Profile of UR
Greetings
President
Masahiro NAKAJIMA

The Urban Renaissance Agency (UR), established in 1995 as the Japan Housing Corporation, has been tackling a variety of urban issues for over half a century.

The agency currently implements a variety of initiatives in proactively addressing vital social issues, such as the falling birthrate, aging society and environmental problems, based on the agency’s mission of “creating cities of beauty, safety, and comfort where people can shine.”

In the urban rejuvenation field, we coordinate conceptual planning and requirements, as well as collaborate with other partners to make large cities more attractive, strengthen international competitiveness, bolster the disaster-resistance of densely built-up areas, and revitalize regional cities.

Moreover, in the living environment field, we carry out proper maintenance and management of UR rental housing throughout the country to ensure peace of mind for our customers. We are also promoting the establishment of housing and communities that will ensure safety and health across all generations by using and renewing existing housing stock, and turning them into community medical and welfare centers, for example, by establishing facilities to handle the imminent population decline, falling birthrate, and super-aging society.

In the field of disaster redevelopment, we not only dispatched employees immediately after the Great East Japan Earthquake on March 11, 2011, to build temporary emergency housing, but we also concluded agreements with 22 municipalities affected by the disaster.

The entire UR Group is engaging in urban reconstruction projects and initiatives to construct emergency public housing by making use of our experience in providing support to recovery efforts in disaster-stricken areas after the Great Hanshin/Awaji Earthquake and the Nigataken Chuetsu-oki Earthquake.

We, at Urban Renaissance Agency, will make maximum use of our knowhow built up over the years, to continue being good partners to private companies and regional public organizations in their respective fields. At the same time, we will adapt to changes, such as the falling birthrate and aging society, in our aim to become an organization that provides services to meet the needs of customers. We look forward to your continued generous support and cooperation in the future.

What UR Can Do

UR wants to build attractive cities that will lure people from all over the world. We want to create an environment that is gentle on the elderly, conducive to raising children, and gives everyone peace of mind. There is a lot that Urban Renaissance Agency can do in aiming to build cities that let people shine.

Urban Rejuvenation Field
We will promote urban renewal in cooperation with private businesses and local authorities to strengthen the international competitiveness of cities, improve densely built-up areas, and implement other meaningful projects to promote urban rejuvenation.

Living Environment Field
We carry out proper management of around 740,000 houses and apartment flats to provide comfortable living environments, while also functioning as a housing safety net for the elderly and people raising children.

Disaster Redevelopment Field
We will continue providing support to disaster-stricken areas in the Great East Japan Earthquake, the Nigataken Chuetsu-oki Earthquake and the Great Hanshin/Awaji Earthquake, and simultaneously promote the development of disaster-resistant cities.

Suburban Environment Field
We strive to realize a suburban lifestyle that makes use of local characteristics through, e.g., town development projects, based on themes such as dealing with falling birthrates and an aging society, living in harmony with the environment, and safe and reliable urban development.

UR’s Mission
UR’s mission is to create cities of beauty, safety, and comfort where people can shine.

UR’s Principles
● UR will create new value by placing customer satisfaction first.
● UR will be creative, active and bold in tackling challenges.
● UR will bring together all our skills to act with speed.

The Logo
The flower generally represents the earth and the land and cities of Japan, which serve as the stage for UR’s activities. Its blossoming represents the realization of urban renewal, and the person with outstretched arms represents a cozy, comfortable urban lifestyle. The person and flower together represent the shining vitality of those living in a comfortable environment.
60 Years of Vitalizing Cities
~History Spanning Half a Century~

In response to housing shortages caused by people who flooded into large cities, such as Tokyo and Osaka during the period of rapid economic growth in the 1960s, the company constructed many apartment complexes for middle-income earners. The company also launched a business in redeveloping cities in the 1970s.

The company improved living environments in large cities, and implemented disaster prevention measures to improve urban areas. The company also contributed to the enhancement of people’s lives and economic development through the supplying and management of rental housing for families.

UR has kept up with the changing times to support the creation of cities in Japan for over half a century, spanning from the days of Japan’s rapid economic growth in the 1950s to the current super-aged society.
Aiming to strengthen international competitiveness
Urban Rejuvenation Project

The development of living environments and transport infrastructure, measures against dilapidation, and bolstering of disaster preventive measures have become mandatory in this age of fierce, international, inter-city competition for human resources and industries. In order to achieve this, we will contribute to national projects that aim to establish Japan’s economic infrastructure, and implement initiatives in cooperation with private businesses and regional public institutions to strengthen the international competitiveness of cities.

**CASE 1**
Sequential Urban Redevelopment Project
Otemachi

Otemachi has office buildings catering to a variety of businesses in global finance, telecommunications, media, etc. The Sequential Urban Redevelopment Project allows rebuilding to be carried out sequentially without interrupting business activities to deal with, e.g., deterioration through aging, globalization or advances in IT. It is also important to establish an environment worthy of being a top class global business center, and a pedestrian walkway was completed along Nihonbashi River in April 2014.

**CASE 2**
Uniting industry, academia, and government in leading Kansai region projects
Northern District (Umekita), Osaka Station

This area, centered on the Umeda freight station north of JR Osaka Station, is the last remaining prime location in the city, and as a trump card in the renewal of the Kansai region, we will aim to create a world-class, comfortable urban area that bustles with activity. Urban Renaissance Agency launched a project in the initial development area through the combined efforts of industry, academia, and government, as the developer and owner of land in the land readjustment project.

Aerial photo of area around the Otemachi District

Aerial photo of area around the Northern District, Umekita, Osaka Station
Developing an Urban Structure in Response to Changes in Socioeconomic Conditions

A super-aged society, the concentration of urban functions, maintenance of transport infrastructure, social capital in an aging society...

