be satisfied with an eco-heating system, after a while this becomes a matter-of-fact solution and one begins to think about ways to create a more enjoyable home environment.

Recently, there has been much discussion about how to raise awareness of environmental issues through the home environment. For children and the elderly, a lack of knowledge and awareness, and differences in physical capabilities, can lead to energy inefficiency in the home. So, it is important to ensure that buildings evolve to remove these intergenerational gaps in environmental friendliness. For example, if the heating in the home is not effective, the system may prompt you to check if the window is open. Systems that forecast human error and habits will play an important role in this.

Support from the National and Local Governments

Low-energy technologies continue to improve, and recently there has been an increase in the number of programs providing assistance for refurbishments and other support. There are now a variety of subsidy schemes such as MoE's Regional Council of Businesses for the Promotion of the Implementation of Household Devices, and the Ministry of Economy, Trade and Industry's project to promote the introduction of highly efficient energy systems. In addition, there is a five-year, low-tax loan system for low-energy refurbishments, and the national and local governments are implementing a variety of other programs which we hope everyone will take advantage of.

In order to increase the adoption of these programs and improve the environmental friendliness of homes, we need a system that can match home owners wishing to build or refurbish an eco-house, with architects who are knowledgeable in this field. We also need to establish environmental performance standards and provide support for organizations to meet these standards.

It is easy to implement restrictions or bans, but providing support for good projects is more difficult. In addition, each house has unique environmental factors such as sunlight and local breezes so it is impossible to create universally applicable rules. There are many opportunities for specialists to take the lead in providing advice on the creation of standards, particularly in areas such as overall CO_2 emissions or energy loads per square meter, or ranking annual lighting, heating and water utility costs for average family homes.

Creating Sustainable Cities

In 2007, MoE installed internal resin sash windows. The heat insulation achieved as a result of this means that if the building is heated on Monday morning, the heat is retained and there is no need for further heating for the rest of the week, greatly reducing air-conditioning expenses. In addition, taxi use has been cut by half at the ministry as a result of initiatives to promote ride-sharing by staff members taking taxis, and by introducing a system where pre-authorization is required and reimbursement is paid after the fact.

However, there are limits to how far CO_2 can be reduced with these kinds of measures for individual organizations or buildings. We need to start implementing solutions on larger scales, such as the use of waste heat from city blocks, and collaborating on projects that reach across area boundaries.

It is essential for us to step up to the challenge of increasingly difficult tasks as time progresses. Until now, environmental laws have focused on regulating the environmental performance of facilities and other micro-management systems. However, there has been no importance placed on building structures and cities. In order to reduce CO_2 emissions and create sustainable cities, we must ensure there are environmental laws that focus on large-scale restructuring by encouraging compact cities with easily accessible public transportation and other measures. For example, in the rapidly developing field of automobiles,

focusing on fuel economy regulations alone will not be sufficient. I believe that town planning and architecture in the future will increasingly have to take into account the environment.

Potential to Change the Whole Planet

Each city is like a miniature planet. As miniaturized versions of the Earth, I believe commercial districts in the cities of the future should not just have office buildings, they should also have stores, schools, parks and other amenities necessary for daily life. This is because, as miniaturized versions, each city is like a home that contains people, the economy, lifestyles and greenery in one condensed space.

In OMY, it is important that building owners and workers participate in the urban development debate. It is easy to talk about area management in textbooks, but difficult to put into practice. I think it is useful to look at places where these kinds of systems have come into being spontaneously. Programs such as the hybrid Marunouchi Shuttle Bus, which traverses the district, the Uchimizu (Water Sprinkling) Project, and the rubbish reduction program run by Office Chonai-kai are all effective because they were developed by the whole community.

As demand changes, supply changes to match. If there is strong demand for green products and services, the products and services supplied will become greener and the structure of society will begin to change. Change starts with local activities around the house and in your personal sphere of influence, and these actions will start to change the world at large.

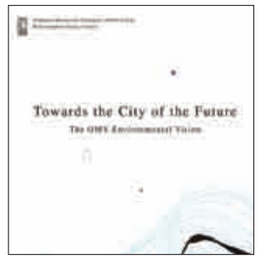
The OMY Vision of the Future

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

The OMY Environmental Vision

In May 2007, OMY published the report "Towards the City of the Future: The OMY Environmental Vision," which promoted "A vision of a vibrant and lively city for 1,000 years and more." In it, we announced both a long-term, broad-scale vision for designing a model sustainable city in symbiosis with its environment and a declaration for the revitalization of the OMY District. In creating this vision, we obtained feedback from a variety of OMY stakeholders, and created a research committee based on participation from a number of experts and thinktanks with Tomonari Yashiro – Director at the Institute of Industrial Science, the University of Tokyo – leading as chairman.

In addition to specifying eight pillars within the overall vision for the future, the report detailed nine policies to act as a roadmap and guide. We intend to promote a plan for sustainable urban development based on the roadmap and vision outlined in the OMY Environmental Vision.



Towards the City of the Future:
The OMY Environmental Vision

The 8 Pillars of the City Vision

- A city that changes with knowledge.
- A city that looks after its health.
- A community that acts together to address global issues.
- A city that places great importance on nature and living things.
- A city that spreads ripples of hope to the world.
- A city that fulfils its responsibility to other regions.
- A city that adapts to the times.
- A city where everybody can live in safety and comfort.

A Roadmap Based on Nine Policies

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

The PDF version of the summary booklet, the OMY Environmental Vision, can be downloaded at the URL below.

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

COMMITMENT FROM THE TOP

Initiatives to Realize a Sustainable City

A declaration for the future from the head of the OMY District Redevelopment Project Council.

Looking Back on Fiscal 2008

The world has been turned upside down by the collapse of the US housing bubble in 2007 and the resulting global financial crisis. In the midst of this once-in-a-hundred-years crisis, investment in the OMY area is also down. Furthermore, as the world and Japan head down the road to becoming mature societies, not every city will be able to grow as we have.
Even within this kind of environment, OMY will continue to push forward with its highly competitive strength as a city that is chosen by the world. One of the reasons for this is the boost provided by our strong community social responsibility (CSR) program. On the environmental front, in particular, OMY is said to be a world leading business center in production efficiency thanks to our highly developed public transportation systems and energy efficiency.
In the fiscal 2008 OMY CSR Report, we noted that financial institutions and investors analyzing investment prospects and global organizations that wish to establish a presence in an area are starting to place stronger emphasis on environmental initiatives. To say that this is now a precondition for investment would not be going too far.
In America there has been both a change in presidents and a new focus on economic revitalization based on investment in environmentally friendly technologies and infrastructure. Japan is also placing strong importance on the environment, and in fiscal 2008 the Japanese government selected Chiyoda City, including OMY, as 1 of 13 "Environmental Model Cities." This means that OMY is expected to act as not just a model for other domestic cities but also for cities overseas. As a showcase environmental city, we will continue to demonstrate to the world the concept of a city in symbiosis with its environment.
Furthermore, in September 2008, we clarified our programs for sustainable development in OMY with the revised report City Development Guidelines 2008. These guidelines focus not only on the redevelopment of buildings and infrastructure but also on increasing people's awareness, improving the work-life balance and CSR programs at businesses, and other area management programs within the district.

