



# The OMY Environmental Vision

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

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

## A City That Changes With Knowledge



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

## A City That Acts Together to Address Global Issues



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

## A City that Spreads Ripples of Hope



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

## A City That Adapts to the Times



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

## A City that Looks After Its Health



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

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



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

## A City That Fulfills Its Responsibility to Other Regions



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

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



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

Ecozzeria Association activities in improving the OMY environment and in preventing global warming were recognized in 2010 by the award of the Environment Minister's prize in the category of environmental education.



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

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

# Editorial Policy

## The Goals of the Report

### Friendly and Easy-to-Understand

To promote OMY's CSR programs, it is important that as wide a variety as possible of stakeholders be involved. These stakeholders include land and property owners, tenants, employees, local government, infrastructure developers, and visitors. With this in mind, we have sought to explain our vision and initiatives in a friendly and easy-to-understand manner in order to appeal to the widest possible audience.

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

In order to refine its vision for the future, and roles and responsibilities, the OMY community received feedback from a number of experts and stakeholders.

Looking Ahead to 2050 P.06  
 OMY Associates and Stakeholders P.30

### The Current Status of OMY

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

Top Commitment P.14  
 CSR Actions 2010 P.16  
 An Assessment of OMY P.34

### Reporting Scope

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

### Reporting Timeframe

This report covers initiatives during the period from April 1, 2010 through March 31, 2011. In addition, some sections include action plans within timeframes outside this period.

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The world focuses on how we are going to recover,  
and overcome our sadness and worries.  
Without falling into a downward spiral of despair  
in the face of a worsening situation,

**let's stay calm,  
not get angry  
and one by one sow  
the seeds of hope.**

Tomonari Yashiro  
Director, Institute of Industrial Science, University of Tokyo

An irresistible chance to be reborn as a green energy  
and energy-saving advanced country!

**Let's establish new industries  
in the Tohoku region,  
utilizing green energy.**

To support you in this task, we designers will happily provide  
our knowledge and technology.

Fumikazu Masuda  
Representative Director, openhouse inc.; Professor, Tokyo Zokei University

Japan's post-war economic and  
technological recovery led the world.

After this disaster, will we be able to make a similar claim?

**Japan's role could be  
as an advocate  
for the potential rich  
new world**

resulting from the integration of previously  
fragmented industries in the environmental,  
economic, agricultural, educational and medical fields.

Hima Furuta  
Representative Director, umari inc.

**We are together  
now and from  
now on,  
Nippon**

OMY lives under the same sky  
as the devastated areas.  
Messages received from our OMY CSR colleagues.

Parents and children in radioactive areas  
have been forced to abandon their ancestral lands and  
migrate to other areas - a modern version of 'Noah's ark'.

**I think it is essential  
for society to share  
the pain of this reality.**

Manabu Akaike  
Director, Universal Design Intelligence Inc.

Make the community better than it was before the disaster.  
We are responsible for the victims and future generations.

**Let's aim not only  
at simple recovery,  
but create a sustainable  
society based on traditional  
Japanese wisdom,  
our human roots and harmony with nature.**

Hiroshi Komiyama  
Chairman, Mitsubishi Research Inc.

As well as short term and local points of view,

**take medium  
and long term measures,  
able to withstand  
any eventuality (= resilience)**

and be willing to be evaluated by various sectors of society –  
this will make Japan a truly happy and sustainable nation.

Junko Edahiro  
Director, Institute for Studies in Happiness, Economy and Society

I would like to restore the power of place  
by using local materials and craftsmen's skills.  
For example, fans made from Tohoku 'washi' paper,  
or furniture or houses.

**I want the world  
to know about the  
power of Tohoku.**

Kengo Kuma  
Professor, Tokyo University; Architect

The earthquake revealed the weakness of this country's  
over-concentration on economic efficiency, industry and lifestyle.

**Be independent and  
stand on your own feet.  
Let's rebuild as  
independent communities.**

Naoki Adachi  
CEO, Response Ability Inc.

**We are supporters! Ecozzeria Membership:**

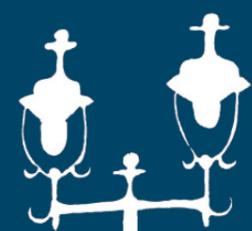
Nippon Telegraph and Telephone East Corporation / NPO OMY Area Management Association / Otemachi Marunouchi Yurakucho District Redevelopment Project Council / Development Bank of Japan / Tokyo International Forum Co Ltd / The Sankei Building Co Ltd / Taisei Corporation / Tokyo Gas Co Ltd / East Japan Railway Company / Marunouchi Heat Supply Co Ltd / Mitsubishi Estate Co Ltd / Mitsubishi Corporation / Bank of Tokyo-Mitsubishi UFJ / Asahi Glass Co Ltd / Ohbayashi Corporation / Kajima Corporation / Koikai Farm Ltd / Shimizu Corporation / East Japan Marketing & Communications Inc / Takenaka Corporation / Central Research Institute of Electric Power Industry / Tipness Ltd / Deloitte Touche Tohmatsu LLC / Toda Corporation / Panasonic Electric Works Co Ltd / Hibiya Kadan Co Ltd / Mitsubishi Electric Corporation / Mitsubishi Jisho Sekkei Inc / Yoshimoto Pole Co Ltd / Itoki Corporation / Totech Corporation / Ricoh Japan Corporation / NPO Rooftop Development Workshop / Center for the Science of Human Endeavor / Cre-en Inc / NPO Forum for Urban Environment (Seminar for Environmental Technology) / Lohas Club / Lohas Business Alliance

# Looking Ahead to 2050

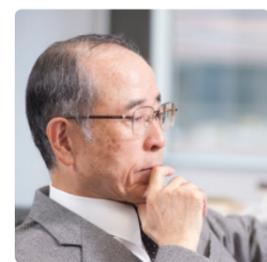
OMY's policy, for environmental improvement and sustainable city development.

Looking into the future while remembering the past.

Society in 2050: the interviewees, research pioneers in the various fields that make OMY an attractive town, offer their suggestions.



P.08



**MURAKAMI Shuzo** Chief Executive, Building Research Institute

Integration of 'hard' facilities with a wide variety of services makes for an attractive city  
Focusing on the economy with the aim of benefitting society as a whole  
Attracting world attention by developing a town that values human scale

P.10



**IGUCHI Norio** Professor, Aoyama Gakuin University, School of Cultural and Creative Studies

Create new values by cultural exchange among diverse and heterogeneous people  
Flat organizations in flexible, 'no boundary spaces' produce creativity  
Take advantage of your global network and be Japan's gateway to the world

P.12



**NAMASE Katsuhisa** Actor

Don't miss out, enjoy life!  
Crazy ideas can produce a breakthrough  
Enjoy life by taking on challenges at work





## A World-class Business Center Offering Diverse High Quality Services

**MURAKAMI Shuzo**

Chief Executive, Building Research Institute

The basic essentials for an attractive, human-scale and sustainable urban environment.

### Providing a Variety of Services Creates an Attractive City

The OMY area council has for more than twenty years proceeded with urban planning in agreement with and the consent of public and private interests. The present high reputation of the area has developed in an integrated manner ever since the era of minor feudal lords in the Edo period. There is no other business center in Japan as well organized as OMY. It is difficult to plan for and build beautiful and unified cities in Japan, because the individual landlord's sovereignty is so strong. Therefore Japanese cities are said to be less attractive than cities like Paris. But OMY has accomplished some degree of success in this area – and it has been achieved by the private sector, which is very impressive. Of course, OMY is the leading business area in Tokyo and I would like OMY to continue setting an example of best practice in urban planning and community development.

By the way, the East Japan Earthquake Disaster has prompted, debate about decentralization of urban functions. From the point view of disaster prevention/security, it needs to be discussed, but the 'appeal of the city' is a different issue from disaster prevention. The combination of both 'hard' and 'soft' facilities in the city greatly contributes to its appeal. The city's quality and range of services, together with advanced 'hard' facilities such as transportation links and no-stress IT systems including in such specialized areas as the financial, legal, medical and educational fields are the city's main attraction to both Japanese and foreigners.

When high quality services are provided for business and private life, human resources and capital will be attracted worldwide. When labor, resources and capital get together in one place, additional value is created. The increase in value attracts more people. This dynamic, virtuous cycle is the source of the appeal of global cities such as Tokyo.

### Maximize Social Benefit by Focusing on Economic Matters

After the recent earthquake disaster, introduction of energy-saving measures became inevitable, but the whole future of energy supply needs to be more actively discussed. One of the key words is 'decentralization'. AC systems have already transferred from central systems to multi-unit packaged air conditioning installations. Diversification of energy sources for generation of electricity should be discussed first, from the point of view of stability of supply, disaster prevention, energy saving and contribution to a low carbon environment. Also I think we should focus on the economic effect on other industries.

For instance, dynamic pricing was introduced into the US electricity market by building a national grid network and widespread use of smart meters. Thus, the smart city produces a huge economical influence. I think dispersion and concentration should be mixed systematically. We should study and agree, after discussing without reservations, on what is the best way to maximize social benefit.

Regarding the economic impact, one theme in the government's environmental

### MURAKAMI Shuzo

Born 1942, Graduate, Department of Architecture, University of Tokyo, 1965. Ph. D. in Engineering. Chief Executive, Institute for Building Environment & Energy Conservation; Member, Science Council of Japan; President, Society of Heating, Air-Conditioning & Sanitary Engineers of Japan; Chairman, Architectural Institute of Japan; Chairman, Architectural Review Committee, Ministry of Land, Infrastructure, Transport & Tourism. Research Fields: Computational Fluid Dynamics; Architecture & Environmental Engineering; Sustainable Architecture; etc.



future city initiative, concerned some interesting data about "health". When building a new house, there is a Yen one million difference in initial cost between insulated and uninsulated. If we want to recoup this difference, it takes about 30 years. On the other hand, residents of insulated houses do not catch colds so often. When you catch a cold, you have to pay medical expenses, so insulated houses save such costs. I call these non-energy benefits resulting indirectly from energy-saving measures that also increase comfort and health. If we add the benefits of less sickness, better sleep, etc., when calculating the return on the initial investment we can recover the difference in only 16 years.

The benefits are not only in personal health; there is a national benefit through tax reduction, as the government covers 70% of medical care expenses. A good medical health service is important as it attracts skilled 'knowledge workers' including those from overseas.

### The Importance of a Human Sense of Scale in Urban Planning

Looking at cities around the world, I believe that the most pleasant neighborhoods were developed before the invention of the automobile. On the other hand, most US cities have been planned to accommodate cars. I feel more attracted to European cities. Where does this feeling come from? The source derives from the 'sense of scale'. Europe's historical cities have resisted motorization and have not been 100% spoiled by the automobile. They value the sense of scale, which allows people move around on foot.

They do not make light of their history, respecting history while pursuing progress.

It is difficult to create a successful community. I believe the collapse of many of the older new town communities in Japan is due to problems with the development process, as well as problems related to motorization. In the period of the rapid growth economy, new towns were built and houses sold at the same time to people in the same age group. Now these people are ageing together with the passage of time, a development that the community cannot withstand. In contrast, there was the case of Chiba Yurigaoka New Town (in Sakura, Chiba Prefecture), which went well. The town began by constructing a monorail and other infrastructure, while building and selling limited numbers of houses incrementally and continuously. Thus a wide age-range population lives in the town.