The issues faced by a large city are varied under constantly changing socioeconomic conditions. To ensure the maintenance of comfortable and easy-to-work-in living environments and urban areas, We will devote ourselves to facing up to each and every issue in aiming to transform the urban structure into one that is adaptable.

CASE 3
Transforming a former site of a major factory
Tonomachi 3-chome District

Urban Renaissance Agency will work with Kawasaki City to carry out maintenance work on residential areas, roads and parks, and build super-lives as part of a related project, through a land readjustment project. In addition to transforming a former site of a major factory, we will make use of Haneda Airport’s location on the other side of Tama River to try and establish an international strategic zone.

- Roles Played by Urban Renaissance Agency
  - Acquiring and retaining the former site of a major factory
  - Support in laying down maintenance policies and plans for the district, and providing guidance on where to build facilities based on these maintenance policies.
  - Building of roads, parks, etc., through execution of the land readjustment project.
- Address: Kawasaki City, Kanagawa Prefecture - District area - Around 22.7 ha

CASE 4
The establishment of an advanced zero-carbon model district
Northern District, Jono Station, Kitakyushu City

We will implement the land readjustment project to build urban infrastructures in order to realize the Jono advanced zero-carbon model district (Kokurakita-ku, Kitakyushu City), a project of the environmental future city of Kitakyushu. We will aim to establish an advanced zero-carbon model district in a residential area by adopting a comprehensive range of low-carbon technologies and measures.

- Roles Played by Urban Renaissance Agency
  - Laying down the basic urban development plan for the Jono District with the Ministry of Finance Japan, Fukuoka Prefecture and Kitakyushu City affirming the adoption of low-carbon technology and measures through the building of low-carbon infrastructure and negotiations with the people involved.
  - Providing guidance to private businesses in low-carbon development and town management.
- City: Kitakyushu City, Fukuoka Prefecture - District area - Around 16.8 ha

CASE 5
Creating an urban space fit for a gateway to the city
East Exit area, Katsuta Station

In the East Exit area of Katsuta Station in Central Hichinaka City of Ibaraki Prefecture, a decision was made to launch an urban redevelopment project in 1994. However, economic stagnation prevented it from getting off the ground. Urban Renaissance Agency coordinated the project, which had been placed on hold, and sped up its execution by making use of specified developer.

- Roles Played by Urban Renaissance Agency
  - Coordinating the restart of the urban redevelopment project & entrusted with the execution of a part of the urban redevelopment project (preparing plans for the project and the transfer of rights, negotiating with the parties involved, guiding participants from the private sector, etc.).
- Address: Ibaraki Prefecture, Central Hichinaka City - District area - Around 1.0 ha

CASE 6
Supporting the completion of an urban redevelopment project that had been placed on hold
Keyaki Odori District

Wakayama City once thrived as a castle town ruled by the Kishu Tokugawa family, and was the biggest commercial city in Southern Kinki. The Keyaki Odori Type 1 Urban Redevelopment Project, based on the Central Urban Revitalization Project last down in 2000 to propose its restart. New businesses were invited to join, and UR oversee the completion of this project.

- Roles Played by Urban Renaissance Agency
  - Taking part as an individual project executor (joint executor) to oversee the completion of the urban redevelopment project & providing technical support needed for executing the project (acquiring reserved housing floor area, and publicly advertising for and transferring rights to private businesses).
- Address: Wakayama City, Wakayama Prefecture - District area - Around 0.6 ha

Compact urban development and regional stimulation

In aiming to realize compact cities, we will collaborate with regional public organizations, lay down strategies for reconstructing them, attract urban functions to central areas of cities, redevelop aged buildings and unused or little-used land, and implement measures to stimulate city centers. At the same time, we will strive to stimulate regions according to their characteristics.
Making cities more safe and secure by bolstering disaster-resistance

We will make full use of our experience in providing support in restoration work after the Great East Japan Earthquake, the Niigataken Chuuetsu-oki Earthquake and the Great Hanshin/Awaji Earthquake, to implement the latest and best measures to overcome weaknesses in dealing with urban disasters. For example, we will support the improvement of disaster-resistance and disaster mitigation in cities from multiple perspectives by, e.g., developing infrastructure in densely built-up areas, bolstering the earthquake resistance of emergency roads and developing disaster-prevention parks.

CASE 7

Urban development with bolstered functions for disaster resistance

Nishigahara 4-chome District, Kika-ku

This was a densely built-up urban area with old, wooden houses, faced with numerous disaster-prevention issues. Urban Renaissance Agency was asked by Kika-ku in 2003 to implement a project to establish a disaster prevention park. As a result, we acquired the entire 4.5 ha of land occupied by the former Tokyo University of Foreign Studies, to use around 2.2 ha of it to build a disaster-prevention park, widen roads, attract welfare facilities to the area, and build houses by making use of the Privately Supplied Rental Housing Program supported by UR.

Specific initiatives implemented for urban rejuvenation

Coordination

By making use of Urban Renaissance Agency’s neutrality, fairness and negotiation capabilities as a public institution, and based on experience and knowhow in the business, we will support and complement public organizations in their urban development, and coordinate the execution of urban development and projects to attract private businesses in rejuvenating cities.

©Details of the work involved in coordination©
- Proposing of the schematic design
- Consideration of the project methods and plan
- Drafting of an urban plan
- Consensus building among the parties involved, etc.

Taking advantage of various project programs

We take advantage of various project programs in urban redevelopment projects, land readjustment projects, etc. Furthermore, when urban rejuvenation is hindered by the lack of roads, parks, sewage systems and other public facilities in areas where projects are being implemented, we will simultaneously carry out their construction.

