

SDGs Action Initiatives



The Okura Tokyo's Sustainable Development Goals (SDGs).



Hotel Okura Tokyo was founded in 1962 with the aim of
“creating a truly Japanese hotel, not simply an imitation of an overseas hotel.”

Continuing to uphold its founding principle of
“communicating Japan's beauty and mind to the world,”
the hotel was reborn in 2019 under the name “The Okura Tokyo.”

Reflecting this new era, we uphold our vision for the hotel
by striving to convey Japan's charms,
and by providing functions fit for the international city of Tokyo.

This vision connects our hotel business directly
to actions to promote the realization of the sustainable society
advocated by the United Nations (SDGs), and going forward we will strengthen all actions
and initiatives and strive company-wide to further promote them.

SUSTAINABLE DEVELOPMENT GOALS





Our New 50-Year Vision

As a hotel of unrivaled quality

We will further improve the Best A.C.S. that we have implemented for half a century to deliver the world's highest quality as a hotel.

As a hotel inheriting Japanese style

Our hotel inherits Japan's traditional culture and virtues, cherishes OMOTENASHI (Japanese hospitality), and conveys these charms to the world.

As a hotel significant in people's lives

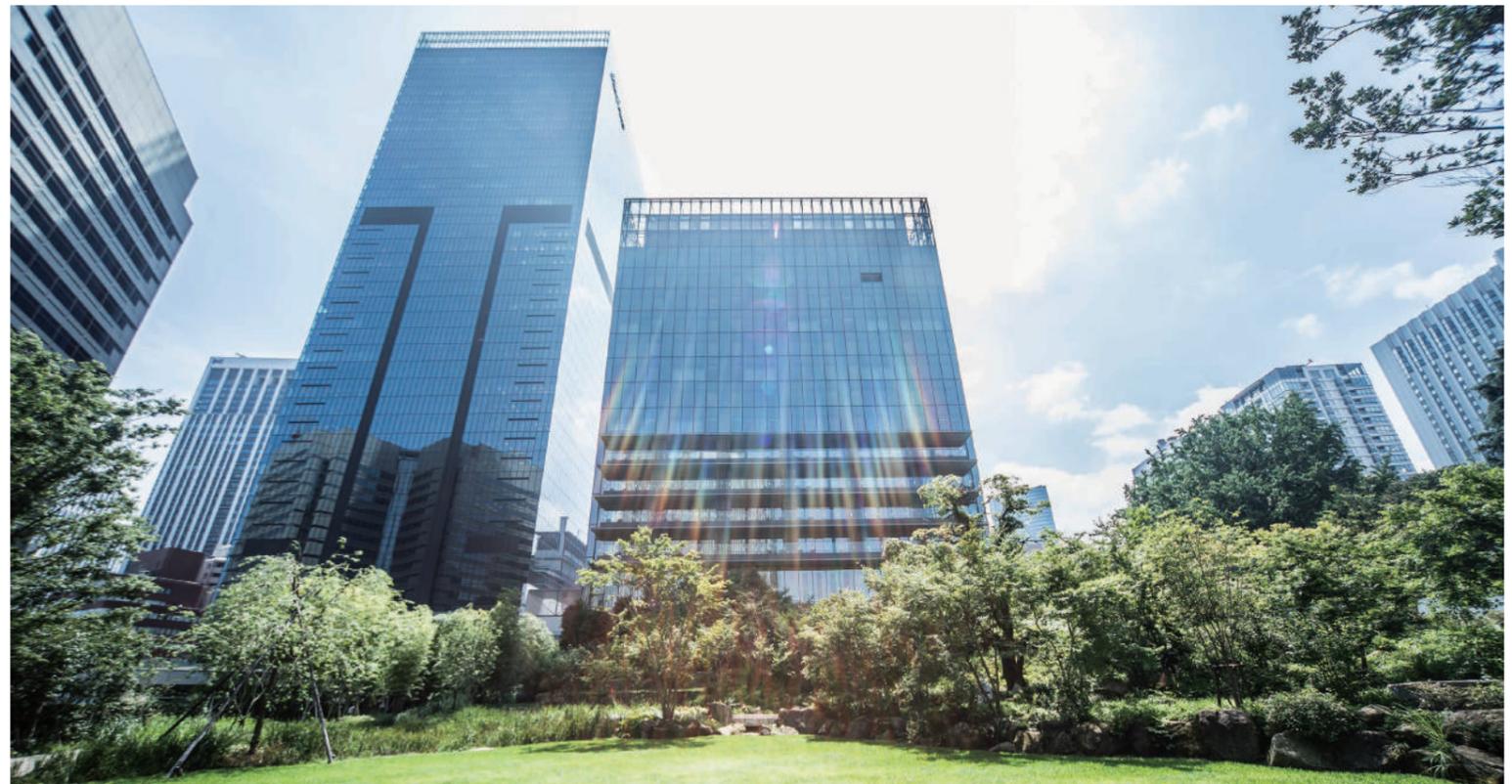
Our hotel deepens connections with all people involved with it, realizes a mutual flourishing of society and the environment, and embraces attachment, respect and pride.