The collapse of a community severely undermines the sustainability of an area. OMY's aim of creating a sustainable community within a business center is a significant initiative. This is not an easy program, with many hurdles to be overcome, but it can be a role model for the world. I would like OMY to be 'the town where people take the principal part, not cars', 'a town that is safe and pedestrian friendly' and 'a town which possesses a strong social sense of solidarity'. A sense of human scale is needed to design a city. With respect for the history that has driven Japanese modernization and economic growth since the Meiji Era, I hope OMY will continue its efforts, making OMY even more successful, attracting business people from around the world and furthering the development of Japan.



## Cities with a Flat and Flexible Organizational Structure Foster Creativity

### IGUCHI Norio

Prof. Aoyama Gakuin University, School of Cultural and Creative Studies

With a creative class of business people driving the economy, the 'Creative City' attracts attention. Enhancing the value of the OMY District by fully utilizing its assets and skills.

### The Mother of Creativity is the Community

The "Accumulation → Networking → Display → Creation → Dissemination" cycle is an inherent feature of the 'Creative City'. From a 'hardware' point of view, a characteristic of the OMY area is the concentration of prestige buildings. As more and more people gathered, OMY reached the top level in 'Accumulation' and 'Networking'. As for 'Display', many people can easily see the unique urban environment and facilities of the OMY development model. When 'Creation', the fourth function, is added, value increases further.

On the other hand, from a 'software' point of view, three characteristics may be listed. The first is a city where intelligent, like-minded, highly educated business people gather. The second characteristic is that there is a degree of separation from everyday life and society in general. The third is that the area has close networking connections to overseas. The first and second characteristics are two sides of the same coin. Cultural networking among people from a similar level of society might be easy, but it is difficult, I would think, for them to be creative or produce ideas, which would drastically change society.

The third characteristic, overseas networking, obviously represents a big advantage. Many corporations in OMY have developed their businesses globally and many of their employees therefore have considerable overseas experience. Such people can well understand how Japan is seen from overseas. Exploiting this knowledge in the workplace and in the company's relationship with consumers

would be interesting. To do so, I feel it necessary to encourage greater cultural exchange among various different people.

The Marunouchi Morning University is an interesting initiative for increasing creativity. Students will put into practice and make good use in their daily lives of the knowledge gained. It may be expected that people will become better able to see things from a general point of view and this sensitivity will feed back to their place of work.

If developing a creative city becomes an objective in itself, it becomes 'work', making it difficult to produce the hoped-for results. On the other hand, developing a community where business people as individuals are free to interact as they wish, it automatically becomes a creative city.

At this particular time, if OMY wishes to demonstrate its serious purpose, it could study issues such as 'Disaster Prevention' and 'Energy'. People would participate seriously in studies of daily safety and security, even in a corporate context. Companies and organizations in OMY have knowledge, technology and experience in fields such as upgrading disaster prevention measures, energy conservation and developing sources of natural energy, so sharing these resources by networking among corporations will be more actively pursued.

These activities by OMY, as a center of business in Japan, will have great social impact. Importantly, spreading this information overseas will enhance Japan's international business/financial reputation and attract overseas visitors. This environment fosters creativity and research by individual corporations and business people, leading to the development of new industries. This is one of the reasons why OMY is known as a creative city, I believe.

### IGUCHI Norio

Born 1956, Shibuya, Tokyo. Graduated Tokyo University, 1980; entered Ministry of Transport (Current Ministry of Land, Infrastructure, Transportation & Tourism). 1994 Professor, School of Business and, from 2007, Head of SACRE Center, Aoyama Gakuin University. Specialized in Creative Economics and Theory of the Creative City. In 2008 took up current assignment. Board member, Japan Association for Cultural Economics; Committee member, Tokyo Metropolitan Foundation for History and Culture. Recently published: "Study of Aoyama Culture" (Sendenkaigi); translations of Richard Florida's "The Rise of the Creative Class" and "Who's Your City" (Diamond)



### The Value of Flat Organizations and the Need for Flexible Space

I mentioned earlier that like-minded people tend to gather in OMY. For the most part, leading business people are competent generalists. Although generalists, who are good facilitators gather in this area, if we want to create new value, it is necessary to motivate generalists from within corporations to become specialists, creators and innovators.

In the age when society knew what to do next, the pyramid type of organization was effective and functional. Now, we do not necessarily know what to make and provide, and generalists alone cannot come up with the answer. Flat-type specialist groups, able to create new ideas one after another and rapidly test and evaluate them, are essential. From production, through sales, to headquarters operations, the merits of pyramid-type organizations are diminishing. By dismantling military-style and similar systems, where people cannot freely inter-connect horizontally, creativity within individual corporations and in divisions or departments of organizations will be activated.

Therefore, considering the 'hard' aspects of OMY, 'places' are necessary, I believe, such as open greenery areas where large numbers of the public could gather and spaces that can be used for any purpose – and not necessarily outdoors; underground shopping areas are also suitable. The important point is 'flexible space'. OMY appears too orderly, somewhat unfriendly/forbidding and too exclusive. This image of OMY needs to be shaken up and changed. Spaces having the right atmosphere would encourage company

in-house specialists, creators and innovators to drop by frequently to unwind and spend time chatting in a relaxing atmosphere.

The recent Marunouchi and Shin-Marunouchi Buildings are of a better design, having a greater number of attractive shops, and I hope this more flexible image will become the norm. The point is, how flexible can the 'managements' of companies and property owners become? This is the key to OMY's networking, creativity and dissemination functions.

### Function of the Hub in City Culture

Recently the phrase 'Cool Japan' has been used to describe Japan's culture, cuisine and products, which are admired globally, with computer games and anime being particularly popular overseas. This is one way to draw tourists from overseas, though it remains important for OMY to exploit its overseas network even more. In short, this means taking on the role of gateway to Japan, by selecting products or services for export or import and introducing them regionally, to areas such as Ginza, Nihonbashi, Shibuya and Aoyama. In other words, OMY is the 'Hub' of the 'Hub & Spoke' city model. Because Tokyo is a mosaic type of city, the 'flexible use of space = borderless district' concept means OMY can prosper if it is the gateway to Tokyo and a channel to other districts of the city as well. My wish is that OMY, at the center of Tokyo, with its many unique advantages and its creative appeal, will become conscious again of its functional and geographical position and take this gateway role seriously.



## The Town where Salarymen can once again become “Cool”

### NAMASE Katsuhisa

Actor

Katsuhisa Namase brilliantly portrays a surrealistic controller in NHK's popular satirical TV program “Salaryman NEO”. What does he expect of OMY?

#### Released from the Confines of the Office, a Greater Vitality is Born!

A catch phrase for “Salaryman NEO” season 6 is “salarymen are cool!”. But I hear from people that salarymen are actually unattractive and run-down. I am not sure if it is true or not, because I am not a salaryman. But I gain some understanding when acting on stage. Most of the audiences are ladies - I don't see many businessmen. Actually there are not many plays about or for salarymen. On top of this, I guess salarymen do not have time and lack opportunity to enjoy the theater. Women love to be entertained, but men are more passive and should participate more actively to enjoy life to the full.

I feel that salarymen are giving up many opportunities to have fun. For instance, they don't care about smart clothes, preferring to go out drinking after work with colleagues and getting legless in places such as Shimbashi and Kanda. Even on weekends they do not go the races to release tension. I am thinking of something that will entertain them after a hard day's work.

For example, casinos, like overseas. Casinos have all kinds of entertainment, such as gambling, theaters, restaurants and bars. It may not be easy to establish places that attract salarymen with a range of amusements, not just eating and drinking places. If such places can re-energize salarymen, it would be fantastic: the salaryman could be ‘cool’ both in public and private life.

#### Reckless Ideas Can Give a Hint...

How do we create a town where people really enjoy working? Let's consider some reckless idea totally lacking common sense. I suggest bringing Okinawa's Churaumi aquarium to Tokyo. Can you imagine a super aquarium in Tokyo - or in the OMY area? It would be amazing if the aquarium had whale sharks swimming in the Kuroshio Current!

If the Imperial Palace moat were cleaned up and people could look at the fish from the side or from underneath. Everyone would say it is impossible - but is it truly impossible? Sen no Rikyu, a character in the NHK drama (Go), said, “Recklessness is defined by the human mind, is it not?” and I agree. Challenge the impossible dream. Because it's a dream, it impresses others.

When I was asked about city planning, I thought it was probably the first time an actor had been asked such a question. I felt then that OMY must be really seeking some new clues and approaches to urban design. So I would like to suggest, for example, that a ‘men's town’ is created for those who like cars, trains and drinking and a ‘women's town’ for those who like fashion and gourmet dining.

This kind of crazy idea, which would normally be rejected using common sense, can be produced by listening to the opinions of a variety of people and having a different selection of people choose which opinions/ideas to follow up. If the same people propose and evaluate the ideas, breakthroughs will never be made. I think they should invite workers to come up with ideas and leave implementation to those who never have their ideas selected.

### NAMASE Katsuhisa

Born in Nishinomiya, Hyogo, 1960. Graduate of Doshisha University, Faculty of Social Studies, Department of Industrial Relations. CUBE Inc. affiliate. Member of university dramatic society, becoming its leader. Has since acted in TV dramas, movies and on the stage. His filmography includes “Trick”, “Gokusen” and “Lieutenant Kenzo Yabe”. Now he is appearing in NHK's “Salaryman NEO”. Star of “Salaryman NEO - the Movie” scheduled for release November 3rd. Other films he appears in are “Kaiji 2” and “Hayabusa”, due for release this fall.



#### OMY – an Interesting Place to Work and an Enjoyable Place to Relax

Companies should try harder to make their employees happy. For instance, it is important for every worker to feel a sense of purpose, not only for the company and themselves, but also for others, such as making some contribution to earthquake disaster relief. I sometimes wonder whether or not a play is worth doing, but I would surely be motivated to start work on a play if I thought that some of the income would go to disaster relief. That kind of incentive makes people pleased to work.

Other ideas: offer workers a week's stay at the company's overseas resort, or free meals in the company cafeteria, with a menu from a famous ramen shop. Such simple ideas make people happy and motivated. Why not try them?

As I mentioned before, ‘Cool’ is closely related to being able to enjoy leisure after work. Therefore OMY needs places to have a fun in, as an alternative to hanging around in Shimbashi, Roppongi and Akasaka.

When I was in Kyoto, I often went to the Kitashirakawa Batting Center. It offers not only batting practice but also mahjonn and Go (Japanese chess) parlors and there are many restaurants nearby. I started to think “what should I do today?” after I got there. OMY should have a similar place. Perhaps a place where the people jogging around the Imperial Palace moat could meet and chat, with a swimming pool, changing rooms, golf practice, karaoke and restaurant facilities. These businesses should freely compete with each other for popularity. The key point is that it is the

customers who make the evaluation.