A City That Adapts to the Times

The OMY community has continued to respond to changes in the demands of each era and adapt to the times over a span of 100 years since the Meiji period in Japan.
Evaluating the current era, we can see that one of the major issues is the extreme price volatility of energy resources such as oil and gas. In order to become a city that is able to adapt to external changes in world affairs, it is essential to redesign the city's infrastructure. We believe it is important to proactively seek to introduce both natural energy sources and other energy sources not yet being utilized, in order to stabilize both cost and energy security. In the near future we will be updating the area-wide climate control systems, which were ahead of their time, by increasing efficiency and networkability to meet the needs of the next generation.
Moving forward, Japan's population will continue to both decrease in numbers and increase in age. In anticipation of this, we will be working to improve universal design for buildings, expand aboveground and underground pedestrian networks, increase shuttle bus and other public transportation services, and engage in other programs designed to improve accessibility in the city for all people.
Taking into account these kinds of social and environmental issues from a broad perspective, we believe that the urban structure of OMY in the future should be a highly convenient, compact city, with all the necessary facilities gathered together in a central location.
What kind of facilities does the city need to have? What kind of personality will it possess? Over the next few years, we will need to find answers to these questions and how best to share services with surrounding areas.

A City That Responds to the Demands of Society

Modern society faces an increasing number of problems such as climate change and income disparities. In order to deal with these problems, it is important that each and every one of us takes responsibility and acts to do whatever we can in our own neighborhoods. However, it will not be possible for OMY to solve all of its problems independently because it is mutually interlinked with and founded upon other regions. Therefore, being able to respond to demands from society at large is also an important part of city planning.
For example, there may be significant impacts on biodiversity in areas that supply OMY with resources, as a result of resource extraction or production processes. In this case, it may be possible to change these processes so that they have less impact, using the know-how of the various companies in the OMY District. A large amount of timber is used for building materials and paper in OMY. By choosing wood from sources that take into account environmental concerns, we can contribute to regional forest management systems.
The OMY community is already involved in joint projects such as the forest management program in the Asama-Sanroku area, and nature programs for office workers in Hokuto City, Yamanashi Prefecture. In the future, we will be working to address issues such as rural decline and urban-rural income disparities as public opinion requires.
In 2007, we created the OMY Environmental Vision as our vision for the future, and now we move into the "action" phase. In fiscal 2009, through a number of actions, we continue to pursue our goal of creating a sustainable city.

長島俊夫

Toshio Nagashima
Secretary General
Otemachi-Marunouchi-Yurakucho District Redevelopment Project Council

CSR Actions in Fiscal 2008

An overview of major actions undertaken in fiscal 2008 in the pursuit of our environmental vision.

Overview of CSR Actions

In order to improve the sustainability of the city, we created the OMY Environmental Vision in cooperation with local citizens and have launched a range of programs in various fields. For example, we have launched programs such as the rooftop greening project on the "hard" side and environmental events and seminars on the "soft" side, as well as revising the city planning guidelines and carrying out research into environmental policies and technologies. Here we detail the CSR actions carried out in fiscal 2008, within the 8 pillars for the city vision outlined in the OMY Environmental Vision.

A City That Changes With Knowledge

1 Publication of the City-planning Guidelines 2008 as Part of Periodic Reviews of the City Planning Rules

The Tokyo Metropolitan Government, Chiyoda City, East Japan Railway, and the Otemachi-Marunouchi-Yurakucho District Redevelopment Project Council (the OMY Council) together form the Advisory Committee on Otemachi-Marunouchi-Yurakucho Area Development (the OMY Committee). In September 2008, the OMY Committee published the Otemachi-Marunouchi-Yurakucho District City Development Guidelines 2008. This is the second time these guidelines, voluntarily produced concrete policies for the promotion of urban development, have been revised since they were first released in March 2000. The current revisions take into account progress in redevelopment and urban regeneration, and the current state of environmental issues such as climate change.

● The three-year update of the revised City Development Guidelines 2008, published this year.

2 Combining Energy Efficiency With Morning Lifestyles at the Spring & Autumn Morning Expo in Marunouchi

In November 2006, the first Morning Expo was held. The expo is designed to promote morning lifestyles and is held every year in spring and autumn. In 2008, a number of physical programs such as yoga, running, comic haiku, rakugo (traditional Japanese comedy) and zen meditation were held in the morning at nine locations in the OMY area, including Ecozzeria and Nippon Broadcasting System's Imagine Studio. Other programs included the Neo Stall Village at Tokyo International Forum, Morning Concerts at the Tokyo Sankei Building, and golf fashion shows and kimono seminars at Marunouchi oazo. In total, around 26,000 people participated in the events at the spring and autumn expos, including 1,900 participants in paid events. These events also provided momentum to environmental activities including a tie-up with OMY Eco Points and recycling of cell phones.

3 Raising Awareness About Environmental Issues With Physical Activities Including the Uchimizu Project and Eco Kids Expeditions

The Uchimizu (Water Sprinkling) Project is centered around the Japanese tradition of sprinkling water on the streets in order to alleviate the urban heat island effect. Around 1,900 people, mostly local business people, participated in the Uchimizu Project 2008, which ran at four locations in the OMY area between August 1 and August 11. This project, which put Japan's cultural heritage in the city into action, used gray water which was reclaimed from sources in the OMY area such as bathwater, rainwater and condensation from air-conditioners. In addition to collecting data on atmospheric temperature changes at various locations in the OMY area, a website for mobile phones called Uchimizu-kansoku was set up, which allowed participants to report subjective impressions of temperature change.
Another project run in August 2008 was the Eco Kids Expedition series, which allowed children to learn about global climate change and natural resource cycles in a fun way through activities in the city. Including the special winter program, this series of eight Eco Kids Expeditions brought in 454 children and their parents over 12 days of practical activities to learn about the environment in the OMY area.

