Report Objective
This report has been compiled and published annually since fiscal 2009, for the purpose of informing our stakeholders of the TLC Group’s CSR activities. This 2011 edition reviews progress of CSR activities of the TLC Group as a whole and is organized by subjects that we specifically wish to convey.

Intended Readers
The report is compiled for our customers, shareholders, investors, our company executives and employees, suppliers, government agencies, NPO/NGO, local communities where the TLC Group conducts business activities, educational institutions, families of our executives and employees, and other stakeholders of the TLC Group of companies.

Scope of Reports
This report covers CSR activities of all major companies of the TLC Group (* See P7 and B).

Reporting Period
Fiscal 2010 (from April 2010 to March 2011). Some data may be referenced from other fiscal years.

References
"Sustainability Reporting Guideline (GRI, Third edition)," international guidelines for reporting sustainability.

Date of Publication
December 2011

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1. BRANZ GARDEN Kami Saginomiya
2. Hands Cafe
3. Asakura Golf Club
4. Futaoka Towagawa Rise Tower & Residence
5. Abeno Market Park Q’s Mall
6. Tanbara Lavender Park
On March 11, 2011, Japan suffered a giant earthquake. The tsunami caused by the earthquake devastated areas on Pacific coast in East Japan. We would like to express our heartfelt sympathy to the people affected by the disaster and offer sincere condolences to those who passed away.

We are Quickly Doing What We Can Do Now to Support the Disaster Areas and the People Who have been Affected

Immediately after the occurrence of the disaster, the TLC Group started assistance activities for the disaster areas and victims, such as accepting evacuees and victims into our resort facilities, and donating relief money.

We have made ongoing efforts for conducting timely activities in response to the needs of the quake-hit areas that have changed over time, for example, by provision of relief supplies, construction of temporary housing, support for a camp to reduce stress on children affected by the disaster, and holding events with an eye to assistance for reconstruction.

Revitalizing Japan so that All People Can Smile

As the Great East Japan Earthquake was an unprecedented disaster, I think it will take a long time to recover from the disaster. We intend to continue to conduct sustained activities, such as dispatching volunteers to the devastated areas, and providing spaces in TLC’s facilities for the purpose of support for the disaster areas, in the future.

I have been to the disaster area many times to investigate the actual status and have listened to the local people.

In the disaster areas, people have high expectations of developers toward full-scale reconstruction in the near future. We will be pleased to provide our expertise in town planning if it is helpful.

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Providing Solutions to Social Issues through Business Activities

Our group originated from Den-en Toshi Company. Established in 1918, Den-en Toshi Co., Ltd. developed a sophisticated residential district in Tokyo, now well known as Den-en Chofu. As a shortage of favorable residential areas was a recognized social issue at that time, the company instituted a progressive approach to the creation of an ideal town “Garden City.”

The enterprising and challenging spirit cultivated at that time has long passed down in our group's DNA. We consider it is the TLC Group’s mission to provide solutions to social issues such as assistance for reconstruction of disaster areas through business activities.

Creating Cities Co-existing with Nature, Creating a Future for People

The TLC Group regards global environmental conservation as one of our important business issues and has put the relevant approaches at the core of CSR activities.

In the 13 years since the “Environmental Philosophy” was established in 1998, we have conducted reviews in response to social changes, and newly formulated the “TLC Group Environmental Vision,” indicating a direction for the environmental activities of the entire TLC group with an “environmental philosophy,” an “environmental policy,” and an “environmental action.”

At that time, we also announced an environmental message of “creating cities co-existing with nature, creating a future for people” as the expression of this direction. In this message, “creating cities co-existing with nature” represents our approaches to incorporating nature into cities through business activities, and “creating a future for people” represents our hope to achieve a sustainable society in the future, taking over and developing our predecessors’ efforts for environmental conservation.

The message also means that the TLC Group will create value through business activities. Under this environmental vision, the TLC Group will be further committed to the global environmental conservation.

Contribution to Continuous Development of Society

The TLC Group wishes to remain a corporate group which is selected and trusted by customers, local communities, and stakeholders such as investors in the future. The TLC Group’s directors and employees as a whole will make great efforts to represent a corporate group which can contribute to continuous development of society. Your continued support is greatly appreciated.

Kiyoshi Kanazashi
President and CEO
Tokyu Land Corporation
Assistance for Recovery from the Great East Japan Earthquake

After considering the possible contribution of the TLC Group, we launched a project to develop a disaster area project team and centralize information related to reconstruction assistance to transmit a summary of information to employees.

Furthermore, a volunteer group consisting of the TLC Group employees has been established and has conducted assistance activities in the devastated areas.

For Launching the Project
The TLC Group defines CSR as providing solutions to social issues through business activities, with an eye to links to social issues through business activities. The TLC Group supports and facilitates the activities to contribute to the reconstruction of the disaster area as much as possible in the future.

Donation of Relief Money
The TLC Group-donated relief money for supporting the reconstruction of devastated areas through Japan Red Cross. We have placed donation boxes in commercial facilities in order to collect contributions from customers. The total of 52,343,963 yen of additional contributions from the TLC Group employees has been established as a building as a base for transmission of information, for example, opening “Green Area Market” handling products of Kesennuma City, Miyagi Prefecture in October; and “Green Tsunami Awareness” in November, aiming to build a bridge between people all over the Japan with the concept of “revitalizing Japan by eating and drinking in Ginza.”

Provision of Supplies
The TLC Group supported and facilitated the activities to support reconstruction.

Acceptance of Evacuees
The TLC Group accepted a total of 55 people affected by the disaster. About 50 evacuees moved into a company dormitory of Grandeco Resort in Gembukan, Ishikawa Prefecture. “The green curtain” refers to an energy-saving method to prevent the temperature of a building from rising by growing plants outside windows.

Charity Drive at Commercial Facilities
The TLC Group provided donation boxes in commercial facilities in order to collect contributions from customers. We implemented an event in which employees of TLC and Ishikatsu Exterior, Inc. worked on the installation of green curtains using materials provided by the TLC Group such as nuts and potting compost, together with 13 student volunteers from the metropolitan area.

Assistance for “Midori no Tohoku Genki Camp”
In response to a request from Fukushima Prefecture, we launched a project team to provide operating spaces to companies which proactively conduct assistance activities to support reconstruction.

In July 2011, we installed “green curtains” for 53 units of temporary housing and two meeting places in Aizu Watanumachi City, Fukushima Prefecture.

Green TS Buildings conducted the project for supporting reconstruction of East Japan from Ginza “to provide operating spaces to companies which proactively conduct assistance activities to support reconstruction.

Construction of Temporary Housing
In response to a request from Fukushima Prefecture, housing areas in Aizu Watanumachi City, Fukushima Prefecture. Up to 100 workers per day, Tohoku Homes Corporation and cooperative companies successfully completed the temporary housing within a short construction schedule with utmost effort.

Reconstruction of East Japan from Ginza
Aiming to dispel harmful rumors caused by the nuclear accident in Fukushima Prefecture, and a skills training of Basuki Prefecture, “Kesennuma Dashiki-kai”, a volunteer store, started operation for a limited period of six months from July 2011. It was planned to have tasting corners for local agricultural products, etc. and for experiencing Kesennuma pottery to have people be attracted to Basuki. Various activities to support the reconstruction of devastated areas in East Japan have been conducted at Gran TS Buildings as a base for transmission of information, for example, opening “Green Area Market” handling products of Kesennuma City, Miyagi Prefecture in October; and “Green Tsunami Awareness” in November, aiming to build a bridge between people all over the Japan with the concept of “revitalizing Japan by eating and drinking in Ginza.”

Message from Midori no Tohoku Genki Program
"Midori no Tohoku Genki Camp" was held in collaboration with camps in the disaster area and participated by young people, and other people from the TLC Group. "We appreciate the efforts of all the people involved in the camp, and we hope to support such activities in the future."

