

CSR | Social Contribution

Support for the Great East Japan Earthquake Reconstruction Efforts

Recovery Support Projects and Donations for Affected Areas

Planning Underway for Rikuzentakata City Center Recovery

Geo Akamatsu has received contracts for work that includes drafting city revitalization plans from cities such as Rikuzentakata, which suffered catastrophic damage from tsunami generated by the Great East Japan Earthquake. These urban revitalization efforts involve the concerted efforts of the government, chambers of commerce, merchants, local residents, and urban renaissance agencies. Taking full advantage of its commercial expertise in earthquake recovery planning, the company is helping build new sustainable urban development models that not only aid in earthquake recovery but more compactly consolidate commercial and public functions in order to build new city centers. The Abasse Takata shopping center opened in April 2016.



Opening of the Abasse Takata shopping center

Recovery Support Sales Event Held

NREG Toshiba Building held a Recovery Support Sales Event at the Hamamatsucho Building in September 2016. Close to 2,600 people came to shop for local specialties from five prefectures, namely Aomori, Miyagi, Fukushima, Kumamoto, and Iwate. This effort helped support recovery efforts.



Selling local specialties from five prefectures, including Kumamoto

Donating Rice from the Kayabuki-no-sato Project to a Family Camp for Fukushima Refugees

The Nomura Real Estate Group donates a portion of the rice harvested by the Kayabuki-no-sato Project to a family camp in Fukushima. Since the Great East Japan Earthquake, children living in Fukushima Prefecture contend with restrictions when it comes to playing outside. Organized by the volunteer group, Karchanz, this project arranges for parents and children living in Fukushima Prefecture to go camping in Kanagawa Prefecture. The goal is to provide mental and physical healing by having participants enjoy nature and safe food.

Supporting the Education of Children in Tohoku through Donations from Used Books

With the assistance of Chance for Children, since 2012 the Nomura Real Estate Group has donated the proceeds from the sale of used books collected from employees to help fund extracurricular educational activities for children living in the Tohoku region.

Following the Great East Japan Earthquake, the disaster-stricken areas have seen a growing disparity in educational opportunities and academic ability caused by economic disparities. The goal of these activities is to provide children with equal opportunities for education and growth. As of July 2017, a total of 4,000 books had been collected and sold, with the proceeds used to fund private tutoring classes or cultural lessons.

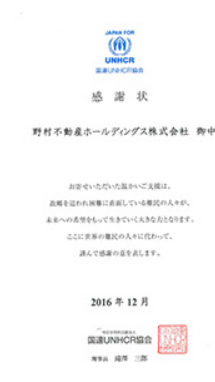
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Initiatives for Youth Development

Programs and Events Aimed at Developing the Next Generation

Support the UN Refugee Support Campaign

Nomura Real Estate Development helped conduct a refugee support campaign carried out by UNHCR at the Shinjuku Nomura Building, Yokohama Business Park, Nihombashi Muromachi Nomura Building, Bono Sagamiono, Morisia Tsudanuma, all facilities operated by the Nomura Real Estate Group. The campaign saw supporters donate money every month to UNHCR to give refugees vaccines and enable them to purchase tents to live in. In fiscal 2016, the 28-day event enjoyed support from 114 people and facilitated donations equivalent to ¥3.29 million for the year.



The Nomura Real Estate Group received a letter of appreciation.

Kayabuki-no-sato Project

With the goal of creating connections between urban residents and rural communities, where the population is both dwindling and growing older, and to teach children in urban areas about the environment, Nomura Real Estate Development practices eco-friendly rice growing at the base of Mt. Tsukuba.

This industry-academia-government project involves the Tsukuba Green Tourism Suisinkyougikai, local NPOs, the City of Tsukuba, and the University of Tsukuba. Nomura Real Estate Development employees and their families, PROUD condominium residents, and PMO (premium midsize office) tenant companies help grow the rice.



Kayabuki-no-sato

Participation in Career University’s Summer Class Course

Since fiscal 2014, we have been participating in the Summer Class course offered by Career University* as a means to help young people build their careers. The course has seen freshman and sophomore students take part in a real estate development business game we designed and participate in facility tours and other activities in line with the theme of "building communities, building happiness." By learning about the work done by the real estate industry and about being a working adult, students were afforded an opportunity to think about their own careers.

※ Career University

An initiative conducted by NPO Career Cruise aimed at helping college students build their careers. Other like-minded organizations including companies and government agencies provide educational seminars covering various specialized fields.

Internship Program

Nomura Real Estate Development takes in university undergraduate and graduate students as interns every year, and a total of 105 students participated across five sessions conducted in Tokyo and Osaka in fiscal 2016.

With support from instructors, the program helps participants make architectural design proposals and sales calls. It teaches participants about the actual work done in the real estate industry and provides them with opportunities to experience actual workplaces.



Internship program

Swimming in Clothes Classes for Elementary School Students

With the aim of preventing water-related accidents, Nomura Real Estate Life & Support has held classes since 2010 to teach elementary school students in many areas such as Hachioji City, Tokyo, how to swim in clothes. In fiscal 2016, some 977 children took part in the classes.



Fully-clothed swimming classes

Numbers of participants in fully-clothed swimming classes

	2013	2014	2015	2016
Participants	1,100	1,250	480	977

■ Swimming Lessons for Asthmatic Children

At the request of Nagoya City, Nomura Real Estate Life & Support has been providing swimming lessons for asthmatic children from fiscal 2014. A total of 28 children learned how to swim in 2016.

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Social Contribution through Support for Sports

Efforts to Support Disabled Sports

Official partner of the Japanese Para-Sports Association (JPSA)

As a company that identifies with the "fostering inclusivity to make society a place where everyone can benefit from the value of sports" philosophy of the Japanese Para-Sports Association, Nomura Real Estate Holdings has become an official partner of the organization. Together with the JPSA, we will continue to build a brighter future for para-athletes and the world of para-athletics through efforts to better popularize and promote sports for the disabled.



Nomura Real Estate Holdings is an official partner of the JPSA.

[Learn more about the activities of the JPSA](#)

Support for para-athletes

Nomura Real Estate Partners has hired wheelchair track and field athlete Yuki Nishi, a certified Tokyo Athlete, to promote a better understanding of sports for the disabled and supporting para-athletes. With the goal of developing the next generation of para-athletes, Nomura Real Estate Life & Sports has signed the Agreement to Provide Nomura Real Estate Facilities for Para-Athlete Training. Under this agreement, the Megalos Tabata 24 facility is provided free of charge for use by certified Tokyo Athletes and athletes designated for strengthening and development by Tokyo Boccia Association.



Yuki Nishi



Efforts to Promote Sports

Certification as a Tokyo Sports Promotion Company

Nomura Real Estate Partners and Nomura Real Estate Life & Sports have been certified by the city of Tokyo as 2016 Tokyo Sports Promotion Companies in line with the city's goal to become a "sports city" by 2020. Tokyo Sports Promotion Companies are companies certified by the city of Tokyo for "engaging in sports" by having their employees play them and "supporting sports" by helping sports organizations, athletes, and competitions.

Through these efforts, we are working to help employees build a greater bond with sports and foster a society in which everyone takes part in the sports they enjoy.