● A number of yukata (light summer kimono) can be seen at an uchimizu water sprinkling on Marunouchi's Naka-dori (Street), August 1, to welcome then Vice-Minister of the Environment, Ikuzo Sakurai.

A City That Looks After Its Health

4 Environmental Monitoring and Visualization

Digital Stevenson screens with meteorological instruments have been set up to measure atmospheric data in real time at four locations in the OMY area. This data can be viewed on multi-touch screens located at Ecozzeria on the 10th floor of the Shin-Marunouchi Building. The screens create visuals to display the effectiveness of urban heat island measures. These visualizations are helpful for urban planning incorporating wind corridors.
We will continue to establish additional monitoring points, with three more points scheduled to be set up in fiscal 2009, and monitor and analyze the data.

● Digital Stevenson screens with meteorological instruments have been set up at various locations in the OMY area. Visitors to Ecozzeria can see visuals of the data on this touchscreen.

A Community That Acts Together to Address Global Issues

5 Encouraging Eco-Action in Everyday Life With OMY Eco Points

The OMY Eco Point program uses the Suica system, electronic money used in the Tokyo transportation network, to increase the environmental awareness of OMY business people and visitors. Stores participating in the Eco Point program donate 1% of sales of food and other products charged to Suica cards to an eco-fund, which is used to fund a range of other programs.

● A visitor uses the OMY Eco Point system, which was used in a stamp rally during the "Eat Japan in Marunouchi" festival to link Tokyo Station and Marucube.

In addition, registered Suica club members can earn eco-points from purchases when shopping or at environmental events and exchange these eco-points for eco-products, or contribute to and invest in environmental programs from a range of options.
In autumn, this system was used in the stamp rally at the "Eat Japan in Marunouchi" festival, and the All-You-Can-Gather Koiwai Potato Festival for members.
Currently, the OMY Eco Point Executive Committee is being organized, with a view to implementing a fully operational eco-point system in autumn of 2009.

6 Greening the City Lights With the Green Power Campaign

The OMY area has a variety of lighting displays during the year, including around Christmas and Valentine's Day. The Green Power Campaign encourages the adoption of green power through the purchase of green energy certificates by individuals, businesses and the city. The organizers of lighting displays purchase these green energy certificates and, in addition, visitors to the displays can purchase small-lot certificates for 100 yen each with certain products and services.
In 2008, displays included Marunouchi Illumination 2008, Kouto Tokyo: Lightopia 2008, Harmonia '08-'09 TIF Light and Sound Harmony, the Yurakucho Marui Christmas Illumination, and Sparkling Christmas. For these five events, the total energy use was 45,300 kWh, which was all purchased with green energy certificates. In addition, a total of 2,500 green energy certificates were purchased thanks to the participation and assistance of a number of individuals and businesses that prepared products and services, special restaurant menus, environmental tours, special live concerts and other activities.

● A custom-made velotaxi glitters with solar-powered lights, reflecting the illumination from the surrounding lighting display.

7 Urban Development in Cooperation With Citizens: The OMY Council's 20th Anniversary Symposium

The OMY Council has established an alliance of local property owners and created a joint vision for the future with citizens, in addition to promoting more effective city revitalization activities. In 2008, the OMY Council celebrated its 20th anniversary. In honor of this occasion, the Council held exhibitions highlighting current activities and its progress over the last 20 years at Gyoko-dori Underground Gallery and Marucube, and conducted a mobile rally game. At the same time, a symposium was held with a keynote speech by Shigeru Ito, Professor by Special Appointment at Waseda University, on the topic of "Realizing a Low-Carbon Society Through City Planning." In addition, there was a panel discussion with five experts on "OMY Urban Development and Planning With Citizen Participation," led by Professor Shigenori Kobayashi, Tokyo City University. The discussions at the symposium focused on the necessary qualities for the area to act as a showcase of environmental management to Japan and the world, and the need to look at and engage in environmental activities not just from the viewpoint of contributions to society but also from the perspective of business activities.

● Tomoyo Nonaka, Mitsuyoshi Katsuda, Manabu Akaike, Junko Suzuki and Toshio Nagashima engage in a panel discussion on area management and environmental symbiosis.

8 Watching and Creating Urban Environmental Programs at Ecozzeria

Ecozzeria was established in May 2007 as a strategy base for environmental symbiosis to promote environmental activities in the OMY area. In fiscal 2008, around 11,200 people attended over 550 events and seminars at Ecozzeria. In addition to bringing environmental issues to the attention of a large number of people, these events stimulated vigorous debate about environmental programs in OMY.
This kind of information sharing and public education activities have received strong approval and, in recognition of its environmental programs, the Ecozzeria Association (General Incorporated Association: The Association for Creating Sustainability in Urban Development of the OMY District) has received a number of awards including the 10th Green Purchasing Award, as well as an award for the creation of environmental value in the 7th Japan Environmental Management Award. In addition, the OMY CSR Report 2008, produced by the Ecozzeria Association in collaboration with the OMY Council, received an honorable mention in the 12th Environmental Communication Awards.

A City That Places Great Importance on Nature and Living Things

9 Nature Info Plaza Marunouchi Saezurikan

The Nature Info Plaza Marunouchi Saezurikan, located on the first floor of the Shin-Yurakucho Building, was created by Mitsubishi Estate Co., Ltd. as a place in the city where everyone can learn, think, experience and feel closer to nature. In this ever-more convenient society, many of us forget the natural rhythms of the Earth. The plaza is part of Mitsubishi Estate's greater program of contributions to society and provides business people and visitors with the opportunity to occasionally stop and listen to the beat of nature.
Every month in the exhibition gallery, displays are held for nature and environmental conservation programs. Each month, displays with different themes are presented in collaboration with environmental groups active in the field and there are a variety of related seminars and events. These displays present a variety of different perspectives on the natural environment and enable a deeper understanding of the importance of the links between humans and nature.
In addition, a number of field events are held in the Marunouchi area. The Imperial Palace Eastern Garden Nature Tour, which was held nine times in fiscal 2008, is of particular note and attracted around 470 participants of various backgrounds.

● The Ginza Honeybee Project seminar, one of a variety of monthly events held with the participation of environmental groups in the aim of increasing people's connection to nature.