For the future, the TLC Group will do our best to support the recovery from the Great East Japan Earthquake.
The TLC Group comprises a number of affiliated companies and a total of 15,923 employees across the Group. The TLC Group provides comprehensive solutions and is a producer of comprehensive lifestyle services for the needs of our customer in areas such as sales, leasing, management, and real estate agency services, contracted construction, property management, and retail sales.

### Financial Data

<table>
<thead>
<tr>
<th>Financial Summary</th>
<th>FY 2008</th>
<th>FY 2009</th>
<th>FY 2010</th>
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<tr>
<td>Operating Income</td>
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<td>¥62</td>
<td>¥55</td>
</tr>
</tbody>
</table>

### Holding Charity Events

Our facilities implement charity events to revitalize the disaster-stricken areas with customers.

- The Grandeco Resort Group, which operates “IKEA Aomori,” introduced a “Helping Hands” event for customers to contribute to the recovery efforts in Aomori. For every ¥1,000 spent at the store, 10% of the proceeds would be donated to the disaster relief fund.

### Major Group Companies

- **Tokyu Land Corporation (TLC)**
  - TLC is a comprehensive real estate and lifestyle solutions provider. It develops and manages commercial and residential properties, providing a wide range of services and solutions, such as the operation of general facilities, renovation of public facilities, and social welfare services.

- **Tokyu Hands, Inc.**
  - As a member of the hands group, Tokyu Hands, Inc. provides variety of businesses, including urban development, and services that support the needs of customers in relation to aging, lifestyle, and assets as a social resource.

- **Tokyu Homes Corporation**
  - As a comprehensive real estate marketing firm running four member companies, Tokyu Homes Corporation provides comprehensive services to support comfortable living environments for the elderly.

- **Tokyu Livable, Inc.**
  - Providing services such as “office buildings,” “retail facilities,” and other properties, Tokyu Livable, Inc. is focused on providing a wide range of services that support the needs of customers.

- **Tokyu Sports Oasis, Inc.**
  - As a part of Tokyu Livable, Inc., Tokyu Sports Oasis, Inc. provides a wide range of services that support the needs of customers, focusing on the needs of young people.

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Establishment of the Environmental Vision by a Company-wide Working Group

In an awareness survey of related environmental conservation conducted in TLC prior to establishment of the Environmental Vision, although recognition of the significance of environmental activities was identified, our employees were not sufficiently aware of the necessity to connect those activities with actual business. In the decade since the establishment of the previous Environmental Philosophy, various changes have occurred in relation to the environment, for example, more severe environmental problems such as global warming and a global shortage of water resources, as well as the increasing significance of corporate environmental activities.

Therefore, a company-wide working group was established aiming to enhance the philosophy for activities for environmental conservation and the relevant future direction in response to needs of the times, and to win understanding among many people including our employees. During the course of dozens of meetings, the working group identified necessary activities for environmental conservation in the past business, and visualized and redefined the advantages of the TLC Group. It also deliberated the corporate ideal image, and studied the progressive activities of domestic and overseas companies and business models. As a result, the working group determined the direction for the creation of new value by conducting environmental conservation activities from three viewpoints through business activities, aiming at becoming a company which contributes to the creation of a sustainable society by implementing activities for environmental conservation.

With the establishment of the new Environmental Vision, we hope that the range of our stakeholders including our employees will understand the TLC Group’s diligent efforts for environmental conservation and its philosophy. Aiming to continue to further promote environmental conservation activities, we are also instituting various actions in collaboration with local people.

Environmental Conservation Activities through Business Activities

TLC Group Environmental Vision

Environmental Philosophy
We will create value to connect cities and nature, and people with the future.

Environmental Action
We will make efforts to harmonize the environment and the economy through business activities.

Environmental Policy
We will tackle five environmental issues from three viewpoints.

Three viewpoints
1) Publicize a goal and implement action.
2) Endeavor to implement progressive activities.
3) Conduct community-based activities in collaboration with local people.

Five environmental issues
1) CO2 reduction
2) Promoting biodiversity conservation
3) Conservation of water resources
4) Energy-saving
5) Health care

Determination of an Environmental Message and Logo

In order to promote an understanding by stakeholders of the TLC Group’s stance in working on environmental conservation, an environmental message and logo were determined together with the Environmental Vision. The message of “creating cities co-existing with nature, creating a future for people” was determined. The catchphrase “creating cities co-existing with nature” represents our approaches to incorporating nature into cities through business activities, and “creating a future for people” represents our hope to achieve a future sustainable society, taking over and developing ancestors’ efforts for environmental conservation. The message also means that the TLC Group will create value through business activities.

A three-layer green rainbow, a symbol in the logo, represents our posture of making efforts for environmental conservation by connecting cities and nature, and people with their future, the TLC Group with the people in a community according to the environmental philosophy, policy, and through action as a whole based on the Environmental Vision.

Creation of Cities Co-existing with Nature. Creating a Future for People.

TOKYU LAND CORPORATION

Environmental Conservation Activities through Business Activities

Voice
Participation of a Consultant in the Process of Establishing the Environmental Vision

I took part in the process of formulating the next generation environmental strategy together with the parties responsible for assistance in the organization of environmental initiatives in business activities to date and determination of the scope of activities. I feel sympathy for TLC’s strong intention to tackle environmental conservation through actual business as the company approach, in addition to a suitable social contribution.

After many discussions, finally we managed to establish the Environmental Vision. I think persons actually in charge of projects would be able to conduct environmental activities aiming at a clear goal under the Environmental Vision. It is a wonderful message representing the corporate stance that the viewpoint of working on environmental conservation in collaboration with stakeholders was adopted into the action guidelines. I expect TLC to conduct environmental conservation activities with a consistent attitude in the future in accordance with the current Environmental Vision.

(Tokyo) Mr. Dylan Scudder, Milestone Inc.
(Right) Mr. Yasuhiko Nemura, Fugi Kensei Kogyo Co., Ltd.

Establishment of the Environmental Vision

Under the Environmental Philosophy formulated in 1998, TLC has made efforts for environmental conservation in various businesses, regarding the global environment conservation as an important business issue. In the 13 years since the “Environmental Philosophy” was established in 1998, we have conducted reviews in response to social changes, and have newly formulated the “TLC Group Environmental Vision” in order to further enhance environmental efforts.

Environmental Conservation Activities through Business Activities

TLC Group Environmental Vision

(The Environmental Philosophy established in 1998 and revised into the Environmental Vision in 2011)

Environmental Activities through Business Activities

Five environmental issues
1) CO2 reduction
2) Promoting biodiversity conservation
3) Conservation of water resources
4) Energy-saving
5) Health care

Establishment of Environmental Vision

Furthering Promotion of Environmental Activities by Revising the Environmental Philosophy into an Environmental Vision

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2) Promoting biodiversity conservation
3) Conservation of water resources
4) Energy-saving
5) Health care
Environmental Conservation Activity in Collaboration with the General Public Green Connection Project

What is the Green Connection Project?

The Green Connection Project started in October 2011, in which the TLC Group conducts environmental conservation activities in collaboration with the general public. In this project, activities for forest conservation are supported at various linkages between the general public and the TLC Group. The goal is contribution to forest preservation of 1,000 hectares (equivalent to about 200 Tokyo Domes) per year.

Outline of Green Connection Project

In order to help resolve the five environmental issues (1) CO2 reduction, 2) Promoting biodiversity conservation, 3) Conservation of water resources, 4) Energy saving, 5) Health care) in the TLC Group’s Environmental Vision, we will make efforts for preserving forests which function to reduce CO2, promoting biodiversity conservation, watershed conservation, produce timber, and maintain the landscape.

Significance of Forestry Functions and their Preservation

The Kyoto Protocol Target Achievement Plan (revised in 2008) stipulates that a 3.8% reduction of CO2, which represents about two thirds of the 6% reduction target for forest absorption resources is to be maintained by CO2 absorption by domestic forests.

