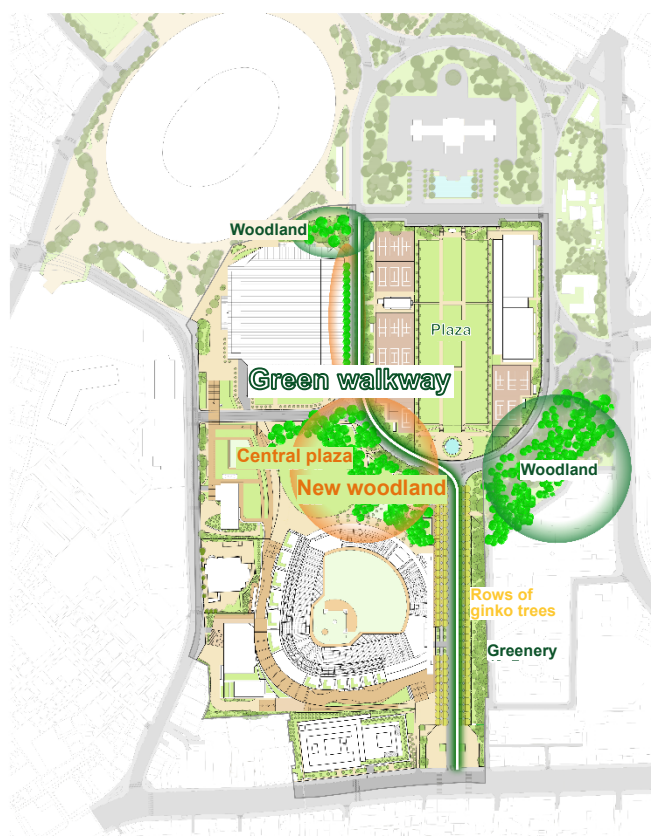


Creating New Greenery at Jingu Gaien

Tokyo, Japan, June 30, 2023 – Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, together with Meiji Jingu, the Japan Sports Council, and ITOCHU Corporation announced today that we would like for citizens to also take part as it advances initiatives to “carry on the wishes of our predecessors and create new greenery for the next 100 years together” so that more people can become familiar with the plans to develop a new green zone including a new woodland and a green walkway in the Jingu Gaien District Urban Redevelopment Project (“the project”).

As part of this, we will launch a tree planting program based on tree donations and community participation, focusing on the new green zone, from around October 2023. We will provide updates on details including an overview of activities and how to participate once they become available, so please consider participating.

【New Greenery at Jingu Gaien】



1. Significance of planting donated trees

Meiji Jingu Gaien was built on funds and trees donated by the public in response to calls to do so from Shibusawa Eiichi and others, and lives on to this day. Many people have enjoyed its green spaces, cultural, and sports facilities that have been open to the public as it has undergone updates undertaken by human hands amid the changes over its long history to date.

We are planning on planting donated trees mainly in the new green zone so as to make greenery more accessible and enjoyable to citizens with an eye to the next 100 years. We are getting ready so that citizens can participate in the tree donation program scheduled to start around October 2023, tree planting events, and so forth.

With the cooperation of the Tokyo Chamber of Commerce and Industry, whose first chairman was Shibusawa Eiichi who worked on establishing Meiji Jingu Gaien, we will work together with participants to create new greenery for the next 100 years.

2. Program Overview

(1) Reiwa Tree Donation Program (tentative name)

In keeping with Meiji Jingu Gaien's history, we are planning a tree donation program which citizens can participate. We are considering planting and nurturing the donated trees mainly in the new green zone in accordance with the detailed landscaping plans to be established going forward.

(2) Seedling Cultivation Program to Carry on the History of Meiji Jingu (tentative name)

We are considering implementing a program for cultivating seedlings from the buds of cuttings from and the seeds of trees indigenous to Meiji Jingu. We will look into plans that will enable seedlings cultivated for a period of time to carry on the next 100 years of greenery in and around Meiji Jingu.



※ Conceptual image

3. Schedule Overview

September 2023 : Announcement of details on the two programs and how to participate

October 2023 : Launch of Reiwa Tree Donation Program (tentative name)

Launch of Seedling Cultivation Program to Carry On the History of Meiji Jingu (tentative name)

※ We plan to hold a launch event with activities such as children planting trees in a nursery on the grounds of Meiji Jingu Gaien

From 2024 : Donated trees, seedlings, and so forth will be cultivated on the premises of Meiji Jingu Gaien until they are planted in accordance with the architectural plan

We plan to hold events for viewing trees being cultivated, etc.

2028-2036 : Transplant cultivated trees in accordance with construction and landscaping work