A City That Spreads Ripples of Hope to the World

10 A Model Environmental City to Act as a Leading Example for the World

In January 2009, Chiyoda City, which OMY is part of, was

selected by the nation as an Environmental Model City. These environmental model cities will be taking on the challenge of putting into action pioneering programs to achieve a low-carbon society and act as a model for Japan and the rest of the world. A total of 13 cities were selected in Japan and Chiyoda City was the only area selected in the Tokyo Metropolitan Area. A number of relevant government agencies are acting in cooperation and providing support in order to help realize the goals of the environmental action plan created by the local government. Within the Chiyoda City plan, the OMY area is to become an environmentally symbiotic business center and a model for climate change prevention measures in cities. Specifically, action will be taken to improve energy efficiency across the board with measures such as increasing the rate of implementation of area-wide climate control systems and use of currently unused waste heat. Other projects include the creation of wind corridors between Tokyo Bay and the Imperial Palace with open spaces and tree-lined streets, the construction of a green logistics system, and the introduction of clean energy at Tokyo Station. Research on the implementation of these projects was conducted by the Leading Urban Environmental Creation Promotion Project, with the assistance of scholars, OMY area energy infrastructure company employees, the Ministry of Land, Infrastructure and Transport and Tourism (MLIT), the Tokyo Metropolitan Government, and Chiyoda City, with the main focus on increasing the effectiveness of area-wide climate control systems.

● While acting as a model for urban climate change counter-measures, Chiyoda City aims for synergies between the environment and the economy.

11 Discussing the Philosophy of a Pioneering City at the Marunouchi Club for Global Sustainability Symposium

In October 2008, an opening symposium accompanying the inauguration of the Marunouchi Club for Global Sustainability was held at the Marunouchi Building Hall. The Marunouchi Club for Global Sustainability is a research network for environmental issues supported by collaborating businesses. After a welcome speech by Ecozzeria Association Chairman Shigeru Ito, Ervin Laszlo gave the keynote speech on the challenge of creating a sustainable civilization. In addition to being a philosopher, Laszlo is founder and president of the Club of Budapest International Foundation, which is renowned for bringing together global thought leaders. Laszlo pointed out the importance of understanding that we are all part of the Earth and the Universe, and active participants for establishing the future of the planet. Following the keynote speech, the Ecozzeria production team gave presentations and panel discussions on topics including urban design and practical environmental communication.

● Tomoyo Nonaka interviews Professor Ervin Laszlo who discusses expectations for OMY's initiatives.

12 Proposals for Eco-Lifestyles and Workstyles at SoulSwitch in Marunouchi

SoulSwitch in Marunouchi, an event that presented proposals for green life- and work-styles, was held between July 30 and August 3, 2008. In addition to a symposium led by Tadao Ando, Takeshi Yourou and Nobuyuki Idei, live discussions, workshops and exhibitions were held covering topics in 10 categories including work, food, communication and family. At the same time, there was a live music show at Tokyo International Forum where the artists presented messages about the environment to the audience.

● OMY Council Chairman Takeshi Fukuzawa receives the Cool Biz of the Year Award 2008 in recognition of environmental activities in the OMY area such as SoulSwitch in Marunouchi.

A City That Fulfils Its Responsibility to Other Regions

13 Experiencing Food and Cooking From a Variety of Regions at the Eat Japan in Marunouchi Festival

The key to solving Japan's food problems lies in the city. In October 2008, the Eat Japan in Marunouchi festival was held to further and support the goals and objectives of the OMY community and the Food Action Nippon Project, organized by the Ministry of Agriculture, Forestry and Fisheries (MAFF), to encourage increased food production self-sufficiency in Japan. A number of symposiums and talk shows were held on the topic of food with Agriculture, Forestry and Fisheries Minister Shigeru Ishiba in attendance, and a variety of participants. In addition, there was a market, which brought together producers from all over Japan who were recommended by chefs from restaurants in the OMY area. At the market, there were a number of menus on display that used domestic produce in abundance, and it provided an excellent opportunity to hear direct feedback about personal opinions regarding food and agriculture.
The Eat Japan in Marunouchi festival provided a platform to launch the Marunouchi Chef's Club, an international network of chefs dedicated to disseminating food education around the globe. It also provided the impetus to launch the first annual Tokyo Maru-Chef Marché 2009, a market for the sale of domestic produce, in February 2009.

14 Bringing People Face to Face With Regional Areas Through the Asama-Sanroku Revival Project, and the Sky and Earth Project

Regional cooperation projects started with the concept of successfully linking together cities and rural areas. One such project, the Asama-Sanroku Revival Project, is based on a collaboration between areas surrounding Tokyo Station and cities such as Komoro City, Nagano Prefecture, in the Asama-Sanroku area. Some programs within this project include: the establishment of the Tokyo-Marunouchi Earth Environment Forest and using the tax system in a tie-up with people's hometowns to foster CO_2 reduction measures; measures to promote safety and comfort such as the use of cable television to construct a second communications network, and the creation of a reciprocal disaster prevention support system based on the Japanese terrestrial digital broadcasting service for mobile devices known as 1 SEG; and, mutual exchanges through environmental activity tours and other programs. In addition, workshops are held where citizens from Komoro and business people from the OMY area can meet face to face.
The Sky and Earth Project is a program set up by Mitsubishi Estate in Hokuto City, Yamanashi Prefecture. The project is designed to allow people from urban areas to get to know about issues and local circumstances in rural areas, and foster energetic growth in both rural and urban regions. Specific activities include agriculture and forestry programs, and nature tours for children and their parents run in conjunction with the NPO Egao Tsunagete ("Bringing Smiling Faces Together").

● Business people from the OMY area take part in a forest management program.

A City Where Everybody Can Live in Safety and Comfort

15 Activities of the Tokyo Station Neighborhood Disaster Watch and the Safety and Comfort Urban Development Research Council

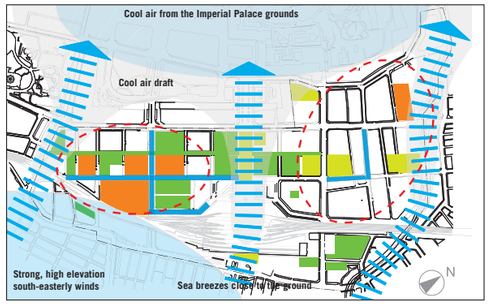
The OMY Council has established a Safety and Comfort Urban Development Research Council (the Research Council), which holds regular meetings. The Research Council works in collaboration with the Tokyo Station Neighborhood Disaster Watch (Regional Cooperation Council). These citizens groups carry out a variety of activities for the prevention of disasters including research and data collection as part of a system of readiness for emergencies in the city.
In fiscal 2008, participatory workshops and practical training simulations were held at the time of the ordinary general meeting. The Research Council also provided administrative support for the disaster evacuation simulation carried out by the Central Disaster Prevention Council's expert examination committee, carried out research on the construction plan of a secondary communications network in case of disaster, and provided information and public awareness services regarding measures for dealing with new strains of influenza and other risk management. Furthermore the Council engaged in anti-terrorist training and carried out regional safety patrols during the G8 Hokkaido Toyako Summit.

