



Priority theme

# Community

The Nomura Real Estate Group is cognizant of important social issues such as dysfunction and loss of vitality and weakening social ties in communities resulting from the low birthrate, aging of society, increases in vacant residences, and other factors. Accordingly, we seek to foster ties among customers and local communities and support community development through construction and design related initiatives and operation and management services. Through these efforts, we are promoting effective mutual assistance during emergencies and the revitalization of regions and communities and contributing to the creation of harmonious societies.

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# Consideration for Communities and Support for Revitalization

## Approach and Policies

The Nomura Real Estate Group believes that cities and communities that can function in a healthy manner and take the initiative in urban development are essential for urban development that is socially and environmentally sustainable. Because of this, dysfunction and loss of vitality in communities as a result of shrinking populations, low birth rates, the aging of society, decreases in family households increases in vacant residences, depopulation, and other factors as well as the weakening of the foundations of urban life are critical social issues. Based on this understanding, the Group collaborates with governmental bodies, NPOs, and suppliers to give consideration to and support the revitalization of communities.

When conducting urban development, we take into consideration the impact on, and avoid/reduce adverse effects on, the existing living and business environments of people in the local community. In addition, we endeavor to create ongoing and trusting relationships with governmental bodies, landowners, local residents by taking measures such as holding explanatory meetings at the planned project sites.

## Management

### Management Structure

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The officer responsible for quality management and architectural design has been put in charge of this issue for the Group, and we are carrying out measures to consider and support the revitalization of communities. In addition, the CSR Committee, which comprises Nomura Real Estate Holdings and Group company directors and others and is chaired by the Nomura Real Estate Holdings executive vice president and Group COO, deliberates on and decides related policies and action plans. The CSR Committee sets targets each year regarding consideration of and support for the revitalization of communities, and is monitoring progress.

### Targets

The Group has set the following two targets regarding consideration of and support for the revitalization of communities.

- Expand and improve plans and designs that revitalize communities
- Operation and management that supports community revitalization

## Plans and Designs that Revitalize Communities

The Group promotes plans and designs that support the development and community revitalization so that customers including residents and tenant companies can develop communities over the long term after they take up occupancy.

### 100 Design Techniques for Condominium Communities

The Group formulated the 100 Design Techniques for Condominium Communities (the “100 Design Techniques”) through an industry-academia joint research project with the graduate school of Japan Women’s University and reflects them in condominium product planning. The 100 Design Techniques organize plans and designs for revitalizing communities based on the results of surveys on the status of use of common areas in condominiums developed by the Group and surveys of livability satisfaction.

The objective is to create comfortable communities where residents respect individual lifestyles of others and can support one another during emergencies such as in the event of a disaster.

 [100 Design Techniques](#)



An inner courtyard designed based on the 100 Design Techniques

### Tenant-Only Community Floors

At the Shinjuku Nomura Building (where our headquarters and several Group companies locate, in Shinjuku-ku, Tokyo) and the Hamamatsucho Building (located in Minato-ku, Tokyo), the Group created community floors for the exclusive use by officers and employees of tenant businesses and the Group. The aim is to increase options for places for internal and external interactions and working, and the spaces are used for dining, co-working, and holding events.



Community floor NEON



## Operation and Management that Supports Community Revitalization

The Group also holds social events for residents and tenants businesses, issues newsletters and engages in other initiatives to help customer communities function in a healthy manner over the long term after taking up occupancy. In fiscal 2018, we held 56 pre-occupancy housewarming events at residences as well as 101 tenant networking events at office buildings.



A networking event for PMO tenant businesses

### Condominium Community Guide Released

The Group distributes the Condominium Community Guide to management associations. The Guide is a pamphlet that includes know-how regarding community activities from planning to execution.

## Development of Communities with Local Ties

The Group collaborates with NPOs, governmental bodies, and local communities from the development stage to support the community development and build communities with local ties so that customers can form trusting relationships with local residents over the long-term after taking up occupancy.

### Community Development in the Minamiyama Land Readjustment Project Site

When developing PROUD SEASON Inagi Minamiyama and PROUD CITY Minamiyama (both located in Inagi City, Tokyo), the Group formed a tie-up with Area Management Minamiyama, a local general incorporated association, to undertake sustainable urban development.

📄 [Please see the Special Feature here for details.](#)

### Revitalization of Communities Based on the BE UNITED Initiative

The Group will promote urban development based on the BE UNITED initiative with the aim to foster ties with local communities and people and create multigenerational, circulatory communities to create towns that people want to continue to live in and visit. We designated activities necessary to achieve the initiative as "ACTO" and will introduce it starting with PROUD CITY Hiyoshi condominium (Yokohama City, Kanagawa) where necessary.

## Outline of ACTO

- Establish "common area of communities" that serves as the hub of activities  
We will provide a place for collaboration not only among condominium residents but also with local communities to serve as a "common area of communities".
- Assign area designers who can connect communities.  
Area designers, who are the Group's employees, will collaborate and support community activities.
- Establish an area management organization.  
An area management organization that leads community activities will be established.
- Launch the "Town Website".  
The "Town Website" will function as a local bulletin board that disseminates information on community activities and connect each ACTO.
- Start conducting activities before the "Opening of Town".  
We will work to form a network of interaction with the surrounding neighborhood before the opening of towns.

## Ties between OUKAS Funabashi and Local Communities

The Group periodically makes the fitness gym and cafe at OUKAS Funabashi, a senior housing facility with support services, available to local residents as a hub for health support and multi-generation social interaction.



Provision of Health Programs to Local Residents

## Giving Consideration to Ease of Access to Public Transportation Services

When acquiring land and properties, the Group gives consideration to the accessibility to public transportation services in all cases so that customers can live in and/or use them with ease.

## Employment and Procurement from Communities

The Group is promoting employment and procurement from local communities in which it conducts business to contribute to their continuous development and establish an ongoing trusting relationship with them.

In particular, we actively utilize local specialty products in our hotel business and employ local staff for our overseas business.

## Performance

### Promotion Measures

Fiscal 2018 performance against the set targets was as set forth below.

\* Unless otherwise indicated, the reporting scope is the Group.

Expand and improve plans and designs that revitalize communities

	FY 2017	FY 2018
<b>Newly constructed residential properties with facilities that contribute to local communities</b>	4 properties	3 properties

Initiatives in Operation and Management that Support Community Revitalization

	FY 2017	FY 2018
<b>Number of pre-occupancy housewarming events held at residential properties</b>	40 events	56 events
<b>Number of networking events held for tenant businesses</b>	100 events	101 events
<b>Number of community social events held</b>	29 events	52 events