

As well as engaging in dialogues with the local communities and regions in which we operate-as a means of building partnerships based on trust and cooperation-we are working to contribute to communities through a wide range of activities. This includes support for academic and cultural activities as well as educational projects and other charity works through various philanthropic foundations we have set up or are involved in.

Another important way in which we seek to contribute to a region's cultural and economic development is through the construction of high-quality buildings and facilities.

Creating the Town's Future Together with the Local Community: Akihabara Town Management

The Akihabara district in downtown Tokyo is known worldwide as a mecca for electrical goods and electronics. Its birth can be traced back to around 1950 during the transistor radio boom when many of the street vendors selling radios and components moved into shop space under the railway tracks near Akihabara station. Over the years since then, the focus has gradually shifted, first to such household appliances as refrigerators and washing machines, and later to audio equipment, personal computers, and more recently to video games and *anime*, reflecting the progress of Japan's consumer culture.

Building on this history, the Tokyo Metropolitan Government is promoting a plan aimed at making Akihabara a global center for IT-related industries. As part of this plan, "Akihabara Crossfield," located in front of Akihabara station, celebrated its grand opening in March 2006.

The Akihabara Crossfield development dates back to 2002 when Kajima, in partnership with NTT Urban Development Co., Ltd. and Daibiru Corporation, won a public bid by Tokyo Metropolitan Government for the vacant land in front of Akihabara station, and adjacent to "Tokyo Times Tower" high-rise condominium, which Kajima had developed earlier. Since then, Kajima has played multiple roles in the redevelopment of this site. While involved in the development of "Akihabara Daibiru Building" and "Akihabara UDX" as a design-build contractor, Kajima established an SPC for the development of "Akihabara UDX" as the joint owners with NTT Urban Development Co., Ltd. and Daibiru Corporation.

As the core function of the entire redevelopment, Akihabara Crossfield, utilizing various facilities on the part of Akihabara UDX and Akihabara Daibiru Building, is envisaged to help bolster the vitality of both the old and new parts of Akihabara by fully drawing on the local area's attraction, which has been built up through its unique history.

Crossfield Management Corporation was established to meet the expectation by undertaking town management functions. One of the specific means in relation to the town management is through the activities of Akiba Techno Club, which brings together local industry and academia. Akihabara Crossfield's variety of tenants such as companies, academic institutions, and independent administrative agencies are collaborating with each other under the auspices of Akiba Techno Club.

Another project is the "Akibappara" web site, aimed at newcomers to the Akihabara area. It is hoped that the site, which includes such information as a local restaurant guide, will help expand Akihabara's target customer base to include a broader cross-section of consumers than has traditionally been the case.

Other activities include holding various events at Akihabara Convention Hall, AKIBA SQUARE, and UDX Gallery in Akihabara Crossfield. Among the events held, many are aimed at children such as robot sports contests and mechanical-toy workshops. In an era where the popularity of science and engineering among students is waning, the creators of Akihabara Crossfield believe it is crucial to pass on to children the spirit of *monozukuri* (the process of making or creating things). They see this as one of the keys to maintaining Japan's position as world leader in science and technology.

The construction of buildings and facilities on its own cannot be considered to be town development. Kajima is committed to its ongoing role in the town management, working together with the local community to further enhance the attractiveness of the region.



The Akibappara web site operated by Crossfield Management Corporation



Robot Sports Contest 2006 attracted more than 10,000 visitors.

Achieving a Balance between Function and Aesthetics in Line with Local Community Needs: Akiba Bridge

Akiba Bridge is an elevated pedestrian walkway 63 meters in length and 8.8 meters wide linking Japan Railway (JR) Akihabara station and the two buildings that comprise Akihabara Crossfield. The redevelopment of the Akihabara station area has seen an increase in the number of pedestrians. Akiba Bridge provides safety and convenience as an important new pedestrian route for Akihabara town.

The curve of Akiba Bridge follows part of what would be the circumference of a 170-meter radius, as it straddles the traffic circle in front of Akihabara station and Kanda Myojin Dori and leads to the entrance of the Akihabara UDX Building. Owing to the space limitation created by the entrance height and the depth of the bridge supports, the thickness of the bridge girders (depth ratio) needed to be kept to a modest 1.2 meters. On the other hand, based on conventional technology, the 33-meter bridge-span—necessary to prevent the bridge piers from protruding into the traffic circle—would require a depth ratio of nearly 2 meters. The keys to solving these simultaneous equations were (1) the most advanced, super-high-strength concrete and (2) the structure of struts supporting the pedestrian deck. By making the bridge deck and girders thin, the supporting piers could also be made smaller.