A City That Adapts to the Times

16 Urban Heat Island Prevention Measures

From fiscal 2007, the OMY Council has participated in the Ministry of the Environment's pilot project for Cool City central zones. In fiscal 2008, the second year of the project, the following six projects were carried out.

- Shin-Tokyo Building: Rooftop greening.
- Shin-Yurakucho Building: Rooftop greening.
- Otemachi Area First Redevelopment: Rooftop greening and farming.
- Otemachi Area First Redevelopment: High solar-reflectance water-proofing, Nikkei Building.
- Marunouchi Park Building: Rooftop greening; water-retentive paving; open space greening and addition of waterscapes; and, high-reflectance surface coatings.
- Tokyo International Forum: Windowpane shielding film.



● Urban heat island mitigation measures in Otemachi-Marunouchi-Yurakucho.

- Areas where roads have been laid with water-retentive pavements.
- Areas where greening of rooftops and wall surfaces, and roadside tree planting has been carried out.
- Areas where pilot projects for Cool City central zones were completed in fiscal 2008.
- Planned areas where roads will be laid with water-retentive pavements.
- Areas where projects are planned for fiscal 2009.
- Areas where projects are expected to be undertaken in the future.

● Winning ideas from the Rooftop Greening Ideas Competition have been implemented in buildings in the area. Left: The Shin-Yurakucho Building (greening redevelopment conducted by Toho-Leo Co.). Right: The Shin-Tokyo Building (greening redevelopment conducted by Tajima Ryokka Kouji Co., Ltd.).

Two of the projects, on the Shin-Tokyo and Shin-Yurakucho buildings, were implementations of the winning ideas from the Rooftop Greening Ideas Competition run in fiscal 2007, a collaboration between the OMY Council and the Rooftop Research and Development Organization, a non-profit organization (NPO).

17 Wind Corridors

On the Yaesu Exit side of Tokyo Station, the Daimaru Department Store has moved into the newly completed GranTokyo North Tower and the former Daimaru building is now being dismantled. Once this has been completed, a wind corridor from the ocean through Yaesu-dori (Street) and Gyoko-dori (Street) will be established. It is expected that the creation of this wind corridor will mitigate the effects of the urban heat island effect.

18 Metroad Marunouchi Eco-Mobility and Green Logistics Trials

Metroad Marunouchi involves experimental projects designed to realize a low-carbon, safe and appealing community. Trial programs organized by the Smart Road Space Use Shakai-Jikken Executive Committee were carried out between February 9 and 22, 2009. These eco-mobility program trials included multi-location rent-a-cycles, community taxi and car-sharing services using Mitsubishi Motors i-MiEV electric cars, the expansion of the Marunouchi Shuttle Bus service, and a green logistics system employing velotaxis within the area known as velogi (a combination of "velotaxi" and "logistics").

● Electric vehicles, like this i-MiEV, and rent-a-cycles in the area attracted lots of attention from visitors.

OMY Event Calendar 2008

A variety of events happen throughout the year in the OMY area celebrating the changes of seasons, art, the environment, sports and other themes. These events serve to bring together local business people and visitors, creating an environment where people who would not normally meet have a chance to mingle, as well as providing people with an opportunity to rediscover the magic of the city.

Apr.	Marunouchi Art Weeks 2008 / Tokiwabashi Park Cherry Blossom Festival / Spring Morning Expo in Marunouchi Marunouchi Flower Weeks 2008 / Marunouchi Genki Culture Project
May	La Folle Journee au Japon (Days of Enthusiasm in Japan) music festival 2008 / New stops added for the Marunouchi Shuttle and Hibiya Bus services / World Fair Trade Day 2008 / Eiichiro Sakata photography exhibition "Love Call – Portrait of an Era," celebrating the 20th anniversary of the launch of AERA magazine / "Trickster" Bicycle Sprint Grand Prix in Marunouchi / 15th Heaven Artist Project
June	Blue Clover Campaign, Father's Day special event / Shikoku Big Summer Festival / 1st Marunouchi Proficiency Exam
July	Maiko entertainment, Marunouchi Building / New York Symphonic Ensemble, Marunouchi Special Concert / OMY CSR Report 2008 published / OMY Council's 20th Anniversary exhibition and symposium / SoulSwitch in Marunouchi / OMY Internship 2008
Aug.	Uchimizu (Water Sprinkling) Project 2008 / Eco Kids Explorers 2008 / Japan-China Photography Cultural Exchange Council exhibition "2008 China" / Marunouchi Softball Competition / Sky and Earth Project: Nature tours for children and their parents / Chinese contemporary art exhibition "Chinese Dream in Marunouchi" / Marunouchi Kids Festa 2008 / Tokyo Jazz 2008
Sep.	Cow Parade Tokyo Marunouchi 2008 / Nihonbashi River Cleanup / Rural Village Revival Fair 2008 Autumn Morning Expo in Marunouchi
Oct.	Marunouchi Earth Environment Club Opening Symposium / Tokyo University of the Arts "Arts in Tokyo Marunouchi" / OMY Council wins Cool Biz of the Year "Team Cool Biz" Award / Tokyo Marunouchi Street Stadium / Pink Ribbon Festival 2008: Smile Walk, and screening of "Mayu: Kokoro no hoshi" / Chiyoda Edo Festival 2008 / Through Diplomats' Eyes Japan 2008 / City Tourism Seminar / Asama-Sanroku Revival Project workshop / Eat Japan in Marunouchi / Maruouchi Nakadori Gardening Show 2008 / 16th Heaven Artist Project / Sky and Earth Project: Forest tour
Nov.	Nihonbashi River Cleanup / Sky and Earth Project: Forest management tour / Think of Tomorrow's Planet: Realizing Harmony in Marunouchi / Planting bulbs in Tokiwabashi Park / Illumination 2008, Marunouchi / Harmonia '08-'09 TIF Light and Sound Harmony / Yurakucho Marui Christmas Illumination / Felissimo Christmas Archives Museum Collection exhibition
Dec.	Sparkling Christmas / Neighbors' Day / Kouto Tokyo: Lightopia 2008 / Tokyo Marunouchi Gala Concert 2008 Tokiwabashi Bamboo Lanterns
Jan.	Marunouchi house Meets Mie / Tokyo Marunouchi Earth Environment Forest: Forestry tour
Feb.	Tokyo Maru-Chef Marché / Metroad Marunouchi / Great Dinosaurs Exhibition in Tokyo Marunouchi
Mar.	Marunouchi Bunkasai (Culture Festival) 2009 / Mitsubishi Estate & Suono Dolce with Yuming in Marunouchi Tokyo Marunouchi Tulip Fair
Year-round activities	Oedo Antique Market / Ligare seminar / Mama Café / Earth University Advanced and Earth University Creative / Tokyo University Relay seminar / Best Flea Market, Tokyo International Forum / Marunouchi Walking Guide / Marunouchi Café seminar / Marunouchi Saezurikan nature seminars / A variety of other events

