



# **Neighborhood Creation by the Mitsui Fudosan Group Aimed at Carbon Neutrality**

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TOKYO MIDTOWN YAESU  
Bus Terminal Tokyo Yaesu

TOKYO MIDTOWN YAESU



# ▶ Solving Social Problems through Smart City Developments and Neighborhood Creation

1968

2023

High rise buildings to solve urban problems



## Kasumigaseki Building



Selling a view—  
new environmental value



## Mita Tsunamachi Park Mansion



Space for shopping  
and leisure



## LaLaport TOKYO-BAY



Restoring vitality by  
combining the public,  
private and local

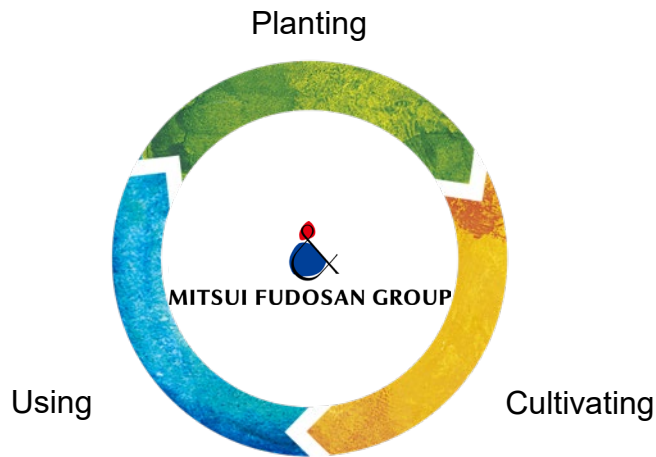


## Nihonbashi Revitalization Plan



# ▶ Green Spaces for Raising Wellbeing and Harmonious Existence with Communities

Creating “never-ending forests”  
on 5,000 hectares of forestland



Forest owned in Hokkaido



Mitsui Fudosan's tree-planting activities with Olympians\*



## Preservation & Creation of Greenery in the Jingu Gaien District Urban Redevelopment Project



\*Courtesy of Prince Chichibu Memorial Rugby Stadium  
The plan is still in its planning stage, and is subject to change in the future.



\*Mitsui Fudosan is a TEAM JAPAN Gold Partner in the category of “Real Estate Development.”



# ▶ Role of Mitsui Fudosan Group as a **Platformer for Neighborhood Creation**



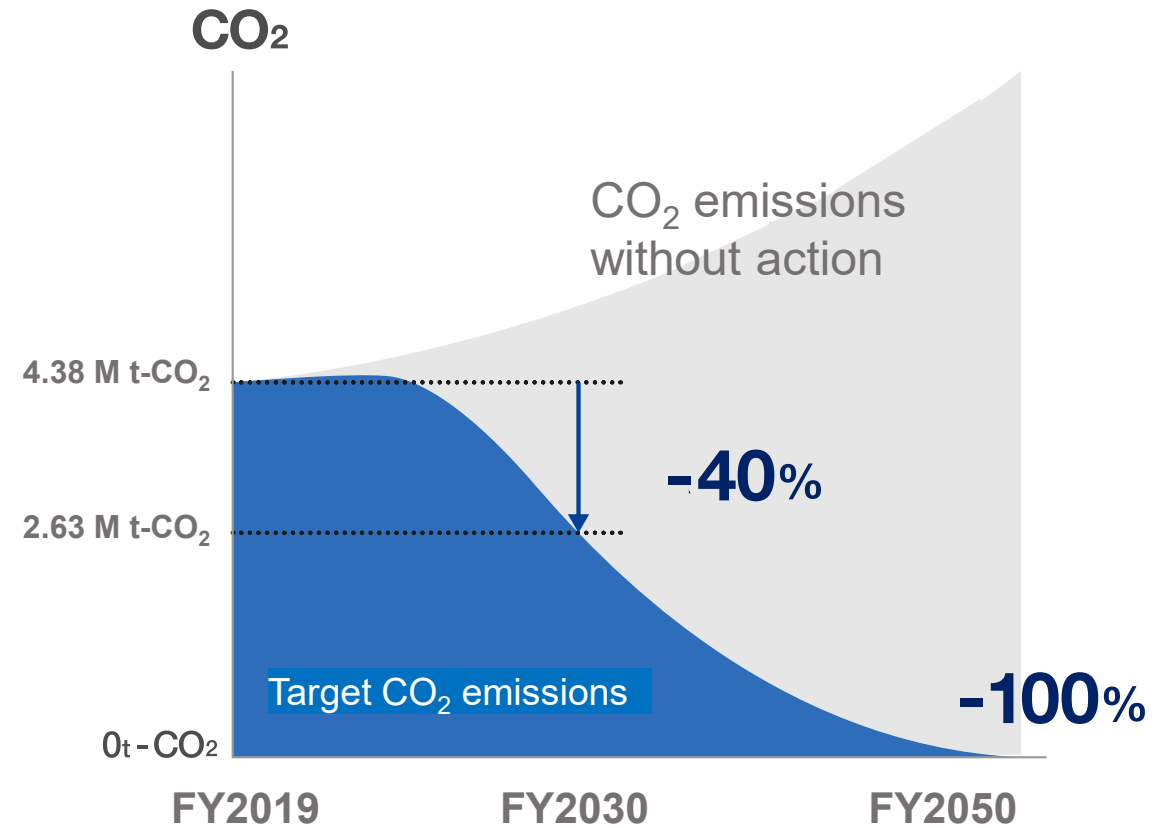
# ▶ Group Action Plan to Realize a Decarbonized Society