©Available project programs that may be taken advantage of©
- Urban redevelopment project
- Land readjustment project
- Project to establish a disaster-prevention block
- Project to make effective use of land
- Comprehensive residential area construction project
- Privately Supplied Rental Housing Program, etc.

Collaborating with private businesses

We strive to ascertain people’s needs by holding regular discussions with private businesses to bolster coordination with the private sector.

©Important points in the execution of projects©
- Support that meets the needs of private businesses through diversification of the ways in which to collaborate with them
- Taking advantage of the Specified Business Participant Program, Specified Developer Program, and Specified Business Undertaking Methods

Supporting urban development projects overseas

Support in establishing a system of collaboration with private corporations

- Support in operating secretariats at conferences held by private corporations
- Establishing a system of collaboration with associated organizations in Japan

©Technical support in overseas expansion©

- Technical support in overseas projects run by Japanese corporations
- Technical support to local enterprises

Support in dispatching experts

- Dispatching of experts to institutions associated with overseas governments
- Welcoming trainees from various countries overseas
Establishing community medical and welfare centers

In order to play a more extensive role as a housing safety net for the elderly and people raising children, we will promote the establishment of housing and communities for handling a super-aged society, by contributing to the realization of “Smart Wellness Houses” that will allow people of all generations to live together in safety and health. We will strive to attract medical and welfare facilities to UR rental housing. This will allow us to establish community medical and welfare centers to improve living environments, and provide medical and nursing services to surrounding areas. In doing so, we will diversify our ways of collaborating with private businesses by, e.g., promoting fundraising and project participation among them.

Establishing mixed communities

We will take advantage of the Program to Promote the Close Living of Family Members, Prioritized Occupancy Measures and childcare support to establish communities in which the families of the elderly and people raising children can help one another out. We will encourage exchanges between people of different generations, and participation in society by the elderly, by turning open spaces and communal facilities into places where the elderly can come and go as they please, to stimulate the community.

Progress toward barrier-free apartment complexes

We aim to make UR rental housing barrier-free by renovating or rebuilding existing apartments. We will also build promenades and walkways through apartment complexes to encourage the elderly to go out.

Providing rental housing with “Mimamori Services (caring and counseling services to protect the elderly)”

We will strive to raise the level of services by making appropriate use of the knowhow of private businesses, and promote greater use of the rental housing program for operators of housing businesses with services for the elderly. We will also strive to establish environments in which elderly households can live with peace of mind, by providing Mimamori Services to protect them in UR rental housing during the period for mid-term objectives.

Supporting, e.g., the elderly by making use of existing housing stock

UR will provide support services for the elderly and for raising children through collaboration with, e.g., private businesses.

The characteristics of UR rental housing residents

The average age of the household head among UR rental housing residents is 55.8, making it slightly higher than the national average, and the proportion of those over 65 is 35% (33% of households have elderly people living with them). The age of residents is expected to rise further as baby boomers pass the age of 75 in 10 years’ time.

An upward trend in the age of household heads

Average age of household head among UR rental housing tenants: 41.7 [1985-45.8 [2012]
Proportion of household heads over the age of 65: 5% [1985-35% [2010]

Looking at the age structure of the residents, it is not only the elderly, but also the proportions of people in their 30s to 40s (people raising children) and infants, which are higher than the national average.

Comparison of age structures of the national population and UR rental housing residents:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>0-9 years</td>
<td>15.8%</td>
<td>13.7%</td>
</tr>
<tr>
<td>10-19 years</td>
<td>12.1%</td>
<td>14.6%</td>
</tr>
<tr>
<td>20-29 years</td>
<td>19.5%</td>
<td>20.8%</td>
</tr>
<tr>
<td>30-39 years</td>
<td>15.2%</td>
<td>14.6%</td>
</tr>
<tr>
<td>40-49 years</td>
<td>15.4%</td>
<td>16.8%</td>
</tr>
<tr>
<td>50-59 years</td>
<td>12.5%</td>
<td>11.0%</td>
</tr>
<tr>
<td>60-69 years</td>
<td>11.2%</td>
<td>10.6%</td>
</tr>
<tr>
<td>70-74 years</td>
<td>6.0%</td>
<td>6.4%</td>
</tr>
<tr>
<td>75 years and over</td>
<td>7.6%</td>
<td>8.1%</td>
</tr>
</tbody>
</table>

UR rental housing offering active lifestyles for people of all generations

Establishing community medical and welfare centers

In order to realize environments centered on UR rental housing, where people will be able to continue living in familiar neighborhoods until their final days, we will: ① support the elderly, ② support raising children, ③ support the physically challenged, ④ support the mentally challenged, ⑤ support the visually impaired, ⑥ support the hearing impaired, and ⑦ support people with other disabilities.

Implementing initiatives aimed at younger people and those raising children

UR rental housing is characterized by a wealth of open spaces and public or communal facilities, making the environment inherently suitable for raising children. In the implementation of initiatives to support childcare, we aim to create environments in which people will have access to medical nursing and care services.

What makes UR rental housing so appealing?

Looking at the characteristics of UR rental housing residents, it is clear that UR rental housing is positively recognized by people of all generations.

The living environment is great, and there is a lot of greenery and parks. With rental housing the property access, and there are school facilities, making it very convenient for working mothers. The environment is very easy to live in, offering peace of mind when thinking about the children. Too, there are many elderly people too, and I appreciate them talking to my children.

