

For immediate release

UDCK Town Management
Mitsui Fudosan Co., Ltd.
Urban Design Center Kashiwa-no-ha

Collaboration with Local Residents and Companies on a New Program for New Product Development, New Service PoC Testing, and Other Initiatives
Launch of CO-GROWTH, a Cooperative Growth Business Program
at Kashiwa-no-ha Smart City
Aiming to Solve Social Issues by Growing together with Participating Companies and the Community

Key Points of this Press Release

- Kashiwa-no-ha Smart City has launched CO-GROWTH, a cooperative growth business program that delivers the two values the city has provided to date, namely “providing a proof of concept (PoC) testing ground” and “co-creation with a variety of local players,” together as a package. It is an unprecedented initiative that enables new product development, service PoC testing, and practical application and information sharing concerning services to be conducted within the city.
- An early case study is “Kashiwa-no-ha Smart City x Meiji - Yogurt for the Future of the City,” a citizen participation-based program with Meiji Co., Ltd. Collaborations with each of the research institutions based in the city will also be considered going forward.
- In Kashiwa-no-ha Smart City, home to 13,000 residents, we aim to encourage collaboration and cooperation among residents, academic organizations (such as the University of Tokyo, Chiba University, National Cancer Center Hospital East, and AIST Kashiwa), and private sector companies, all of whom are actively engaged in co-creation, to solve social issues by supporting companies in pursuing innovation.

Tokyo, Japan, November 21, 2024 - UDCK Town Management, a general incorporated association promoting urban development in Kashiwa-no-ha Smart City, has launched CO-GROWTH, a cooperative growth business program that seeks partners for R&D (research and development), PoC testing (proof of concept and social receptivity testing), and social implementation. The program utilizes its public-private-academic collaboration platform centered around the Urban Design Center Kashiwa-no-ha.

Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, supports this program as a member of UDCK Town Management. By providing venues and fostering communities, it aims to bring together the insights of diverse players and accelerate innovation and the creation of new industries.



<CO-GROWTH cooperative growth business program website>

<https://www.kashiwanoha-smartcity.com/cogrowth/> (in Japanese)

About the CO-GROWTH Cooperative Growth Business Program

CO-GROWTH is a completely new business solution that utilizes the diverse functions of Kashiwa-no-ha Smart City to solve social issues. It provides each participating company with a customizable one-stop program covering from the business R&D phase through to PoC testing and social implementation, in order to accelerate innovation and the creation of new industries. Through CO-GROWTH initiatives, Kashiwa-no-ha Smart City will also aim to realize a future where participating companies can grow together with the community with a view to solving social issues.



Kashiwa-no-ha Smart City Cooperative Growth Business Program

CO-GROWTH

Details Regarding the Provision of the Kashiwa-no-ha Smart City CO-GROWTH Cooperative Growth Business Program

■ Solutions provided by CO-GROWTH

This program provides participating companies with a one-stop solution that utilizing the diverse functions of Kashiwa-no-ha Smart City.

Research & Development

Research and technological demonstration, joint research and technological development through collaboration with academia and companies

Example: Collaboration by academic and other organizations covering the 3,700 members of the A-Shi-Ta Community Health Promotion Laboratory is enabling the collection and analysis of health-related data.

Proof of Concept

Service PoC and social receptivity testing, test introduction of new services and products in Kashiwa-no-ha Smart City

Example: By conducting the test introduction of a product in the city (in public spaces and commercial facilities such as LaLaport Kashiwanoha) for a limited period, companies can receive feedback from real users. Through these test introductions, they can verify aspects such as social receptivity.





Social Implementation

Using the city to change society by creating markets and industries and transforming the lifestyles of residents

Example: Companies can roll out their products in the city. UDCK Town Management provides support by keeping residents in the city informed and encouraging understanding. It is also possible to share information about a product beyond the city by featuring it in an article on the Kashiwa-no-ha Smart City website and through other media exposure.