Properly maintained forests have a lot of functions, such as producing robust wood products, absorbing CO2, promoting biodiversity conservation, and watershed conservation. Properly maintained forests have a lot of functions, such as producing robust wood products, absorbing CO2, promoting biodiversity conservation, and watershed conservation.

Environmental Conservation Activities in Collaboration with General Public

The TLC Group provides diverse products and services. The Green Connection Project would work when the general public contacts the TLC Group in various ways. Forest preservation activities are supported when our customers use the TLC Group, for example, purchase of a TLC condominium, use of an office building, or staying at a resort hotel. In other words, the Green Connection Project is a forest conservation activity conducted jointly by customers and the TLC Group. In addition to linkages with customers during business activities, we intend to implement ongoing expansion of a range of linkages such as becoming a shareholder of TLC.

We protect forests in collaboration with the general public.

Linkages with the TLC Group

TLC Group

Purchase of Condominiums

Use of Commercial Facilities

Use of Office Buildings

Purchase of Condominiums

Use of Condominiums

Use of Commercial Facilities

Use of Office Buildings

Moving into Residential Accommodation for the Elderly

Use of Commercial Facilities

Ownership of Shares

Use of Office Buildings

Use of Office Buildings

Use of Commercial Facilities

Ownership of Shares

Others

Moving into Residential Accommodation for the Elderly

Use of Commercial Facilities

Ownership of Shares

Use of Office Buildings

Protect a forest area as large as purchased surface area for 10 years. Protect forest area of 10 m² per office worker.

Protect forest area of 100 m² per person who moves into residential accommodation. Protect forest area of 1 m² per card member.

Protect a forest area of 100 ha in total when you use our facilities. Protect forest area of 1 m² per possession of 1,000 shares.

Protect forest area of 100 m² per card member.

Protect a forest area of 1 m² per possession of 1,000 shares.

Weeding

Pruning

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Abeno Market Park Q’s Mall

Abeno Market Park Q’s Mall (hereinafter referred to as “Q’s Mall”) is the largest shopping mall in Osaka prefecture and opened on April 26, 2011 as a project realized with comprehensive management by the TLC Group from development planning to final operation. In order to be a facility which can revitalize the entire community around a core of Abeno, various initiatives for the local community and environment have been made.

Efforts for Co-existence with and Development of the Local Community

Abeno is about to face a new change with promotion of a redevelopment project. Q’s Mall has played a major role as a part of project. TLC has put emphasis on measures to deepen ties with the community, so that Q’s Mall can become a facility which is loved by people in the community. One initiative is an expansion of the ways to use points accumulated by a customer by use of an original reward card when shopping. In addition to enjoying usual benefits, customers can accumulate points for programs beneficial to the local community. Those points are used for the local community.

TLC has also taken measures to prevent environmental deterioration of the town, such as traffic jams and illegally-parked bicycles, by preparing 1,500 parking lots for cars and about 2,000 for bicycles on the premises. Abeno Market Park Q’s Mall

A newly opened environmentally conscious facility taking into account co-existence with the local community

TLC has conducted various activities and events, for example, the “Abeno Smile Project” aiming to contribute to the revitalization of the community. As the second stage of this project, a cape hyrax, a small animal in the savanna in Africa is scheduled to be donated for a space which is presently vacant in our zoo with points accumulated by reward card members. I really feel that TLC is conducting activities aiming at a commercial facility which would develop together with the community.

Abeno

Mr. Kenjiro Nagase
Director of Tennoji Zoo

After opening Abeno Market Park Q’s Mall, TLC has conducted various activities and events, for example, the “Abeno Smile Project” aiming to contribute to the revitalization of the community. As the second stage of this project, a cape hyrax, a small animal in the savanna in Africa is scheduled to be donated for a space which is presently vacant in our zoo with points accumulated by reward card members. I really feel that TLC is conducting activities aiming at a commercial facility which would develop together with the community.

“Tokyu Plaza Omotesando Harajuku” - Creating a New Town following Abeno Market Park Q’s Mall

“Tokyu Plaza Omotesando Harajuku” scheduled to open in April 2012 is a commercial facility to be constructed on the intersection of Meiji Street and Omotesando in the heart of one of Japan’s busiest commercial area.

TLC will create a new residential-type commercial facility co-existing with nature for the next generation, taking advantage of the excellent conditions of location.

As an open-air terrace on the roof, a rich, green environment symbolized by the forest of Meiji Shrine and Omotesando lined with zelkova trees will be reproduced to create an environmentally friendly facility in harmony with the townscapes. By opening the terrace to the public so that people can fully enjoy the green environment even in the urban center, we will revitalize the local community and seek co-existence with nature.

It’s Always You.
TLC Shopping malls

Q’s Mall

Eco-friendly Facility

Q’s Mall has adopted various measures to reduce environmental loads, including introduction of the largest-sized energy management system in Japan using cloud computing.

Recyclable building materials and resource efficient building material are used. Plants are proactively planted on the roof and the wall, as well as around the building.

Days for ventilation of parking lots were eliminated and the circulation of air on each floor is facilitated by suitable positioning of small fans.

Power consumption used for air conditioning and lighting at common spaces has been reduced by using outdoor spaces.

Daylight is used for a top light in the mall, and LED lighting system is used for downlighting to reduce power consumption.

Setting a larger difference than before between the temperatures of cold and hot water which is the heat source of air conditioning reduced the power consumption of the water pump by decreasing the necessary amount of water.

The adoption of an “ice thermal storage system” in which cold energy produced during daytime is used during daytime enables a shift in the peak time of power consumption and operation efficiency of heat source is improved.

The energy management system makes it possible to comprehend the electricity consumption and CO2 emission by stores so as to promote voluntary energy-saving efforts.

Efforts for Co-existence with and Development of the Local Community

Abeno Market Park Q’s Mall

Abeno Market Park Q’s Mall (hereinafter referred to as “Q’s Mall”) is the largest shopping mall in Osaka prefecture and opened on April 26, 2011 as a project realized with comprehensive management by the TLC Group from development planning to final operation. In order to be a facility which can revitalize the entire community around a core of Abeno, various initiatives for the local community and environment have been made.

In this campaign, whose trains enter the Abeno/Tennoji terminal and local Tennoji Campaign” together with the railway companies and the facility work together to revitalize the community. In this manner, customers, the local community, and the facility work together to revitalize the community. Such activities have been implemented.

In order to be a facility which can revitalize the entire community around a core of Abeno, various initiatives for the local community and environment have been made.

Those points are used for the local community.

The buildings in Q's Mall used a method of segmenting the large-sized building by changing materials and colors for each block to reduce a feeling of crowding and harmonize with the townscapes of the community.
Robust and Transparent Management Structure

As a member of the Tokyu Group in pursuit of creating beautiful living environment, the TLC Group aims to establish a structure that ensures robust and transparent management, in order to perform our social responsibilities and enhance corporate value.

The TLC Group CSR Promotion System
The TLC Group has set up the CSR Promotion Committee that is formed from company executives within the group who are in charge of CSR. In addition, the Compliance Council and Environment / Social Contribution Council have been established within the Committee respectively to ensure compliance and risk management and to promote social contribution.

TLC Group CSR Promotion Structure

TLC Group Environmental Vision
Reviewing the “Environmental Philosophy” established in 1998 in response to social changes, we newly formulated the “TLC Group Environmental Vision” to indicate the direction of environmental activities of the entire TLC Group in 2011. (* See P.9)

TLC Group Social Contribution Policy
We endeavor to seek solutions to social issues by providing products and services that are unique to the TLC Group in order to provide fulfilling living environment to all people.

Corporate Governance

Corporate Governance System
TLC has implemented an executive officer system to separate the functions for decision-making and supervision on management policies, from those related to the execution of duties on business affairs to thereby strengthen corporate governance and increase management efficiency. In addition, from the standpoint of strengthening consolidated management of the TLC Group, the presidents of the major group companies attend the Group Management Committee.