The People of OMY

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

OMY Community Stakeholders

A variety of stakeholders are involved in urban development in the OMY community. In addition to stakeholders within the OMY area, such as land and property owners, local government, infrastructure developers, and tenants, there are also a number of stakeholders that extend beyond the borders of OMY, such as employees, visitors, civil society, financial institutions, suppliers and other stakeholders.

Each of these stakeholders within the OMY community is connected through an organic network and input from each group contributes to the decision-making process.

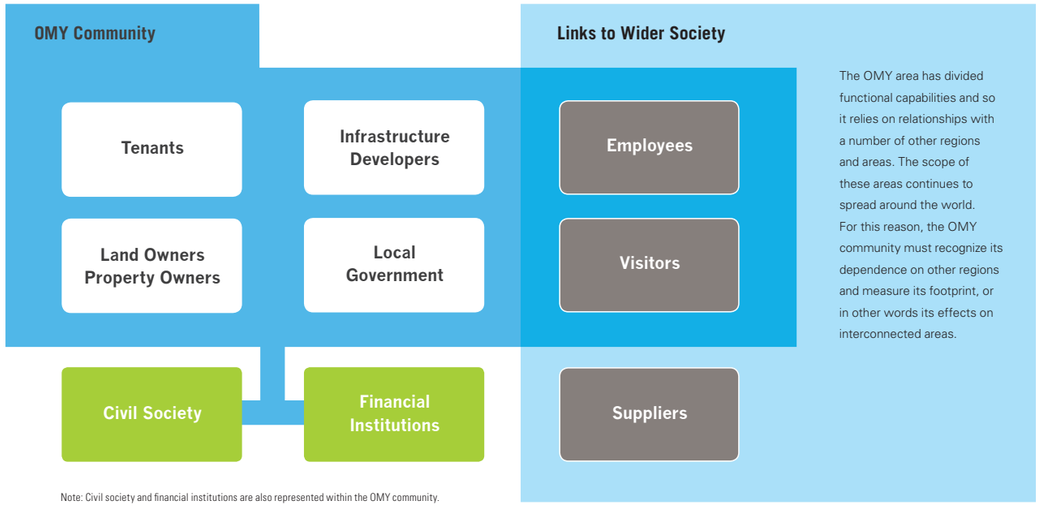
Stakeholder Dialogue Policy

In order to refine its vision for the future, and roles and responsibilities, in 2007 the OMY community initiated a process for receiving feedback from a number of experts and stakeholders on a regular basis.

First, we create an open space with as few restrictions as possible where we can listen to the opinions of active leaders in various fields on their visions for the future of the city and society at large. Up to now we have received feedback from seven people. In addition, stakeholder's meetings are held where a number of stakeholders discuss a narrower range of topics relating directly to sustainability in the OMY area and the OMY community's roles and responsibilities.

The OMY CSR report, both print and online, publishes details of the feedback received from these experts and stakeholders in order to share this with members of the OMY community.

OMY Stakeholders



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

Dialogue With Stakeholders

Revisiting Perspectives of OMY Through Dialogue With Stakeholders

Feedback From Business Women About the OMY Area

OMY is an area where a variety of working people, visitors, and travelers come and go. We asked four business women to give us their candid opinions on what is necessary to make the area a comfortable place for everyone from a woman's perspective.

(This discussion was held on April 3, 2009 at Ecozzeria, Marunouchi.)

Feedback From Participants

Mariko Kawaguchi
Senior Analyst, Manager
Management Strategy Research Department
Daiwa Institute of Research Ltd.

"On the one hand, OMY is very convenient and the streets are well maintained. On the other hand, the area is so artificial that it leaves the impression nothing can be done to change it."
"When you think about things such as whether there are diaper-changing rooms in both men's and women's toilets, I feel that OMY seems to be less a place to bring children and more of a space for adults."

Shoko Murayama
Cultural Affairs Department, Nikkei Inc.

"There aren't many escalators or elevators in OMY. As Tokyo Station is so close, there are a lot of people on business trips and other people who have heavy luggage. I think the area would be more convenient if more attention was paid to these people."
"I sometimes hear from mothers that the wheels of strollers get stuck on the streets, and that there aren't enough elevators so it is hard to get in and out of places with a stroller."

Naomi Tofukuji
COO, Japan Pacific Century Group
Director, OMY Area Management Council (NPO)

"I think this area has changed a lot over the last ten years. The city has become much more attractive, and there is a better balance of people between night and day, and weekdays and weekends. It's clear this is the result of a lot of hard work."
"Bicycle parking spaces are limited, so it would be good if a bicycle sharing system was introduced."

Tomoe Yamashita
Manager, Marunouchi Branch, Tipness Limited

"There are so many underground passageways in OMY, it is easy to get lost. Aboveground it is easy to know which way you are going because you have the Imperial Palace and the terminal to act as landmarks, but underground it's like a maze and distances between places somehow feel farther.
"I think it would be good if the area was developed so that all kinds of people, including business people, tourists, and parents with children, feel comfortable."

Energy and Mobility in the Future

What kinds of technologies will need to be adopted to ensure sustainable urban development for the next 1,000 years, and how should these be implemented? While looking to the future, we must also reflect on history. We asked five specialists in a variety of fields for their opinions on these issues, with a particular focus on energy and mobility.

(This discussion was held on March 23, 2009 at Ecozzeria, Marunouchi.)

Feedback From Participants

Shunsuke Aoyama
President
Environmental Planning Research Institute

"In my opinion we can pursue either the option to decrease energy use by introducing electric cars and hybrids, or to change energy consumption patterns by promoting walking and other alternative modes of transport. How we implement these options in urban development is where technology will play a large role."

Shunji Kishimura
Representative Director
Kishimura Industry Co.

"I want to create a system for electric cars whereby we can charge cars using solar energy and prices for the energy used do not increase."

