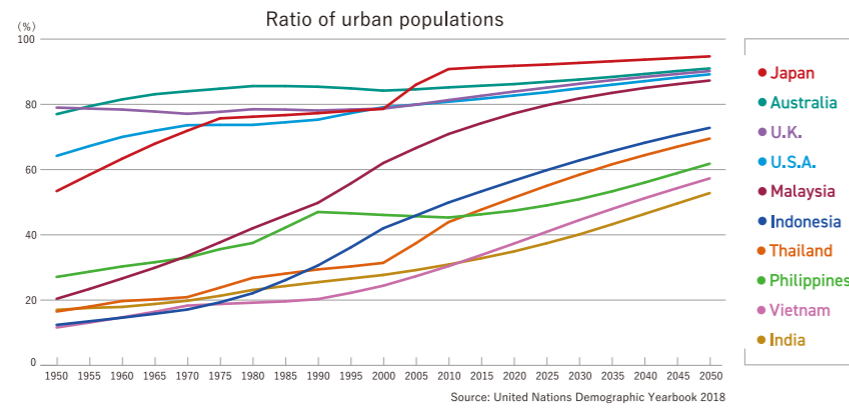


## Issue

# Urban populations continue to grow worldwide.

It is crucial to respond accurately to demands for urban development in each country. The experience of Japan, which has addressed issues caused by rapid urbanization impacting cities, may be useful in cities all around the world.



## Achievement

# J-CODE members have a track record of solving urban issues in Japan.

	Reconstruction period 1950~	Super-growth period 1960~	Stable growth period 1980~	Post super-growth period 2000~
<b>Urban problems</b>	<ul style="list-style-type: none"> <li>Urban areas devastated by the war, unregulated occupancy of lands</li> <li>Postwar lack of housing</li> </ul>	<ul style="list-style-type: none"> <li>Flow of population into large urban areas</li> <li>Shortage of infrastructure due to rapid urbanization</li> <li>Traffic congestion due to increasing numbers of vehicles on roads</li> <li>Environmental pollution of air and water</li> <li>Visible flood problems in urban areas</li> </ul>	<ul style="list-style-type: none"> <li>Increasing demand for good quality housing due to higher standards of living</li> <li>Energy saving after the oil shock</li> <li>Emergence of large swathes of underutilized land due to changes in the industrial structure</li> <li>Boosting awareness of environmental issues</li> <li>Occurrence of disasters</li> </ul>	<ul style="list-style-type: none"> <li>Increasing demand for the reduction of environmental impact</li> <li>Aging society with a declining birthrate and decreasing population</li> <li>Decline of city-center vitality</li> <li>Deteriorating housing stock</li> </ul>
<b>Solutions</b>	<ul style="list-style-type: none"> <li>Land readjustment for war-damage reconstruction</li> <li>Massive supply of housing and residential land</li> </ul>	<ul style="list-style-type: none"> <li>Priority put on public transportation in city planning, development of areas along railway lines</li> <li>Streamlining, mass production, and mass production, and precast concrete in construction</li> <li>Infrastructure improvement and development of a legislative system for realizing urban policy</li> <li>Implementation of flood control measures</li> </ul>	<ul style="list-style-type: none"> <li>Improving housing standards</li> <li>Utilization of brownfield land</li> <li>Development of recycling measures for resources</li> <li>Urban planning considering water and greenery environments</li> <li>Disaster prevention measures</li> </ul>	<ul style="list-style-type: none"> <li>Urban planning combining compact cities and networks</li> <li>Redevelopment, renewal, and revitalization of existing housing stock</li> <li>Consideration for elderly households and with young children households</li> <li>Steps to promote barrier-free design</li> </ul>

## Greetings from the Chairman

The Japan Conference on Overseas Development of Eco-Cities (J-CODE) was established in 2011 to respond to demands for eco-friendly cities (eco-cities) in emerging Asian countries. Since then, J-CODE has sought to resolve social issues overseas in long-term phases, from the conception and planning to the operation stages. Starting from the outset of the 2020s, the need for the reduction of environmental impact and sustainable urban planning has further increased. J-CODE continues to work together with Japanese member companies from a wide range of industries and the government, as well as partners in each country, to address social issues and help develop eco-friendly sustainable cities matching the specific needs of the countries involved.



J-CODE Chairman  
Chairman of the Board and Representative Director of TOKYU CORPORATION  
**Nomoto Hirofumi**

# J-CODE

Japan Conference on Overseas Development of Eco-Cities

## Objective of J-CODE

# J-CODE seeks to develop sustainable cities utilizing Japanese technologies and knowledge

To respond to the rapidly growing demands for eco-friendly urban development projects in an integrated manner, by forming "Team Japan" comprised of various Japanese companies and taking a public-private sector approach joint approach from the initial stage of conceptual design and planning.

**History** October 2011 Establishment of Japan Conference on Overseas Development of Eco-Cities (J-CODE)  
July 2014 Decision to convert J-CODE into a general incorporated association  
October 2014 Investment in Japan Overseas Infrastructure Investment Corporation for Transport & Urban Development (JOIN)