Satisfaction for the green environment within the apartment complex among people raising children:

<table>
<thead>
<tr>
<th>Satisfaction level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highly satisfied</td>
<td>71.8%</td>
</tr>
<tr>
<td>Satisfied somewhat</td>
<td>21.7%</td>
</tr>
<tr>
<td>Neither satisfied</td>
<td>6.5%</td>
</tr>
</tbody>
</table>

Satisfaction for the spaciousness within the apartment complex among people raising children:

<table>
<thead>
<tr>
<th>Satisfaction level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highly satisfied</td>
<td>92.1%</td>
</tr>
<tr>
<td>Satisfied somewhat</td>
<td>6.9%</td>
</tr>
<tr>
<td>Neither satisfied</td>
<td>1.0%</td>
</tr>
</tbody>
</table>

Support from the community among people raising children:

<table>
<thead>
<tr>
<th>Support level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongest</td>
<td>55.1%</td>
</tr>
<tr>
<td>Satisfactory</td>
<td>28.0%</td>
</tr>
<tr>
<td>Somewhat</td>
<td>16.8%</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>1.1%</td>
</tr>
</tbody>
</table>

Support for the elderly within the apartment complex among people raising children:

<table>
<thead>
<tr>
<th>Support level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongest</td>
<td>82.0%</td>
</tr>
<tr>
<td>Satisfactory</td>
<td>15.1%</td>
</tr>
<tr>
<td>Somewhat</td>
<td>2.9%</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

Supporting the physically challenged within the apartment complex among people raising children:

<table>
<thead>
<tr>
<th>Support level</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Strongest</td>
<td>68.5%</td>
</tr>
<tr>
<td>Satisfactory</td>
<td>23.4%</td>
</tr>
<tr>
<td>Somewhat</td>
<td>8.2%</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>0.9%</td>
</tr>
</tbody>
</table>

Support for the mentally challenged within the apartment complex among people raising children:

<table>
<thead>
<tr>
<th>Support level</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Strongest</td>
<td>58.5%</td>
</tr>
<tr>
<td>Satisfactory</td>
<td>36.4%</td>
</tr>
<tr>
<td>Somewhat</td>
<td>4.9%</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>0.1%</td>
</tr>
</tbody>
</table>

Support for the visually impaired within the apartment complex among people raising children:

<table>
<thead>
<tr>
<th>Support level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongest</td>
<td>62.5%</td>
</tr>
<tr>
<td>Satisfactory</td>
<td>35.4%</td>
</tr>
<tr>
<td>Somewhat</td>
<td>2.0%</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>0.1%</td>
</tr>
</tbody>
</table>

Support for the hearing impaired within the apartment complex among people raising children:

<table>
<thead>
<tr>
<th>Support level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongest</td>
<td>78.5%</td>
</tr>
<tr>
<td>Satisfactory</td>
<td>19.4%</td>
</tr>
<tr>
<td>Somewhat</td>
<td>2.1%</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

Supporting people with other disabilities within the apartment complex among people raising children:

<table>
<thead>
<tr>
<th>Support level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongest</td>
<td>70.5%</td>
</tr>
<tr>
<td>Satisfactory</td>
<td>25.4%</td>
</tr>
<tr>
<td>Somewhat</td>
<td>4.1%</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>0.1%</td>
</tr>
</tbody>
</table>
Mixed communities of the future
- Developing cities where people of all generations can live vibrant lives -

We will create living environments in which we can ensure peace of mind for the elderly through comprehensive medical and welfare facilities, and the providing of home medical, nursing and care services.

Urban Development for a Longevity Society in Toyoshikidai
- The Initiatives of Kashiwa City, The University of Tokyo and Urban Renaissance Agency -

Kashiwa City of Chiba Prefecture, the Institute of Gerontology at The University of Tokyo, and Urban Renaissance Agency have joined forces to begin urban development in response to the rapid future advancement of aging in cities throughout Japan. In May 2010, the three parties agreed to launch the Aging Society Research Group – Toyoshikidai Community in Kashiwa City founded on the double pillars of “realizing a comprehensive community care system” and “creating rewarding work for the elderly.”

The project will be implemented in the Toyoshikidai area, including the Toyoshikidai Apartment Complex currently undergoing rebuilding. It will attract community medical centers (Kashiwa City), rental housing and home medical, nursing and care services for the elderly to the complex, creating an around-the-clock, comprehensive community care system.

Promoting establishment of living environments responding to a diversity of generations, particularly the elderly

Providing housing that supports the extension of healthy life expectancy

UR furnishes living environments that motivate people to get out and around. Examples include home renovations that encourage movement by preventing falls, outdoor environments that invite people to go out for a walk, and a wealth of opportunities to pursue social interaction. The objective of these and other strategies is to support the extension of healthy life expectancy. New solutions introduced by UR include installation of bathroom heaters and floors that reduce coldness to the touch, as well as measures against heat shock.

- Entrances/Doors that shut slowly, lighting fixtures that sense the presence of people, color schemes that prevent tripping on entrance rails, handrails, intercom systems with monitors
- Fixtures: Replacement of doorknobs with lever handles, exits/entrances with minimal height gaps, handrails in two locations
- Bathrooms: Handrails in three locations, bathtubs with low sides, bathroom heaters, floors that reduce coldness to the touch, folding doors that are easy to open from outside the bathroom

Establishing living environments for elderly households through, e.g., Mimamori services

With the demographic profile of tenants in UR rental accommodations rising rapidly, UR is implementing basic Mimamori services on a nationwide scale. Basing its approach on coexistence with measures currently implemented at the apartment-complex level, UR is implementing these services for all UR apartment complexes (except in some remote locations). UR is also making use of existing residences in UR rental apartment complexes to provide housing for the elderly that includes distributed services within each residential building, operated by private-sector enterprises.

Implementing measures to support the raising of children based on regional, high-quality rental housing

At Urban Renaissance Agency, we are promoting promoting the idea of family members living close to elderly people and those raising children, and we have various policies and programs aimed at encouraging people to help and keep an eye on each other.