Tetsunari Iida
Executive Director
Institute for Sustainable Energy Policies (NPO)

"In Japan, mechanization based on electricity has gone to extreme levels. I believe it is important for Japanese to take back some modicum of a sense of coexistence with nature and return to a more human perspective."

Shigenori Kobayashi
Professor, Tokyo City University
Chairman, OMY Area Management Council

"We are learning about how to balance the needs of area management from the perspectives of the whole district and each individual block from the yamori (people who renovated abandoned homes to make restaurants, bars, etc.) in the Edo Period."

Eisuke Ishikawa
Writer, Edo Period Culture Researcher

"I think that there are two types of energy in the world, energy that is harmful to humans and energy that is harmless. We have to reduce our use of harmful energy as much as possible because it is bad for our health."

For transcripts of this and previous stakeholder's meetings please go to the following URL (Japanese only).
http://ecozzeria.jp/csr2009/dialogue

An Assessment of OMY

Here we provide key indicators for the OMY area.

In this section, we provide some key indicators to give an overview of the OMY area. These indicators were selected based on recommendations from the GRI Sustainability Reporting Framework's G3 Guidelines and the opinions of various stakeholders.

These indicators are not designed to imply increases or decreases in one or the other are good or bad. They are provided in order to assess the concept of evaluations that are not one-sided but rather indicators upon which comprehensive evaluations can be based.

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

33 companies

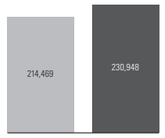
Index	Number of Listed Companies	
	OMY	Japan
DJSI	6	35
FTSE4Good	23	189
Ethibel	4	22
Total	33*	246

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

A Socially Responsible Investment (SRI) ★1 index is one which indexes companies' stock prices based only on their SRI performance. In other words, these indices illustrate the stock price movements for a select group of companies with outstanding CSR practices. A number of companies with head offices in OMY are listed on the three major SRI indices.

Number of employed workers in the OMY area

230,948



There are 230,948 employed workers* in OMY. However, there are only 31 residents* in the area. As OMY attracts so many commuters, there is a significant difference between the daytime and nighttime population in the area.

* Employment figures for 2006 are derived from "Statistics for establishments and enterprises for urban areas 2006." Figures for number of inhabitants are for 2009 from the "Population Registration System in Japan."

Number of day-care centers and nurseries open to the public

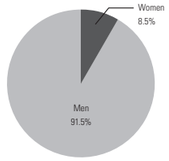
1 center

* Kid's Square, Marunouchi Tokyo Building, opened in November 2005.

Within the OMY area there are a number of companies that offer day-care and nursery facilities for their employees, but there is only one day-care center* in the area that is open to the public. As there is strong demand for these kinds of facilities close to areas where people work, the number of applications far exceeds the capacity. The current situation is that there are not enough facilities to meet demand.

Proportion of women executives (salaried executives only)

8.5%



* 2006 figures derived from "Statistics for establishments and enterprises for urban areas 2006."

Women make up 418* out of a total of 4,919, or 8.5%, of salaried executives at companies in the OMY area. This can be compared to 154,372 out of a total of 624,357, or 24.7%, of salaried executives in the Tokyo Metropolitan Area. Unfortunately, this indicates that inequality is larger for both employment and promotion opportunities in OMY than in other areas.

CO_2 emissions in OMY

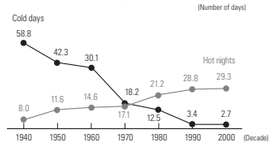
800,000 t-CO_2

* The Tokyo Metropolitan Government's Planning System for Measures against Global Warming, based on reported fiscal 2007 data from 63 relevant businesses, states that emissions of greenhouse gases (GHGs) by unit of floor space in OMY are approximately 125.5kg-CO_2e/m2 per year. In fiscal 2007, the total floor space in the OMY area was 637 ha. In the OMY CSR Report 2008, a different method was used to calculate GHG emissions, however this new reporting method is more accurate. Figures for average household emissions (around 5,350 kg-CO_2e per year) are for fiscal 2007 data from the Japan Center for Climate Change Actions.

Direct and indirect CO_2 emissions from sources such as electricity and city gas use in OMY are around 800,000 t-CO_2* per year. This is equivalent to the emissions from around 150,000 households. In the OMY area there are significant numbers of commercial facilities and we must act to decouple economic activity from environmental impacts.

Yearly average number of hot nights over 25˚C in Otemachi

29.3 nights



* Here, the 2000's refers to the 9-year period from 2000-2008.

The yearly average number of hot nights★2 over 25˚C in Otemachi, as measured at the Meteorological Agency's observation site, was 29.3 nights in the 2000's.* It can be seen that there is an increase over time when looking at decadal trends in average number of hot nights. On the other hand, there is also a decreasing trend in the average number of cold days★3. These trends are likely influenced by the urban heat island effect.

★1. Socially Responsible Investment (SRI) is an investment method where one invests in companies that are thought to take social and environmental concerns into account in their business operations, and pulls investment out of companies that do not.
★2. Here, "hot nights" are defined as nights where the minimum temperature does not fall below 25˚C from evening through to morning.
★3. Here, "cold days" are defined as days where the minimum temperature does not go above 0˚C throughout the day.