From an actor's point of view, I would like to see more theaters where people can enjoy plays and performances. Although OMY has the Tokyo International Forum, there are no small places to enjoy stage plays such as in Shibuya or Shimokitazawa. We need after-theater venues also. If there were such places, theater-lovers and office workers would be attracted, making theater accessible to salarymen. Dramas for salarymen would increase. We must have ‘live houses’ for music lovers. Live houses just for salarymen would be good - where Takuro Yoshida songs are performed or Eagles tribute bands play nightly, expanding the salaryman fan base.

We need excitement in our lives, something to set the pulse racing. Now I am interested in a “Ramen Street” at Tokyo Station. If we look for ideas that touch peoples' hearts, we will find clues to exciting possibilities.

OMY has long been leading the Japanese economy forward. I guess that some of the top people at OMY area companies used to come up with challenging, off-the-wall ideas. OMY should be a stage where challenging ideas flourish and a fun place where the ordinary salaryman can enjoy life. My wish is that OMY will continue to motivate all Japan.

Top Commitment

## The strengths of OMY's 'hardware', 'software' and 'community' aspects are combined in the "OMY Environmental Showcase"

AIBA Naoto Secretary General, OMY District Redevelopment Project Council

### A Community of Openhearted Companies Fast-tracks Regional Cooperation and Disaster Assistance

I express my heartfelt sympathy to all those affected by the East Japan Earthquake Disaster and hope they will soon be able to overcome their adversities.

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Faced with this unexpected and widespread disaster we understand more than ever that our urban activities rely on support from other regions. I am deeply impressed by the great efforts of the many people and organizations that helped overcome the huge damage resulting from the disaster.

The essence of community is that people get to know each other. The OMY community is unique in that companies get to know each other face-to-face. It is not just a gathering of individual companies; there is a management organization, concerned with major environmental and social issues. We will continue promoting community development on behalf of both personal and corporate interests.

### Reducing the Environmental Impact - the Evidence

In 2010 the results of our steady investment in environmental activities became apparent. "Fresh Green Power" was introduced to the Shin-Marunouchi Building in April 2010, supplying almost 2/3

of the electric power consumption of the entire building. Although there are still problems to overcome, supplying enough renewable energy for a whole building would be a great result. Accelerating and strengthening this urban/rural connection, combining natural energy with new power storage technology and supply management systems is not an insignificant development.

Environmental technology and energy management systems improve year after year and there are other examples of innovation and improvement. For instance, Ecozeria set up the "next-generation low-carbon technology demonstration office" in 2009, to undertake new trials examining the relationship between workplace knowledge, productivity and energy saving. Since its establishment, radiant cooling and 'intelligent' lighting technologies have attracted wide attention. Similar trials have been undertaken by Mitsubishi Electric, Mori Building, Mitsubishi Estate, etc. Data collected in the first year indicate 30% annual energy savings.

New buildings have significantly improved their energy efficiency per unit space since 1990, mainly by introducing high-efficiency lighting and low emissivity glass; I think 'seeing the results' motivates energy-efficient working habits and is also important. Understanding the present situation and seeing the results of energy conservation measures encourages further action. I would like to speed up technological progress and implementation of energy conservation measures by sharing information among companies.

Although we have discussed it during our 'Smart Community' review process, we must continuously consider ways to achieve and exceed 70% reduction in energy usage by 2050, including the adoption of leading-edge technologies.

### Unleash the Full Potential through 'Community Exchange'

We continue to significantly improve the 'software' side of OMY as well as the 'hardware': Marunouchi Morning University offers courses in Social Business, Agriculture, Food and Health and, with alumni, started the "Morning University Community", which runs disaster support programs together with the corporate sphere. The "Uchimizu (water sprinkling) Project" has become an established event with increasing corporate participation (144 groups plus Naka-dori Street stores sprinkle water daily). The second edition of OMY's environment catalog "Window on Ecology", which promotes eco-activity by companies, was issued. Our wish is that the 4,000 business owners in OMY will participate in such activities. We would like to expand community action by cooperation between companies and workers based on face-to-face relationships. Companies should be aware of other companies' successful initiatives and seek to partner with them. In this way, the environmental awareness of the whole community will be raised. For the first time, Japan has an accumulation of such knowledge and the "OMY Environmental Showcase" is a reality.



### The Environment, Society and a Strong Economy – are they Compatible?

Prompted by the East Japan Earthquake Disaster, companies began reviewing their Business Continuity Plans (BCP). OMY must now review its Community Continuity Plan (CCP). In addition to ensuring physical safety when disaster strikes, plans for securing supplies of food, water and energy should also be prepared by the corporate community, forging a disaster-resistant community with effective links that can withstand disasters.

To respond to disasters, there is self-help, public assistance and mutual-assistance. Each company in OMY has organized a self-help plan. The chance of success for such plans increases if companies share their experience via face-to-face meetings. In the immediate aftermath of the recent disaster, OMY witnessed so many examples of community spirit, such as the offering of shelter, food and blankets to commuters who couldn't

get home. OMY strives to provide 'hard' safety facilities with good community relations, hoping to become the safest area in Japan.

Under the circumstance of this disaster, many problems became obvious about energy at OMY. 'Energy Diversity' using natural energy resources in cooperation with the regions has been studied from the point of view of carbon reduction, however, for disaster prevention, "Multi-layer Power" is the main talking point, in particular the use of storage batteries and generators. Combining solar power generation and EV car battery storage is being discussed from the viewpoint of disaster prevention and obviously carbon reduction and disaster prevention have an affinity. Businesses face many challenges, and must address these issues in greater depth.

Within OMY, we need to accelerate implementation of the "OMY Environmental Vision" involving all stakeholders such as property owners, tenants, infrastructure developers, local government, employees, and visitors. For this reason we widely

publicize the activities of companies and organizations via the environment portal site "Ecozeria Web" and the "Marunouchi Global Environment Newspaper", which report on the latest proposals from experts and opinion leaders.

The environmental approach does not mean enforced endurance. For this reason we endeavor to demonstrate to the OMY community the gains in comfort and intellectual productivity which lead to growth and competitiveness and triple bottom line benefits for the environment, society and the economy. OMY assets consist of the most advanced technological 'hard' and 'soft' resources plus an active community of eco-conscious people producing a synergistic effect which, when combined, will surely re-invigorate Japan. Attracting many people and companies from Japan and overseas, OMY is 'the place' where stakeholders may keep in touch and get to know each other and where people and organizations identify with the OMY vision, creating a virtuous upward spiral of innovation.

# CSR Actions in 2010

The people involved in working together on various initiatives to achieve the OMY Environmental Vision



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## Regional Cooperation

Fresh Green Electricity / Marunouchi Food Education / Marunouchi House Regional Fairs / Sky and Earth Project / Urban Food Vision

OMY has increased its regional links and initiatives, such as exchange activities, utilization of regional resources and energy cooperation.

In April 2010, the entire electricity supply for the Shin-Marunouchi Building converted to "Fresh Green Electricity" from renewable natural sources such as wind or hydro power, from Aomori and Hokkaido. The building's CO<sub>2</sub> discharge was reduced by almost two thirds.

As more buildings introduce this approach, natural energy facilities and employment will be created in regional areas, promoting the ecological and low-carbon economy.

*Marchés* opened in many places around OMY (Marunouchi Building, Tokyo Kotsu Kaikan, Tokyo International Forum), offering good regional ingredients and the chance to meet growers. Not only the general public, and employees, but also chefs and restaurant staff visit and buy at these markets.

We have encouraged 'Tokyo production for Tokyo consumption' to promote the merits of local food. Tokyo farmers participate in *Marchés*, local ingredients are used for "Marunouchi Food Education" lunches, Tokyo food tastings are organized in

association with Marunouchi Chefs' Club and tours to working farms are arranged.

There are many related activities in OMY; regional food and its culture is thriving, led by area restaurants. For example, dinners utilizing traditional Japanese vegetables (Kyoto, Aizu, Edo) and, in collaboration with Fukushima Prefecture, 6 chefs from the Marunouchi Chefs' Club organized a Fukushima Food Fair in February 2011. "Marunouchi House" (Shin-Marunouchi Building 7F), organized regional food events featuring products and menus from Toyama, Yamanashi and Mie Prefectures; attracting people originally from those prefectures.

The "Sky and Earth Project" supported by Mitsubishi Estate Group held events such as making *miso* paste, growing rice for sake-making and, for Mitsubishi employees only, a tour of Yamanashi Prefecture. "Marunouchi Original Sake", was brewed by the Yorozuya Brewery using the rice grown at these events.

In Ecozeria, food researchers, chefs, restaurateurs, distributors and company cafeteria staff meet regularly to discuss cooperation between producers and consumers.



A wind farm in Aomori Prefecture



Marunouchi Marché



"Sky and Earth Project" rice harvesting

## Community Action

Marunouchi Morning University / Uchimizu (Water Sprinkling) Project / Eco-Kids Explorers / Eco-Musubi

A variety of activities were organized to promote community environmental awareness.

Marunouchi Morning University offered courses on running, yoga, childcare for men, finance, *Noh* theater and festivals, Japanese culture and customs, regional agriculture and hot springs, plus seminars promoting regional revitalization. In 2010 classes were held in spring, summer and fall, attended by 1,875 people. The switch from a 'night owl' to 'early bird' lifestyle contributed to energy saving and reduced the rush hour peak.

Under the Environment Faculty, other environmental community activities were organized: the "Hi-fives Group", "Camping in Tokyo" and the "Adult Beautification Committee". To support students attending the Morning University, restaurants in the area provided 'school cafeteria' services.

As a summer environmental activity, the annual "Uchimizu Project" water sprinkling event took place. In all, 2,800 people took part, lowering temperatures in Gyoko-dori Avenue,

Yurakucho ITOCiA plaza, Tokyo Sankei Metro Square, Tokyo International Forum Plaza and around the Mitsui Bussan Karugamo duck pond. During the summer months, stores in Marunouchi Naka-dori Street organized water sprinkling to cool the environment for visitors and area workers. OMY works also with *uchimizu* projects in Chiyoda Ward and Nishi-Umeda in Osaka.

"Eco-Kids Explorers" workshops on handicrafts, living creatures, music and food plus town exploration tours were arranged by companies and organizations from in and outside the area. Totally 989 children attended these popular free summer holiday environmental education programs.

OMY Eco-points are accumulated automatically when using Suica or PASMO smart cards to pay for purchases in participating shops or restaurants - the number of which increased to 185. The points are used for the "Chiyoda Sakura Fund" or the "Shinano River Hometown Afforestation" project or greening projects in and outside OMY.



Students on the way to Marunouchi Morning University



Uchimizu water sprinkling project



Eco-Kids Explorers

## Biodiversity

Marunouchi Saezurikan / Sotokoto & Marunouchi House / Shinano River Hometown Afforestation / Eco-Kids Explorers / Earth University Advanced

2010 was International Year of Biodiversity and OMY, being adjacent to The Imperial Palace, has been pursuing biodiversity aggressively. Mitsubishi Estate established and manages "Nature Info Plaza Marunouchi Saezurikan" (Shin-Yurakucho Bldg. 1F) as a community service. Jointly with nature conservation groups, NPOs and NGOs, 8 seminars were held at this venue on forest/ocean environmental themes and 61 nature study field trips were organized to observe flowering plants, insects, birds and the night sky, attended by about 1,600 people.

