

~ Sustainable Community Development in Nihonbashi,  
a Refined District with Well-Rooted Mutual Support ~  
[ Nihonbashi SDGs Event: Nihonbashi Gururi Exhibition ]  
[ NIKKEI SDGs FESTIVAL NIHONBASHI TOKYO WINTER ]  
Series of Events Held from Tuesday, November 24

Interactive SDGs initiatives true to the spirit of Nihonbashi, home of “cyclical” living since the Edo period

### Overview of Initiatives

- ✓ This event is aimed at learning from Edo (the former name of Tokyo), which practiced a refined and highly efficient form of “cyclical” living, and at making the Nihonbashi area today a model district for cyclical, recycling-based cities.
- ✓ Events related to SDGs, including a forum, markets and panel exhibition, will be held in various areas of Nihonbashi with the cooperation of local Nihonbashi residents and tenants (Tuesday, November 24 to Sunday, December 6, 2020).
- ✓ The Nihonbashi Model Promotion Committee is being launched and will provide information on SDG initiatives in Nihonbashi on a continuing basis in the future.
- ✓ Nikkei SDGs/ESG Conference, NIKKEI SDGs FESTIVAL NIHONBASHI TOKYO WINTER, one of Japan’s largest SDGs-related forums, is also being held by Nikkei Inc. and Nikkei Business Publications, Inc. over the same period.

Tokyo, Japan, November 19, 2020 – Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, and Nihonbashi Muromachi Area Management will be holding the Nihonbashi SDGs Event: Nihonbashi Gururi Exhibition starting November 24 as a first step in initiatives for the Sustainable Development Goals (SDGs) to be conducted throughout the district. NIKKEI SDGs FESTIVAL NIHONBASHI TOKYO WINTER is also being held over the same period by Nikkei Inc. and Nikkei Business Publications, Inc.

Nihonbashi SDGs Event: Nihonbashi Gururi Exhibition is a multifaceted event related to the SDGs in the Nihonbashi area. The name “Nihonbashi Gururi” (“Cyclical Nihonbashi”) was chosen because Nihonbashi has historically been an area of cyclical living. The roofed outdoor plaza at COREDO Muromachi Terrace will display original information panels showing SDGs initiatives of the past (from the Edo period), present and future. B2C events will also be held: Rakugo storytelling and talks on Edo life and an upcycle market on the theme of cycles.

During the same period, NIKKEI SDGs FESTIVAL NIHONBASHI TOKYO WINTER, one of Japan’s largest SDGs forums, will be held in Muromachi Mitsui Hall and Nihonbashi Mitsui Hall by Nikkei Inc. Participants can learn about the SDGs initiatives of presenting companies via online video.

Mitsui Fudosan is working to successfully establish a sustainable society through the creation of neighborhoods, as is stated in VISION 2025, the Mitsui Fudosan Group long-term vision. By developing sustainable neighborhoods together with local communities, the company intends to resolve broad-ranging issues facing society and contribute to the realization of Society 5.0 and achievement of the SDGs.

In addition, with this event as a springboard, Mitsui Fudosan and Nihonbashi Muromachi Area Management are launching the Nihonbashi Model Promotion Committee, and by holding events and providing information, the community will be connected together as information is communicated from Nihonbashi on cyclical and sustainable models, starting with the SDGs.



Representation of “Nihonbashi Gururi” expressing the cyclical nature of the Nihonbashi neighborhood



## Nihonbashi Gururi Exhibition: Event Details

### (1) Edo-Present-Future Cyclical Society Panel Exhibition



Dates: Tuesday, November 24 to Sunday, December 6, 2020

Venue: COREDO Muromachi Terrace (roofed outdoor plaza)

Details: A panel exhibition will be held that introduces the cyclical living patterns of the Edo period and connects them to the SDGs initiatives of companies in the Nihonbashi area and to prospects for the future. Plans also call for the tarpaulin fabric used in the exhibition to be upcycled into tote bags.

### (2) Gururi Market



Dates: Saturday, November 28 to Sunday, November 29, 2020 10:00–17:00

Venue: COREDO Muromachi Terrace (roofed outdoor plaza)

Details: This market is on the theme of “upcycling,” which means providing new added value to things that aren’t needed instead of throwing them away. A mini market will be held featuring products like accessories made from drift plastic and stationery made from corrugated cardboard that otherwise would have been thrown out.

### (3) OLD NEW MARKET



Dates: Saturday, November 28 to Sunday, November 29, 2020

Venue: Fukutoku Garden (10:00–17:00), Naka-Dori Street (12:00–17:00)

Details: Market on the theme of “Even Old, It’s New!” will be held in Nihonbashi showcasing a wide variety of shops and creators. It will feature antiques from the West and from Japan, as well as brilliant, distinctive handicrafts and flowers and greenery.