KASHIWA-NO-HA BUSINESS SOLUTION

What CO-GROWTH can provide

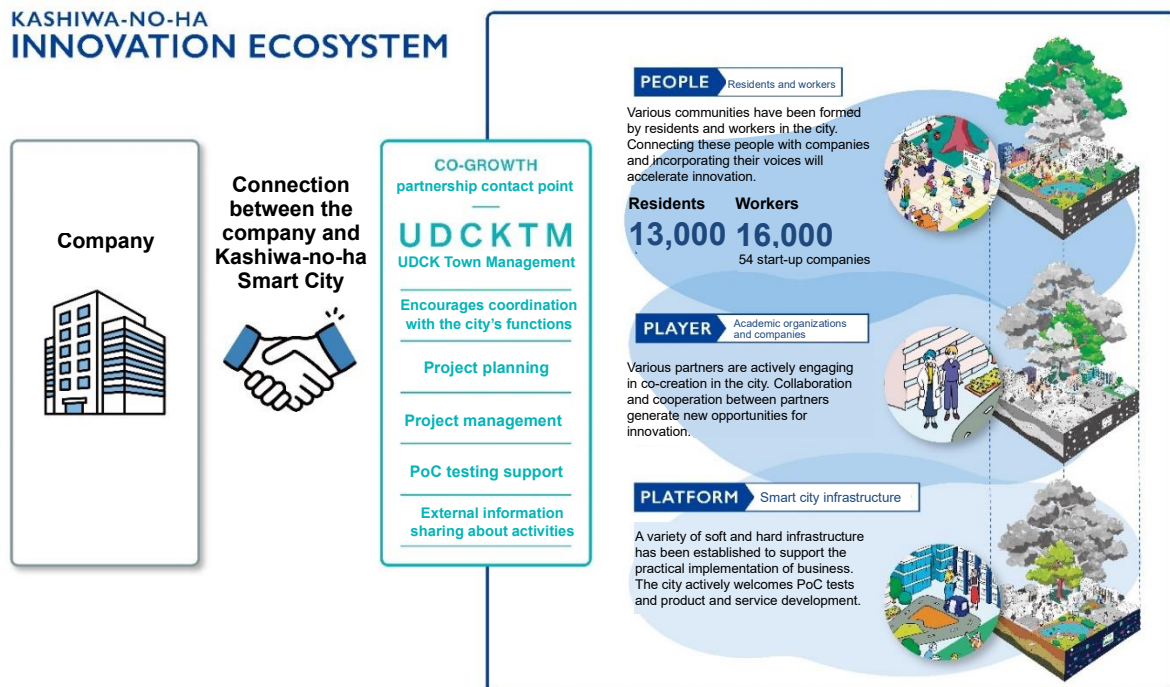
| PHASE |  Research & Development Research and technological demonstration, joint research and technological development through collaboration with academia and companies |  Proof of Concept Service PoC and social receptivity testing, test introduction of new services and products in Kashiwa-no-ha Smart City |  Social Implementation Using the city to change society by creating markets and industries and transforming the lifestyles of residents |
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| SOLUTION |  Identification of issues and needs with residents in the city  Development of new services using smart city infrastructure  Joint R&D with academia and companies based in the city |  PoC testing using smart city infrastructure  Joint testing within the city with local academia and residents  Social receptivity testing through test introductions in the city |  Roll out of new products and services in the city  External information sharing and PR using facts generated in Kashiwa-no-ha  Expansion into other towns and cities |
| PARTNER IMAGE |  SMART LIFE PASS Kashiwa-no-ha  A-Shi-Ta Community Health Promotion Laboratory |  Mitsui Shopping Park LaLaport  Mitsui Machizukuri Studio Kashiwa-no-ha Let's head toward the future together. |  KOIL Kashiwa-no-ha OPEN INNOVATION LAB  Mitsui Garden Hotels |

We aim to solve social issues from Kashiwa-no-ha Smart City to create a model for the global future.
We will also grow together with the city to further improve lifestyles and society.