As a hotel of unrivaled quality

We will further improve the Best A.C.S. that we have implemented for half a century to deliver the world's highest quality as a hotel.

Best A.C.S. = Best Accommodation, Best Cuisine, Best Service

The Okura Tokyo carry out initiatives for the community and the environment using advanced technology.



Reducing CO₂ while Maintaining Comfort



We achieve efficient energy coordination corresponding to the peak usage times of each building. This is achieved through the introduction of a large heat storage tank and centralization of the heat sources and electricity system to match the characteristics of a mixed-use facility that houses a hotel, offices, and an art museum. Additionally, we implement environmentally friendly measures throughout all the buildings, reducing CO₂ emissions by using drainage water and waste heat and energy-saving equipment such as LED lighting and human sensor-activated lighting.

Protecting the Environment Together with our Guests



We carry out activities to make our guests aware of ways to protect the environment through, for example, use of paper straws, discontinuation of plastic bag usage, appealing to the guests not to replace bed linens, and digitization of paper-based documents.



Urban Planning for Comfort and a High Level of Safety



We ensure strong earthquake resistance to prevent building collapse even in the event of a massive earthquake that occurs only once every few hundred years. In order to maintain useable utilities in the event of an emergency, we have prepared an emergency power generator and an oil tank with a 72-hour supply of oil, and introduced highly earthquake resistant medium-pressure gas piping and a combined heat and power cogeneration system. We have also installed equipment to provide multiple sources for clean water and water for miscellaneous uses, and installed a drainage tank for temporary storage. In addition, we are cooperating with Minato City to provide a temporary refuge shelter (approximately 5,700 m²) and are committed to accepting people unable to return home under a disaster agreement, and stockpile drinking water, emergency food, blankets, etc.

Increased Recycling and Reuse



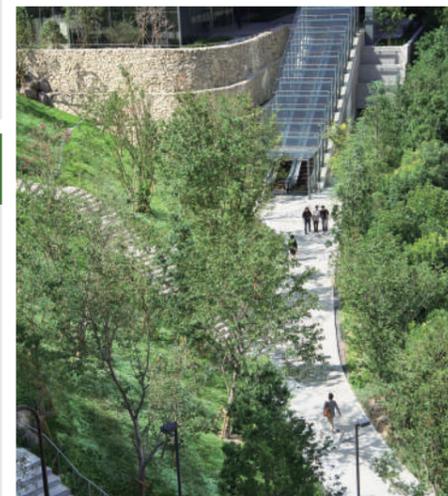
We carry out thorough recycling and sorting of garbage. We also make efforts such as cutting food waste and reducing the amount of kitchen waste processing by installing a food waste disposal unit.

Relaxation and Greenery in the Area



We maintain a large park and green space corresponding to half the site area (25,500 m²)*. On the north side, a garden of over 5,000 m² is open to the general public, and we have provided the 2,500 m² on the east side to Minato City as Minato City Edomizaka Park.

* This includes the Okura Museum of Art site and the 2,500 m² Edomizaka Park provided to Minato City.



- Certification from the Minister of Land, Infrastructure, Transport and Tourism as a "Leading business in sustainable buildings, etc. (CO₂ Reduction Promotion Type)"
- Authorized by Certification from Minato City as a "Building certified for a fixed amount of CO₂" under the "Minato Model Certified Fixed Amount of Carbon Dioxide System"
- Awarded the "Minister of Land, Infrastructure, Transport and Tourism Award at 40th Green City Award"

As a hotel inheriting Japanese style

Our hotel inherits Japan's traditional culture and virtues, cherishes OMOTENASHI (Japanese hospitality), and conveys these charms to the world.