Reduce Group-wide Greenhouse Gas (GHG) emissions

**By 40%** **By 2030**  
 (vs. FY2019)

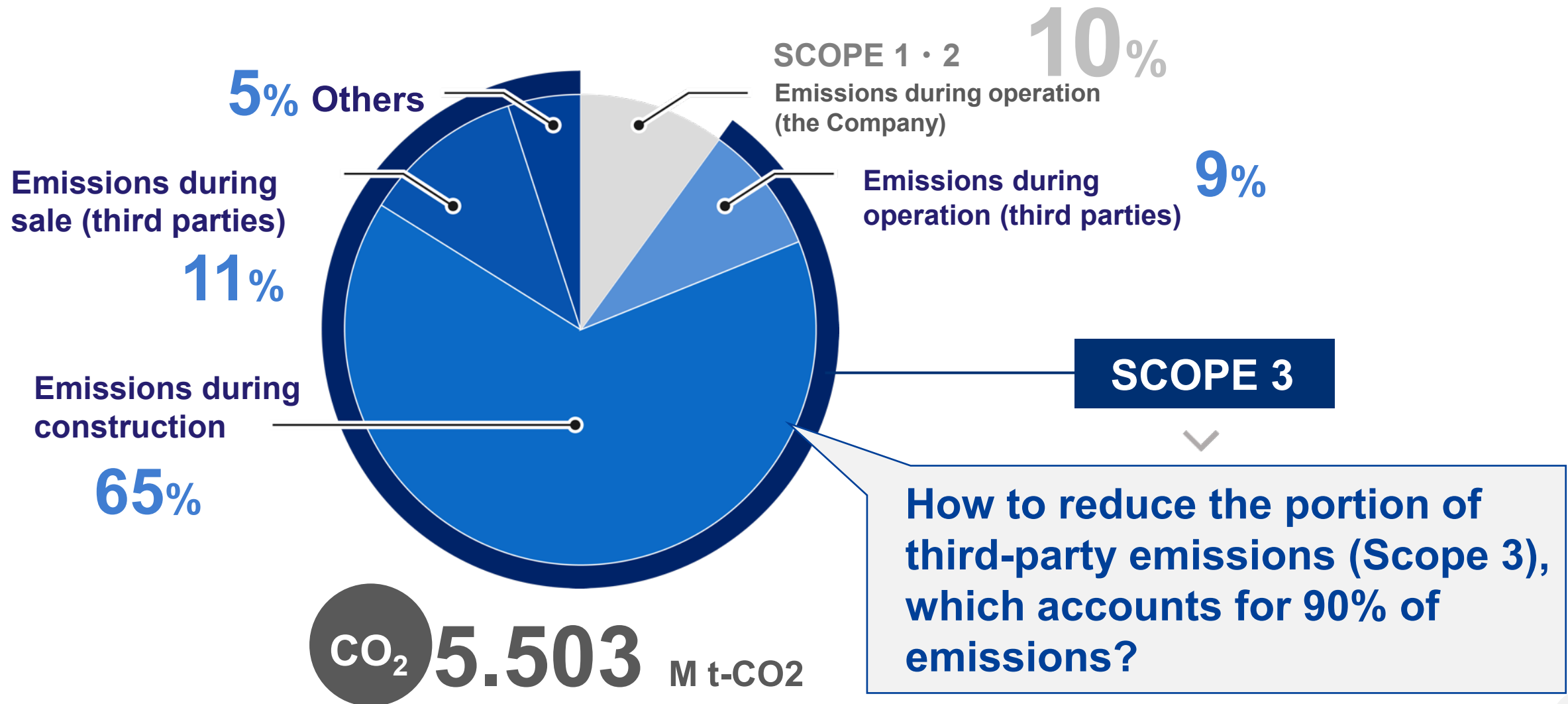


**Achieve net-zero emissions** **By 2050**

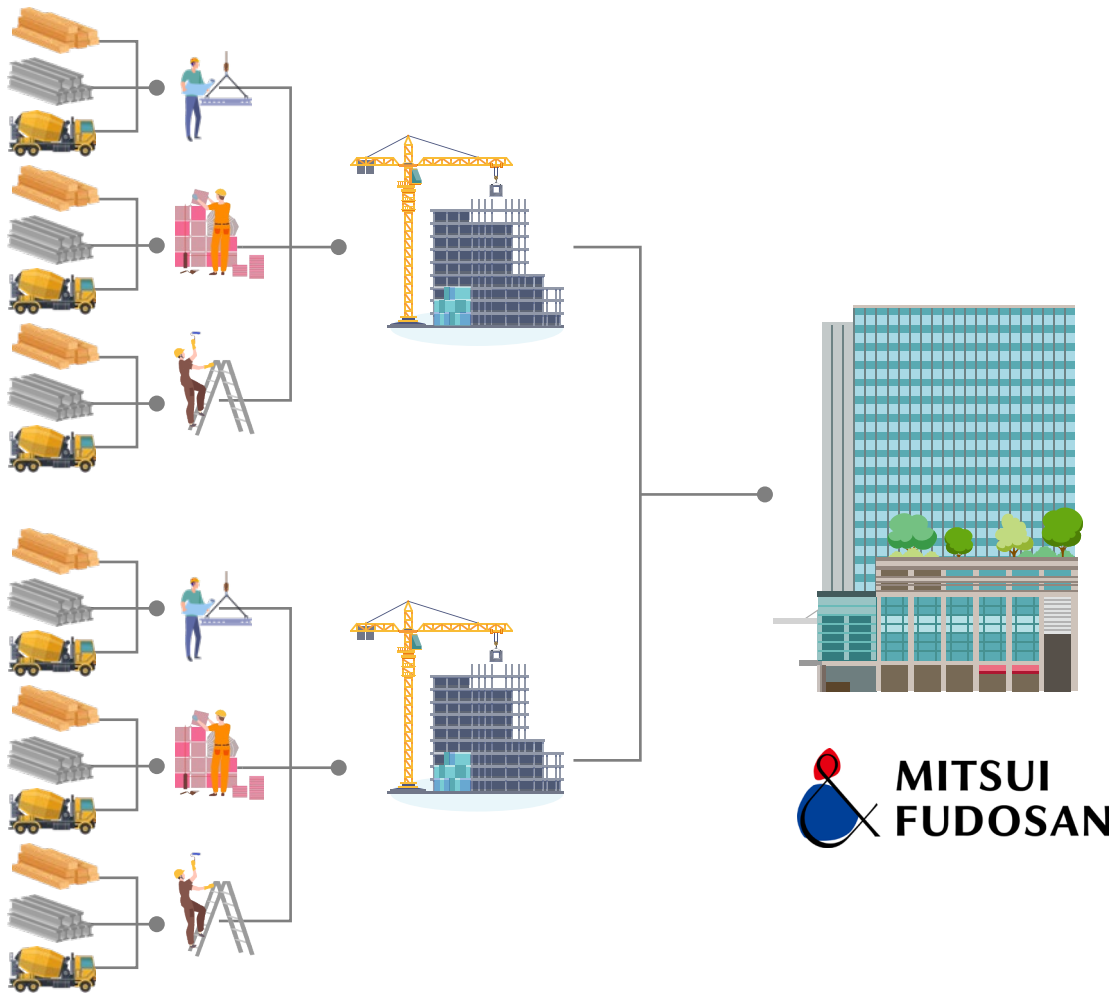




# Our Group's GHG Emissions Under Science Based Targets (SBT) (FY2022)



Parts needed for construction from several tens of thousands to several hundreds of thousands



Office tenants  
Approx. **3,000** companies

Retail facility tenants  
Approx. **2,500** companies

Members of Mitsui Shopping Park Points  
Approx. **13.5 million**

Mitsui Garden Hotels Rewards Club Members  
Over **800,000**

Mitsui Fudosan Residential Condo Units  
