

August 8, 2007
Mori Building Co., Ltd.

**Children learn about the precious water resources
at Roppongi Hills in an experiential learning tour.
Inaugural "Explore the Secrets of Roppongi Hills Water" Tour**

Over two days on August 1 and 2, Mori Building Co., Ltd (headquarters: Minato-ku, Tokyo; President and CEO: Minoru Mori) held its first-ever "Explore the Secrets of Roppongi Hills Water" Tour - an experiential learning event for school children to discover firsthand the importance of this valuable resource.

Fully leveraging the scale merits offered by urban redevelopment, Mori Building aggressively works on the effective utilization of resources. With the aim of promoting wider awareness and understanding of the company's approach to environmental issues, this unique experiential "discovery" event for primary school-aged children was held for the first time. Coinciding with "Water Day" (August 1), the tour took the children and parents on an enjoyable journey of learning through internal facilities that are usually closed to the general public and revealed how Roppongi Hills effectively utilizes its precious water resources. Moreover, it is hoped that the experience will be further reinforced by the planned use of this theme in the children's summer vacation research project reports.

In the tour which took them to cooling equipment that puts rainwater to work, special "intermediate water" filtration processing facilities where Roppongi Hills waste water is prepared for recycled use as toilet flushing water, and a well that supplies water in the event of an earthquake or other disaster, children not only learned, but also saw firsthand the various water-related facilities and the Roppongi Hills approach to putting water conservation into practice, and came away with deeper appreciation and understanding of the finite nature and value of our water resources. Over the two days, a total of 41 people - 23 schoolchildren accompanied by 18 parents and guardians - took part in this meaningful event.



Children check out the groundwater from the Roppongi Hills emergency well.



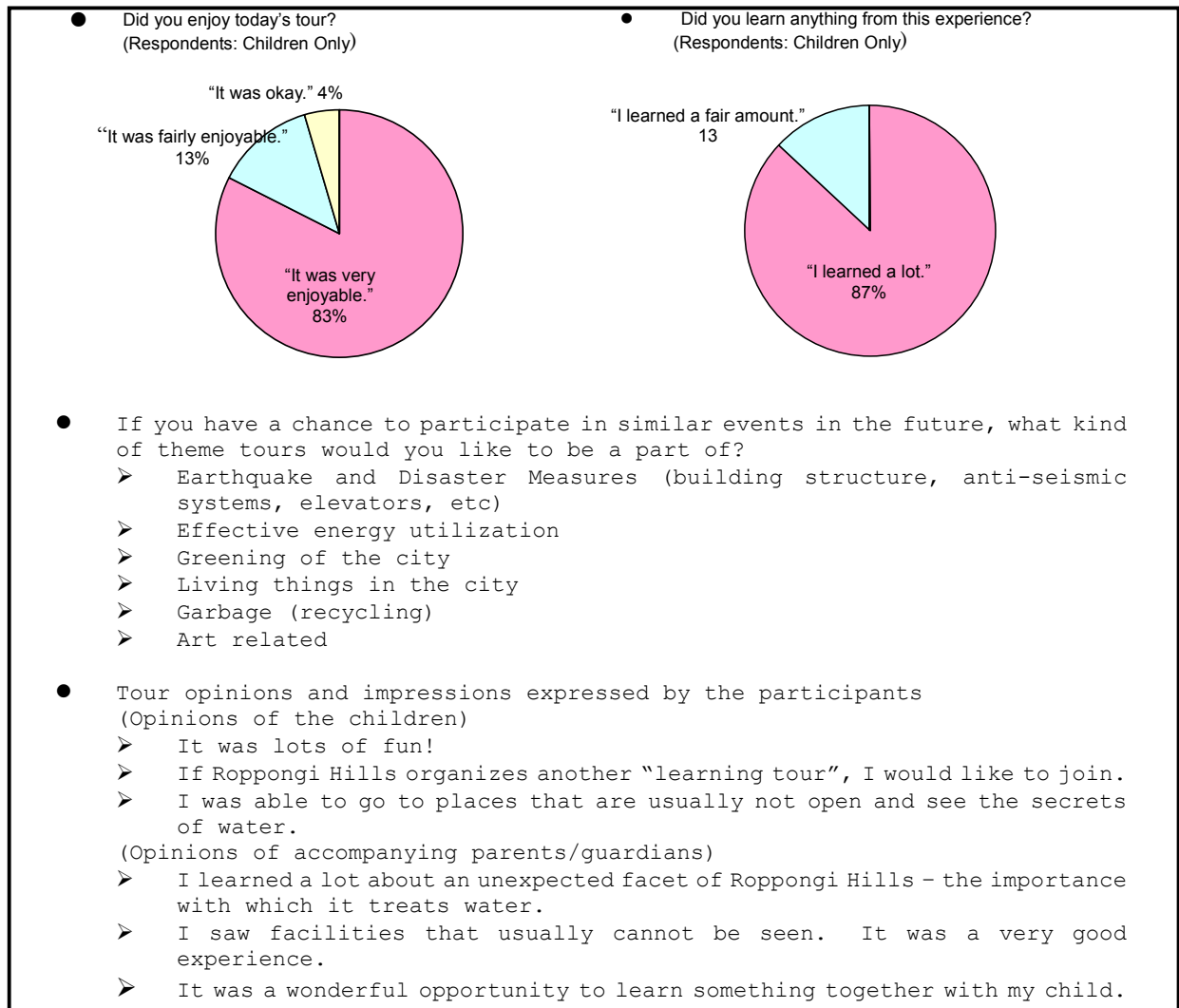
At the large-scale cooling tower that uses rainwater, the temperature difference of the cooling effect can be clearly felt.



In the intermediate water processing plant, students learned about how the filtration process in water recycling is reinforced.

The children expressed their astonishment when told that Roppongi Hills saves about 280,000 tons of water (the equivalent of filling the bath 1,500,000 times) annually through various measures including the effective utilization of rainwater and intermediate water processing, and nearly all the children said that they had never seen a well before. Just the opportunity to touch the groundwater pumped from Roppongi Hills emergency well proved to be a rare and valuable experience for the youngsters who know only life in a modern urban environment. While learning about the well system, they also gained a better appreciation for the importance of having a source of water in emergencies.

Tour Participant Survey



In the future, Mori Building plans to continue providing local citizens and children with opportunities to take part in such experiential learning events in the hope that they will join in tackling in the creation of environment-friendly community and will share their understanding of this approach and know-how in building a better society. Future planning and execution of experiential learning tours and events will focus on not only the "environment" but also "culture" and "safety" - two key themes that Mori Building considers an essential part of its mission in the creation of city.

Information

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