The Kashiwa-no-ha Smart City Ecosystem

Kashiwa-no-ha Smart City has formed an ecosystem comprising organic connections between the people living and working in the city (People), academic organizations and companies based in the city (Players), and the smart city infrastructure (Platform). CO-GROWTH facilitates coordination with this ecosystem.






KASHIWA-NO-HA INNOVATION ECOSYSTEM



■ Residents and workers - People

In Kashiwa-no-ha Smart City, residents and workers have formed various communities. Connecting these people with companies will accelerate innovation by incorporating their voices.

【Communities of residents and workers who can be connected through Co-Growth】

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|  <p>Minnano Machizukuri Studio Kashiwa-no-ha Let's head toward the future together.</p> | <p>A lifestyle laboratory platform that facilitates public-private-academic co-creation centered on people living and working in the city. New products and services can be considered together with the people who will use them and then tested and rolled out.</p> |
|  <p>A-Shi-Ta Community Health Promotion Laboratory</p> | <p>A community for citizens who are highly health-conscious. Currently has about 3,700 members. Participating companies can acquire and monitor valuable health data in a venue that facilitates ongoing communication with members.</p> |
|  <p>Mitsui Shopping Park . LaLaport KASHIWANOHA</p> | <p>A large-scale commercial facility visited by around 15 million people a year. Under CO-GROWTH, LaLaport Kashiwanoha can be used as a connection point to citizens, enabling initiatives such as the holding of events and installation of store fixtures at the facility, and collaboration over promotion.</p> |
|  <p>Kashiwa-no-ha Kakedashi Yokocho.</p> | <p>A street of 20 restaurants and bars located under an elevated railway about one minute's walk from Kashiwanoha-Campus Station. Collaboration is possible with the lively alley that serves as a hub where people living and working in the city gather.</p> |
|  <p>SMART LIFE PASS</p> | <p>A lifestyle-focused smart portal website with about 3,000 citizens registered as users. Registered users can access services including health management and health advice, as well as new services based on data coordination. Under CO-GROWTH, companies can collaborate with Smart Life Pass in areas such as PoC testing and feedback from citizens.</p> |



A scene from Minnano Machizukuri Studio



A scene from A-Shi-Ta Community Health Promotion Laboratory





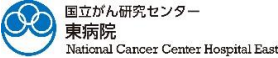


A scene from Kakedashi Yokocho


■ Academic organizations and companies - Players

Universities, research organizations, and private sector companies that are actively engaged in co-creation have established locations and initiatives in the city. The CO-GROWTH program encourages collaboration and cooperation between partners through participation in Kashiwa-no-ha Smart City.