Compliance

The TLC Group has a compliance system in place that consists of committees such as the “TLC Group CSR Promotion Committee,” and endeavors to ensure compliance management in accordance with the “TLC Group Code of Conduct.” To supplement the Code, we have implemented the “TLC Group Compliance Manual,” which outlines each item in the Code of Conduct more specifically, as a tool for our employees to put compliance into practice. Furthermore, we hold compliance trainings periodically to familiarize employees with compliance issues in order to establish a culture of compliance within the Group.

Initiatives to Raise Awareness-raising Measures
TLC formulates “Compliance Program” in each fiscal year to plan compliance activities for that year. To ensure awareness of compliance and appropriate business practices, TLC conducts rank-specific trainings periodically for all executives, employees, contract workers, and temporary staff. For fiscal 2010, a total of 32 such training courses were initiated, on the topic of compliance, legal matters, and financial instruments and exchange business. At the same time, a compliance e-learning program has been implemented via the intranet for all employees since fiscal 2009.

Furthermore, a List of incidents related to compliance as well as information on laws and regulations that affect our business have been made accessible. Compliance trainings have also been extended to directors and employees of the TLC Group companies in order to raise compliance awareness across the Group.
Risk Management System

1. Day-to-Day Risk Management

Upon risk identification and assessment, the TLC Group has established a PDCA (plan, do, check, act) cycle as the risk management system. Critical risks that are project-specific to TLC are to be discussed at “Management meetings” and then comprehensive risk management is carried out accordingly. Furthermore, TLC promotes risk management activities across the TLC Group through “TLC Group CSR Promotion Committee.”

2. Crisis Management in the Event of a Disaster

TLC will respond to a disaster or other situation associated with a risk or occurrence of urgent and critical loss in accordance with the “Emergency Response Provisions,” shall distribute all necessary information, make decisions in an appropriate manner, and take measures to minimize damage.

Moreover, TLC formulated “Emergency Response Basic Manual” stipulating code of behavior in an emergency and individual manuals for large scale earthquakes and other diverse crises. TLC also developed business continuity plans (BCP) for a head office and individual businesses to avoid business interruption.

Information Management and Disclosure

1. Information Management System

With the objective of appropriately managing the information required for our business operations, TLC has constituted “Information Management Provisions” to stipulate information sharing to increase efficiency of business operations, to prevent breach of confidence, and ensure adequate information disclosure. On the other hand electronic information shall be handled on the base of “Electronic Information Security Rules” that are to be observed by directors and employees regarding information usage monitoring by information managers, information terminal directors and employees regarding information usage, and other electronic information related matters.

2. Protection of Personal Information

TLC has issued “Personal Information Protection Rules” to require all employees to observe relevant laws and regulations. To disseminate the rules and raise awareness of personal information protection, TLC has distributed a “Personal Information Protection Manual” and conducts training on related matters. In addition, TLC pays close attention to choosing business and outsourcing partners, and promotes appropriate supervision in order to ensure information protection. Tokyu Community Corporation, Tokyu Livable, Inc., Tokyu Relocation Co., Ltd., and Ewel, Inc. have obtained a Privacy Mark that guarantees personal information to be safely managed and protected.

Policy for Anti-social Forces and regulation.

TLC management cycle to enhance compliance with law and control system and its validation system based on the business structure by strengthening the organization and Agency Business. We are endeavoring to upgrade our Financial Instruments Business and an Investment Advisory

Compliance with the Financial Product Trading Business 
In accordance with the enforcement of Financial Instruments and Exchange Act, TLC is registered as a Type II Financial Instruments Business and an Investment Advisory and Agency Business. We are endeavoring to upgrade our business structure by strengthening the organization and establishing necessary company regulations. Furthermore, we are also working to build our internal management and control system and its validation system based on the PDCA management cycle to enhance compliance with law and regulations. 

Policy for Anti-social Forces
The “TLC Group Code of Conduct” clarifies the principle of no association with anti-social forces. It is stipulated in the Code of Conduct that we shall construct close connection with police, attorneys and other external institutions within the context of our day-to-day business activities, and stand firm against any demands from anti-social forces. TLC also released “Guidelines for Anti-social Forces” and “Anti-social Forces Policy Manual” to prescribe actual preventive and handling procedures of anti-social forces and disseminating the guidelines and manual through compliance trainings for employees.

Helpline System
The TLC Group has a “Compliance Helpline” (whistle-blowing compliance hotline) in place as a mechanism to prevent and remediate any violation of law or fraud. The external helpline is also available for employees to consult with independent attorneys on compliance issues.

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Five environmental issues (1) CO₂ Reduction

The TLC Group is committed to reducing CO₂ emissions to achieve a low carbon society in various scenes of business activities for the purpose of curbing global warming.

Environmental Conservation Activities of the TLC Group

The TLC Group is tackling reductions in CO₂ emissions in accordance with the Revised Energy Saving Act and other laws and regulations, as well as the “Voluntary Action Plan on the Environment” of participating industry organizations.

- CO₂ Emissions from TLCs Major Facilities
  - Office buildings: 24 (Total 13,989 km²)
  - Commercial facilities: 14 (Total 1,290 km²)
  - Resort facilities: 29 (Total 10,000 km²)

Environmental-conscious Housing and Facilities

At houses, commercial facilities, office buildings, and other facilities developed by the TLC Group, self-assessment on environmental performance is conducted. Some facilities are also evaluated by third parties, such as “Tokyo Green Labeling System of Condominiums” and “Comprehensive Assessment System for Building Environment Efficiency (CASBEE).”

- Facilities assessed by third parties
  - Advanced evaluation system of CASBEE
  - Tokyo Green Labeling System of Condominiums
  - BRANZ (Building Research Association of New Zealand)

Efforts for Popularization of Environmental-conscious Smart Houses

Tokyu Homes Corporation developed “new environmental-conscious concept housing” based on three concepts, “use of natural energy,” “long-life and durable house,” and “low life-cycle costs,” and announced it in August 2011. As for use of natural energy, in addition to passive design which is conscious about solar insolation and ventilation, and well sealed/high insulation specification, the house is equipped with large-sized solar power generation systems, and energy-related technologies.

- Environmental-conscious Smart Houses
  - BRANZ Geo Todoroki (3 stars in all four criteria)
  - BRANZ Shinonome (3 stars in all five criteria)
  - BRANZ Sakuranomiya (Rank A)

CO₂ Reduction with Introduction of LED Lighting System

- VLANZ series, housing developed by TLC, are based on three concepts, “spartan craftsmanship,” “sophisticated sense of space,” and “lifelong support.” Especially in consideration of “prudent manufacturing practice,” TLC plans to achieve environmental-conscious lifestyle with high insulation of building, LED lighting system, and use of natural energy. TLC also suggests eco-friendly lifestyle while informing customers of effectiveness of reduction in CO₂ emissions at the time of installing energy consumption monitoring system, and purchasing a house.

Suggestions on Energy Saving to Customers

The TLC Group makes suggestions on energy-saving methods to not only Group Companies but also customers. Tokyu Livable, Inc. suggests for owners of properties to use highly efficient lighting equipment which ensures brightness with light reflectors while halving the number of fluorescent lights.

Adoption of Rental Plants to Offset Carbon

It is considered that foliage plants at an entrance and a reception area of office buildings contribute to preventing dryness thanks to evaporative moisture from leaves, in addition to the healing effects from seeing greenery. TLC has adopted rental plants to offset carbon for some buildings operated by TLC.

* Tokyo Green Labeling System of Condominiums: There are five criteria of environmental consciousness: 1) building insulation; 2) energy efficiency of equipment; 3) solar power generation and solar heat; 4) measures to enhance building life and 5) green spaces. Project names are rated for each criterion by 1-3 stars. (Completed in FY2010/Scheduled to be completed in FY2011)

* CASBEE (Comprehensive Assessment System for Building Environment Efficiency): evaluates buildings by their environmental performances on a five-point scale (S, A, B, C, D). A is a nationwide standard.