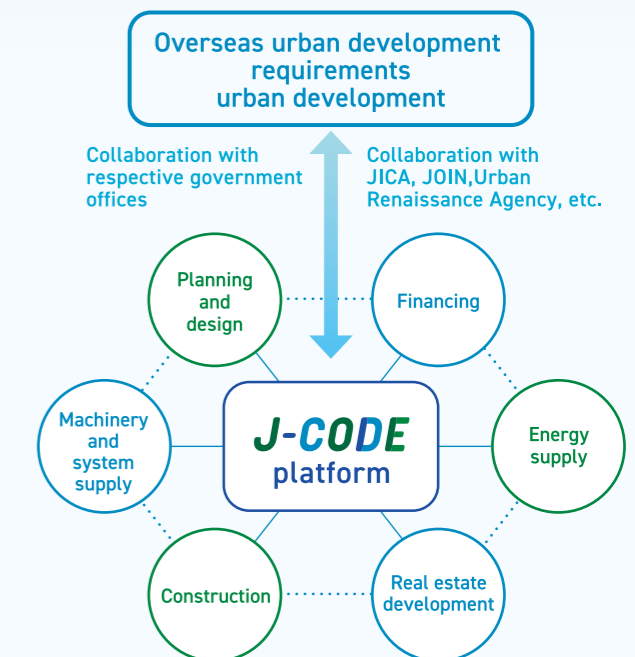
## Structure of the organization

# J-CODE is the Public-Private platform for urban development

J-CODE members are Japanese companies with extensive experience in various sectors required for urban development, from planning and design, development and infrastructure, to construction and finance.

J-CODE collaborates with the Ministry of Land, Infrastructure, Transport and Tourism, JICA, JOIN, local governments, and other organizations and has established of a public-private platform.

Urban Renaissance Agency, a statutory agency supporting urban and housing development in Japan serves as the Secretariat.



# J-CODE reaches out to over 50 regions utilizing Japanese knowledge and experience



## Inclusive and diverse local communities

Forming urban environments friendly for residents with diverse needs. This includes creating cities focused on their inhabitants and providing easy-access services.



J-CODE has developed extensive technologies and experience in each phase of urban development, from conception to project implementation and management, focusing on the long-term perspective.



## Livable, comfortable and attractive cities

Building comfortable and attractive cities where people can easily live and move around. Such an environment leads people to take care of their cities and neighborhoods, generates new cultures, industries and communities, and boosts economic activity.



## Implementing safety and security measures to prevent and mitigate disasters

Making cities more resilient while reducing the impact of natural disasters, such that people can promptly return to their normal lives. Urban planning is implemented to combat climate change and build cities with sustainable socio-economic foundations whose residents also enjoy safety and security.



### Phases of urban development

Planning and design	Formulation of master plans, including land use and infrastructure planning, based on the future vision set while considering the economic environment, natural conditions and other issues related to the region. Proposing long-term plans that offer high-added value, and are environmentally-friendly.
Implementation programs	Proposals for efficient step-by-step development programs considering the intentions of governments, landowners, and private companies involved in the region. Proposals based on extensive experience with public transit-focused and large-scale phased-in land development.
Real estate development	Development of high-quality housing, offices, commercial facilities and hotels to match the needs of local communities utilizing Japanese planning techniques and technologies. Proposals considerate of the surrounding environment, coexistence with nature, and specific urban design perspectives.
Construction and technology	Introduction of energy-efficient and smart technologies backed by proven experience which are long lasting, environment friendly and disaster resilient, yet maintain a focus on efficient life-cycle costs efficient life-cycle costs. Rigorous management of construction periods and costs.
Maintenance and management	Maintain and grow asset value through daily management, regular inspections and repair, as well as improvement and renewal of the buildings, based on structured management and operational plans. Provision of comfortable living conditions through fine-tuned management systems with a focus on hospitality.
Community management	Area management methodology with a view to improving the entire region. Collaboration between government, project implementers, and residents has proven to be an effective approach in Japan. Proposal of town planning to create safe, secure, and livable cities, considering diverse needs.



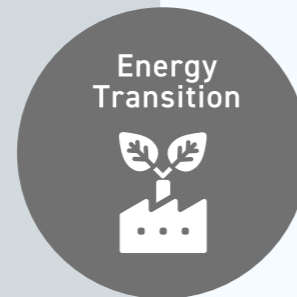
## Smart living using advanced digital technologies

Daily life made more efficient using digital transformation and other new technologies to realize the most advanced lifestyles with minimal impact on the environment.



## Energy transition mechanisms to move forward with decarbonization

We contribute to decarbonization goals by using new energy technologies in urban planning. We work to boost overall energy efficiency of cities by energy management.



## Cities centered on eco-friendly transportation

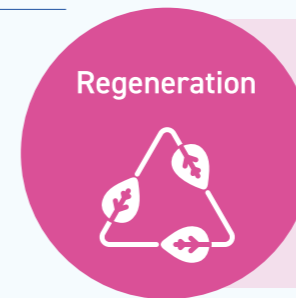
Reducing environmental impact by way of urban planning featuring substantial, user-friendly public transportation.



J-CODE supports the Sustainable Development Goals

### Strengths of J-CODE proposals

- Solutions combining various companies' strengths
- Public and private sectors working comprehensively as an integrated team
- Track record in all stages of urban development



## Scheme for longer use of cities

Pursuing methods for long-term use of buildings through renewals and refurbishments to meet the needs of the times, instead of constant scrap and build.



J-CODE strives to realize the needs of sustainable urban development with local partners around the world.



Vietnam  
Waterfront city



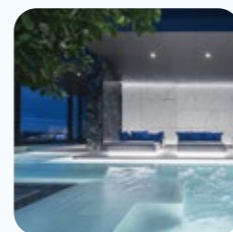
Vietnam  
Binh Duong New City



Vietnam  
Saigon Centre



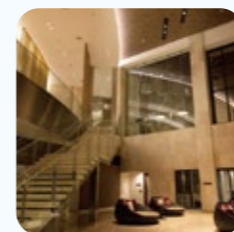
Thailand  
Hotel Nikko Amata City Chonburi



Thailand  
Hyde Heritage Thonglor



Philippines  
Bonifacio Global City



Indonesia  
Development of the Simatupang area



Indonesia  
Senayan Square



China  
Shanghai World Financial Center and pedestrian deck



England  
Bracken House



United States  
Towne Lake