On the 7th floor of the Shin-Marunouchi Building in May and June, "Marunouchi House" and the monthly eco-magazine "Sotokoto" mounted an exhibition of photographs, books and talk shows on the blessings of forests and oceans on themes such as "The Gourmet and the Environment". Restaurants and bars collaborated by providing menus on a forest/ocean theme.

The OMY "Eco Musubi" eco point system supports JR East Japan's "Shinano River Hometown Afforestation" project in Niigata Prefecture. Eco Musubi members were urged to attend tree-planting events and nursery trees were provided for

planting, under the guidance of Prof. Akira Miyawaki (Yokohama National University). Funds will also be used for maintenance of cherry blossom trees in Chiyoda Ward and the greening of OMY areas.

"Eco-Kids Explorers" events in summer, included programs such as "Let's find Eco-kids!" (nature study), "Creature Cards" (game) supported by Nikon and "Let's make Mini-rooftop Gardens!" supported by Hibiya Kadan Group. Children learn how nature adapts to a city environment through these activities.

At Earth University Advanced, lectures on the OMY area ecosystem, an approach to preservation of biodiversity in the Imperial Palace grounds and Tokyo Bay ecosystems were given by invited lecturers: Mr. Isao Nishiumi (National Museum of Nature and Science), who investigated ecosystems of the Imperial Palace grounds, and Ms. Satoko Seino (Kyushu University). Also images/videos relating to biodiversity, taken by the observation satellite "Daichi" were displayed at the "Marunouchi Earth Citizens Gallery" (in front of Marunouchi Oazo Building).



Eco Musubi members supporting the "Shinano River Hometown Afforestation" project



Eco-Kids Explorers "Let's make Mini-rooftop Gardens!" (Sponsor: Hibiya Kadan Group)



"Nature Info Plaza" Marunouchi Saezurikan

## Green Building

Top Level Workplaces / Sustainable Building Award / Ecozzeria Next-generation Low-carbon Technology Demonstration Office / Intelligent Lighting / Radiant Air-conditioning / Green Town Management Workshop

Under the Tokyo Municipal Environmental Security Ordinance for reduction in greenhouse gas emissions and for an emissions trading program, 7 OMY buildings were designated either "Top Level Workplaces" or "Semi-Top Level Workplaces". Buildings constructed after 2007 are excluded, being certified excellent for their global warming countermeasures and receiving relaxed treatment of CO<sub>2</sub> reduction obligations.

\* Top Level: Sapia Tower (JR East Japan), Mitsubishi Bldg. (Mitsubishi Corporation), Shin-Otemachi Bldg. & Marunouchi Bldg. (Mitsubishi Estate)

\* Semi-Top Level: Marunouchi Trust Tower (Mori Trust), Tokyo Bldg. (Mitsubishi Estate), Marunouchi Heat Distribution Co Ltd's Centers at Marunouchi 1-chome and 2-chome.

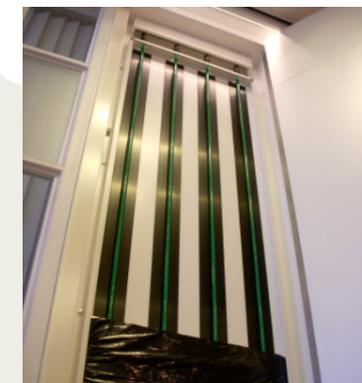
In addition, at the 3rd Sustainable Building Awards Competition (Sponsor: Institute for Building Environment and Energy Conservation), Shin-Marunouchi Bldg. won the Minister of Land, Infrastructure, Transportation and Tourism's award for its total energy-saving measures and recycling of used building materials. In the same building, the Ecozzeria "Next-generation Low-carbon

Technology Demonstration Office" began its experiments in October 2009. It has developed an intelligent lighting system to control an entire office that can be configured to control lighting levels in individual offices or areas and automatically turn lighting off at vacant workstations. Compared to conventional offices, this measure, with the introduction of LED lighting, saves energy. Also, to reduce air-conditioning (AC) costs, radiant AC systems were installed, whereby chilled (or hot) water runs through heat-exchange tubes in ceilings and walls. By eliminating uncomfortable cold or hot spots near air outlets, this system works efficiently to cool and heat entire offices. The lighting and AC systems both achieved 30% energy savings compared to an ordinary office.

We continue to study building energy usage efficiency as part of our 'Smart Community' review process. Energy experts and building owners participated in "Green Town Management Workshops" held to exchange opinions on effective energy use in the OMY area and to analyze the "Fresh Green Electricity" initiative already deployed in the Shin-Marunouchi Building.



Shin-Marunouchi Building



Radiant air-conditioning panel (Ecozzeria)



Intelligent lighting system (Ecozzeria)

# Environmental Technology

Solar Power Systems (Tokyo JR Station & Mitsui Bussan HQ Building) / ZeRO Taxis / Gyoko-dori Works Completed / UIT Technology Conference / "Hari no Kaze" Awards / Environmental Technology Visiting Research Group

To improve the area's environment, not just for its buildings, various environmental technology-related activities were undertaken.

JR East installed 3,846m<sup>2</sup> (453kW output) of solar panels on the roof of the Tokaido Line platforms at Tokyo Station – OMY's single biggest system – and Mitsui Bussan installed solar panels on their 100m high head office roof. Taking advantage of the increasing number of electric vehicle charging stations in OMY, Hinomaru Limousine has been operating i-MiEV ZeRO Taxis since March 2010.

In April, work to re-surface Gyoko-dori Avenue with water-retentive tiles and install a sprinkler system was completed by Tokyo Metropolitan Roads Bureau and Mitsubishi Estate. Reclaimed water from nearby buildings is sprayed on the tiles; when the absorbed water later evaporates, surface temperatures are reduced. The annual *uchimizu* (water sprinkling) event was also held here.

The Urban Infrastructure & Technology Promotion Council held a presentation at the Marunouchi Building on development,

education and awareness of urban infrastructure technology. Corporate and governmental organizations participated in an exhibition at the Gyoko-dori Underground Gallery on the themes of environment & energy, information & transport and urban planning & carbon reduction.

The Ecozeria "Marunouchi Earth Environmental Club" working group's environmental symbiosis themed "Hari no Kaze" awards were for design of a personal fan for use in a radiant air-conditioned environment. The competition jury (chairman Takaharu Kawase, Professor, Chiba University) awarded First Prize to Mr Yu Kawashima and Mr Kazutoshi Washio for the "Aeroof" fan; the jury's special prize for innovation went to Panasonic for the "Nano-e" humidifier.

The OMY District Redevelopment Council organized environmental inspection study tours to Hiroshima and Kita-Kyushu. Ecozeria Association members participated in site visits to the Tokyo Sky Tree construction site and Tokyo Metropolitan Expressway Ohashi multi-level junction, to observe advanced environmental technology and greening measures.



ZeRO taxi



Solar power installations (JR East Tokyo Station)



Gyoko-dori Avenue sprinkler system

# CSR Community

Uchimizu Project / OMY Council / Ligare / Earth University Advanced / Marunouchi Club Global Sustainability Working Group

For OMY, the "C" in CSR represents a "community dedicated to sustainability", where all its members, including corporations, employees, visitors, business tenants and the general public cooperate.

*Uchimizu* (water-sprinkling) has become a summer tradition in OMY. The "Gyoko-dori Yukata Uchimizu" (water-sprinkling wearing summer kimono) and, in conjunction with Weather News, *Uchimizu Kansoku* (measuring of cooling effect) were carried out. In all, throughout OMY, a total of 144 groups (2,800 people) participated. Throughout the year, environmental improvement workshops were held by the OMY District Redevelopment Project Council and Ligare (NPO OMY Area Management Association) organized planting of bulbs and flowers and tidying up in parks.

Global Environment Seminars were held monthly at "Earth University Advanced", where environmentally conscious company representatives gathered. Under the title "Tokyo Shift", a series of lectures and discussions on global environmental

issues and themes such as biodiversity, energy, forestry, ageing, food and transportation were presented.

The Marunouchi Club for Global Sustainability Working Group organized 4 themed activities. The "Environmental Communications" group, promoting effective corporate environmental and CSR action produced "*Eco no Mado*" (Window on Ecology), an environmental catalog. A series of discussions by experts and food professionals on how cities should deal with food issues, such as the logistics of joint procurement, calculation of food mileage based on actual menus and the "Urban Food" vision, a set of guidelines to help restaurants, company cafeterias and food shops reduce their carbon footprints.

Also, "Healthy Offices" and "*Mono Zukuri* (Invention)" groups researched ways to combine a comfortable office environment with energy saving. As part of this research, the "Hari no Kaze" awards, a design competition for a personal fan for use in a radiant heated/cooled office, were held.



Earth University Advanced



Healthy Offices Working Group study tour



Environmental Communications Working Group workshop

## History / Culture / Tourism

Gyoko-dori Avenue / Tokyo Station Restoration Work / La Folle Journée / Mitsubishi Ichigokan Museum / Idemitsu Museum of Arts / Geidai Arts in Tokyo Marunouchi / Tokiwabashi Park etc

Work by Tokyo Metropolitan Government on Gyoko-dori Avenue, linking Tokyo Station and the Imperial Palace, was completed in April. The sidewalks and carriageway have been paved with water-retentive tile. Four rows of ginkgo trees are being planted along the sidewalks, irrigated with reclaimed water as part of continuing measures to improve appeal and to combat the heat-island effect. Gyoko-dori Avenue leads directly to Tokyo Station, where renewal work is in progress. The station building, a designated Important Cultural Asset, was bombed during World War II, losing its 3rd floor, domes and other parts. Restoration work began in May 2007 and will conclude at the end of 2011.

In music, La Folle Journée presented 'The Universe of Chopin', drawing more than 800,000 people during the April-into-May 'Golden Week' period. The Marunouchi Chorus, drawn largely from OMY area workers, took part in the La Folle Journée festival and is active both in Marunouchi and beyond. In October the group gave the first of what is to be a regular series of performances.

In the visual arts, the Mitsubishi Ichigokan Museum had its grand opening in April with "Manet et le Paris Moderne", bringing a new venue for art to the area. The Idemitsu Museum

of Arts delivered a series of exhibitions of mainly Japanese work, with such exhibitions as "Sengai" and "The Arts of the Rinpa School".

Last fall, Tokyo Arts University and Mitsubishi Estate presented an exhibition "Geidai Arts in Tokyo Marunouchi" in the Marunouchi Building; there were also concerts, opera, ink brush painting and 'paper cut-out art' shows and piano recitals by OMY area workers. Throughout the year "Marunouchi Guided Walks" introduced participants to the area's history and art.

Seminars and workshops on Japanese culture and Kyoto culture promoting greater familiarity with Japanese traditions included the "Kyoto Miyako Salon in Marunouchi" (sponsors: Kyotokan, Ligare) "Water Sprinkling in Yukata", and the Marunouchi Morning University's "Finding Kyoto in Tokyo" (sponsors include Kyoto City, Kyoto Chamber of Commerce and Industry)

Area workers and visitors take part in such activities as the spring cherry-blossom festival and flower-bed bulb planting in Tokiwabashi Park, where a fragment of stone wall is all that remains of the Tokiwabashi Gate, originally one of the entrances to Edo Castle.