* Partly including labeling based on CASBEE by local governments.
Efforts for Environmental Conservation

Five environmental issues (2)

Promoting Biodiversity Conservation

The TLC Group makes efforts for promoting biodiversity conservation through TLC’s participation in “Japan Business and Biodiversity Partnership,” procurement of timber taking into account the ecosystem of forests, and progressive landscaping technologies.

Nature Walk to Deepen Understanding of Nature

In order to protect biodiversity, it is important for each person to recognize the significance of biodiversity and its protection.

Condominiums and detached homes of TRL provide programs for natural experience, such as in agriculture and forest preservation, to customers who are embarking on a new life experience. For example, “BRANZ GARDEN Asumigaoka Higashi” implements parent-and-child nature walks at neighboring Showa no Mori Park.

Implementation of Activities to Conserve Endangered Butterflies, etc.

“Grandeocor Resort,” a resort facility in Fukushima prefecture which is operated by Tokyu Resort Service Corporation, holds an event to observe chestnut tiger butterflies which are biologically rare, and mark the butterflies captured by participants to record their travel. The travel record is available on the website of Grandeco.

“Myoujiroh Shimaritaka,” a ski resort in Nasu Highlands, Tochigi Prefecture, operates as “Hunter Mountain Lily Park” during summer season. It is Japan’s largest lily park in which five million colorful lilies of 50 kinds bloom mainly in a ski area as vast as 99,000m². “Tanbara Ski Park” in Tanbara Highland which was certified as Gunma Prefecture environmental GS (Gunma Standard) business operator in FY2010 operates as “Tanbara Lavender Park,” planting 50,000 stocks of lavender during the summer season. Both parks are contributing to promoting biodiversity conservation in the regions by attracting many insects around flowers. As ski resorts which used to run a business only in ski season became able to operate in summer, employment opportunities in summer are created and local economy is revitalized.

Creation of Places where Creatures Gather

In order to improve regional biodiversity, it is necessary to not only increase plants, but also create an environment to gather creatures. Planting of flowering plants attracts butterflies and other insects, and then birds feeding on them increase. Like this, it is expected that biodiversity is gradually increasing.

“Hunter Mountain Shihobara,” a ski resort in Nasu Highlands, Tochigi Prefecture, operates as “Hunter Mountain Lily Park” during summer season. It is Japan’s largest lily park in which five million colorful lilies of 50 kinds bloom mainly in a ski area as vast as 99,000m².

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Preservation of Existing Trees

In order to preserve as many original ecological systems as possible, it is desirable to use the existing trees in the region. “BRANZ Seta,” a condominium, was designed using existing zelkova trees as a symbolic tree at the entrance.

“Tokyu Harvest Club Atami Izuwan & VALLA,” a membership resort hotel scheduled to be completed in May 2013, carries out a green project using existing trees and land features of hillside to lower environmental loads.

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Five environmental issues (3)
Conservation of Water Resources

The TLC Group makes efforts for conserving water resources by introducing diverse water-saving equipment to save water in business activities in TLC’s office buildings, commercial facilities, and resort facilities.

Conservation of Water Resources with Water-saving Equipment

In various housing and facilities developed by the TLC Group, a range of water-saving equipment has been introduced, for example, water-saving faucets, and equipment to adjust the volume of water for dish washers and a toilet bowl. The TLC Group is also proactively tackling reuse of rain water. In “Futako Tamagawa Rise Tower & Residence,” a condominium completed in 2010, a system has been introduced in which rain water that penetrates to and is stored in a tank placed in the green area is reused for watering a green area.

In “Totsuka Tokyu Plaza,” industrial water is used to flush a toilet. The industrial water is purified with fewer chemicals, and distributed from a water treatment plant to save water in business activities in TLC’s office buildings, commercial facilities, and resort facilities.

Self-water Purification at Resort Facilities

In the Republic of Palau, while public water supply is available, it is not suitable drinking water as water quality is very poor due to corrosion in piping, etc. Since there is not enough rainfall during a drought period from January to April, the public water supplies might run dry. Moreover, in recent years, El Nino has made the situation during the drought period more serious.

Taking into account such circumstances, “Palau Pacific Resort” has operated a hotel with drinking water generated by its own private water supply facilities since opening, and taken measures for saving water to protect water resources in Republic of Palau.

Other Initiatives
For Raising Employees’ Awareness of Environmental Issues
Since FY2009, TLC encourages employees to take the Certification Test for Environmental Specialists (Eco Test), hosted by the Japan Chamber of Commerce and Industry, in order to raise employees’ awareness of environmental issues and complement environmental education.

In FY2010, TLC introduced a system in which the company pays all costs to take the examination to facilitate efforts to increase the number of employees certified as environmental specialists.

Supporting Environmental NPO with Customers
Tokyu Sports Oasis, Inc. launched “Oasis Blue Project” in commemoration of the 25th anniversary in 2010. In July and August, fund-raising activities were conducted at various events and activities on the theme of CO2 reduction.

During the period from September to October, one yen was accumulated for each use of Oasis, and the accumulated money was donated to the Japan Fund for Global Environment of the Environmental Restoration and Conservation Agency. In FY2013, TLC is committed to supporting the recovery from the Great East Japan Earthquake.

Dispatch of Lecturers for School Education
The TLC Group participated in “Interactive Fair for Biodiversity” held with COP15 in 2010, and introduced our environmental approaches. In response to request from a teacher of Gifu Prefectural Ogaki Higashi High School who also participated in the fair, we dispatched employees to the school as lecturers for environmental education.

In a class at the school, the global environmental issues and the TLC Group’s environmental initiatives were presented on the theme of “Environmental Conservation and Corporate Efforts.” Students seemed to become strongly interested in the theme, and asked a specific question on green wall technique. We received valuable feedback from students who attended the class, for example, “I became interested in environmental activities,” and “Despite a general impression that real estate business operators are not enthusiastic about environmental conservation, I got to know that TLC was an exception.”

Energy Saving

The TLC Group makes efforts for recycling and saving resources in business activities, as well as longer life of housing and facilities, aiming to achieve a recycling society.

Energy Saving with Longer-life Housing

In accordance with the “Act on Promotion of Dissemination of Long-term Superior Housing” (enforced in 2006), “BRANZ Aobadai Z’Chome,” completed in September 2011 acquired the Long-term Superior Housing Certification.

TLC’s condominiums have acquired the highest three-star rating for “measures against deterioration” in the Housing Performance Indication System, in consideration of quality of concrete.

Use of Wood Cut for Improvement of Company-owned Forest

TLC makes bamboo smoked chips in the company-owned forest in Ichihara city, Chiba Prefecture, and uses the chips as materials for soil amendment of home garden spaces at some detached homes sold in “BRANZ GARDEN Asunigaoka Higashi.” We also use wood which was cut during forest improvement activities for plant name tags and woodchips.

In “Azakura Golf Club,” logged wood is made into chips and recycled in the facility by Ishikatsu Exterior, Inc. At the same time, fallen leaves and lawns are turned into compost.

Products to Make Ecological Efforts in Everyday Life

Tokyu Hands, Inc. offers carefully selected products to effectively use limited resources taking into account the environment as a series of “Ecology in Your Hands.”
In response to increasing cases of sick house syndrome in recent years, the Japanese Building Standards Act has introduced a ban on two chemical substances, and the Ministry of Health, Labour and Welfare (MHLW) has issued guidelines for air concentration levels for 13 chemicals. According to these guidelines, air supply and air outlet facilities, together with control measures and procedures in relation to asbestos, are required procedures without leaks or discharges in accordance with the corresponding regulations. CFC (chlorofluorocarbon,) which is used as air-conditioner coolant and running costs are reduced with various energy-saving technologies. In terms of health, it is possible to keep the entire house at constant temperature, and to keep the interior environment comfortable through a whole year by taking in fresh air free from pollen dust, moisture, and odor. “Millcreek” is a house aiming at balancing “environment” and “health.”

