

## Upgrading Japan's BCP to Version 2.0

# Mitsui Fudosan Launches &Resilience, Japan's First\*1 Fixed Rate Membership Service Leveraging Digital Tools to Efficiently Strengthen Business Continuity

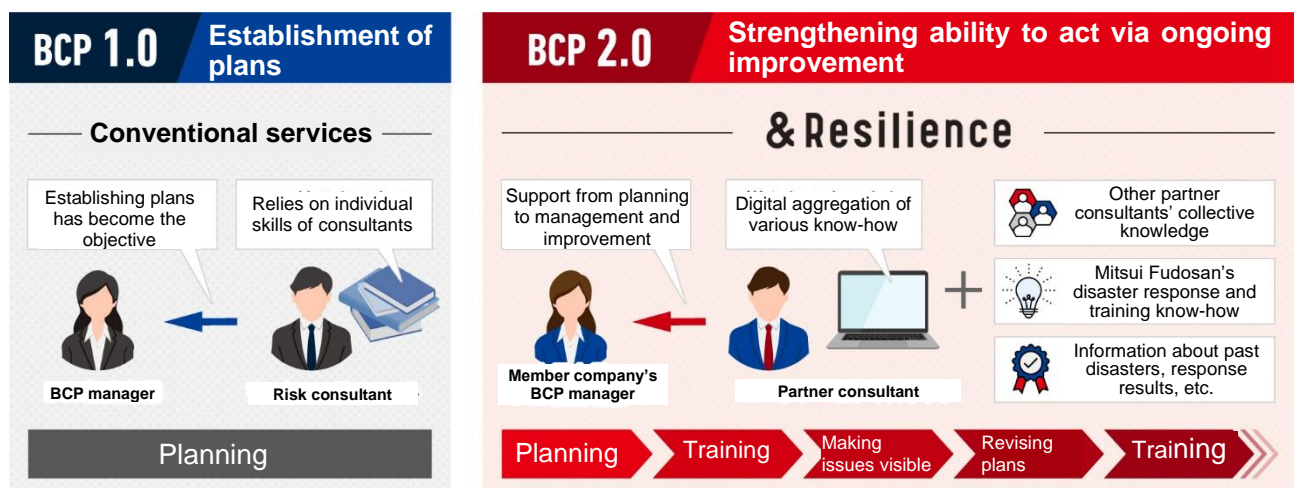
Tokyo, Japan, March 10, 2022 - Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today it starts offering &Resilience, Japan's first\*1 fixed rate membership consulting service providing effective, continuous support for business continuity planning (hereinafter BCP) from formulation to operation and improvement. This project is a new business created from the Mitsui Fudosan Group's MAG!C project proposal system.

- About BCP 2.0 -

BCP to date ("BCP 1.0") has often gone no further than establishing plans. In contrast, BCP 2.0 is the unique concept in &Resilience that spotlights the operational phase after planning. It indicates measures that are more effective, mainly training, in strengthening the ability to act at the time of a disaster.

### &Resilience Service Features

- One-stop support for strengthening the ability to act at the time of a disaster to meet rapidly growing needs for assistance with BCP 2.0 initiatives
- Flat rate membership service deploys digital tools to improve efficiency of the PCDA management cycle for strengthening business continuity in the operational phase following planning, which has been inefficient to date, while offering accompanying support from highly skilled partner consultants throughout the year
- Brings together Mitsui Fudosan's disaster response know-how gained over many years and over 1,500 case examples of disasters and actions taken in response



● **&Resilience website:** <https://about.andresilience.com/> (Japanese)

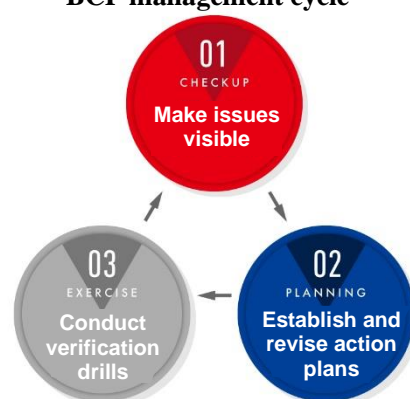
**&Resilience logo**



Mitsui Fudosan has implemented an array of disaster countermeasures and training up to now, and provided such know-how to tenant companies and relevant parties in the vicinity. During these activities, it noted that BCP-related initiatives so far have focused on the planning (initial) phase, while the inefficient state of the following operational (running) phase has not been addressed (“BCP 1.0”).

**&Resilience** shifts the purpose of initiatives from creating documents to strengthening the ability to act at the time of a disaster (“BCP 2.0”). Mitsui Fudosan has decided to provide the first membership service in Japan\*<sup>1</sup> that focuses on operation and improvement after BCP establishment, employing digital tools in a management cycle entailing making issues visible, establishing and revising action plans, and conducting verification drills to make previously inefficient business processes efficient, as partner consultants with specialized expertise and know-how provide support for activities to continuously improve BCP.