Gyoko-dori Avenue



La Folle Journée au Japon "Days of Enthusiasm" 2010 Exhibition Hall Kiosk Stage ©Yasuo Kubo



Mitsubishi Ichigokan Museum

## A Liveable City

Marunouchi Flower Weeks / Marunouchi Naka-dori Gardening Show / Chiyoda Cherry Blossom Festival / Tokiwabashi Park / Children's Program / Sky Bus Tokyo / Marunouchi Guided Walks / Local Production and Consumption / Marunouchi Illuminations

OMY is at work to make the area more comfortable and enjoyable both for those who work here, and for those who come to visit.

"Marunouchi Flower Weeks" in April, a project to cover the area with greenery, brought flowers from all over the country for display on trellises and other installations with a theme of 'linking cities, people, and nature'. The "Marunouchi Naka-dori Gardening Show" in October, was designed to stimulate discussion about green space, and 15 entries chosen by the public were displayed on Naka-dori Street.

For the springtime "Chiyoda Cherry Blossom Festival", the Marunouchi Shuttle route was extended to Kanda and Akihabara, and Tokiwabashi Park was illuminated with LED lighting. The Tokiwabashi Forum, whose activities are centred on this park, conducts projects such as planting flower bulbs and seedlings and garbage-removal from the Nihonbashi River. Many OMY area workers serve as volunteers in these projects.

We offer a full range of events geared to the family. During Golden Week, seven restaurants where children are probably not often seen took part in "Welcome Kids in Marunouchi" - a

program to explain table manners and ingredients.

A large number of children took part in more than 100 programs, through such events as the annual summer "Eco-Kids Explorers" and the "Kids Festa" at the Tokyo International Forum. Children also took part in water-sprinkling events, playing a role in measures against the heat island effect.

Scheduled seeing-the-town activities, besides the Marunouchi Shuttle bus service (ridership approx. 560,000), include the Tokyo Skybus (Operator: Hinomaru Limousine) taking in the Emperor's Palace, National Diet and Ginza, etc., and "Marunouchi Guided Walks" (Operator: Ligare) for history, nostalgia and art-themed tours introducing the multi-faceted appeal of the OMY area.

'Tokyo production for Tokyo consumption' activities included a rice-harvesting ceremony at the 'Urban Farm' opened by the Pasona Group in June and a 'Yasai (Vegetable) Lab' for growing and harvesting vegetables, which was set up in July by the Marunouchi Building branch of the "Subway" sandwich chain.

In winter, trees lining Naka-dori Street are decorated with LEDs for the 'Marunouchi Illuminations' arcade of light.



'Urban Farm' rice-harvesting ceremony (Pasona Group)



Marunouchi Naka-dori Gardening Show



Kids Festa (Tokyo International Forum)



# Security / Safety

Disaster Prevention Signage / Tokyo Station Area Disaster Prevention Group / Evacuation Drills / District Continuity Plan (DCP) Liaison Meeting / EV Disaster and Security Patrols / Flood Prevention Seminars

In Chiyoda Ward, which contains OMY, fireproofing of its building stock is well advanced, reducing the risk of fire following a large earthquake and Chiyoda Ward has been designated a 'remain-in-the-district area'. The Imperial Palace Outer Garden, Hibiya Park, Imperial Palace East Garden and Kitanomaru Park are evacuation points for those unable to return to their homes. Signs bearing this and other disaster-related information have been placed at seven spots in the OMY area.

The District Cooperation Association - Tokyo Station Area Disaster Prevention Group was established in 2004 for liaison with local governments, and undertakes a variety of activities in OMY. An annual evacuation drill for commuters unable to return to their homes took place in January in the Gyoko-dori Underground Gallery with the participation of 300 area workers. Also, to exchange information among different areas as part of the District Continuity Plan (DCP), the "Business Community DCP Officials Liaison Conference" brought together groups from, in addition to Tokyo Station, Iidabashi, Yotsuya, Shinjuku, Shibuya, Shiodome, Yokohama and Nagoya Stations, along with

area-cooperation and redevelopment groups as well as local universities, to partner on such topics as items judged to be omissions from previous disaster-measures plans.

The Area Disaster Prevention Group utilizes EVs (electric vehicles) for its Disaster and Security patrols. Experts in redevelopment and flood prevention were invited to participate in a series of seminars on large-scale flood prevention planning, aimed at protecting vulnerable areas should heavy rains cause the Kanda, Nihonbashi or Sumida Rivers to overflow.

After the March 11th East Japan Earthquake Disaster, blankets and other necessities were distributed to approximately 2,000 people (Area Disaster Prevention Group figures) stranded in the OMY area. Area buildings took in evacuees and restaurants distributed emergency food rations.

Chiyoda Ward published a plan making JR, Tokyo Metro and other train or subway station toilets available, and is developing stores of water and food in cooperation with businesses and evacuation points.

A guide to evacuation points and a flood-hazard map is available (in Japanese only) at <http://www.bousai.city.chiyoda.lg.jp/disaster/>

## OMY Community Social Responsibility (CSR) in action



Urban Food Working Group sampling Tokyo-produced foodstuffs



A "Marunouchi Guided Walks" guide



Urban Infrastructure & Technology Promotion Council exhibition



Metropolitan Expressway Ohashi Junction inspection tour



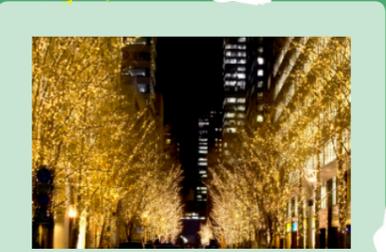
Flower-planting in Tokiwabashi Park



Invention Working Group's "Hari no Kaze" awards ceremony



Large-scale flood control seminar



Marunouchi Illuminations 2010



Eco-Kids Explorers "Discovery in Marunouchi 2010" Japan Aerospace Exploration Agency Information Center tour



Disaster prevention signage



Evacuation drill (Gyoko-dori Underground Gallery)

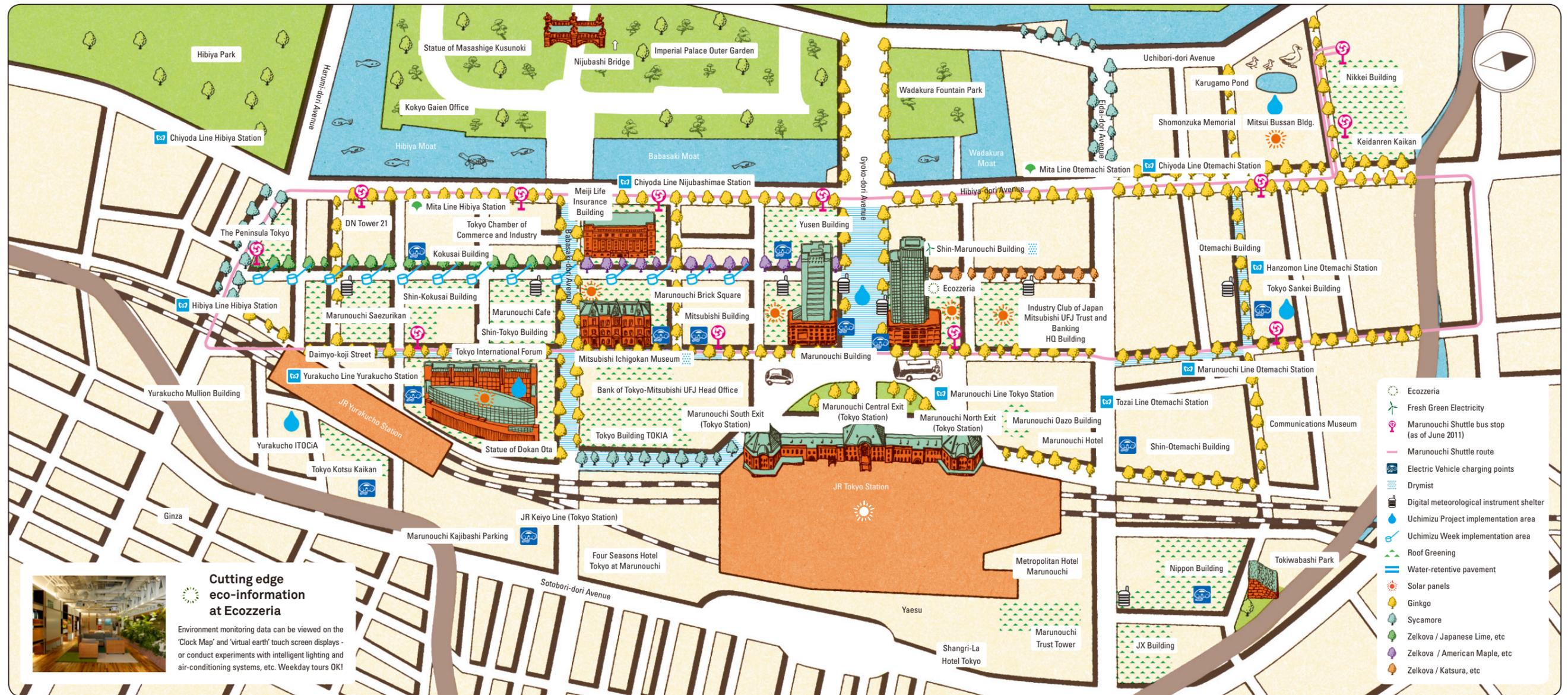


Electric Vehicle on security patrol



# CSR Action Map

Map showing the various CSR activities undertaken by OMY.



**Cutting edge eco-information at Ecozeria**

Environment monitoring data can be viewed on the 'Clock Map' and 'virtual earth' touch screen displays - or conduct experiments with intelligent lighting and air-conditioning systems, etc. Weekday tours OK!



**Time travel 'Clock Map'**

A touch-screen map that allows you to travel from the past to the future or take virtual ecotours of the environment. Showing at Ecozeria.



**Shin-Marunouchi Building uses only Fresh Green Electricity**

All the electricity used by the Shin-Marunouchi Building (in front of Tokyo Station) is from renewable sources (wind or hydro power, etc.)



**Solar power generation increasing rapidly.**

Electricity generation from solar panels is increasing fast. In 2010 453kW solar panel capacity was installed over the Tokaido Line platforms at Tokyo Station, saving 101t/year CO<sub>2</sub>.



**The area cooling Uchimizu Project**

Lowering temperatures by water sprinkling the entire area mitigates the heat island effect. As well as Gyoko-dori Avenue, Naka-dori Street stores participated in Uchimizu in July and August.



**Electric Vehicles - ZeRO Taxis**

Two i-MiEV taxis are running in OMY. Fares are the same as an ordinary taxi. The electric vehicle experience is included in the fare!



**Electrically powered Marunouchi Shuttle**

The Marunouchi Shuttle is a free bus service serving Otemachi, Marunouchi and Yurakucho. Low emission, low noise, low floor - this people and eco-friendly EV bus looks cute too.



**See the data! Digital instrument shelters**

To monitor area conditions, digital instruments have been set up to measure and report in real time on temperature, precipitation, humidity, wind direction and speed. The data can be seen at Ecozeria.



