

April 12, 2024

Press Release

Mitsubishi Estate Co., Ltd.

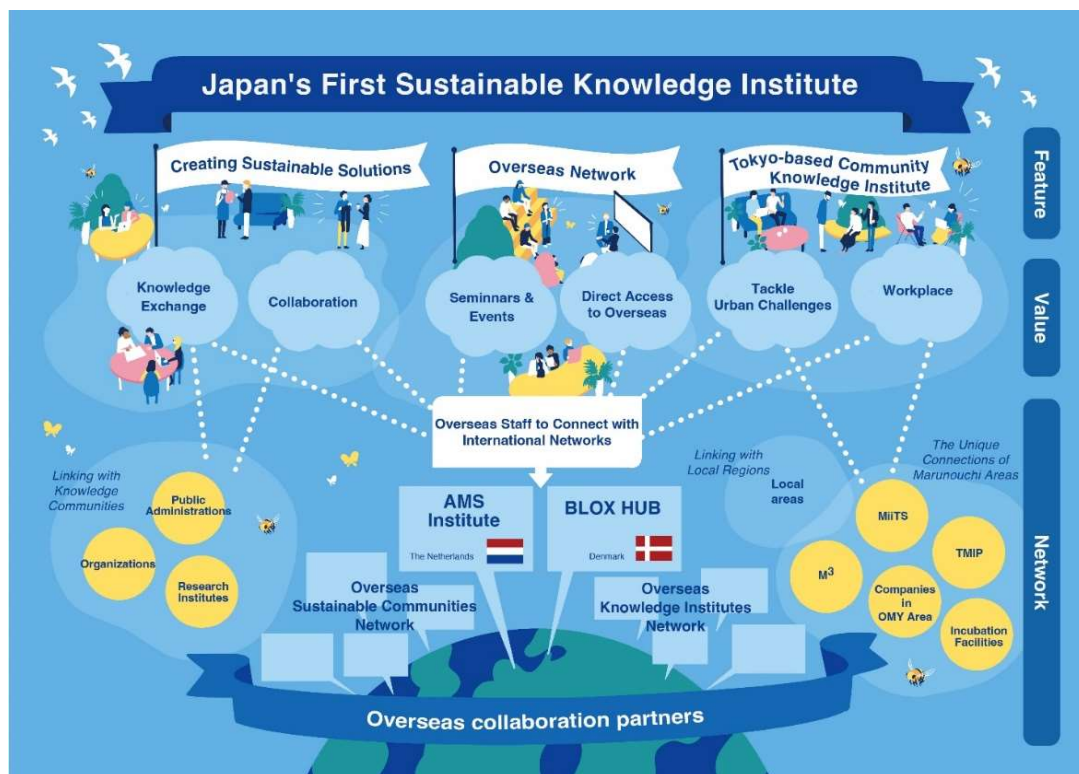
'Regenerative Community Tokyo'

The First International Knowledge Institute in Japan for the field of sustainability

TOKYO, JAPAN-April 12, 2024- Mitsubishi Estate Co., Ltd., aims to address societal challenges and realize a sustainable society through its business activities, as outlined in its Long-Term Management Plan 2030. As part of the urban development in the Marunouchi area, the company is promoting sustainable business practices and has launched the "Regenerative Community Tokyo" (RCT) on January 1, 2024. RCT serves as a membership-based community for corporations engaged in sustainable fields to achieve a "regenerative" society. The community is housed within the Shin-Tokyo Building's "Yurakucho 'SAAI' Wonder Working Community", fostering collaboration and innovation for sustainable urban development both in Japan and overseas.

Key Focuses of This Project

- Promoting collaboration among sustainable businesses through knowledge sharing.
- Establishing partnerships with overseas communities to develop international solutions.
- Addressing urban environmental issues as Japan's first "Knowledge Institute" community.



Knowledge Institute:

A collective of knowledgeable individuals and organizations collaborate to launch projects and share expertise, fostering innovative outcomes.

■ Key Features of RCT - Japan's first Knowledge Institute in Sustainability

1. Create Sustainable Solutions:

Fostering sustainable businesses through diverse collaborations and shared knowledge contributes to the realization of a regenerative society.

2. Connections with Overseas:

Collaborating with global communities and knowledge institutes fosters knowledge exchange and new insights beyond Japan. This partnership enables access to international solutions through events, seminars, and projects.

(See page 4 for collaboration partner details).


3. Tokyo-based Community, Knowledge Institute:






A dedicated workspace for members has been established in the Marunouchi area in Tokyo, where business infrastructure is well-developed and major companies are concentrated.







▲ RCT Interior Design (Using upcycled products and reused materials as interior materials)

Current Members (as of March 2024)

Company Name	Field	Main Business Activities
Curelabo Co., Ltd. 	Upcycle Fashion	Developing various materials using “bagasse”, a by-product of sugarcane squeezing. Curelabo focuses on their businesses involving the upcycling of other plant residues, research, and development of new materials. https://curelabo.co.jp/