**240,000** units



In order to fulfill the role of a smart city developer and a neighborhood creation platformer,

**we will take on the challenge and make suggestions for reducing emissions on the entire supply chain** and engage in new methods for reducing emissions



**We will raise the awareness** of all people involved in smart city development and neighborhood creation and translate this **into behavioral changes**



# Participate and contribute to decarbonization

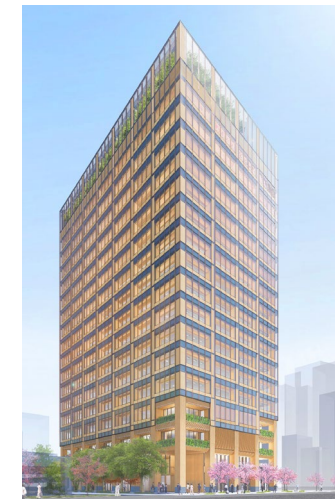
in every phase of neighborhood creation, upstream to downstream

**1** Call on the innumerable companies involved in the neighborhood creation supply chain and visualize GHG emissions



- ▶ Create appropriate indicators for decarbonization
- ▶ Form and propagate rules for visualization of GHG emissions

**2** Propose new formats for building that become flagships for carbon neutrality



Provided by Mitsui Fudosan and Takenaka Corporation  
 \*This perspective drawing is an image as of this point in time, but the design may change.

- ▶ Promote carbon fixation at buildings using wood materials
- ▶ Build innovative buildings for a carbon neutral era



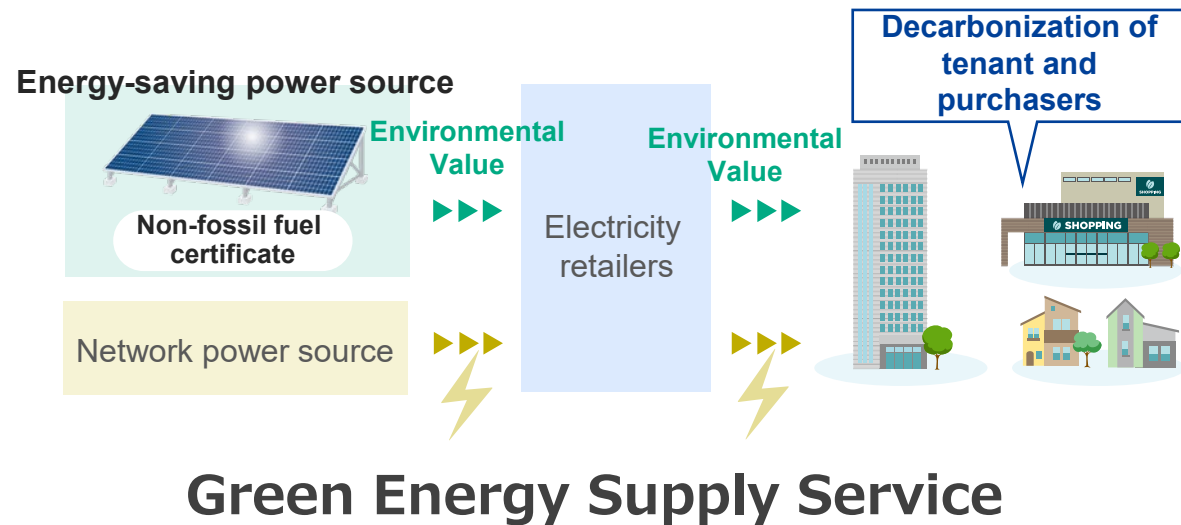
# Participate and contribute to decarbonization