**Roof greening/wall greening**

Roof and wall greening measures, which improve thermal insulation and absorb atmospheric pollution, have been taken by many buildings in OMY



**Cooling effect of water-retentive paving**

Roads and sidewalks have been surfaced with highly water-retentive paving. On rainy days water is retained, evaporating on sunny days and reducing temperatures in the surrounding area.



**'Drymist' makes it feel cooler in midsummer**

Drymist, a very fine mist, evaporates quickly, doesn't feel wet and operates automatically (when temperature/humidity exceed pre-set levels). As water evaporates it cools the air.



**Animals and plants of OMY**

Being close to the Imperial Palace, even between and around the buildings of OMY, 49 species of plants, 29 insect species, 12 kinds of wild birds can be found.

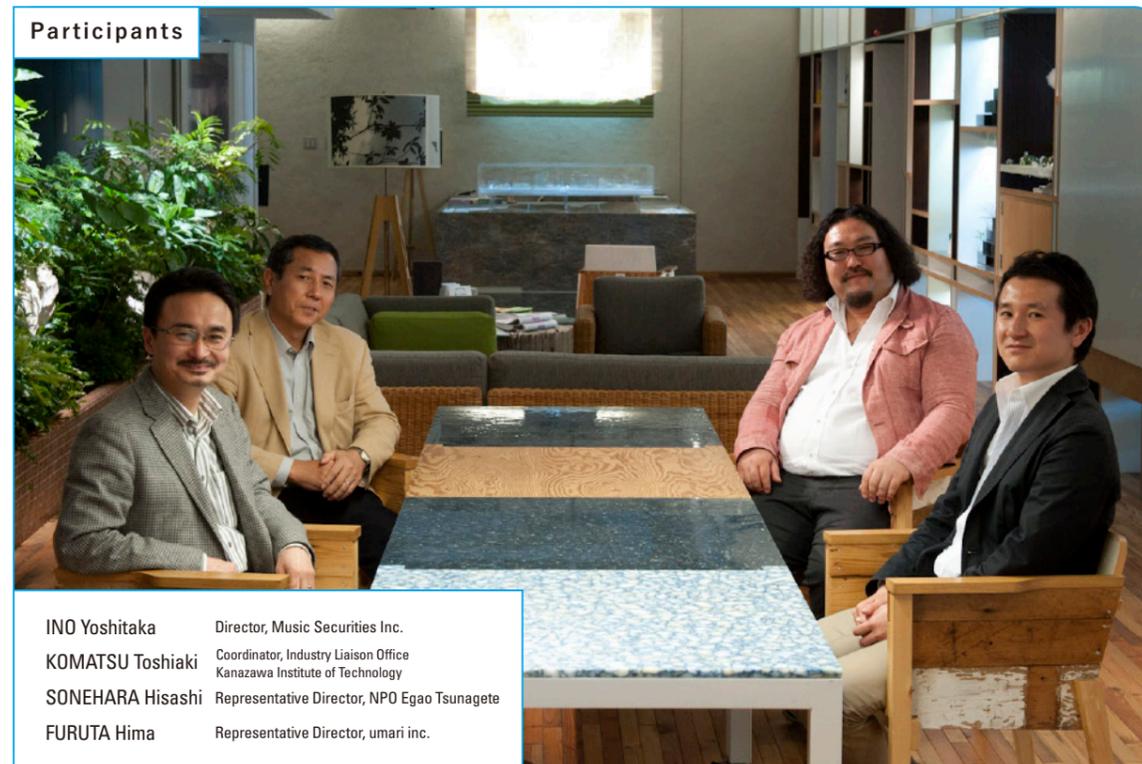


**Various kinds of trees flourish**

Zelkova, Judas tree, tulip tree, plane, lime, magnolia, sycamore, etc. Greenery is easy on the eye and trees provide shade and relaxation.

# Towards Urban/Rural Interface May 13th, 2011 Ecozzeria (Marunouchi, Tokyo)

How should urban and rural communities interact to promote sustainable development?  
 What measures should the urban community take?  
 Four people give their opinions on various initiatives for connecting urban and rural communities.



INO Yoshitaka

From an economic standpoint, the resources potential of Japan's forest, river, marine and other natural resources is unevenly distributed. I believe we need to think in the long term about how these natural resources should be put to use.

Forests were maintained locally in the past, but these days local communities are unable to make such long-term (50 or 100 years) investments.

A 'National Gathering of Forest Lovers' type of theme-based community in place of regional groupings would encourage participation from urban areas, and lead to the growth of a long-term forest-management system.



KOMATSU Toshiaki

I feel that rural areas are full of engaging 'people', while urban areas contain 'human resources' - people with finely honed skills. I would like OMY to take on the function of matching the needs of rural areas with information on the potential contained in the large cities.

This will establish a relationship of supply and demand, which could perhaps lead to commercial enterprises being set up. OMY, with over 20 years experience in the urban planning field has an established brand value.

I would like OMY to aim at being a starting point for 'mother cities' that gradually encompass their surrounding areas.



SONEHARA Hisashi

The future of urban-rural interfacing, I think, depends on how 'third-sector' communities like NPOs or the Marunouchi Morning University can be active beyond the current framework of individuals, enterprises, and government.

However, due to the lack of channels through which similar communities are able to link up, they have had to operate on a stand-alone basis. For this reason I would like to see OMY become a 'hub' for these communities.

Were OMY, which possesses the physical 'hub' capacity to effect both rural-urban and domestic-foreign interfaces, to take on this role, I think it would serve as a focal point for people and expertise, circles of activity would widen and urban-rural exchange would gain momentum.



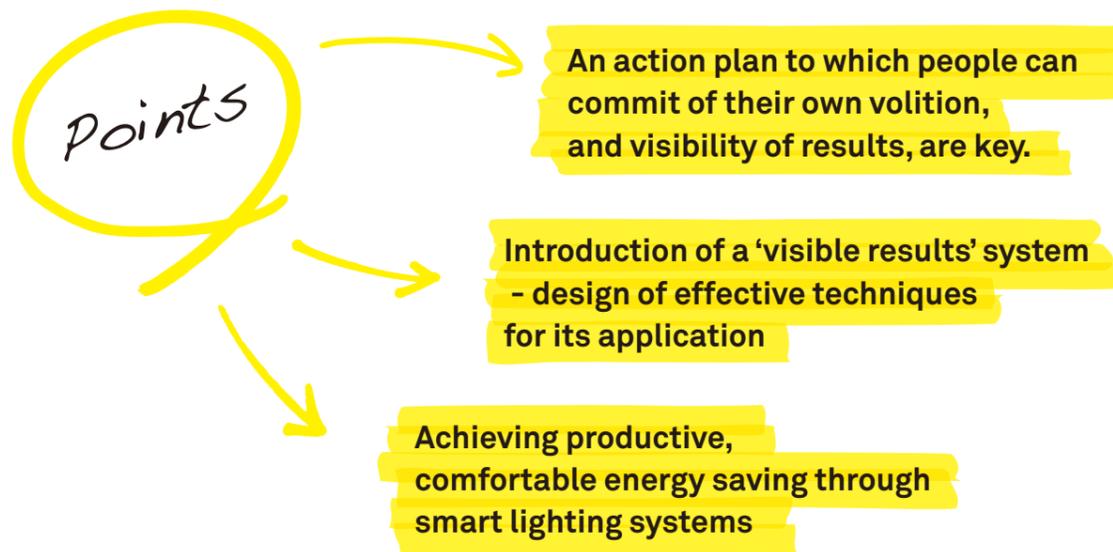
FURUTA Hima

Some form of added value is required in order to involve large numbers of people in community activities. My idea is that this is neither hardware nor software, but 'middleware': things like 'stories' or 'stage settings' that incorporate elements of both. The bringing together of large numbers of people from among whom sympathetic vibrations will emerge with ideas for the creation of attractive middleware requires both a free environment and many people.

Marunouchi Morning University offers these, so I would like to see OMY, with Morning University as its nucleus, develop into a meeting place for human resources and expertise.

# Saving Energy in Comfort May 26th, 2011 Ecozzeria (Marunouchi, Tokyo)

Japan faces an era in which reduced energy consumption is vital. Generating capacity cannot meet peak demand, so what measures should a 'smart community' adopt to preserve comfort while saving energy? Five people discuss the expertise and action necessary to bring us through these times.



Participants

- KANEKO Mamoru** Assistant Director, Secretariat of the Japan Building Owners and Managers Association
- NOZAKI Asako** Director, Deloitte Touche Tohmatsu LLC
- TAKAMI Makito** Director, Energy Efficiency & Conservation Division, Agency for Natural Resources and Energy, Ministry of Economy, Trade and Industry
- KAYAMA Tsutomu** General Manager, First Corporate Sales Group, Business Development Section, Sales Division, Mitsubishi Electric Corporation
- MIKI Mitsunori** Professor, Faculty of Science and Engineering, Doshisha University



**KANEKO Mamoru**

Building owners are facing growing demand from tenants for a more precise accounting of how and when energy is being consumed. Energy management systems are the key to this, but because they are expensive and require specialists to operate, they are at this point limited to large buildings.

To encourage the introduction of energy management systems to medium-sized and small buildings, national and regional governments should work to reduce their cost through tax, budgetary, and other support measures, and standardize data specifications, interfaces and other system elements.

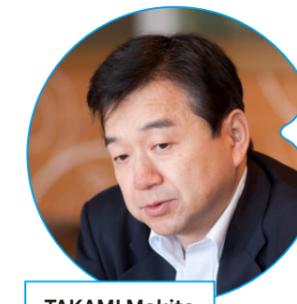


**NOZAKI Asako**

Our company's operations fall generally into two categories: 'auditing' and 'advising', and since these involve different ways of working, it is difficult to impose an energy-reduction policy across the entire firm. Our different offices and operating units have thus devised energy-saving plans.

Since these are not being pushed on people, but are rather plans they draft and commit to of their own accord, we can expect that they will be accepted willingly, without people having the sense that 'something is being done to them'.

Since we believe that 'visibility' achieved through data corresponding to units of real-time activity will make these programs more effective, we would like to enlist the cooperation of building owners.



**TAKAMI Makito**

The government this summer asked everyone, businesses and households, to conserve electricity. Increasing the 'visibility' of power consumption is one effective way of conserving energy, but since introduction of this kind of system does not always lead to a continuing effect, I would like to expand my discussions in this area.

For our medium and long-term energy policy, we are continuing discussions on reducing consumption of electricity and saving energy with eyes fixed firmly on the twin goals of energy security and reduction of global warming. Expanding renewable sources of energy is also an important subject, and I hope to share thoughts on such subjects as the "Fresh Green Electricity" system deployed in the Shin-Marunouchi Building.



**KAYAMA Tsutomu**

Haphazard reduction of lighting because 'we need to save electricity' lowers productivity. To reduce electrical consumption in a way that does not bring down productivity and comfort, there must be 'visibility' in consumption; this requires a real-time grasp of consumption, supply of the necessary power when it is needed, and an understanding of the effects of individual energy reduction measures.

The technology for these 'visibility' systems, to raise factory productivity and increase efficiency, has been developed.

What is needed now in adopting this for office use is an arrangement between building owners and tenants on how costs and responsibilities are to be allocated.