<p>Green Elm Co., Ltd.</p> 	<p>Natural Science</p>	<p>Providing unique forest creation consulting by combining a seedling production business with the Miyawaki Method, a forest creation technique developed by ecologist Akira Miyawaki. Their services include on-site surveys of thousands of forests worldwide and guiding forest creation in countries such as Jordan, India, and China.</p> <p>https://greenelm.co.jp/</p>
<p>Co•En Corporation LLC.</p> 	<p>Food</p>	<p>Handling the import and sale of products derived from agroforestry, such as vanilla from Madagascar (agroforestry is a farming method that includes cultivating multiple species, including trees, within the same plot). Their products aim to promote environmentally sustainable agriculture and connect producers with consumers.</p> <p>https://coencorporation.com/</p>
<p>SustainaGene Inc.</p> 	<p>Fashion</p>	<p>Developing a new material called "Pelliqua", which is 100% plant-based. It is a low environmental impact material designed for use in fashion to achieve carbon neutrality in the fashion industry.</p> <p>https://www.pelliqua.com/</p>
<p>SPEC Bio Laboratory, inc.</p>  	<p>Food Bio Laboratory</p>	<p>Based on the "Zero Waste" philosophy of Kamikatsu Town in Tokushima Prefecture, SPEC started a brewery. They are working on a completely circular craft beer that uses the malt residue from beer brewing to create liquid fertilizer, which is then used to make barley as a raw material.</p> <p>https://www.spec-lab.net/</p>

<p>TENRAI Inc.</p> 	Planetary Health Tech	<p>With the concept of "Planetary Health for Human Evolution," TENRAI is implementing a "live in a town where living makes people and the Earth healthy" initiative in Kauf Town, the smallest town in Tottori Prefecture. They are also developing Planetary Health Tech businesses.</p> <p>https://tenrai.co/</p>
<p>N-ARK Co., Ltd.</p> 	Social Infrastructure	<p>Combining deep tech, business, and design to address climate change issues and pave the way for the future. The concept of DOGEN CITY, a new maritime economic zone, has gained attention in Europe as a response to the imminent climate refugee crisis.</p> <p>https://www.n-ark.jp/</p>
<p>Beero inc.</p> 	Upcycle	<p>With the concept of "capturing the environmental impact and transforming it into something lovable for a hundred years," Beero has developed new materials by utilizing traditional Japanese papermaking techniques on discarded clothing, creating textures unique to Japan. Beero also designed some furniture within the RCT office.</p> <p>https://www.beero.co.jp/</p>
<p>Marginal LLC</p>	Consulting Space	<p>Specializing in marketing consulting within the sustainability sector, offering services such as branding design. Marginal undertake projects that intersect sustainability, art, and space as their themes.</p> <p>.</p>
<p>MGNET Co., LTD.</p> 	Products	<p>Their vision is “to create a better environment for manufacturing and achieve a circular society.”</p> <p>MGNET not only focus on manufacturing but also work towards creating solutions through initiatives like community building and local development in Niigata prefecture.</p> <p>https://mgnet-office.com/</p>

■ About Overseas Partnerships

To promote international sustainable business, RCT has concluded collaboration agreements with the following two communities.

1 – Amsterdam Institute for Advanced Metropolitan Solutions (AMS Institute):

AMS Institute is a leading joint research institute comprising Wageningen University & Research (WUR), TU Delft (TUD), and the Massachusetts Institute of Technology (MIT). Located in Amsterdam and collaborating closely with the city, it drives innovative urban solutions globally. With a vast network of partners and over 200 projects, AMS institute conducts innovative research, offers educational programs, and supports start-ups to create sustainable urban environments.

Covering mobility, energy, digitalization, climate resilience, circularity, and food, AMS Institute takes a transdisciplinary approach, bringing experts from various fields together to solve complex urban challenges. AMS Institute works with stakeholders to develop solutions for urban issues worldwide through leveraging Amsterdam as a unique testing ground.



2 – BLOXHUB:

BLOXHUB is the Nordic Hub for sustainable urbanization - an ecosystem of companies, organizations, research institutions and public bodies working to create better cities. A launchpad for solutions and a gateway to markets and partners. BLOXHUB is located in the heart of Copenhagen, Denmark. Through local and global partnership programs and activities, BLOXHUB helps its members connect with relevant partners, share knowledge and create new opportunities and markets. Members interact through programs and activities or by having their office in a coworking space in the BLOX building – a Copenhagen center for city life, architecture, and sustainability. BLOXHUB is co-founded by the philanthropic foundation Realdania, the Ministry of Industry, Business and Financial Affairs and the City of Copenhagen.



■Community concept "Regenerative Community Tokyo" and the Logo

The community name represents our aim for a society that goes beyond sustainability to achieve regeneration. The logo symbolizes the gradual gathering of like-minded members, each contributing to a larger impact on the environment and society.



REGENERATIVE
COMMUNITY TOKYO

■Facility Overview

Address	4th Floor, Shin-Tokyo Building, 3-3-1 Marunouchi, Chiyoda-ku, Tokyo
Opening	January 1, 2024
Area	Approximately 76 m ²
Design	Open A Ltd.
Construction	Semba Corporation

< Reference >

"Yurakucho 'SAAI' Wonder Working Community"

It is a working community established on February 14, 2020, as the base of operations for the pioneering project "Micro STARs Dev." aimed at Yurakucho area redevelopment. Following the closure of the Shin-Yurakucho Building, it relocated to the Shin-Tokyo Building on November 20, 2023.

SAAI Website: <https://yurakucho-saai.com>

Press Release: https://www.mec.co.jp/news/detail/2023/11/16_mec231116_saai2open

"Marunouchi NEXT Stage"

The strategy outlines post-2020 urban development for Otemachi, Marunouchi, and Yurakucho areas. Prioritizing innovation and digital infrastructure, it targets improved quality of life and societal challenges. Investments of 6 to 7 trillion yen by 2030 focus on Yurakucho and Tokiwabashi areas.

Press Release: https://www.mec.co.jp/news/archives/mec200124_marunouchinext.pdf