【Academic organizations and companies based in Kashiwa-no-ha Smart City】

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|  <p>東京大学 THE UNIVERSITY OF TOKYO</p>  <p>Graduate School of Frontier Sciences, The University of Tokyo</p> | <p>The University of Tokyo is actively advancing collaborations with society and industry. Within these efforts, in November 2023 it established the Graduate School of Frontier Sciences' University Corporate Relations Office in Kashiwa Campus. This office is tasked with developing academic activities that contribute to new value creation and social change through collaboration with companies and other organizations in society. It has been fully implementing these activities since April 2024.</p> <p>University of Tokyo: https://www.u-tokyo.ac.jp/en/index.html</p> <p>University Corporate Relations Office, Graduate School of Frontier Sciences, The University of Tokyo: https://ucro.edu.k.u-tokyo.ac.jp/ (in Japanese)</p> |
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|  <p>千葉大学 CHIBA UNIVERSITY</p> | <p>Chiba University established the Academic Research & Innovation Management Organization (IMO) with the goals of strengthening research support and industry-academia collaboration functions and accelerating innovation. It provides support for advancing cutting-edge research. It is also further strengthening in areas such as coordinated activities with companies and other partners to reinforce its framework for implementing various initiatives that create social value.</p> <p>Chiba University: https://imo.chiba-u.jp/index.html (in Japanese)</p> |
|  | <p>AIST Solutions Co. was established as a wholly-owned subsidiary of the National Institute of Advanced Industrial Science and Technology (AIST) to strengthen the framework and activities for the social implementation of research results, aiming to solve social issues and enhance Japan's industrial competitiveness, which is AIST's mission.</p> <p>AIST Solutions leverages the technological assets and research resources of AIST, one of Japan's largest public research institutions, to strengthen open innovation, build ecosystems, and create new businesses. It achieves this through proactive marketing activities aligned with market and industry needs.</p> <p>AIST Solutions Co.: https://www.aist-solutions.co.jp/english/</p> |
|  <p>国立がん研究センター 東病院 National Cancer Center Hospital East</p>  <p>国立がん研究センター 先端医療開発センター National Cancer Center Exploratory Oncology Research & Clinical Trial Center</p> | <p>The National Cancer Center Hospital East was established in 1992. It is a leading specialized cancer hospital in Japan, treating over 11,000 new patients each year. With a vision of providing world-class cancer treatment and developing innovative cancer care, it has been designated by the Japanese government as an Advanced Treatment Hospital, as well as a Clinical Research Core Hospital, and a Designated Core Hospital for Cancer Genomic Medicine. It also houses the Exploratory Oncology Research & Clinical Trial Center (NCC-EPOC). As a hub for research and development supported by an international network, it advances personalized treatment, including advanced cancer treatment, medical device development, and genomic medicine, and it has built up a track record in these areas. NCC-EPOC aims to realize the convergence of technology and science from diverse fields of expertise based on clear exit strategies in order to solve issues that lie between basic and clinical research.</p> <p>NCC Hospital East swiftly delivers new cancer treatments to patients under its vision of providing world-class cancer care and developing innovative cancer therapies.</p> <p>National Cancer Center Hospital East: https://www.ncc.go.jp/en/nccc/index.html</p> <p>NCC-EPOC aims to realize the convergence of technology and science from diverse fields of expertise based on clear exit strategies in order to solve issues that lie between basic and clinical research.</p> <p>National Cancer Center Exploratory Oncology Research & Clinical Trial Center: https://www.ncc.go.jp/en/epoc/index.html</p> |
|  | <p>Kashiwa-no-ha Life Science Frontier was established in 2022 to support the social implementation of R&D seeds. It encourages collaboration between academic organizations and companies to provide multifaceted support for the social implementation of results gained from research carried out both within and outside the area. It aims to make Kashiwa-no-ha into an area that supports a lifetime of good health and that creates and nurtures new medical care industries.</p> <p>Kashiwa-no-ha Life Science Frontier: https://www.kashiwanoha-smartcity.com/lifescience/ (In Japanese)</p> |

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|  | <p>A co-creation hub in Kashiwa-no-ha Smart City with a focus on creating new industries. It brings together a wide range of members, including major companies, start-ups, small businesses, artists, and creators, to realize co-creation between members and with community players, with the aim of realizing, continuing, and expanding businesses.</p> |
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■ Smart city infrastructure - Platform

Kashiwa-no-ha Smart City has established a variety of soft and hard infrastructure to support the practical implementation of business. The city actively welcomes PoC tests and product and service development.