**MIKI Mitsunori**

The basic idea of 'intelligent lighting' that adapts to ambient light is that productivity should not go down when the level of illumination is reduced. Intelligent lighting rejects the conventional assertion that 'brighter is better' and abandons a single level of illumination and color temperature in favor of allowing individuals to adjust these elements according to taste and the tasks being performed.

The lighting can also dim to warn staff of an upcoming emergency or a need to reduce consumption and when this is accomplished, another signal from the lights advises that power supply is about to return to normal.

Can combinations of elements affecting sensory perception such as level of illumination and color temperature not be achieved through 'comfortable' energy saving, rather than being something one has to simply put up with?

# An Assessment of OMY

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



## Number of companies listed on the three major SRI indexes with head offices in OMY

SRI stands for Socially Responsible Investment, based not only on a company's economic aspects but also on social factors. The SRI indexes benchmark a company's performance within the environmental and social fields for investment funds that invest solely in exceptional companies. Companies selected for these indexes are highly evaluated not just financially but also from a CSR perspective. The three major indexes are the Dow Jones Sustainability Index, the FTSE 4 Good Global Index and the Ethibel Sustainability Index. A number of companies with head offices in the OMY District are listed on the three major SRI indexes.

Index	Number of Listed Companies	
	OMY	Japan
DJSI	7	30
FTSE 4 Good	21	189
Ethibel	4	21
Total	32*	240

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



## Marunouchi Marché Customers

Aozora (open-air) markets and Marunouchi *Marché* (markets) were held in Marucube on the 1st floor of the Marunouchi Building on 4 occasions in 2010. Actor Toshiyuki Nagashima started the open-air market in 2005, later followed by the Marunouchi Food Education project established by Mitsubishi Estate Co Ltd. In 2009 these initiatives were combined, bringing together restaurant chefs, food producers and consumers. Being able to meet face-to-face with the producers assures consumers of the safety and quality of the foods on sale. These events, which seem at first glance totally out of place in a major commercial building, have proved very popular, attracting 20,500 area workers and visitors in 2010.

Fiscal Year	Dates	Visitors
2009	October 24 & 25	8,500
	March 25 & 26	4,800
2010	June 25 & 26	9,500
	October 22 & 23	11,000



## Reduced emissions of CO<sub>2</sub> by ZeRO Taxis

In March 2010, 2 Electric Vehicle (EV) cars were introduced into the OMY district as taxis (dubbed "ZeRO Taxis"). Ecological, energy-saving electric vehicles are gaining in popularity worldwide and this is the first time EVs have been used as taxis in Tokyo. The ecologically friendly 'i-MiEV' car, produced by Mitsubishi Motors, is electrically powered and thus emits no exhaust fumes whatsoever.

Having 12 charging stations in the OMY area, ZeRO taxis can conveniently provide an environmentally friendly service. 2,271 passengers took a ZeRO Taxi between March 25 and December 31, 2010. The total distance travelled was 21,940.5 km. Estimated reduction in CO<sub>2</sub> emissions\* from the two-vehicle trial amount to 2.8t-CO<sub>2</sub>.

\* LPG taxis emit 336g CO<sub>2</sub> per 2km travelled. The iMiEV taxi emits 81g of CO<sub>2</sub> per 2km. (Theoretical estimated values of emission reduction per km, obtained from Mitsubishi Motors and Nissan Motors)



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

Fiscal 2009 was the second year of the first period (2008-2012) of the Kyoto Protocol. Companies and building-owners within the OMY District are not just following the regulations, but are also implementing various independent initiatives to achieve CO<sub>2</sub> reductions.

In fiscal 2009, CO<sub>2</sub> emissions from buildings in OMY were around 710,000 t-CO<sub>2</sub> \*, a decrease of approximately 2.7% from fiscal 2008. This result indicates that 58 (about 90%) of the 65 large commercial buildings, which are required to report to the Tokyo Metropolitan Government, had successfully reduced their CO<sub>2</sub> emissions. We think 'City Greening' energy saving by companies and 'Heat Island Abatement' policies are the main factors in achieving this result. To further reduce CO<sub>2</sub> emissions, we intend to apply both hard and soft measures.

\* Under Tokyo Metropolitan Government's Planning System for Measures against Global Warming, all large-scale business locations (office buildings) must submit Greenhouse Gas Reduction Plans. This data was calculated from emissions figures reported for OMY's 65 major office buildings in fiscal 2009. Calculations were also made for emissions by unit of floor space and this theoretical value can be applied to all the floor space in OMY.



## Solar Power Production Capacity

Solar power, a renewable form of energy, continues to spread across Japan. Solar panels may be installed almost anywhere, provided the location selected can take the weight, although it is said that they are prone to the effects of wind. Initially, there were difficulties in installing solar panels in OMY, because of the effects of high winds on the rooftops of high-rise buildings. However, these obstacles have now been overcome and the number of installations has increased steadily. In 2010, 453kW of capacity was installed above the Tokaido Line platforms at Tokyo Station and 150kW on the roof of Mitsui Bussan Head Office Building. Total installed capacity in the OMY area is now 820kW.

Location	Capacity	Installed
Tokyo Station, above <i>Shinkansen</i> platforms	30kW	1993
Tokyo International Forum	67kW	1997
Marunouchi Bldg.	10kW	2002
Mitsubishi UFJ Trust & Banking Bldg.	30kW	2003
Shin-Marunouchi Bldg.	20kW	2007
Marunouchi Park Bldg.	60kW	2009
Tokyo Station, above Tokaido Line platforms	453kW	2010
Mitsui Bussan Head Office Building	150kW	2011



## Power Saving by Ecozeria Demonstration Office

In October 2009, the Ecozeria office on the 10th floor of the Shin-Marunouchi Building introduced two new technologies: LED intelligent lighting and radiant air-conditioning. The purpose of this experiment is to achieve comfort and energy efficiency in the two most important features of office environment: lighting and air-conditioning. Measuring day-to-day usage data over a whole year allows an accurate evaluation of the systems. The results confirmed approximately 30% annual savings compared to other buildings with equivalent specifications. Total annual electricity consumption (both systems) was 8,060kWh.

### Uchimizu (Water Sprinkling) Project Participants

*Uchimizu* is a proud Japanese tradition using wisdom from the Edo Period to provide relief from the summer heat by sprinkling water on the pavement. This OMY event is now in its fifth year and 2,800 people participated, in increase of 30% over 2009. Not only OMY area workers, but also visitors take part. It has almost become an annual tourist attraction.

The water used for *Uchimizu* is reclaimed water from commercial buildings, provided by Marunouchi Heat Supply Co Ltd and Tokyo International Forum.

2,204 people  
(in 2009)

↓

2,800 people  
(in 2010)

Date / Venue	Participants		Reclaimed Water Used	Temp. change (°C)
	People	Organizations		
Jul 30 Gyoko-dori Yukata Uchimizu	900	37	600 ℓ (Marunouchi Heat Supply)	32.0 → 30.0
Aug. 2 Yurakucho Uchimizu	300	23	300 ℓ (Yurakucho ITOCIA)	31.6 → 30.1
Aug. 4 Karugamo Uchimizu	400	8	300 ℓ (Marunouchi Heat Supply)	37.1 → 35.1
Aug. 6 Otemachi Fair Uchimizu	400 (Day) 300 (Night)	7	300 ℓ (Marunouchi Heat Supply) 300 ℓ (Marunouchi Heat Supply)	34.7 → 32.8 29.7 → 29.3
Aug. 17 Kids Uchimizu	500	11	300 ℓ (Tokyo International Forum)	32.8 → 30.8

5,990,000 m<sup>3</sup>

### Potable Water Consumption

The quantity of drinking water used in 2010 in OMY was 5,990,000 m<sup>3</sup>, some 80,000 m<sup>3</sup> more than in 2009. The increase is attributable to completion and occupation of the Marunouchi Park Building in 2010. Comparing annual consumption rates per m<sup>2</sup> of floor area, figures were 0.99 m<sup>3</sup>/m<sup>2</sup> (in 2009) and 0.97 m<sup>3</sup>/m<sup>2</sup> (in 2010). The decrease of 0.02 m<sup>3</sup>/m<sup>2</sup> reflects the success of our water conservation measures, such as using reclaimed water from OMY area buildings to cool Gyoko-dori Avenue and rainwater to irrigate trees and planted areas. OMY intends to find more methods of improving the efficiency of its water usage, in addition to its current water reclamation efforts.

\*Water consumption on a per m<sup>2</sup> gross floor area basis. Pro-forma figures for all buildings in the OMY area derived from actual data for 20 Mitsubishi Estate buildings with ISO14001 certification.

1,282

### Number of Hotel Rooms

There are 6 hotels in OMY\*, with a total of 1,282 guest rooms. The 2011 Michelin Tokyo Guidebook lists 37 hotels (14,603 guest rooms) of which 5 (with 1,121 rooms) are in OMY – there are more “Michelin-listed” hotels in OMY than in any other district of Tokyo. Other Tokyo areas with a high number of Michelin listed hotels are Shiodome (4 hotels-1,550 rooms), Roppongi/Akasaka (3-1,483 rooms), Shinjuku (4-3,176 rooms). As a major business center, OMY receives many visitors from all over the world and is working to further enhance the quality of hospitality available.

\* Source: NTT Yellow Pages directory listing of hotels.

Hotel	Number of Rooms
Four Seasons Hotel Marunouchi	57
Marunouchi Hotel	205
Hotel Metropolitan Marunouchi	343
Shangri-La Hotel Tokyo	202
The Peninsula Tokyo	314
KKR Hotel Tokyo	161

6.4%

### Surface area with greenery in OMY \*

Chiyoda Ward as a whole has 21.0% surface area with greenery, but OMY has a considerable amount of artificial surface area and roads. To increase the OMY greenery area, we are planning the greening of rooftops and walls at Ichi-go-kan Plaza and the Shin-Marunouchi Building. In future, we hope to not only increase the amount of greenery but also improve the quality of greenery planted so that it contributes to areas such as the preservation of biodiversity and facilitates wind corridors.

\*Source: Chiyoda Ward research, 2010. Earlier research (2003) included Otemachi and Marunouchi only. The latest (2010) research includes Yurakucho also.

197 trees

### Marunouchi Naka-dori Street Trees

Many trees have been planted in OMY to provide shade and to improve the landscape.

197 Zelkova trees have been planted along the 1.2 km length of Marunouchi Naka-dori at intervals of 8 - 10m. Near junctions and at the central part of Naka-dori, taller, fan-shaped Zelkova (which grow to a height of 10m or more) were planted to provide a green canopy. In other parts of OMY, ‘oval’ trees, such as Japanese limes have been planted in Yurakucho, American maples in Marunouchi and Japanese Judas-trees in Otemachi, to create rhythm and variety in the townscape.