OMY Overview

General Indicators	Data	Notes
Employed workers	230,948	2006 data. Source: "Statistics for establishments and enterprises for urban areas 2006," Tokyo Metropolitan Government.
Number of offices	4,064	
Residents	31	2009 data. Source: "Households and Population From the Resident Register," Tokyo Metropolitan Government, January 2009.
Gross floor space	Approx. 637 ha	March 2008 data. Excludes 64 ha under development.
Number of buildings	104	March 2008 data. Excludes buildings under development.
Surface area with greenery (excluding waterways)	6.7%	2003 data. Otemachi and Marunouchi only. Source: Chiyoda City research.
Parking spaces	Approx. 13,000	March 2009 data.
Railway network	5 stations; 20 lines	5 stations: Otemachi, Tokyo, Nijubashimae, Hibiya and Yurakucho. 20 train lines: 13 JR lines, 1 subway line, 6 Tokyo Metro lines.
Total number of entries and exits through all stations per day	1,774,742	Not including shinkansen (bullet trains). Source: "Circulation transit/outdoor ads 2008," Oricom Co., Ltd.
Number of companies with head offices in OMY that are listed on 3 major SRI indices	Total of 33 listings (26 companies, excluding multiple listings)	DJSI: 6 listings (as of Feb. 2, 2009); FTSE4Good: 23 listings (as of May 1, 2009); Ethibel: 4 listings (as of Mar. 20, 2009).
Economic Indicators	**Data**	**Notes**
Total net sales for all companies with head offices in the OMY District and percentage of Japan's GDP	132,211,400 million yen (25.6%)	Sales figure results for fiscal 2007. Source: Kaisha Shikiho (Japan Company Handbook) Autumn 2008 edition, Toyo Keizai Inc.; Japanese GDP data from 2007 (515,977,200 million yen). Source: Cabinet Office, Government of Japan.
Social Indicators	**Data**	**Notes**
Minimum wage	766 yen	April 2009 data. Minimum wage figure for Tokyo Metropolitan Area, including OMY.
Ratio of all male to female employees	61% of workforce male to 39% female	2006 data. Source: "Statistics for establishments and enterprises for urban areas 2006," Tokyo Metropolitan Government.
Ratio of full-time male to female employees	73% male to 27% female	
Ratio of male to female salaried executives	73% of salaried executives male to 27% female	
Number of day-care centers and nurseries open to the public	1 center	April 2009 data. Kid's Square, Marunouchi Tokyo Building.
Total floor space and percentage of gross floor space of buildings designated under the Barrier Free Act	431.1 ha (68%)	March 2007 data.
Environmental Indicators	**Data**	**Notes**
Yearly average number of hot nights over 25°C	29.3	Yearly average over the 9-year period from 2000-2008 (1940's average: 8.0 nights).
Yearly average number of cold days under 0°C	2.7	Yearly average over the 9-year period from 2000-2008 (1940's average: 58.8 days).
Energy consumption (buildings, etc.)	18,106 TJ	Fiscal 2008 data. Source: Pro forma amounts calculated from 19 Mitsubishi Estate buildings in OMY area with ISO 14001 certification.
CO_2 emissions (buildings, etc.)	Approx. 800,000 t-CO_2	Fiscal 2007 estimates. For details, see p. 29.
CO_2 emissions (commuting)	48,244t-CO_2	Fiscal 2006 estimates. Source: OMY CSR Report 2008.
Surface area of roads with water-retentive pavements	Aprrox. 33,600m^2	March 2009 data. Source: Area Planning Office, Building Business Division, Mitsubishi Estate Co., Ltd.
Surface area of green rooftops and walls	Approx. 12,000m^2	March 2009 data. Source: Area Planning Office, Building Business Division, Mitsubishi Estate Co., Ltd.
Potable water consumption	7,300,000m^3	Fiscal 2008 data. Source: Pro forma amounts calculated from 19 Mitsubishi Estate buildings in OMY area with ISO 14001 certification.
General solid waste from businesses	53,207 tons	Fiscal 2006 estimates. Source: OMY CSR Report 2008.
Animal species observed in surveys on Imperial Palace grounds	3,638	1996-2000 data. Source: "First Biodiversity Survey of the Imperial Palace," Independent Administrative Institution National Museum of Nature and Science, Tokyo.
Plant species observed in surveys on Imperial Palace grounds	1,366	
Participants in nature surveys	Approx. 470	Accumulative number of participants in fiscal 2008 in 9 nature surveys of the East Gardens of the Imperial Palace, organized by the Nature Info Plaza Marunouchi Saezurikan.

Note: Data supplied by the Otemachi-Marunouchi-Yurakucho (OMY) District Redevelopment Project Council where data sources are not referenced.

Editorial Policy

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

The Goals of the Report

Friendly and Easy-to-Understand

As the OMY community is not a company, it is important that a variety of stakeholders be involved in CSR programs. These stakeholders include land and property owners, tenants, employees, local government, infrastructure developers, and visitors. With this in mind, we have sought to explain our vision and initiatives in a friendly and easy-to-understand manner 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.
Continuing on from last year, we requested advice from experts with multiple perspectives in an open forum regarding their visions for the future of the city and society at large (see pp. 4-11: Looking Ahead to 2050). In particular, we asked for advice and opinions in two areas on the initiatives required by the OMY community to achieve sustainability (see pp. 26-27: Dialogue With Stakeholders).

GRI Guidelines and Environmental Reporting Guidelines

The GRI Guidelines are the de facto international standard for sustainability reporting and are applicable to all organizations. This report has been created bearing in mind the concepts of the third version of the GRI Sustainability Reporting Guidelines ("the G3 Guidelines"). Furthermore, the Japanese Ministry of the Environment's Environmental Reporting Guidelines 2007 were also referred to during the production process.

Reporting Fields

Friendly and Easy-to-Understand

This report provides information on the triple bottom lines of economy, society and the environment, as well as governance and the management structure for urban development in the area.

Reporting Scope

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

Reporting Timeframe

This report covers initiatives during the period from April 1, 2008 through March 31, 2009. In addition, some sections include action plans within timeframes outside this period.

Publication Date (in Japanese)

June 2009. (Next publication date: June 2010)

Contact Information

OMY Community SR Promotion Council Office
The Ecozzeria Association
Shin-Marunouchi Building 10F, Marunouchi 1-5-1,
Chiyoda-ku, Tokyo 100-0005, Japan
Tel: (domestic) 03-6266-9400, (international) +81-3-6266-9400
Fax: (domestic) 03-6266-9401, (international) +81-3-6266-9401

Publishing Organization

OMY Community SR Promotion Council

OMY District Redevelopment Project Council
Otemachi Building 6F, Otemachi 1-6-1, Chiyoda-ku,
Tokyo 100-8133, Japan
http://www.lares.dti.ne.jp/~tcc (Japanese only)

OMY Area Management Association (Ligare) Non-Profit Organization
635 Otemachi Building 6F, Otemachi 1-6-1, Chiyoda-ku,
Tokyo 100-8133, Japan
http://www.ligare.jp (Japanese only)

Ecozzeria Association
(General Incorporated Association: The Association for Creating Sustainability in Urban Development of the OMY District)
Shin-Marunouchi Building 10F, Marunouchi 1-5-1, Chiyoda-ku,
Tokyo 100-0005, Japan
http://ecozzeria.jp/english/

Mitsubishi Estate Co., Ltd.
Otemachi Building 6F, Otemachi 1-6-1, Chiyoda-ku,
Tokyo 100-8133, Japan
http://www.mec.co.jp/index_e.html

OMY Community SR Promotion Council
OMY District Redevelopment Project Council
OMY Area Management Association (Ligare)
Ecozzeria Association (The Association for Creating Sustainability in Urban Development of the OMY District)
Mitsubishi Estate Co., Ltd.
http://www.ecozzeria.jp/english/