in every phase of neighborhood creation, upstream to downstream

## 3 Raise awareness of tenants and the public and encourage behavioral changes

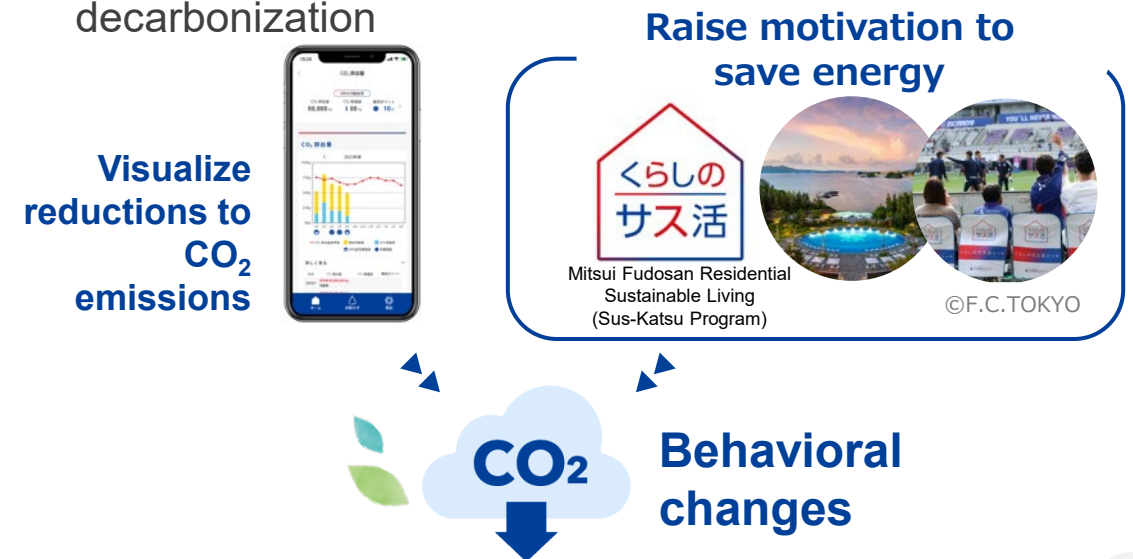
### Services for tenants and condo residents

- ▶ Provide green electricity that contributes to the customer's decarbonization



### Services for the public

- ▶ Propose and promote new lifestyles aimed at decarbonization



# Moreover, **as a Platformer,** We Will Support the Creation of Decarbonization Innovations



- ▶ We will accelerate decarbonization through smart city development and neighborhood creation that promotes open innovation and industry-academia partnerships



As a platformer, we will work toward  
**carbon neutrality for the real estate industry and overall industry in Japan**  
together with everyone involved in smart city development and neighborhood creation

**Create Innovation**

through cooperation with  
startup companies and  
universities

**Call for ESG**

**investment**  
from the world



Coordination and  
encouragement  
upstream



Proposals and  
encouragement  
downstream

**Expand initiatives to various industries**

**Expand initiatives to the entire industry**