88

### Number of Hospitals and Clinics

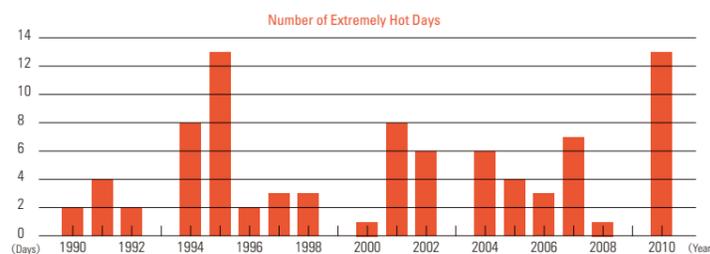
There are 88 (\*1) hospitals and clinics (including dentists) in OMY. This is over 10% of the total of 862 (\*2) such facilities in Chiyoda Ward. Although this seems obvious, as OMY represents 10% of the area of Chiyoda ward, only 26 people live in OMY. And the medical facilities available are for those working in or visiting OMY. There are 104 main buildings in OMY and thus “mathematically” there are about 0.85 (mostly clinics) per building – meaning medical facilities are conveniently available for the use of OMY workers and visitors.

\*1 Source: NTT Yellow Pages directory listing of hospitals and clinics  
\*2 From Dept. of Statistics, Ministry of Internal Affairs and Communications

### Number of Extremely Hot Days (June to September)

Unusually hot weather hit Japan in the summer of 2010. The Japan Meteorological Agency stated that a heat wave like this is a once in 30 years event. In Chiyoda Ward, home to the Meteorological Agency, Otemachi recorded 13 over 35°C days in the 4-month period from June to September. In July and August, 4 consecutive extremely hot days were recorded. Comparing records since 1990, it becomes obvious that the summer of 2010 was unusually hot. OMY is trying to more effectively deal with the heat island effect caused by this unusual weather.

13 days



Approx.  
560,000

### Number of Marunouchi Shuttle passengers

The “Marunouchi Shuttle” is a gas turbine/electric hybrid bus service, which circles the OMY district every 12-15 minutes. The buses are spacious and have large, curved windows. Functionally, they are people and environmentally friendly, because of their low emissions, low noise and easy access - even for wheel chairs. The service is free of charge - which is kind to everybody's purse - and popular with passengers, being used by both tourists and business people. Ridership was 560,000 in 2010.

\*24 local companies and organizations jointly operate the Marunouchi Shuttle.



# If you need to know more about OMY

## OMY Overview

General Indicators	Data	Notes
Employed workers	286,295	2009 data. Source: Ministry of Internal Affairs & Communications (2009 Economic census for urban areas / other data sources)
Number of offices	4,187	
Residents	26	As of January 2011. Source: Households and Population from the Resident Register, (Tokyo Metropolitan Government)
Gross floor space	Approx. 632ha	As of December 1, 2009. Excludes buildings under development.
Number of buildings	104	As of December 2009. Excludes buildings under development.
Surface area with greenery	6.4%	As of 2010. Source: Chiyoda Ward Survey. Includes waterways. See p. 36 for details.
Parking spaces	Approx. 13,000	As of March 2010.
Railway network	13 stations; 20 lines	13 stations: Otemachi, Tokyo, Nijubashimae, Hibiya and Yurakucho (incl. multiple stations with the same name). 20 train lines: 13 JR lines, 1 subway line and 6 Tokyo Metro lines.
Daily average of train passengers	About 2,350,000 daily	Not including <i>shinkansen</i> (bullet trains). Source: Oricom Media Bureau "Circulation transit outdoor ads 2010" JR/Subway/ Private Railway Ridership (2008 daily average)
Number of companies with head offices in OMY listed on the 3 major SRI indexes	32 companies	25 companies, excluding multiple listings. See p. 34 for details.
Economic Indicators	Data	Notes
Total net sales for all companies with head offices in the OMY District	¥124,106.1 billion 22.9% of Japan's total GDP	Total consolidated sales revenues for fiscal 2009 for 75 companies with head offices in the OMY District. Source: <i>Kaisha Shikiho</i> (Japan Company Handbook) Autumn 2009 edition.
Social Indicators	Data	Notes
Number of Hospitals and Clinics	88	NTT Yellow Pages directory listing of hospitals and clinics (including dentists). See p. 37 for details
Total floor space designated under the Barrier Free Act	173.4 ha 27.4% of gross floor space of buildings	Article 17: List of designated buildings, Barrier Free Act (1994, 2008).
Hotel Rooms	1,282	NTT Yellow Pages directory listing of hotels, total rooms for 6 hotels. See p. 37 for details
Marunouchi <i>Marché</i> customers	20,500	Number of visitors to the 4 <i>Marchés</i> held in 2010. See p. 34 for details
Ligare seminar participants	388	Number of participants in 12 seminars held by Ligare in fiscal 2010
Marunouchi Proficiency Exam	205 examinees 74.6% pass rate	3rd Marunouchi Proficiency Exam (July 11, 2010)
Environmental Indicators	Data	Notes
Production capacity of solar panels	820 kW	There are 8 locations in OMY where solar panels are installed. See p. 35 for details.
Energy consumption (buildings, etc.)	15,167 TJ	Fiscal 2010 data. Pro forma amounts calculated for the 20 Mitsubishi Estate buildings in OMY with ISO 14001 certification.
CO <sub>2</sub> emissions (buildings, etc.)	Approx. 710,000t-CO <sub>2</sub>	Fiscal 2009 data. Pro forma amounts calculated for 65 buildings in OMY area. See p. 35 for details.
Water-retentive pavement surface area	Approx. 37,600 m <sup>2</sup>	As of March 2011. Source: Area Planning Office, Building Business Division, Mitsubishi Estate Co Ltd.
Surface area of green rooftops and walls	Approx. 12,000 m <sup>2</sup>	As of March 2011. Source: Area Planning Office, Building Business Division, Mitsubishi Estate Co Ltd.
Potable water consumption	5,990,000 m <sup>3</sup>	Fiscal 2010 data. Source: Pro forma amounts calculated from 20 Mitsubishi Estate buildings in OMY area with ISO 14001 certification. See p. 37 for details.
General commercial solid waste	40,814t	Fiscal 2009 data. Source: Pro forma amounts calculated from the 19 Mitsubishi Estate buildings in OMY with ISO 14001 certification.
Number of extremely hot days	13	Extremely hot days (2010 June to September). From Japan Meteorological Agency data. See p. 36 for details
Animal and plant species observed in surveys on Imperial Palace grounds	3,638 animal species / 1,366 plant species	1996-2000 data. Source: "First Biodiversity Survey of the Imperial Palace," Independent Administrative Institution National Museum of Nature and Science, Tokyo.
Number of Marunouchi Naka-dori Street trees	197	Mitsubishi Jisho Sekkei Inc. As of May 2011. See p.36 for details
Number of field trip participants	597	Total number of participants in fiscal 2010 on 61 field trips organized by Saezurikan.
CO <sub>2</sub> emissions by ZeRO Taxis	2.8t-CO <sub>2</sub>	Estimates based on distance travelled by ZeRO Taxis from March 25 to December 31 2010. See p. 34 for details
Marunouchi Shuttle Bus passengers	Approx. 560,000	Fiscal 2010. Approximate number of passengers using the free shuttle bus. See p. 37 for details
Electric vehicle charging stations	12	Marunouchi Park Bldg, Shin-Marunouchi Bldg, Nippon Bldg, Kajibashi Parking, Shin Otemachi Bldg, Yusen Bldg, Mitsubishi Bldg, Kokusai Bldg, Tokyo International Forum, Tokyo Kotsu Kaikan, Tokyo Sankei Bldg, Marunouchi Chuo Parking
Power Saving by Ecozzeria Demonstration Office	30%	Actual measured reduction from October 2009 to January 2011. See p.35 for details
Eco-Musubi participating stores	185	As of end of March 2011
Marunouchi Morning University participants	1,794	Total number of participants in open campus courses in fiscal 2010 spring, summer and fall.
Uchimizu (Water Sprinkling) Project participants	2,800	Fiscal 2009. Approximate total number of participants in 5-day event. See p. 36 for details.
Eco Kids participants	989	Fiscal 2010. Participants in 17 programs.
Earth University Advanced participants	457	Fiscal 2010. Total number of participants in 12 Global Environment seminars organized by Ecozzeria.

# About Us, OMY

## About OMY

The term "OMY" is derived from the initial letters of Otemachi, Marunouchi and Yurakucho – districts in Tokyo's Chiyoda Ward. These three districts being geographically, culturally and economically close, 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 formed a unique community.

## The OMY CSR Program

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

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

## Otemachi

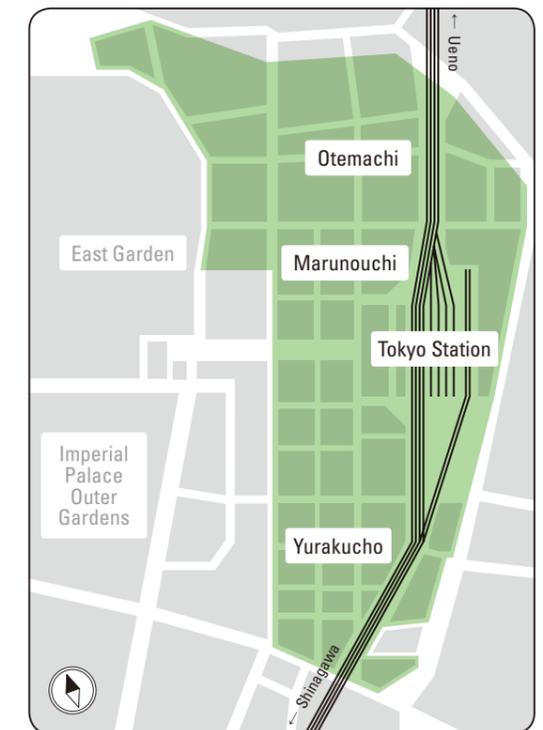
Otemachi was originally a city located in front of Edo Castle's Otemon (large gate) and so came to be called Otemachi. This area was lined with samurai residences during the Edo Period in Japan, but later a number of financial institutions and newspaper companies were established here. After World War II, the area became the financial and information center of Japan. With five subway lines, Otemachi Station boasts of its highly convenient access.

## Marunouchi

Marunouchi was the region between the outer and inner moats of Edo Castle. Because it lay within the outermost "third circle" of the castle it was called Marunouchi, meaning "inside the circle". Its prestigious location directly in front of Tokyo Station led a number of top Japanese companies to establish their head offices here and after the war it became the economic center of Japan.

## Yurakucho

Yurakucho named after Nobunaga Oda's younger brother, Urakusai (or Nagamasu) Oda, who resided near the Sukiya-bashi Gomon (gate). The area features a number of significant cultural sites such as the Imperial Theater, Yurakucho Mullion Building, Tokyo International Forum and the Yomiuri Hall, which have provided entertainment for numerous visitors over the years. With its proximity to Ginza, Yurakucho offers a variety of facilities, including shopping centers, restaurants and bars, and workers from Otemachi and Marunouchi frequently visit the area.



For further details about the OMY Community and this report, please visit the website below, where a PDF version of this report may be downloaded.

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

News of the latest OMY CSR programs can be obtained from the Marunouchi Chikyu Kankyo Shimbun newspaper (Japanese only).

<http://ecozeria.jp/shimbun>

OMY Community SR Promotion Council

Otemachi Marunouchi Yurakucho District Redevelopment Project Council

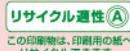
NPO OMY Area Management Association (Ligare)

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

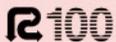
Mitsubishi Estate Co Ltd



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



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