Program to Promote the Close Living of Family Members: Kinkakuyori and Kinkakuyori Wide

We offer a rental discount of 5% over five years to family members of elderly people or those raising children (or discounts to both families should they move into UR rental housing at the same time), who move into UR rental housing close to the same train station (within a radius of around 2 km) or into residences within an area specified by UR. For households that meet certain income conditions, a 20% reduction in rent is applied.

Support for raising children making use of the Regional, High-Quality Rental Housing Program “Kosodate UR (child raising discount)”

To lower the burden on people raising children, we will take advantage of the Regional, High-Quality Rental Housing Program run by the Ministry of Land, Infrastructure, Transport and Tourism to lower the rent by a maximum of 20% (up to 25,000 yen).

“Sonomama Discount,” child raising support taking advantage of the Fixed-Term Rental Housing Program

To lower the burden on people raising children, we offer three-year fixed-term rental contracts with lower rents than ordinary contracts.

Fixed-term rental housing for young households

To lower the burden on young households (when the tenant is below the age of 35, including students), we offer three-year fixed-term rental contracts with lower rents than ordinary contracts.
UR rental housing stock
E.g., raising the value of apartment complexes based on rejuvenation and reorganization

To rejuvenate and reorganize UR rental housing stock as valuable assets shared by everyone in Japan, we laid down the “UR rental housing stock rejuvenation and reorganization policy” on December 26, 2007, to clarify the course of action to be taken by 2018. With the full-scale approaching of an aged society with falling birthrates, a decline in the population and number of households, and the need to play a central role in providing a housing safety net, while responding appropriately to changes in the social structure and business environment, we operate apartment complexes in a way that raises their value while ensuring their proper management as an incorporated administrative agency.

### Laying down of policy for rejuvenation and reorganization of the housing stock

The state of housing stock and tenants
- Apartment flats built on lease during the period of rapid economic growth are now growing old
- There is a fear of a decline in demand in the future as the population and number of households decrease
- Rapid aging of tenants will turn most of them into low income earners

Laying down of policy for rejuvenation and reorganization
- Deciding different measures for all apartment complexes, such as rebuilding, renovating and regrouping
- 10,000 apartment flats will undergo reorganizing by 2018, of which 5,000 will be let go

### Ensuring the stability of housing for current tenants

Government subsidy program to act as a safety net
This is a measure to ensure that rejuvenation and reorganization of the housing stock will not lead to destabilization of housing for current low-income tenants, such as the elderly, by limiting the rental burden resulting from rebuilding and renovation.

Implementing the welfare project
We will establish community welfare centers by attracting welfare facilities to empty facilities and spaces within apartment complexes.

### (basic types of apartment complexes)

1. Apartment complex rejuvenation
- Execution of large-scale rejuvenation project (around 120,000 apartment flats)

2. Change in purpose of use
- Use in new urban development (around 10,000 apartment flats)

We will carry out rejuvenation of apartment complexes in ways that will boost their attractiveness and convenience, by combining a variety of methods in accordance with the stock rejuvenation and reorganization policy, and the characteristics of the apartment complex.

### Example of collaboration with the private sector in boosting the quality of products

By collaborating with private businesses, we can expect the creation of new added value through synergy between the power to plan and convey information, the brand value, and the high quality of the apartment complex living environment.

### Making use of the power to plan and convey information of private businesses and universities

- We are renovating apartment complexes (MUI e-UR) by incorporating characteristics that allow “pleasant lifestyles,” as identified by a questionnaire survey carried out by MUI, while retaining the desirable qualities of old apartment complexes.
- We are running a “Let’s live in a UR apartment with IKEA” project in which renovation is carried out including even the kitchen and color coordination, in collaboration with IKEA.
- Students of the Kyoto Women’s University came up with a proposal for an apartment flat that they wanted to live in, based on their desire to think about the future of apartment complexes from the perspectives of young women and new thinking unique to students.
- Students of Nagoya City University, Nagoya Institute of Technology, and Nagoya Gakuen University are engaging in activities in which they are, for example, living and working in apartment complexes to train in providing home medical and care services, and supporting the elderly in collaboration with an NPO.

### Making use of existing residential buildings by private businesses

In accordance with the project to rejuvenate apartment complexes, we have begun an initiative to make use of the ideas of private businesses in planning and rejuvenating existing residential buildings that have become vacant.
- At the Higashiga Apartment Complex, a building that was repaired in collaboration with a private business was sidelined to another business for use as housing for the elderly with services.

### Product planning allowing greater freedom through separate management of individual apartment complexes

Assigning of apartment complex managers to allow greater freedom in product planning
Upon ascertaining the characteristics of an apartment complex, the apartment complex manager makes optimal use of on-site decisions and ideas allowing greater freedom in product planning, as well as the management of PR in advertising for tenants at each complex.

Product planning that does not adhere to traditional UR specifications
- Improvement of housing layout based on the ideas of UR employees
- Providing of “DIY housing” on a trial basis, in which the tenants themselves can carry out renovations
- Adoption of car sharing using land within the apartment complex
- Rejuvenation into attractive apartment complexes through renovation work to change the color coordination, lighting, entrances, etc.
Proper management of UR rental housing

We will streamline operations and reduce the cost of rental housing management, while striving to maintain or improve the management standard of UR rental housing.

**UR rental housing management system**

- We will establish housing centers to manage housing complexes within areas divided by region in order to handle inquiries from tenants.
- With the exception of some apartment complexes, we have management service offices manned by managers and “Your Mates.”
- We have Emergency and Accident Centers for handling emergencies and accidents on holidays and at night.

**Advertising for UR rental housing tenants**

- In response to the diversification and greater sophistication of customer needs, applications for moving into UR rental housing are accepted on a first come, first served basis as a general rule.
- We are making more use of the Internet to convey information by improving the search function on our website, opening a website for smartphones, and posting more photos of properties.
- We provide a Program to Promote the Close Living of Family Members, a Customer Introduction Program, and a discount service for corporate customers, as well as products to meet the various other needs of customers, such as DIY housing.