Personnel Rotation Program

TLC systematically rotates young employees who have been with the company for ten years or less for the purpose of fostering personnel to take charge of management positions with a broad understanding of corporate business. TLC carries out the personnel rotation program, taking into account employees’ own wishes and aptitudes based on annual interview on personnel affairs. Those employees, in principle, would experience three kinds of duties at three divisions during the period of ten years after entering the company. With this program, it is possible for the company to determine an employee’s aptitude at an early stage, and for employees to conduct business activities from the company-wide viewpoint, in addition to their own division’s viewpoint.

New Business Venture Proposal System

Since 2004, the TLC Group has implemented a new business venture proposal system, “Demand Innovation,” with an eye to discovering a new source of profit for the next generation. Since FY2011, the Marketing Strategy Department of Business Innovation Division which was newly established for creating new business models has enhanced the system by supporting commercialization of suggested businesses as a specialized department, and created ideas of new businesses from the TLC Group employees. The TLC Group has the DNA to constantly challenge new businesses even in social transit periods, for example, in past days, establishing Tokyo Honten Inc., and taking a leading role in introduction of installment selling of real estate in the industry. With such a corporate culture, aiming to commercialize new businesses, the TLC Group widely invites ideas which may break a social deadlock, free from industrial stereotypes from the TLC Group employees.

Outsourcing/Cross-industrial Training Programs

In order to develop competitive human resources, TLC considers it necessary to support employees to not only learn just practical business skills, but also build extensive human networks with business persons outside the company to develop multifaceted perspectives. To this end, TLC has introduced outsourcing/cross-industrial training programs, and provided many courses which employees will be able to use in business, for example, “logical communication” and “seven practices.”

Realizing Health by Treerop Adventures

“Sky Adventure Amagi” opened in “Amagi Tokyu Resort” in April 2011 is an adventure course in which people challenge various elements (attractions) placed about six meters above the ground level among trees in the forest. A sense of fulfillment and a sense of accomplishment obtained by exercising the whole body to clear elements in the great nature would lead to higher awareness of health and children’s growth. Of course, thorough safety measures are taken, for example, people attach themselves to a safety rope and cannot take it off until reaching a place where staff are available.

Wall paper adopted in “BRANZ Sugamo”

Sky Adventure Amagi
Internship Programs to Support Future Employees

TLC offers two internship programs for next generation to learn first-hand what it means to work in the society, and rewards and challenges of working in the real estate business. One program is called “Internship” and gives actual working experience with our employees, while the other, “one-day Internship,” consists of visits to TLC’s projects and group workshops to discover advantages of the real estate industry. “I could more understand the real estate industry,” and “I could imagine myself working,” participating students said every year, highly appreciating the internship which contributes to cultivating a view of career for the next generation.

Ensuring Employment Diversity

In order to promote employment diversity, TLC proactively working people with disabilities, and improves and enhances their work environment. As a result, the employment rate of people with disabilities was about 2.1% as of the end of March 2011, largely exceeding the statutory employment rate at 1.8%. The re-employment system for retired persons has been introduced with an eye to productive employment for both employees and the company (job matching.) With this system responding to diversification of life plans after retirement which has been recognized as an issue of the aging society, a lot of employees who retired once are actively working, using skills that they have developed so far.

Advancing Support System for Childcare and Nursing Care

The TLC Group has implemented a number of measures to provide our employees with diverse working style options. In addition to allowing ordinary childcare leave (up to one week for the parents,) and “Childcare Employees System” (employees with children up to the third grade at elementary school can choose their own working hours,) and “Short Work-Hour upon Returning to Work Program” (shorter work hours for people with a family member requiring nursing care are exempted from work,) and childcare with an easy mind, to keep a balance between work and life, (and short-time work in the workplace. Therefore, I had a feeling of security when applying to use the programs. None, a half year has passed since I returned to work. Thanks to the short-time work and flexible time systems, as well as a leave reserve system, I can safely respond to a sudden call from a day-care center if my one-year-old baby has a fever or for other reasons. I have been able to keep a balance between work and childcare so far, and furthermore have spare time for myself.

In May 2010, TLC earned certification for employers that support development of next generation from Tokyo Labour Bureau. TLC executed an action plan to improve work-life balance, for instance, by establishing and enhancing new systems and workplace understanding to create better atmosphere for work-life balance, promoting maternity leaves, establishing system to allow employees to leave on expired annual holidays to be with the partner for the delivery or for nursing leave, and promoting taking paid annual holidays. Among Group Companies, Ewel, Inc., Tokyu Community Corporation, and Tokyu Hands, Inc. have already acquired the certification. In July 2011, Tokyo Sports Oasis, Inc. newly earned the certification.

Certified for Next Generation Accreditation Mark “KURUMIN”

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Medical Checkup and Mental Healthcare

TLC provides annual medical checkups for all employees, conducts secondary diagnosis and interviews depending on the initial results, in addition to health checks for those whose overtime exceeds the company’s standard, and other detailed tests. For mental healthcare, TLC implements employee mental support program (EAP) arranged by a specialized external institution. The mental support program is also available for families of employees to consult with the specialist about any problems including non-work related problems such as childcare and nursing. Furthermore, the mental healthcare program offers self-checklist every year for employees to recognize their own stress levels.

Revitalization & Communication Workshop

TLC holds “Revitalization & Communication Workshop” with the aim of allowing for exchange among employees and reducing stress. The purpose of this workshop is to figure out ways to work and live free from stress through various experiences with guest lecturers. Useful programs for actual business and life enjoyment popularity among a lot of participants, for example, “Self-relaxation” to relieve muscle stiffness in shoulder and neck and promote comfortable sleep, “How to breathe for releasing tension and how to relieve irritation,” and “Work for learning an effective way of praying.”

Communication Meeting

In order to activate communication between management executives and employees, and among employees, TLC held a “Communication Meeting” 12 times in FY2010, in which the president and employees directly talk about the corporate future vision and relevant issues. Employees could have a valuable and rare opportunity to frankly discuss various individual thoughts with the president, for example, “if we change this, the company would be better” and “I want to work at such a company in the future.” We are encouraged to make efforts for improvement as a whole by increasing transparency inside the company and sharing common awareness of issues. Those activities facilitate the creation of a workplace where people can find satisfaction, and the brew of open corporate culture to revitalize the company.

Knowledge Forum (in-house seminars)

TLC holds in-house seminars called “Knowledge Forum” for executives and employees of the TLC Groups. With the aim of advancing reform of organizational culture, knowledge interaction with other leading companies, and of promoting learning and motivation, we invite leading figures in many different industries to speak at our Forums.

In FY2010, six lecturers were invited, including Mr. Noboru Takano, former President of the Ritz-Carlton Hotel Company in Japan for the seminar titled “The moment when hospitality exceeds service,” and Mr. Kazuhiro Fujihara, former principal of Wada Junior High School, Sugarnami-ku, Tokyo for the seminar titled “Communication skills to foster human resources and increase their motivation the Secret of strength of Recruit Co., Ltd.” Since FY2004, the Knowledge Forum has been held 28 times in total as of September 2011.
Communication with Customers

Drawing upon diverse expertise across the Group gained through various services we have developed over the years, the TLC Group strives to further improve our products and services, and maximize customer satisfaction.

Activities at Service-way Forum

The TLC Group encompasses a variety of facility operations including hotels, golf courses, ski resorts, fitness clubs, housing for the elderly, and commercial facilities at 108 locations nationwide with approximately 2,700 employees.

The TLC Group launched “Service-way Forum (meeting for improvement of operation)” consisting of five major group companies engaged in facility operations in April 2009, in the group-wide effort to provide services which can satisfy users of those facilities.