Kajima has set up a special section within its Civil Engineering Design Division to focus on “design that achieves a balance between function and aesthetics.” For Akiba Bridge, Kajima formulated a design concept of “having a light presence and enhancing spatial transparency while maintaining harmony with the surrounding buildings.” The slender form of Akiba Bridge achieved a feat rare among civil engineering structures—it received a Good Design Award from the Japan Industrial Design Promotional Organization (JIDPO) in 2006. Akiba Bridge embodies Kajima’s cutting-edge technology used to overcome difficult issues as well as the Company’s unwavering efforts to create abundant landscapes that are in tune with their local community and will be much-loved over a long period.



The diagonal struts provide a subtle shading effect.



Akiba Bridge's light form connecting Akihabara Crossfield with the station plaza.

Case Study: Working Together with the Local Community to Provide Safety and Peace of Mind

Sapporo Branch *Shin-Saroma Tunnel Joint Venture Project*

The Shin-Saroma Tunnel (Tokoro-gun, Hokkaido) was planned by the central government as part of its disaster prevention program. The ground along Route 333, which links Saroma-cho with neighboring Kitami City, is weak. When the area's rainfall exceeds a certain level, the route is required to close for safety reasons, causing considerable inconvenience to the local population on each occasion that this occurs. The route has been the scene of several tragedies, including a landslide on October 4, 2001, in which two people lost their lives. This situation affects not only the general transportation of people and goods, but also the route for emergency vehicles traveling to and from Kitami Red Cross Hospital, which contains high-level medical facilities and an emergency and critical care center. For these and other reasons, the local community earnestly wished to see a safe and dependable road built along this route. In response to such pressing needs and the community's hopes, construction work for a tunnel was carried out around the clock. Furthermore, a wide range of measures were undertaken to gain the local community's understanding with regard to the construction work itself.

The project site has already received more than 1,800 visitors, including children from local schools, for whom the visit was made as part of their class programs. One local junior high school even presented the project office with a gift they had made as part of their school cultural festival—a scale model of the tunnel. A public information center* was set up adjacent to the project office, and a mini-newsletter—called *Wakasa Shimbun*—is published monthly. A public web site* for the construction project was also established, providing information on the progress of the tunnel's construction work and easy-to-understand explanations of the technology used during the project. These are some of the ways in which the tunnel project has worked to engage closely with members of the local community.

On November 7, 2006, the project site was hit by a devastating tornado. Tragically, the precious lives of nine people working at the site, including two Kajima employees, were snatched away. The sadness of suddenly losing one's work mates, who had been working toward the shared goal of the tunnel's completion, could not be wiped away. Despite this, the work crews on the project site knew that they had been given an important mission—to complete, within the planned schedule, a safe piece of infrastructure that the local community so urgently needed. Thanks to significant cooperation from the local community, work at the project site resumed on December 8, one month after the tornado had hit. Publication of the mini-newsletter resumed and interaction, such as participation in local events, was also recommenced. These efforts are in line with our motto: "For the good of the community. Together with the community." Today, with this renewed determination, Kajima continues to work toward the goal of the tunnel's successful completion and opening.

*The information center and web site are currently closed.



Progress is being made in the underground tunnel construction work.



Wakasa Shimbun carries the news that construction work will resume.



A project site visit by a group of students from a local junior high school

Case Study:

Collaboration with Other Construction Firms Reduces the Number of Construction-Related Vehicles Entering and Leaving the Area Tokyo Architectural Construction Branch *The Kajima Akasaka Annex Construction*

As part of the redevelopment of Kajima's Head Office located in Tokyo's Akasaka district, the Kajima Akasaka Annex was completed in July 2007. For this construction project, Kajima not only undertook a range of efforts to reduce vibration, noise and dust emanating from the site and enhance the attractiveness of the surrounding environs but also cooperated with other construction projects in the area to reduce the number of construction-related vehicles.