\* A portion of the operating expenses will be paid through the cyclical fundraising efforts of Mitsui Fudosan Building Management Co., Ltd. (Creation of an original mask that combines breathability with stylishness for the purpose of fundraising and utilization)

### (4) Sanri Shihou Market

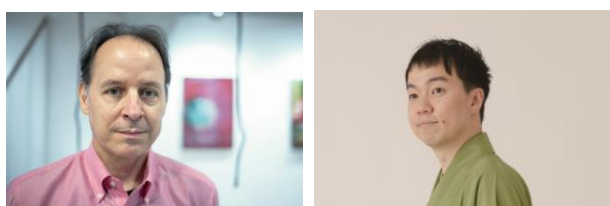


Dates: Saturday, December 5 to Sunday, December 6, 2020 10:00–17:00

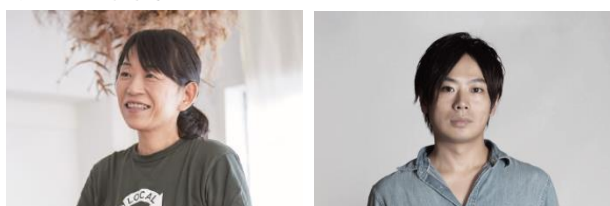
Venue: COREDO Muromachi Terrace (roofed outdoor plaza)

Details: Eating vegetables grown within a radius of three *ri* (around 12 kilometers) will give you a long and healthy life—this is the meaning of *sanri shihou*, equivalent of today’s “local production for local consumption.” To actualize this idea, a mini market will be held with traditional “Edo Tokyo” vegetables, those produced from the Edo period to around 1965, grown in present-day Tokyo and Tokyo vegetables grown in suburban areas.

### (5) Beshariba



建築家、アーティスト、作家 / 落語家 / 立川 吉笑  
アズビー・ブラウン



ローカルフードサイクリング  
株式会社代表 / たいら由以子

Dates: Saturday, December 5, 2020 14:00–16:30

Venue: Muromachi Mitsui Hall & Conference (also livestreamed for online viewing)

Details: A public talk will be held on the topics of Edo’s cyclical society, present-day initiatives, and future possibilities with a group of eclectic guests, including Azby Brown, author of *Just Enough: Lessons in Living Green from Traditional Japan*.

Panelists: Azby Brown (architect, artist, author)

Tatekawa Kisshou (*rakugo* storyteller)

Yuiko Taira (President of Local Food Cycling)

Hiroyuki Mizuno (President of MODECO)

Participation fee: Free

## Event Content Details (1)

# Nihonbashi Gururi Exhibition: Event Details

## (6) Edo Kobanashi - Rakugo Storytelling



Dates: Saturday, December 5, 2020 14:30– (within Beshariba time slot)  
Venue: Muromachi Mitsui Hall & Conference (also livestreamed for online viewing)  
Details: A performance of a *rakugo* story based in Edo and filled with *sanri shihou* ideas (local production for local consumption). The story provides insights into Edo culture and the lives of the people at that time.  
Performer: Tatekawa Kisshou  
Participation fee: Free  
Application method: Apply for Beshariba and Edo Kobanashi at the following URL.  
<https://nihonbashi-gururi.peatix.com/>

## Event Content Details (2)

# NIKKEI SDGs FESTIVAL NIHONBASHI TOKYO WINTER



日経 NIKKEI  
SDGs  
FESTIVAL  
NIHONBASHI  
TOKYO  
WINTER

Dates: Tuesday, November 24 to Saturday, November 28, 2020  
Venue: Online streaming (streaming from: Muromachi Mitsui Hall & Conference, Nihonbashi Hall)  
Theme: November 24, 25 Nikkei SDGs/ESG Conference  
November 26, 27 NIKKEI SDGs FESTIVAL NIHONBASHI TOKYO WINTER  
November 27 Gender Gap Conference  
November 28 WomanExpo  
Details: An SDGs forum sponsored by Nikkei Inc. and Nikkei Business Publication Inc., one of the largest in Japan. Government officials, corporate executives, and other experts will discuss some of the challenges involved in achieving the SDGs. The discussion will be livestreamed for online viewing.  
Apply at the following URL if you are interested in viewing the stream.  
<https://events.nikkei.co.jp/31625/>

## Overview

### Nihonbashi Gururi Exhibition

Dates: Tuesday, November 24 to Sunday, December 6, 2020  
Organizer: Mitsui Fudosan Co., Ltd., Nihonbashi Muromachi Area Management  
Cooperation: QUICK Corp., Sembikiya-Sohonten, Ltd., TANACHO & Co., Ltd.,  
Chugai Pharmaceutical Co., Ltd., NINBEN Co., Ltd..  
Planning and administration: CreativeOut Co., Ltd.

### 「NIKKEI SDGs FESTIVAL NIHONBASHI TOKYO WINTER」

Dates: Tuesday, November 24 to Saturday, November 28, 2020  
Organizer: Nikkei Inc., Nikkei Business Publications, Inc.  
Special sponsorship: Mitsui Fudosan Co., Ltd.





## Mitsui Fudosan Group's Contribution to SDGs

[https://www.mitsuifudosan.co.jp/english/corporate/esg\\_csr/](https://www.mitsuifudosan.co.jp/english/corporate/esg_csr/)

The Mitsui Fudosan Group aims for a society that enriches both people and the planet under the principles of harmony and coexistence, link diverse values and achieve a sustainable society, and advances business with an awareness of the environment (E), society (S) and governance (G), thus promoting ESG management. By further accelerating its ESG management, the Group will contribute significantly to realizing Society 5.0, which the Japanese government has been advocating and achieving the SDGs.

\* The initiatives covered in this press release contribute to two of the SDGs.

Goal 12 Responsible Consumption and Production  
Goal 17 Partnerships for the Goals