With the catch phrase of “Heartful Service (Heartfelt Service),” the TLC Group is working on review and improvement of services with the group-wide perspective, in order to establish a vision concerning facility operations which is common to the entire group based on each group company’s peculiar philosophy and vision.


• CS Campaign and Customer Survey

CS (customer satisfaction) Campaign is held twice a year to raise awareness of “Service-way Forum” toward improvement in service quality by displaying posters showing each group company’s model employee, and wearing badges. During this period, a customer survey is implemented. According to the result, we present an award to staff that provided excellent service in order to raise employees’ motivation and lead the objective evaluation to improvement in services.

• Human Resource Development for Heartful Service

Focusing on the development of frontline personnel, the TLC Group regards fostering of excellent facility managers as an important issue, and prepared the guidebook with which facilities managers can confirm actions that they expect to take. Diverse training and seminars are implemented using this guidebook.

Among them is a Dream Map Seminar. Dream Map means “a map to make one’s dream come true.” Participants express images of their ideal selves with pictures and letters, and share them among participants. The purpose of the seminar is to enable participants to achieve a work-life balance and feel pleasure in having a connection with society through jobs by drawing images from the viewpoint of self-fulfillment and contribution to others, and to positively act on their own initiative by concretely imaging self-fulfillment. Some participants made the positive comment that “I recognized that any assignment could be wonderful depending on how I approach it.” “I received suggestions from the issues I shared with other members to resolve problems.”

Expecting an increase in participating Group Companies in the future, the TLC Group will continue to conduct activities to provide customers “Heartful Service” shared with all staff.

Furthermore, a lot of Tokyu Group Companies including Tokyu Hands, Inc. offer various kinds of courtesy services to support the customer’s life.

Publication of “Cosmos” Magazine

The TLC Group publishes “Cosmos” an information magazine for customers related to housing and resort facilities, featuring people’s lifestyles on the theme of “encounter with the authentic.”

The magazine is published four times a year, and, at present, delivered to approx. 130,000 customers nationwide. As the magazine contains useful information such as the latest news of the TLC Group Companies, various campaigns and services, the entire group businesses would be further recognized by customers who use the information. Like this, through the magazine, we improve the power of the TLC Group brand and expand business opportunities.

In addition to publishing the information magazine, we enclose complimentary tickets, enhance privileges such as discount and rewards by introduction of a Contract Renewal Program and Introduction Guidelines at the time of purchasing products and entering into a contract, and hold deliberately planned participatory events in the effort for further improving customer satisfaction and enhancing relationships with customers.

The TLC Group will proactively transmit information to help customers lead affluent and comfortable lives after purchasing products.

Sales Office Loved by Customers

Each sales office of Tokyu Livable, Inc. conducts community-based activities, aiming to be a sales office loved by customers in local communities.

For example, “Aobadai Center” plans and implements various free seminars for customers, such as “Parent-and-child flower arrangement class.” The center has deepened the interaction with local citizens by holding events that tailored for the participation and enjoyment of people. The Aobadai Center also gathers information mainly on restaurants inside its sales area, and inserts such useful information in leaflets of properties distributed as a part of sales activities.

Taking advantage of being located in front of the station, “Shakujii Koen Sales Office” provides service to lend about 30 umbrellas free of charge on rainy days in the hope of helping local citizens as much as possible. This service is received well by users. “It is a big help at times of sudden shower” users said.

In addition, with the aim of being a sales office needed by local citizens, each sales office of Tokyu Livable, Inc. nationwide conducts not only real estate business, but also activities suitable for features of each community, playing a role as its information base in development of the community, for example, proactively participating in a clean-up campaign and festivals in the community, and providing a billboard in front of the office for free.
Ensuring Safety and Security

Because the TLC Group is involved in urban infrastructure and services that are imperative to people's daily lives, it is our mission to maintain and improve safety and security of our products and services.

Thorough Quality Control

Planning and developing condominiums and detached housings, TLC conducts strict quality checks such as ensuring the drawing and patrolling inspection at each stage of the residential project from schematic design, construction, to after-sales service in order to maintain high quality, safety, installation of disaster and crime prevention equipment, and comfort of our products and services.

Based on the "planning checklist" which is a compilation of the know-how and experiences of product development and management over the years, we verify the performance characteristics of our buildings' structures, appliances and specifications during schematic planning and construction planning phases.

For crime prevention, we outline the fundamental idea in our "security guideline." Entry routes to the residences are divided into three zones (site periphery, common spaces and individual units) and crime prevention measures are implemented for each zone.

- Residential Zoning for Security (example)

Our goal for TLC office buildings is assuring a safe working environment. We therefore take greatest care in undertaking routine safety measures and, based on our "Office Building Planning Guidelines" and "Universal Design Guidelines," improve our approach day to day. Any accident that occurs in the buildings or facilities is investigated and preventive measures are described. In "BRANZ Support" Program (see P. 29) seminars on crime and disaster prevention are conducted at Tokyo Community's Technology Center (excluding some condominiums.)

Tokyu Community Corporation, on the other hand, offers seminars and useful ideas regarding disaster prevention instruments and proper building maintenance methods to condominium association board members. It also put together "Disaster Control Guide" for each condominium association for their disaster preparedness. In FY2010, a security manual was formulated in preparation for increasing risk of flooding in urban areas.

Disaster Prevention

TLC's condominiums distribute "DIY Guidebook for Seismic Countermeasures" in which countermeasures against earthquakes are explained, for example, how to prevent furniture from falling, as well as "Condominium Life Handbook" in which basic knowledge of condominium management and measures for crime and disaster prevention are described. In "BRANZ Support" Program (see P. 29) seminars on crime and disaster prevention, fire drills, and other events are conducted at Tokyo Community's Technology Center (excluding some condominiums.)

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Enhanced Stockpile in Preparation for Disasters

Having taken various actions in preparation for disasters, such as stockpiling of food and setting up of emergency toilets, individual facilities of the TLC Group further enhanced stockpile and other disaster contingency planning in the wake of the occurrence of the Great East Japan Earthquake.

Condominiums of BRANZ Series have reserve storages for stockpile in place according to the number of resident households, and defined the criteria of storage area and stockpile. (Excluding some condominiums)

Participation in Shibuya Ward Area Council for People with Difficulty Getting Home

At the time of the Great East Japan Earthquake, a number of people had difficulties in getting home. In Shibuya Ward Area where the TLC Group has a lot of bases, it is expected that public disaster assistance will be limited by high number of visitors to the town. In response to such circumstances, the Shibuya Ward Area Council for People with Difficulty Getting Home was launched by relevant organizations and companies.

The Council established "Shibuya Ward Rule" in relation to countermeasures and division of roles in case of occurrence of large-scale earthquake. It plans to take quick action for handling visitors with difficulties in getting home during disasters. TLC has participated in the Council by managing and operating several commercial facilities and buildings near Shibuya Station.
Aiming to Be a Community-based Company

The TLC Group proactively participates in local events with the aim of promoting communication among employees and revitalize local communities. For example, we ran booths at summer festivals of condominiums managed by the TLC Group, and took part in local traffic safety activities and clean-up campaigns. We also co-sponsor and make donations to fireworks, festivals, and other events in various communities. Moreover, each business establishment and facility voluntarily conducts clean-up activities in its surrounding neighborhood.

Finding Out Hints to Revitalize Communities

With the concept of “Hint Market,” Tokyu Hands, Inc. conducts various activities to provide hints to revitalize communities. For example, in “Hands Kids Museum by Jinnan Elementary School” held at Tokyu Hands Shibuya branch, tote bags printed pictures drawn by pupils of Shibuya Ward Jinnan Elementary School in art class were sold, and part of proceeds was donated to Shibuya Ward Social Welfare Council. Branch stores all over the nation called on local education boards to make them hold “Hands Hint Club.” In the Club which started from January 2011, staff of Tokyu Hands, Inc. go to kids’ room and after-school daycare centers and have pupils enjoy making things with them after school. Tokyu Hands, Inc. has also taken part in activities of “Shibuya University Network,” and holds classes mainly on things useful in everyday life for a wide range of generations at stores and training facilities.

