

■ The Philosophy of Mitsui Fudosan’s Neighborhood Creation Utilizing the Power of Sports

Sports not only improve the mental and physical health of people through actions such as “Doing,” “Watching” and “Supporting,” but also create new connections and have the power to revitalize communities. Mitsui Fudosan sees sports as a key element in the creation of fascinating neighborhoods that improve with age, and promotes neighborhood creation utilizing the power of sports.

Mitsui Fudosan has created the slogan of “BE THE CHANGE” and seeks to change itself under the themes of “Communicating,” “Connecting” and “Accepting,” and to use neighborhood creation as a base that will create positive change in the people, communities, and society that it aims to transform.

Examples of Mitsui Fudosan’s Collaborative Initiatives through Soccer

(1) MIFA Football Park

MIFA Football Park is a football facility operated by MIFA (Music Interact Football for All) scheduled to open its fourth location in Fukuoka in spring 2022 following locations in Toyosu, Sendai, and Tachikawa. MIFA is an organization that includes participation from UKASUKA-G, a musical unit composed of Mr. Children member Kazutoshi Sakurai and GAKU-MC, and fosters various methods of communication through music and football.



Complete perspective drawing of MIFA Football Park Fukuoka



Sample photo from MIFA Football Park

(2) &EARTH X SOLTILO FAMILIA SOCCER SCHOOL Soccer Support Project

SOLTILO FAMILIA SOCCER SCHOOL, led by professional soccer player Keisuke Honda and managed by SOLTILO Co., Ltd., collaborates with the Mitsui Fudosan Group to carry out activities that involve collecting unneeded soccer equipment and donating it to children overseas. They have collected 2,671 kg of soccer equipment by conducting activities seven times so far.



Collecting unneeded soccer equipment at a venue

(3) Mitsui Fudosan Sports Academy for Tokyo 2020

Mitsui Fudosan Sports Academy for Tokyo 2020 is a sports academy sponsored by Mitsui Fudosan as a Tokyo 2020 Gold Partner in the category of Real Estate Development in cooperation with the Tokyo Organising Committee of the Olympic and Paralympic Games. A soccer academy was held online on April 25, 2021 featuring former member of the Japan national football team Kengo Nakamura and Masakazu Okabe (a dribbling coach with 2.4 million followers on social media) as instructors.

■ Contribution to SDGs

https://www.mitsufudosan.co.jp/english/corporate/esg_csr/

JFA and the Mitsui Fudosan Group aims for a society that enriches both people and the planet under the principles of coexist in harmony with society, 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 ESG management, JFA and the Mitsui Fudosan Group will realize Society 5.0, which the Japanese government has been advocating, and contribute significantly to achieving the SDGs.

* The initiatives covered in this press release are contributing to one of the UN's SDGs.

Goal 3 Good Health and Well-Being