【The smart city infrastructure of Kashiwa-no-ha Smart City】

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|  | <p>Dot to Dot is a data sharing platform for the safe and secure linkage of personal data between companies with the individuals' consent. The Kashiwa-no-ha Data Platform has been built on the Dot to Dot platform with the aim of realizing a future that enables the use of data held by companies, research organizations, government agencies, and other partners. Companies are able to link up with and use the platform to leverage data that they would not ordinarily be able to attain for purposes such as the development of new products and services.</p> |
| <p>KOIL ENERGY FIELD</p> | <p>We have established a smart grid that connects offices, commercial facilities, and residences in Kashiwa-no-ha with various generators and storage batteries. This grid has been made open to energy-related companies to enable various kinds of testing.</p> |
|  | <p>The Tokyo Metropolitan area's largest outdoor robot development and testing center. It provides an environment where robots currently in development, such as autonomous vehicles and micro-mobility vehicles, can be safely and conveniently tested with the aim of solving issues in Japan's robotic-related industries.</p> |
|  | <p>A hotel that offers full support for cancer patients located within the grounds of the National Cancer Centre Hospital East. It serves around 40,000 guests each year. This hotel can be used as a venue for enabling patients and their families to experience a wide range of products and services designed for them.</p> |
|  | <p>A rental laboratory facility located close to academic and medical facilities. It contains wet-labs that can handle up to biosafety level 2. It is used by various open innovation support programs.</p> |
|  | <p>A conference facility with six large and small meeting room and conference hall spaces. It can host large-scale international events and the upper floors can be used together with Mitsui Garden Hotel Kashiwa-no-ha. It fully leverages Kashiwa-no-ha Smart City's functions and can be used as a one-stop service bureau for managing successful conferences.</p> |
|  | <p>An open innovation festival held once a year in Kashiwa-no-ha Smart City. Companies, universities, and other organizations that are active in the city provide a range of content that enables visitors to experience the innovation that is generated through local co-creation to deliver and communicate new experience value.</p> |



Using Kashiwa-no-ha Data Platform



KOIL MOBILITY FIELD



Kashiwa-no-ha Smart Center



Mitsui Garden Hotel
Kashiwa-no-ha Park Side



Mitsui Link Lab Kashiwa-no-ha 1



Kashiwa-no-ha Conference Center



A scene from the Kashiwanoha
Innovation Fes

Kashiwa-no-ha Smart City Co-Growth Project Case Study

Co-growth projects with companies are already underway.

【Case Study】

Meiji Co., Ltd.: Kashiwa-no-ha Smart City x Meiji - Yogurt for the Future of the City Project

One of the themes of urban development at Kashiwa-no-ha Smart City is “health and longevity.” The city is collaborating with Meiji Co., Ltd., which has a mission of contributing to making society healthier through the provision of food products, on a co-creation project that involves carrying out health promotion activities for citizens.

The first phase of this project was to collaborate with A-Shi-Ta Community Health Promotion Laboratory and R-Body to promote Walkingurt, a program that encourages better health through walking by combining guidance on improving walking technique with ways to achieve better hydration and appropriate nutritional intake, such as yogurt. This phase also included collaboration with nursery schools in the Kashiwa-no-ha area and Kashiwanoha Sogo Dental on Health Management Starting with Oral Care Classes, a health management program that not only focuses on thorough hand washing and mouth rinsing, but also brushing teeth.

For the second phase onward, initiatives are being considered to implement support services that integrate food habits, health promotion activities, and vital signs data in collaboration with the Kashiwa-no-ha Smart City Data Platform, as well as to foster partnerships with various research institutions within the city.

○ Message from the Company (Project Supervisor, Meiji Co., Ltd.)

Thanks to everyone’s efforts, Walkingurt and Health Management Starting with Oral Care Classes have been extremely well received and each event attracted more people than we had anticipated. To be honest, initially I had worried about how many people would attend, so this was a happy surprise. I received the impression that Kashiwa-no-ha contains many open-minded residents who like to participate actively. Also, as a city that is being developed through public-private-academic collaboration, the close proximity of government and academic organizations is appealing. We are also considering conducting empirical research on health promotion for residents here. We hope that we can carry out solid scientific and academic experiments in the health promotion field in order to provide scientific backing to our activities. We will not stop at just making health proposals. We will also work to put these proposals into action and then to further test their effectiveness. This is the value that will inspire our activities.



