

Community

One social problem we face is an eroding connection between individuals and the community and a reduced effectiveness of communities brought about by changes to the social fabric, which include a declining population and growing number of elderly.

The Nomura Real Estate Group works to develop vibrant communities together with people who live, work, gather, and rest in our areas of operation. This involves making the most of the diverse values held by communities through initiatives that include community building via the urban-type Compact Town concept, promoting mutual support, and building systems to encourage inter-generational interaction.



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Support for Developing Condominium Communities

Initiatives for Community Building

Building PROUD Communities

Through efforts such as partnering with the Graduate School of Japan Women's University for a joint industry-academia research project to develop "100 Design Techniques for Condominium Communities," as well as providing a range of services and lifestyle support measures through the Nomura Real Estate Group Customer Club, Nomura Real Estate Development is working to build great PROUD communities.

With the goal of improving quality of life after residents move in, we work with these residents to create comfortable communities where people help others in need while respecting individual lifestyles.



The central courtyard at PROUD Funabashi

Initiatives of the Morino City Community Association

Recognizing that a sense of community is indispensable to sustainable urban development that gives thought to disaster preparedness and environmental conservation, the Nomura Real Estate Group helps develop a spirit of community in various projects.

For example, for the mixed use development project that is Funabashi Morino City, we set up the Morino City Community Building Association as a self-governing body comprising residents and companies and organizations related to the project that are working together to make the neighborhood more appealing. The Association is involved in various initiatives, including discussing community development issues, beautification activities, and disaster preparedness workshops, among others.



Forest City Big Band

Publication of the Condominium Community Guide

Nomura Real Estate Partners publishes the Condominium Community Guide to assist with the formation of resident communities within condominiums. The Guide covers a host of topics, ranging from information about events such as disaster preparedness drills and Christmas parties to points on planning and the holding of group activities. The guide is distributed to the board members of condominium associations at all properties managed under contract.

Partners Farm

Nomura Real Estate Partners held its two-day Partners Farm event for residents of its condominiums. At a farm rented out for the event, a total of 67 groups of 258 people tried their hand at harvesting summer vegetables such as eggplants and bell peppers.



Partners Farm

Revitalizing Communities Surrounding Our Projects

Events Aimed at Revitalization

The 2014 Exhibit of Urban Design for Firefly Habitats

Nomura Real Estate Development held its 7th annual "Exhibit of Urban Design for Firefly Habitats: Towards a Happy Harmony Among Nature, People, and Communities" at Yokohama Business Park in June 2014. Aiming at encouraging people to think about environmental problems and the importance of nature, this exhibit is held each year with many local residents attending. Attractions include a special exhibition booth for observing live fireflies and a guided tour of the business park's biotope for local children.



Special booth for observing fireflies

Community Building Activities at Kokubunji Izumi Hall

Nomura Real Estate Partners established Kokubunji Asobi Art in cooperation with the NPO Kids Arts Tokyo Conference. Hands-on arts events are held regularly at Kokubunji Izumi Hall, one of the properties it manages.

These events are held as part of the company's support for revitalization of the local community, and are designed to broaden interaction and foster greater sensibilities in local children and families through the creation of art.

Nomura Real Estate Partners is also engaged in a range of efforts involving the management of a public facility. This includes being involved from the planning stage in the Machi no Maestro 20 project, which seeks to nurture unique trendsetters who will shine brightly 20 years down the road.



The RobaRoba Festival

Tsudatomo Project Under Way at Morisia Tsudanuma

Morisia Tsudanuma (Narashino City, Chiba Prefecture), a commercial facility operated by GEO-AKAMATSU, is hosting the Tsudatomo Project, an event that encourages local residents to participate.

As part of the project, the First Job Experience event lets children try a job they like. The event is supported by local companies and technical colleges and is a community-wide effort aimed at developing children's potential.



First Job Experience

Initiatives at the Nihonbashi Muromachi Nomura Building

Nomura Real Estate Development takes part in a number of events as a member of the local community.

This includes working with local shopping streets and companies in surrounding areas to clean the famous Nihonbashi bridge, tending to the flower bed alongside Chuo-dori street, and providing support for community bus operation, among other efforts, to revitalize the Nihonbashi area.

We also lend a hand in ensuring regional disaster readiness through participation in drills held in Chuo Ward to provide shelter for those unable to get home in emergencies. We also constructed an underground square to be used as an evacuation point during a disaster.