

Contributions to Local Communities and Society

Approach and Policies

The Nomura Real Estate Group conducts its business based on long-term relationships with local communities in all aspects from development and construction to the operation and management of real estate.

Accordingly, we conduct local and social contribution activities based on our belief that identifying initiatives required in society through dialogues and making contributions to society is a part of our responsibility as a corporate citizen.

We consider that carrying out local and social contribution activities will realize “urban development and community building concerning the future of the global environment and local communities,” which is part of the value creation themes for the Mid- to Long-term Business Plan.

Contribution to the local community

Implementation of Rikuzentakata City Center Reconstruction Plan

Geo-Akamatsu Co., Ltd. awarded a contract to formulate an urban revitalization plan for Rikuzentakata City, Iwate Prefecture. The company, working in cooperation with local government, local chambers of commerce, and the Urban Renaissance Agency, is restoring and conducting operations in urban areas, contributing to reconstruction from the Great East Japan Earthquake.

Kayabuki-no-sato Project

With the goal of creating connections between urban residents and rural communities, where populations are 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-government-academia project is conducted in collaboration with the Tsukuba Green Tourism Association, Tsukuba City, and the University of Tsukuba with participation of the Group employees and tenant businesses.



Kayabuki-no-sato Project

Support the UN Refugee Support Campaign

The Group supports the activities of the UNHCR, the United Nations Refugee Agency, by providing its facilities to the United Nations Refugee Support Campaign free of charge. The campaign collects donations to purchase vaccines and tents for refugees. In fiscal 2018, support was provided by 61 persons and the equivalent of ¥1.878 million was donated over the course of the year.

Supporting Youth Development

Participation in Career University

Nomura Real Estate Development participates in the Career University* Summer Class conducted by NPO Career Cruise with the aim of supporting young people in building their careers. The class, which is for university freshmen and sophomores, includes programs such as real estate development games and property tours. This program was awarded the Best Feedback Award by NPO Career Cruise for two consecutive years starting in fiscal 2017.

* Career University

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

Internship Program

Nomura Real Estate Development offers an internship program targeting university undergraduate and graduate students every year.

■ On-site Internship Program

The program provides opportunities to experience real estate operations such as product planning and accompanying personnel during marketing activities. In fiscal 2018, the program was provided for four days in the Company's Head Office in Tokyo and approximately 90 students participated.

■ Simulated Experience of Developer Operations

Through the program, intern students can learn about developer operations and what the Group attaches importance to in urban development. In fiscal 2018, the program was provided for three days in the Company's Head Office in Tokyo and approximately 150 students participated.

Career Support Programs through Collaboration with Universities

The Group collaborates with universities to offer programs that support career development of young people.

■ Rikkyo University

The class, which is for university freshmen and sophomores, offers opportunities to think about what it takes to work in society and creating vision for the future by experiencing developer operations through real estate development games, property tours, and other programs.

■ "Future Skills Lecture*" at Meiji University

In this program, the Nomura Real Estate Group employees give practical lectures on real estate business for university freshmen. In fiscal 2018, students discussed "area management system that is sustainable for 20 years into the future" by using the Hiyoshi project under development by Nomura Real Estate Development.

*Future Skill Lecture: A PBL (Project Based Learning) program for learning through practice for university freshmen. In the class, students work on solving problems that simulate issues faced in actual business situations.

Fully-Clothed Swimming Classes Held for Elementary School Students

Nomura Real Estate Life & Sports has been conducting classes to teach elementary school children how to swim while fully clothed as a means of preventing water accidents since fiscal 2010. In fiscal 2018, a total of 1,605 children participated.



Fully-clothed swimming classes

Number of participants in fully-clothed swimming classes

	FY 2016	FY 2017	FY 2018
Participants (number)	977	2,478	1,605

Swimming Lessons for Asthmatic Children

At the request of Nagoya City, Nomura Real Estate Life & Sports has been providing swimming lessons for asthmatic children at Megalos Chikusa 24 since fiscal 2014. A total of 30 children learned how to swim in 2018.

Cooperation with "Kodomo Hyakutoban no Ie (Children's Emergency Shelter)" Activities

Nomura Real Estate Urban Net started to participate in "Kodomo Hyakutoban no Ie (children's emergency shelter)" activities at 14 "Nomura's Broker + (Plus)" stores in Tokyo to contribute to keep children safe and be well-received by local communities.

These stores serve as emergency shelters for children when they feel physical danger, such as when they are approached by suspicious persons, and contact their parents or the police if necessary.



"Kodomo Hyakutoban no Ie" sticker displayed on the store entrance door

Supporting Sports

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

As a company that identifies with the philosophy of the Japanese Para-Sports Association (JPSA), of fostering inclusion to make society a place where everyone can benefit from the value of sports, Nomura Real Estate Holdings entered into an official partner agreement with the JPSA.

[See here to learn more about the activities of JPSA](#)



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

Supporting Sports for the Disabled

Nomura Real Estate Life & Sports signed a Facility Use Agreement for para-athlete training and provides spaces for training. In addition, the company collaborates with governmental bodies to provide swimming lessons for the disabled and program for developing instructors for the intellectually disabled.

Nomura Real Estate Partners supports wheelchair track and field athlete Yuki Nishi, a certified Tokyo Athlete.



Yuki Nishi

Certified as Tokyo Sports Promotion Companies

Nomura Real Estate Partners and Nomura Real Estate Life & Sports were again certified by the Tokyo Metropolitan Government as 2018 Tokyo Sports Promotion Companies as in the previous year. Under this program, the Tokyo Metropolitan Government certifies companies that encourage employees to participate in sports and provide support for sports events, and so on.