**Maintenance and management of rental housing**

- In the communal areas of apartment complexes, we carry out daily cleaning, plant management, and maintain and manage facilities that serve as lifelines, such as water supply facilities.
- We carry out legal inspections, safety inspections, and other such inspections. We also carry out running repairs on a daily basis, and make sure vacant apartments are repaired quickly.
- We have standards for deciding repair cycles, and judging breakdowns and aging, so that we can carry out repairs in an orderly manner, necessary for extending the life of buildings.

**Providing safe and secure living environments while ensuring environmental friendliness**

- Promoting the earthquake-resistance of UR rental housing
- Bolstering the safety measures of elevator equipment (installation of, e.g., mechanism to prevent movement while the door is open)
- Promoting the installation of latent heat recovering water heater
- Installing LED lights in communal areas
- Promoting the use of green curtains in cooperation with apartment complex associations

Information

- **To people searching for UR rental housing (individual customers)**
  - `<ul>`Search and choose on a first come, first served basis from among our wide range of properties extending from the center of cities to the outskirts, regardless of whether you are single or a family. The four merits of UR rental housing are that we ask for no guarantees, handling fees, contract renewal fees or a guarantor.>`
  - `<li>`We have programs to offer better value for people raising children and young households, and homes to suit a variety of needs and changing lifestyles, such as those where pets are allowed, and DIF housing.>`
  - `<li>`[UR rental](http://www.ur-net.go.jp/sumai/)`

- **To people searching for UR rental housing (corporate customers)**
  - `<li>`We ask for no guarantees, handling fees, or contract renewal fees. In some cases we do not even ask for security deposits. Moreover, contracts are the same throughout the country.>`
  - `<li>`Repayment discount program
  - `<li>`Discounts for multiple contracts: We offer 5% discounts off the rent and security deposits for the first five years for taking out two or more rental contracts at the same time. Furthermore, we offer 10% discounts for five or more properties. Discounts for major leases: Five-year discounts off the rent and security deposits may apply when a corporate customer, already with multiple contracts, takes out one or more additional contracts (5% discount if the customer already rents 10 or more properties, or 10% in the case of 30 or more properties).>`
  - `[UR company housing](http://www.ur-net.go.jp/shitakai/)`

- **To customers who wish to form a partnership with Urban Renaissance Agency**
  - `<li>`Business network for life support (support for the elderly and those raising children, and medical and community business operations)`
  - `<li>`Providing of information on advertisements for land, shops, etc.`
  - `<li>`Exchanges of opinions with registered member businesses`
  - `<li>`Holding of seminars and tours for registered members`
  - `<li>`Sharing of latest information through e-mail magazine`
  - `<li>`[UR life support](http://www.ur-net.go.jp/sakatsu-shien/)`

- **UR commercial tenants (rented shops within apartment complexes)**
  - `<li>`UR commercial tenants are businesses found inside apartment complexes. We not only stimulate complexes by providing useful services for residents, but we also create new added value by attracting facilities that can provide support to the elderly and people raising children>`
  - `<li>`Merits and discount programs for UR commercial tenants`
  - `<li>`We ask for no key money, guarantees, handling fees, or guarantors (although we require payment of a six-month security deposit)`
  - `<li>`We provide free rent (for up to three months) during preparation for opening`
  - `<li>`For facilities providing support in care for the elderly and children, we offer rental discounts depending on the details of the business`
  - `<li>`In the case of Challenge Space (support program for starting businesses), we offer a further six months of free rent>`
  - `<li>`[UR commercial tenants](http://www.ur-net.go.jp/tenant/)`

- **To people living in UR rental housing**
  - `<li>`Invite friends and acquaintances to live in UR rental housing.>`
  - `<li>`We give away delightful presents to people who successfully invite others to move in.>`
  - `<li>`For more details regarding housing, please contact the relevant management service office or the housing center.>`
  - `<li>`[Promenade Yase](http://www.ur-net.go.jp/yasemin/)`

* Photos and designs are used without the “Photo & Design Content of Japanese Complex Group”
We will continue providing support to recovery efforts in disaster-stricken areas after the Great East Japan Earthquake, the Niigataken Chuetsu-oki Earthquake, and the Great Hanshin/Awaji Earthquake, while promoting the building of disaster-resistant cities.

Disaster Redevelopment Field

Urban Renaissance Agency’s support in recovery after the Great East Japan Earthquake

The Great East Japan Earthquake of March 11, 2011, caused damage on an unprecedented scale. Urban Renaissance Agency began providing support immediately after the earthquake, offering UR rental housing, land for emergency temporary housing, personnel for constructing the temporary housing, etc. This was followed by the dispatching of personnel to support the laying down of restoration by local governments in disaster-stricken areas. We currently have agreements with 22 local governments in disaster-stricken areas, and we have bolstered on-site measures to provide support in restoration.