During the construction period, including Kajima projects and projects by other companies, the Akasaka 6-chome area had 18 construction sites in progress. This meant that a particularly large number of construction vehicles were moving in and out of the area. Every month, a meeting was held among managers from each construction site, representatives of each of the affected local retail associations, Minato Ward officials and local police.

These meetings coordinated the inward and outward delivery routes of construction-related vehicles and the number of vehicles used. Kajima project sites participated by modifying construction methods and plans to achieve a reduction in vehicles entering and leaving the site totaling 2,000 vehicles.

In addition, to help eradicate illegal parking on Akasaka Dori, Kajima participated in regular patrols and leaflet distributions. As a result, chronic traffic congestion was solved. Needless to say, local residents and businesses were very pleased with this outcome. Other ways in which Kajima sought to enhance communication with local neighborhoods included providing wood scraps from project sites to local people free of charge and giving nearby residents soft drinks, which are usually provided to site workers on their breaks.



Giving out unused construction materials free of charge

Contributing to the Local Community

Case Study:

Participating in Local Disaster Prevention Programs Technology Development Department, Civil Engineering Management Division; Senior Manager in Charge: Dr. Reiko Amano

Dr. Reiko Amano was a visiting professor at the University of Tokyo for three years until March 2007. In this capacity, she contributed to regional disaster prevention planning at local governments. This included participation in evacuation route study groups and conducting image training involving the overlapping of hazard maps with the locations of nearby facilities. The specialized area knowledge of local governments, the expertise of construction firms and consultants, and the perspective of residents and coordination with their local networks are the keys to formulating highly effective disaster prevention and response plans. Dr. Amano noted, "There are still many facets in which construction companies can contribute to local disaster prevention. These include the use of tools to forecast the shaking effects from earthquakes and flooding outcomes from heavy rain. I see my own role as being in the development of such tools that may be used not only by specialists but also by ordinary people." As a Kajima employee, Dr. Amano is working to develop technology from the perspective of local communities.



Case Study:

Supporting Young Indonesian Designers

Senayan Square in Jakarta, Indonesia, is a large commercial complex comprising a shopping center, office buildings and apartments. It is managed by P.T. Senayan Trikarya Sempana (STS), a local subsidiary of Kajima Overseas Asia Pte Ltd (KOA). Since 2000, STS has built a partnership with a local apparel design school, through which it organizes the annual Palm Award, a fashion design contest that aims to nurture young Indonesian designers. Every year, several hundred entries are received from all over Indonesia, with the best 20 of these chosen to compete in a fashion show held in the central atrium of the Senayan Square shopping center. The most promising designers receive scholarships for design school tuition and a living allowance. In this way, the contest aims to support young designers who have talent and ambition but are lacking in the economic resources necessary to further develop their talent.



Palm Award

Case Study:

Kajima Development Receives an Award from the U.S. Environmental Protection Agency

In 2005, the U.S. Environmental Protection Agency (EPA) named Hualalai Resort in Hawaii-developed by Kajima-a recipient of its annual award for environmental responsibility. The award specifically cited the Punawai Pond within the resort. The award citation commented on the pond's beauty and energy efficiency, and evaluated highly such features as the resort's restaurants serving fish, shrimps and oysters bred in the pond. The Punawai Pond uses floating islands of plants as well as microorganisms and pebbles as a natural water filter to remove pollutants and excess nutrients. As a result, the electricity needed to maintain the pond's water quality is only 1/25th of the amount that would normally be required. In recent years, many of Hawaii's canals have faced a worsening situation with pollution. It is hoped that the ecologically based water filtering technology used at Hualalai Resort may be applied to solving this environmental problem.



The Punawai Pond

Case Study:

Contributing to Environmental Education at Elementary Schools

Environmental Engineering Division

In October 2006, Nobuo Sakurai, manager at the Office of Global Environment, conducted environmental education programs at two elementary schools in Tokyo. The lessons took the themes of the role of the construction industry and the relationship between man-made structures and living things. The lessons also included a chance for pupils to try their hand at making flowerpots using a lightweight concrete product that has good water retention properties and was developed by Kajima and Geostar Co., Ltd. The children learned about concrete's characteristics, including how to mix the ingredients and the amount of water needed, while enjoying the hands-on experience.



Schoolchildren try their hand at flowerpot making.