A Walkingurt activity



Health Management Starting with Oral Care Class in session

■ Kashiwa-no-ha Smart City Initiatives

<https://www.kashiwanoha-smartcity.com/>

Kashiwa-no-ha Smart City aims to create a model for the global future in the area around Kashiwanoha-Campus Station. Urban development is being advanced through collaboration between public (Kashiwa City, Chiba Prefecture), private (residents and private sector companies), and academic (universities) partners, based on the three themes of environmental harmony, health and longevity, and new industry creation. It offers excellent access from central Tokyo, located just 30 minutes away, and the area within a 2 km radius of Kashiwanoha-Campus Station has become a knowledge hub, participated in by some of Japan's preeminent research institutions such as the University of Tokyo, Chiba University, National Cancer Centre Hospital East, and AIST Kashiwa.

The area is being developed through mixed-use projects that condense all of its city functions, such as residences, commercial facilities, offices, hotels, hospitals, universities and parks, and the area around the station offers a convenient living environment and abundant nature. To realize new industry creation, initiatives centered on KOIL (Kashiwa-no-ha Open Innovation Lab) are being implemented to foster an environment that encourages the growth of a wide range of companies, from major corporations to start-ups, and a variety of frameworks to support open innovation are being established, including communities that generate collaboration, testing fields based in the city, a test circuit that supports robot and drone development, communities and venues that encourage industry-academia-medical collaboration in the life sciences field, a data platform that uses city and personal data to realize enriching lifestyles, and an international innovation awards program.

■ Urban Design Center Kashiwa-no-ha (UDCK)

<http://www.udck.jp/> (in Japanese)

UDCK is operated as a base for joint urban development by eight partners: The University of Tokyo, Chiba University, Kashiwa City, Mitsui Fudosan, Kashiwa Chamber of Commerce and Industry, Tanaka Community Furusato Council, Kashiwa-no-ha Region Furusato Council, and Metropolitan Intercity Railway. It is advancing initiatives to develop the Kashiwa-no-ha area in Chiba Prefecture into an international academic research city and next generation environmental city through public-private-academic collaboration. To achieve this, it carries out activities such as urban planning research, pilot program, support for citizens' activities, and information sharing.

■ About UDCK Town Management

<https://www.udcktm.or.jp/> (in Japanese)

UDCK Town Management is a corporate entity established under the umbrella of the Urban Design Center Kashiwa-no-ha (UDCK), a voluntary organization that serves as a platform. As a corporation responsible for the management and operation of public spaces, it was designated an urban renewal corporation. While maintaining cohesion with UDCK's overall activities, it undertakes independent projects as needed and supports the development of Kashiwa-no-ha Smart City.

■ Sustainability in the Mitsui Fudosan Group

Based on the meaning of its “& mark,” “to generate new value with society through cooperation, coexistence and co-creation, we forge ahead, innovating,” the Mitsui Fudosan Group views the “creation of social value” and the “creation of economic value” as two wheels of a cart. Accordingly, we believe that the creation of social value leads to the creation of economic value, and that this economic value then creates even greater social value.

Moreover, we identified six Group Materiality priority issues when formulating our new management philosophy in April 2024. These Group Materiality priority issues are (1) Contribute to industrial competitiveness, (2) Coexist with the environment, (3) Health and Vitality, (4) Safety and security, (5) Diversity and inclusion, and (6) Compliance and governance. The Mitsui Fudosan Group will work to address each of the materialities through its core business activities and contribute to the promotion of sustainability.

(References)

- Group Management Philosophy and Long-Term Vision

<https://www.mitsuifudosan.co.jp/english/corporate/innovation2030/>

- Group Materiality

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

* The initiatives outlined in this release are designed to help address the following three Sustainable Development Goals (SDGs).