History of support in urban restoration

<table>
<thead>
<tr>
<th>March 11, 2011 The Great East Japan Earthquake</th>
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<tbody>
<tr>
<td>Restoration support</td>
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<tr>
<td>A total of 970 UR rental housing provided.</td>
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<tr>
<td>Around 8 ha of land provided for the</td>
</tr>
<tr>
<td>construction of emergency temporary housing.</td>
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<tr>
<td>A total of 184 technical personnel</td>
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<tr>
<td>dispatched.</td>
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<table>
<thead>
<tr>
<th>April 2011 Start of dispatches to Iwate Prefecture</th>
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<tbody>
<tr>
<td>Personal dispatched to provide support to urban restoration</td>
</tr>
<tr>
<td>17 personnel</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>July 2011 Start of dispatches to Miyagi Prefecture</th>
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<tbody>
<tr>
<td>Technical support in laying down reconstruction plans</td>
</tr>
<tr>
<td>37 personnel</td>
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</tbody>
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<table>
<thead>
<tr>
<th>November 2011 Start of dispatches to Fukushima Prefecture</th>
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<tbody>
<tr>
<td>Conclusion of agreements</td>
</tr>
<tr>
<td>Conclusion of memorandums and agreements with 22 municipalities in disaster-stricken areas to promote restoration through urban development</td>
</tr>
<tr>
<td>59 personnel</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>April 2012 Assignment of full-time, on-site team</th>
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<tr>
<td>Establishment of various systems</td>
</tr>
<tr>
<td>Establishment of local offices in 12 coastal towns and cities</td>
</tr>
<tr>
<td>172 personnel</td>
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</tbody>
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<table>
<thead>
<tr>
<th>April 2013 Establishment of on-site restriction support office</th>
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<tbody>
<tr>
<td>Laying down of project plans</td>
</tr>
<tr>
<td>Laying down of project plans for individual districts upon confirming the future plans of residents through explanatory meetings and individual interviews.</td>
</tr>
<tr>
<td>303 personnel</td>
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<table>
<thead>
<tr>
<th>April 2014 Establishment of head Office for Support of Disaster restoration Support in Sendai and Minakata</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acceleration of construction work, and ensuring the completion of projects one at a time.</td>
</tr>
<tr>
<td>By March 31, 2011, transfer of land had began in all 22 urban restoration districts.</td>
</tr>
<tr>
<td>The construction of 3,278 houses of emergency public housing was complete.</td>
</tr>
<tr>
<td>400 personnel</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>July 2016 With construction volumes and project volumes at a peak, UR is overflowing its systems in line with project progress</th>
</tr>
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<tbody>
<tr>
<td>460 personnel</td>
</tr>
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</table>
Restoration support map

Urban Renaissance Agency is carrying out restoration support work in a total of 22 administrative divisions in Iwate, Miyagi and Fukushima Prefectures.

Urban reconstruction projects

We will raise the level of embankments in disaster-stricken regions and build new urban areas on hills through the land readjustment project, promotion of projects to accelerate collective relocation for disaster prevention, etc. Urban Renaissance Agency has been commissioned by the local governments of disaster-stricken areas to execute entire projects, from planning to ordering construction and providing supervision.

Emergency public housing project

We provide public housing for people who lost their houses due to the earthquake or were forced to evacuate their homes because of the nuclear accident. Urban Renaissance Agency was commissioned to build and provide houses for local governments.

Carrying out coordination of urban restoration

Urban Renaissance Agency has been commissioned by the local governments of disaster-stricken areas to carry out planning and order construction in urban restoration by making use of experience and technological knowhow in urban development.

<Specific details of work involved in coordination>
- Providing support to the urban redevelopment project (Sukagawa City of Fukushima Prefecture)
- Providing comprehensive support to urban restoration (Iwaki-mura, Iwate Prefecture)
- Providing support to outsourcing of construction work for the town (Otsuchi-cho of Iwate Prefecture, and Kesennuma and Ishinomaki Cities of Miyagi Prefecture)
- Providing technical support to the project to purchase emergency public housing from private companies (Shiogama-cho, Miyagi Prefecture)

Accelerating recovery through the construction management method

To ensure the efficient and quick execution of restoration projects by making use of the knowhow of private companies, we are implementing a construction management method in which the work is divided into stages and the overall planning, construction and management are outsourced at once.

Providing work and life support in disaster-stricken areas

We are implementing initiatives to not only lay down hard measures, but also to attract businesses and industries, rejuvenate city centers and support the establishment of communities.

Office for Support of Earthquake Disaster Restoration

Carries out management of projects, designing, ordering of construction and processing of contracts.

Areas where UR has established restoration support offices (12 locations)
UR is establishing on-site offices to oversee the development of land and housing.

Local governments being supported by UR in their restoration
Mainly carries out development of land and housing, project coordination, and provides personnel support centered on the Offices for Support of Earthquake Disaster Restoration.
Restoration support in the Great Hanshin/Awaji Earthquake

Support in restoring Fukushima Prefecture struck by a series of nuclear accidents

In 2012, Otsuchi-cho and Urban Renaissance Agency concluded a basic agreement to construct emergency public housing, and an agreement to implement a restoration project to mutually cooperate in urban development. Oga District Emergency Public Housing consists of traditional Japanese wooden houses built to blend into the surrounding environment, and around 60% of the wood was grown locally. Moreover, the houses have open verandahs, and there is a community area allowing people living there and in surrounding areas to socialize.

Support in restoring Fukushima Prefecture

Iwaki City and Urban Renaissance Agency concluded an agreement in 2013 to implement a project for the urban restoration of Utsunomiya and Toyama Districts. Urban Renaissance Agency also concluded a basic agreement with Fukushima Prefecture to construct restoration public housing. We plan to build 800 of the 1,798 houses to be built by the prefecture restoration within the city, for evacuees from the nuclear accident.

Urban development for greater resistance to a variety of disasters

HAT Kobe

HAT Kobe (a new urban center), located around 2 km east of Sannomiya in Kobe, is a project that symbolizes the Kobe City Restoration Plan to recover from the earthquake. Urban Renaissance Agency will aim to create a safer, more comfortable and attractive city that bustles with activity, in an effort to realize harmony between good living environments and various functions, by making use of our experience in disasters.
We strive to realize a suburban lifestyle that makes use of local characteristics through, e.g., town development projects, based on themes such as dealing with falling birthrates and an aging society, living in harmony with the environment, safety and peace of mind.