Contribution to Creation of Local Landscape

The TLC Group contributes to an improvement in local living environments by greening various facilities.

With a goal of creating towns full of greenery, Ishikatsu Exterior, Inc. greents concrete surfaces using Earth Wall (green wall technique), and plants seasonal flowers and plants. “Azabu Gardens” that were planted under the direction of the company won two awards related to creation of town as a green facility with excellent environment in Minato Ward, Tokyo. “Minato Ward Creation of Green Town Award” is given to private facilities carrying out an excellent green planning. “Minato Ward Landscape Award” is given to excellent private facilities which care for a neighboring area and make a town more attractive. For efforts to form a beautiful, green, and calm residential area, “Azabu Gardens” simultaneously received two awards.

Support for Developing Countries

Ewel, Inc. launched a service for members to make social contribution by simply purchasing fair trade products forming business alliance with Fair Trade Company. Members can access the fair trade web shop via a members-only page and make purchases with part of the proceeds from the sales being donated to “Global Village,” an NGO advocating environment protection and international cooperation.

Contribution to Local Employment and Economic Development

The TLC Group contributes to development of local economy by developing real estates and providing services. In June 2011 , Ewel, Inc. established an operation center in Matsue city, Shimane Prefecture, to respond to applications and inquiries from employees of companies which signed contracts on various services including “WELBOX,” welfare and benefit service. Centralizing operation functions which have scattered in various areas for multiple years, “Matsue Operation Center” schedules to employ 260 regular staff and over 300 operators in the local community within three years.

Aiming to be a Community-based Company

Palau Pacific Resort is the first world class hotel ever to open in Palau. The hotel has had tremendous impacts; the number of visitors to Palau grew from only few thousands a year soaring to 80 thousand, making the islands of Palau one of the world renowned resorts. The hotel not only contributed to attracting visitors, but also it has taken on an important role of job creation and human resource development over the years. About 85% of our hotel workers are hired locally and given professional training in the hospitality industry. We are proud to say that our business activities have contributed greatly to the widespread improvement of living standards and overall economic development of Palau.

In 2009, Palau Pacific Resort was awarded special acknowledgment from Koror state government and Palau National Congress for our contribution to the society of Palau.
Meeting the Needs of Aging Society with a Low Birthrate
(Support for Child-raising and Nursing Care)

There are growing needs for a safe and comfortable living environment for the elderly and better support for raising children. The TLC Group provides various services to contribute to forming a society in which men and women of all ages can lead an affluent life.

Cooperation in Children’s Work Experience

With the aim of helping children deepen their understanding of a society and think of future through work experience, the TLC Group holds diverse events to offer opportunities of a society and think of future through work experience.

To be more specific, targeting local junior high school students, the TLC Group Companies offer the following opportunities for work experience: Tokyo Community Corporation: condominium management and hotel staff; Tokyo Sports Oasis, Inc.: work at sports club, and Ishikatsu Exterior, Inc.: landscaping design underlying development of residential areas and parks.

Support for NPOs’ Assistance Activities for Children

In order to work on social action programs together with customers materially and through expertise, Tokyu Hands, Inc. donates part of entry fees of events planned by Tokyu Hands, Inc. to NGO “Save the Children Japan.” Donations to the NGO are also made as an option of special benefits of Hands Club Reward Card. Donated funds are used for assistance activities for children, such as provision of education, food, and medical care, all over the world.

For Promoting Work-Life Balance

Ewel, Inc. offers welfare and benefit package menus (WELBOX.) The company has a work-care support service for companies to promote work-life balance. In November 2010, Ewel, Inc. held an event called “Third Work-Life Balance for Parents and Children,” in which Mr. Kyomiki Mikuni, a chef, was invited as a special keynote speaker and a family workshop to experience tastes was implemented.

Rental Apartment with Support for Childcare

Tokyu Reclamation Co., Ltd. took part in the “Brote Okurayama” project (completion: August 2010, owner: P.O. Real Estate.) rental apartment with support for childcare, located at Okurayama, Yokohama City, and is handling related leasing services. The apartment building houses a city-approved childcare center as well as a child playroom. Floor plans vary from one-bedroom to four-bedrooms to allow residents to move to different units within the same building as the children grow or family structure changes. From floor plan to environmental consciousness, many aspects have been carefully considered to assure security and safety to support families with children.

It became the first rental apartment be approved by “Yokohama City Apartment with Childcare Support Approval System,” and also earned a certification of “Housing and Environment for Childcare Support” by Miyukiho Child & Family Research and Marketing Institute Inc.

Events to Support Children’s Growth

Tokyu Community Corporation has co-sponsored “Fumaya Baseball Class” to enjoy playing baseball with active and retired professional baseball players with the aim of healthy growth of children. Among many children who applied for the 5th baseball class, 250 children chosen by lottery participated in it. Tokyu Community Corporation has also cooperated in a class of swimming with clothes at a municipal pool in preparation for water accidents of children.

Tokyu Resort Service Corporation held “Tokyu Nasu Resort Summer Junior Lesson” at “Nasu Kokusai Country Club Try Field,” a general golf range for practical approach. 80 elementary school pupils who have played golf were invited to receive coaching from professional golfers in collaboration with NPO Junior Golfer Conference of Japan (JGC.) With a view to social and ethical education, Tokyo Resort Service Corporation holds the events to make healthy bodies of children, improve their skills, and teach manners necessary for social life and sportsmanship.

Providing of High-quality Living Environment for Seniors

TLC and Tokyu E-Life Design, Inc. support various aspects of senior lifestyles by operating our senior housing series “Grancreer” that assures a comfortable, safe and secure living environment.

There are 10 “Grancreer Series” housing facilities for the elderly as of September 2011, that are categorized into senior residences, and care residences. Senior residences are for healthy elderly and feature wide range of services for residents to enjoy safe and secure life, with excellent living spaces and common spaces. Care residences, on the other hand, are for people who require nursing care and are staffed to offer residents 24-hour assistance with meals, baths and other daily activities.

At senior residences, residents enjoy open dining rooms, large common baths, hotel-like services, and a variety of learning and recreational events to enhance their everyday life even more. The dining room offers three meals 365 days a year with no need for reservations. Staff are all required to take AED courses or standard lifesaving courses.

In addition, in-house nurses and affiliated doctors provide healthcare for residents.

Tokyu Homes Corporation is engaged mainly in construction and operation of group homes for the elderly, and holds various classes and events for residents. As of September 2011, Tokyu Homes Corporation has been involved in Lifely Eda (opened in 2004 with 13 households) in relation to operation of the home and invitation of residents, and Lifely Ohba (opened in 2007 with 14 households) in relation to invitation of residents.

Dementia Supporter Training

In the increasingly aging society, we need to be aware of and have correct understanding of dementia.

In recognition of the issue of dementia, Tokyo Community Corporation has launched a training program for Dementia Supporters* since March 2008. The program teaches accurate knowledge of dementia as well as effective communication skills with condominium residents with dementia. Currently, all Amenity Mates (TLC condominiums’ building managers) in the metropolitan area have completed the Dementia Supporter Training.

* Dementia Supporters: Trained by experts on dementia as lecturers (called “Caravan Rural”) Dementia Supporter training programs are co-hosted by local municipalities and trade associations. Participants learn necessary skills to watch for people with dementia and their families, and become “Dementia Supporters.” Consequently, the Japanese Ministry of Health, Labor and Welfare launched a “National Caravan to Train One Million Dementia Supporters” campaign to increase the number of dementia supporters to one million nationwide, making every community always a safe and secure hometown.