
Mitsui Fudosan Residential Certified as a 2024 Health & Productivity Management Outstanding Organization (White 500) for the Third Consecutive Year

Creating Work Environments where Diverse Human Resources Can Work Actively Over a Long Time and Maximize Display of their Abilities

Tokyo, Japan, March 22, 2024 – Mitsui Fudosan Residential Co., Ltd., a leading housing company headquartered in Tokyo, announced today that it was certified for the third consecutive year as an enterprise that excels at health and productivity management under the 2024 Certified Health & Productivity Management Outstanding Organizations Recognition Program (White 500) administered by the Ministry of Economy, Trade and Industry (METI) and the NIPPON KENKO KAIGI (a public-private health promotion organization).

Mitsui Fudosan Residential promotes health management so that workplace environments continue to evolve to take advantage of the diversity of each and every employee and where they can be healthy and active for a long time.

■ Main Initiatives

< Examples of Measures >

- Established a promotional system with the president and CEO the chief responsible officer for health management.
- Set quantitative final goal indexes to promote comprehensive health maintenance and improvements for employees' physical and mental health, and displayed progress.
- Heard from workers' representatives to reflect employees' opinions.
- Personnel Department staff conduct personal interviews with all employees once a year to assess their working situation and health status (both physical and mental).
- Subsidized smoking cessation outpatient treatment and established a smoke-free day, conducted in-house awareness-raising activities such as smoking cessation seminars and provided incentives to those who successfully quit smoking while conducting an anti-smoking campaign in an aim to lower the rate of smoking. Smoking areas within the Company were completely removed in 2022.
- Supported in-house club activities and held a Company-wide walking event to provide employees with opportunities to exercise and to stimulate communication.
- Conducted a Vege Check*¹ (measurement of vegetable intake level) event to promote the onset of lifestyle-related diseases.
- Conducted e-learning programs for all employees issues aimed at understanding women's health issues to create workplaces where it is easier for women to work.
- Set up an external consultation hotline (mental health counseling) to prevent employees' mental illness.

*1 A service provided by Kagome Co., Ltd. to utilize for health and other events. The app uses a sensor to measure how much carotenoid, a pigment found in vegetables, is contained in skin.



In-house club activities (diving club)



In-house club activities (running club)

■ Health & Productivity Management Outstanding Organizations

The Certified Health & Productivity Management Outstanding Organizations Recognition Program commends enterprises that practice health and productivity management with particular excellence, based on their efforts to address regional health issues and health promotion initiatives advocated by the NIPPON KENKO KAIGI. The program recognizes the top 500 large enterprises as the White 500, which are selected from the certified large enterprise category based on the results of the Survey on Health & Productivity Management.



Source: “Promoting Health and Productivity Management” (in Japanese), Ministry of Economy, Trade and Industry (METI)

For more information on Mitsui Fudosan Residential’s health and productivity management initiatives, click the link below (in Japanese).

<https://www.mfr.co.jp/company/kenkosengen/>

■ Mitsui Fudosan Group’s Contribution to SDGs

https://www.mitsuifudosan.co.jp/english/esg_csr/

References

•Group Action Plan to Realize a Decarbonized Society

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

•Diversity 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. & Inclusion Promotion Declaration and Initiative Policy

https://www.mitsuifudosan.co.jp/english/corporate/news/2021/1129_02/

•Established the Mitsui Fudosan Group Biodiversity Policy

<https://www.mitsuifudosan.co.jp/english/corporate/news/2023/0413/download/20230413.pdf>

■ About Mitsui Fudosan Residential’s Carbon Neutral Design Promotion Plan (in Japanese)

https://www.mfr.co.jp/content/dam/mfrcojp/company/news/2022/0315_01.pdf

Initiatives include saving energy by improving the performance and durability of homes and promoting the introduction of renewable energy as well as provision of services that enable tenants to enjoy contributing to the environment through energy conservation and other activities in their daily lives after moving in. In this way, Mitsui Fudosan Residential aims to realize carbon neutrality in both homes and living.

*The initiatives covered in this press release are contributing to two of the UN's Sustainable Development Goals.