Suburban Environment Fields

Aiming to realize a safe and comfortable urban life through town development projects

To realize attractive suburban life, we will implement initiatives to boost the attractiveness of the city by making use of local characteristics, while dealing with falling birthrates and an aging society, living in harmony with the environment, and ensuring safety and peace of mind in urban development.

Town development projects

We implement town development projects based on the policies of the government and regional public organizations, with the aim of providing residential housing land and implementing planned urban development in big cities. Since the Japan Housing Corporation was founded in 1955, we have developed 281 districts covering around 42,000 ha. Moving forward, we will aim to cooperate with the private sector to meet housing needs in suburban towns, and demand for land for commercial use. We will strive for the early completion of projects to develop new towns by pushing forward with the providing and disposing of land to private businesses.

Main town development projects

Tama New Town, Chiba New Town, Kohoku New Town, Tsukuba Express Town

Specific park facilities

At pay facilities in national government managed parks, we provide appropriate services that meet the needs of customers, and implement safety management to ensure security and comfort.

- Hitachi Seaside Park
- Showa Kinen Park
- Kiso Sansen Park
- Yodogawa Riverside Park
- Uminonakamichi Seaside Park
- Okinawa Commemorative National Government Park

Muraya Castle (Okinawa Commemorative National Government Park)
Tsukuba Express Town
The Tsukuba Express (TX), which began operating in 2005, has 20 stations that gave birth to 18 new towns. Of the big 3,266 ha project extending across Tokyo and the three prefectures of Saitama, Chiba and Ibaraki, Tsukuba Express Town is fully integrated with TX. The town spreads out across areas within walking distance centered on the station, giving it good access to central Tokyo, as well as Joban Expressway for good access by car. There are commercial facilities in front of the station for greater convenience in everyday life. The surrounding area is blessed with an abundance of nature, maintaining a good balance between urban convenience and a living environment with a wealth of nature.

Chiba New Town
Chiba New Town is one of the biggest projects in the Metropolitan area. Located halfway between Central Tokyo and Narita International Airport, it is an expansive town with a population of around 93,000, appealing for the high standard of its living environment. Located at the core of the Hokuso region, it has a business center, as well as a university and government facilities. It connects directly to Central Tokyo via railroad, and there are commercial facilities built along a national highway; making it appealing for having the convenience of a city combined with a wealth of nature. Furthermore, the launch of Narita SKY ACCESS has established valuable direct access between Haneda and Narita Airports. The town along the new railway line has been attracting a lot of attention as a place that is continuing to evolve and grow in terms of its attractiveness and value.

Tri-vert Izumi
Tri-vert Izumi is a big city with a population of around 16,000. It consists of a variety of housing, ranging from high-rise apartment buildings to quiet houses surrounded by greenery. Higashinihon, a city with integrated functions that represents South Osaka, is located next to St. Andrew’s University and the Marunouchi Plaza, making it a relaxing residential zone that fuses culture with greenery. On the other hand, Ayumin, located next to Kishiwadaiizumi I.C., is a new industrial zone with state-of-the-art technologies and urban services. Moreover, popular shopping facilities, LaLaport Izumi and Costco Wholesale Izumi, were opened in 2014, providing a living environment for a diverse range of lifestyles.

Zao Miharashi no Oka (Yamagata New Town)
Yamagata New Town Zao Miharashi no Oka, inhabited by around 2,400 residents, is located on a hill that spans Yamagata City and Kaminoyama City. The city aims to realize a way of life that fuses health, welfare, culture, exchanges, nature and relaxation. Taking advantage of the relaxing, prosperous, and outstanding living environment blessed with a wealth of nature, there is a museum park, where children and their parents can have fun running around. Efforts are being made in collaboration with the local Yamagata Prefecture, Yamagata City and Kaminoyama City to attract industries and businesses. A call center with 1,000 employees and major foreign-affiliated retail stores have moved to the area, creating many jobs and contributing to the development of the region.
Environmental Consideration Policy

As Urban Renaissance Agency engages in urban and housing development, we laid down an Environmental Consideration Policy in 2005 to clarify the points that we need to pay attention to, and made a declaration.

We will implement initiatives in collaboration and cooperation with residents and private businesses. We will implement effective initiatives. We will implement initiatives in every field.

Our commitments extend to:

① We will create environmentally friendly cities and homes.
② We will conduct environmentally friendly business.
③ We will implement initiatives to reduce CO₂ emissions.

The new "UR-eco Plan 2014" was laid down to implement initiatives seamlessly.

Overall reduction in CO₂ emissions (target): 44,000 tonnes

(overall reduction in CO₂ emissions in 2018, as compared to 2005 levels)

Outline of Urban Renaissance Agency’s countermeasures against global warming

<table>
<thead>
<tr>
<th>Category 1</th>
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<tr>
<td>[Commercial areas]</td>
<td>Greater energy efficiency of lighting</td>
<td>Greater energy efficiency for elevators</td>
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<tr>
<td>[Private areas]</td>
<td>Introduction of energy-efficient equipment in design planning</td>
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<tr>
<td>[Environmental Consideration in design planning]</td>
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<tr>
<th>Category 3</th>
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Overall reduction in CO₂ emissions (target): 44,000 tonnes

(overall reduction in CO₂ emissions in 2018, as compared to 2005 levels)
We are devoting ourselves wholeheartedly to the early restoration of the Tohoku region

◆About the disaster restoration logo

The design was based on the “okiagari koboshi” daruma doll, which keeps bouncing back no matter how many times it is knocked over, and it represents the powerful resolution “to bounce back with the power of bonds” formed between Iwate, Miyagi and Fukushima that were hit particularly hard by the disaster.

The colors of the logo were chosen from the colors of the respective prefectural flags (Iwate: Blue / Miyagi: Green / Fukushima: Red)