**BCP management cycle**



Mitsui Fudosan has provided the service to 49 companies on a trial basis since November 2021 before its launch, and 91% of them have found it to be helpful.

\*1 Japan’s first fixed rate membership service for establishing and continuously improving BCP utilizing digital tools and ongoing support from partner consultants throughout the year (in-house survey).

**【Main services provided by &Resilience】 &Resilience offers the services below.**

Service menu		
		Format (frequency)
<b>1. Making issues visible / CHECK UP</b>	Vulnerability assessment	Use of system (as needed)
	Production of task management list	Use of system (as needed)
	Awareness training	Workshop (once a year)
<b>2. Support establishing and revising action plans / PLANNING</b>	Creation of plans using templates	Use of system (as needed)
	Workshop to optimize action plans	Workshop (at time of introduction)
<b>3. Drills to improve effectiveness / EXERCISE</b>	Verification drills	Workshop (once a year)

# 1. Making issues visible/ CHECK UP

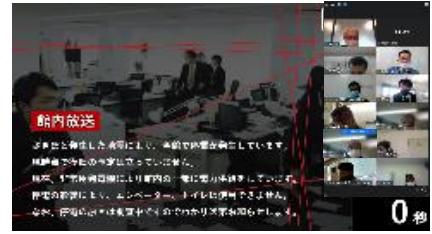
Through benchmarks from a wealth of data accumulated on over 1,500 cases (information on damage sustained from disasters and accidents in the past such as the Great East Japan Earthquake, the Covid-19 pandemic and information security incidents and actions companies took in response to them) and the use of digital tools, Mitsui Fudosan will assess corporate members' vulnerability to disasters and bring to light issues that should be worked on as a precaution. In addition, online disaster simulations are employed to bring to light issues that should be worked on to bolster the ability to respond after disasters.



Making precautions visible (vulnerability assessment)

The management table lists several tasks with columns for priority (e.g., High, Medium, Low), status (e.g., In Progress, Completed), and responsible person. The tasks include items like 'Review of disaster response procedures' and 'Implementation of disaster drills'.

Listing tasks on a management table



Online disaster simulation

# 2. Support establishing and revising action plans / PLANNING

Partner consultants with specialized expertise and know-how utilize many business category-specific templates based on frameworks for action plans proven at numerous companies to be highly effective and easy to maintain to help member companies establish plans in keeping with their actual situation.

The template image consists of several overlapping tables and charts. One table lists various disaster scenarios and their corresponding response actions. Another table shows a detailed breakdown of resources and responsibilities. The charts provide visual representations of the data, such as bar graphs and flowcharts.

Template image



Plan optimization workshop

# 3. Drills to improve effectiveness / EXERCISE

Drills are conducted assuming various situations to discover problem areas and devise measures to address them. By preparing a variety of disaster scenario patterns, including a company's business format, location, type of disaster, and extent of damage based on examples of disasters that occurred in the past, and continuing to carry them out each year, **&Resilience** will provide ongoing assistance to member companies in staying motivated about their initiatives, uncovering issues that lead to concrete countermeasures, and visualizing measures.



Verification drills

### **■ Mitsui Fudosan's BCP initiatives to date**

Mitsui Fudosan invested about ¥20 billion related to BCP and disaster prevention in roughly 60 existing buildings over the five years following the Great East Japan Earthquake from 2011 to 2016. In addition, Mitsui Fudosan has worked on steps to contribute to various kinds of safety and security as a developer responsible for neighborhood creation, including through the smart city project in Nihonbashi and Toyosu entailing supplying electricity and heat to raise the entire neighborhood's disaster resilience, and by holding large-scale disaster prevention events in collaboration with municipal governments and local residents. Going forward, Mitsui Fudosan will continue to promote the creation of neighborhoods that are safe, secure, resilient and resistant to disasters, thereby contributing to the realization of a sustainable society.

### **■The Mitsui Fudosan Group's Business Proposal System, MAG!C**

This system was created during fiscal 2018 to reboot the Mitsui Fudosan Group's DNA of Innovation and for the Companywide promotion to innovate the real estate business.

In principle, those who propose a business are given responsibility for it to move ahead.

### **■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 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 its ESG management, the Group will realize Society 5.0, which the Japanese government has been advocating, and contribute significantly to achieving the SDGs. Additionally, the Group formulated the following Group guidelines related to "Realize a Decarbonized Society" and "Diversity & Inclusion Promotion" in November 2021. The Mitsui Fudosan Group will continue to work toward solving social issues through neighborhood creation.

#### References

Group Action Plan to Realize a Decarbonized Society

<https://www.mitsuifudosan.co.jp/english/corporate/news/2021/1124/>

Diversity & Inclusion Promotion Declaration and Initiative Policy

[https://www.mitsuifudosan.co.jp/english/corporate/news/2021/1129\\_02/](https://www.mitsuifudosan.co.jp/english/corporate/news/2021/1129_02/)

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

Goal 11 Sustainable Cities and Communities

