



CSR

Health and Comfort

Factors such as Japan's aging population and a growing amount of free time are promoting a stronger focus on ensuring health and comfort in people's lives. Moreover, changing values and lifestyles are bringing about more sophisticated, variegated needs. The Nomura Real Estate Group is working to bring health and comfort to people's lives through such efforts as promoting health through sports, developing housing for senior citizens, advancing universal design, and creating initiatives to encourage participation in communities.

Promoting Design that Improves Health Comfort
Addressing Japan's Aging and Diversifying Society

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Promoting Design that Improves Health Comfort

Providing Homes and Buildings that Achieve Greatness in both Design and Quality

PROUD Smart Design: SMART & GROWING

For condominium development, the Nomura Real Estate Development has formulated SMART & GROWING as part of its PROUD smart design paradigm. Under the dual concepts of "SMART" (reducing environmental impact by using advanced technologies and achieving harmony with nature) and "GROWING" (achieving housing comfort, safety, and sustainability), the Group is developing PROUD communities.

FY2015 Good Design Awards

For 14 consecutive years, the Group has won Japan Institute of Design Promotion Good Design Awards. The Group won awards for six projects for fiscal 2015.

Award-Winning Projects

- PROUD Machida -EcoHug-housing with a theme of environmental education
- PROUD Utsukushigaoka
- Hill Court Terrace Yokohama Shiomidai
- Barrier Free and Quality of Life Guidebook
- MORINOCITY Town Meeting
- SKYZ TOWER & GARDEN

□ FY2015 Good Design Awards



Barrier Free and Quality of Life GUIDE BOOK

■ Design Review Contest

Nomura Real Estate Development holds a Design Review, an in-house competition to honor exceptional properties completed in the previous fiscal year. The goal of this competition is to improve the design and quality of PROUD condominiums. A panel of outside architects judges the properties not only on exterior design but also on such aspects as community building and the handling of environmental issues. By fostering a spirit of healthy competition, the Group helps in-house architectural staff to sharpen their design skills, techniques, and knowledge as they strive to enhance customer satisfaction.

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Promoting Universal Design

Barrier Free and Quality of Life Guidebook

Together with Sonoda Lab of Meiji University Graduate School, Nomura Real Estate Development is creating the Barrier Free & Quality of Life Guidebook as part of an industry-academia joint research project. The guidebook represents a compilation of major design points—such as the six types of spatial configurations and the 22 types of design points—required for a layout targeting seniors, people in wheelchairs or the visually or hearing impaired, based on actual floor plans from the company's custom-built condominium unit business launched in 2000. These floor plans provide spaces that are comfortable for those in need of care as well as supporting family members.



A custom-made kitchen

Universal Design Guidebook

Nomura Real Estate Development considers aspects of design that enhance the daily comfort of people of all ages and capabilities. This approach has been compiled into the PROUD Universal Design Guidebook, which we use to achieve universal design.

Responding to Health-Related Needs

Joint Research with Tsukuba University on Dual-Task Training

Under the supervision of University of Tsukuba Associate Professor Minoru Yamada, MEGALOS provides training to alleviate sarcopenia, the age-related loss of muscle mass that can cause falls among the elderly, and dual-task training to prevent the onset of dementia. With support from "Club 100®" members, researchers measure participants' physical capabilities and then analyze the effect of these training sessions on the muscles, etc. The results of this research will be used in the development of future exercise programs.

Supporting Exercise among Elderly Individuals in Local Communities

Commissioned by local governments, MEGALOS provides exercise programs to "those 65 and over who may have trouble with various everyday physical functions." To support physical activity among local elderly residents, the exercise programs provide exercise classes at local clubs and hold events to measure physical strength, among other activities.



Exercise Programs

Promoting the Acquisition of "Dementia Supporter" Certification

MEGALOS encourages its employees to become certified Dementia Supporters, who help keep an eye on dementia sufferers and their family members in local communities. The fostering of Dementia Supporters is part of the Comprehensive Strategy to Accelerate Dementia Measures (New Orange Plan) devised by the Ministry of Health, Labour and Welfare.

TOPICS Smart Wellness Town (Funabashi Model) Concept Selected as a Model Project to Promote Smart Wellness Housing, Etc. by the Ministry of Land, Infrastructure, Transport and Tourism

Nomura Real Estate Development and Nomura Real Estate Wellness are currently promoting the "Smart Wellness Town (Funabashi Model) concept ? an integrated and comprehensive community care support system that incorporates serviced housing for seniors into the city's functions with the goal of improving health and fostering communities". This concept was selected as a Model Project to Promote Smart Wellness Housing, Etc. by the Ministry of Land, Infrastructure, Transport and Tourism. The Model Project to Promote Smart Wellness Housing, Etc. initiative puts the call out for proposals on projects that seek to provide housing for seniors, people with disabilities, and households with children and maintain and improve the health of these residents. The government subsidizes a portion of the costs for conducting these projects.

Overview of the Smart Wellness Town (Funabashi Model) Concept

- Incorporates serviced housing for seniors (126 units) into Funabashi Mori City and seeks to meld the existing community with that of the new residents.
- Aims to build a comprehensive community care support system that allows community residents of all ages to seamlessly receive services focused on better health, illness prevention, nursing care, and medical care based on each resident's health condition.
- Seeks to provide support for better physical and mental health through ICT and human-run operations and to improve awareness concerning improving health and preventive care for senior citizens by providing services to existing community residents as well as new residents.