With a welcoming heart, we inherit culture that connects people from the past to the future.



Lobby Concert 25



Free concerts held on the 25th of each month.

Hotel Okura Music Award



An incentive system to nurture and support promising musicians.

The Okura Tokyo Cultural Fund



Public Interest Incorporated Association "Nantogakuso", August 2017

This association helps maintain the traditions of *gagaku* and *bugaku* (classical Japanese imperial court music and dance), supporting activities to continue traditional events in shrines and temples in Nara and other regions of Japan.



Certified Nonprofit Organization "Acchi Cocchi", June 2018

This NPO supports international cultural exchange activities through art, music, and dance workshops focused on children.

The fund was established in 2017 with the aim of making a further leap forward in philanthropic activities. We make donations and subsidize artistic and cultural activities in the fields of music, fine art, and international exchange.



1987-

1996-

2017-

Concert of Beethoven's Ninth Symphony



A participatory concert in which music fans and hotel staff sang Beethoven's Ninth Symphony.

Treasured Works of Art-Charity Art Collection



The exhibition is a charity event that collects and exhibits to the public precious works of art that are owned by companies, organizations, or individuals and therefore ordinarily cannot be viewed.

570,000 total visitors
Total donations: ¥178,000,000

Annual World Gardening Fair in Okura



The wives of ambassadors to Japan from 10 countries around the world create distinctive gardens that utilize the flowers and trees of their respective countries and express their respective cultures and traditions. A total of 180 gardens have been created in 84 countries.

290,000 total visitors / Total donations: ¥8,250,375

Japanese Traditional Craft Exhibition (Takumi of Japan)



In 100 places on the corridor walls on the guest room floors at The Okura Prestige Tower, traditional craft pieces from Japan's 47 prefectures are exhibited.

1987-2012

Held 6 times every 4 years

1994-2018

Held 24 times but not in 1995

2000-2018

Held 18 times but not in 2011

2019-

Cooperation with the Okura Museum of Art



Okura Museum of Art was established as Japan's first private art museum by Okura Kihachiro (1837-1928). It houses about 2,500 works of art, including 3 National Treasures, 13 Important Cultural Properties and 44 Art Treasures.

1917-

Charity Project for Music

Along with the construction of a main building for Hotel Okura Tokyo, some of the furnishings and items from the interior of the building were put on general sale society by holding a charity event for the development of musical activities.



「reUfunding」

More than 300 pieces of furniture and other items used in the guest rooms and restaurants were sold at auction.



「RE:MEMBER Project」

A variety of material such as items and wallpaper used in the former main building were processed and productized, and then put on general sale.



A portion of the proceeds was donated to EL SISTEMA JAPAN, which supports music education activities for children in the areas affected by the Great East Japan Earthquake.



Total donations: ¥28,722,223

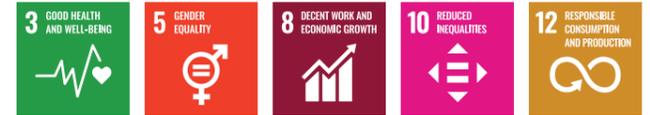


2015

As a hotel significant in people's lives

Our hotel deepens connections with all people involved with it, realizes a mutual flourishing of society and the environment, and embraces attachment, respect and pride.

We cherish each and every one of the connections between staff, the community, and our guests.



Safety and security first

We established a food hygiene management committee, and regularly hold training for measures against food poisoning and courses on handwashing and other hygiene measures. We have acquired GBAC STAR™ certification*.



*GBAC STAR™ certification is an international certification program run by the Global Biorisk Advisory Council (GBAC), the division of the Worldwide Cleaning Industry Association (ISSA) that advocates operating standards for facilities that carry out cleaning, disinfection and infectious disease prevention protocols.

Enhancement of safety by each individual

Regular holding of emergency medical care training, maintaining qualified personnel at 80%.



Support for Large-Scale Disasters

We carry out fundraising activities to support disaster-stricken areas and medical staff, and contribute the donations received to public corporations.



As a member of the community

Shiba District Clean Campaign (2012 - present), Nishikubo Hachiman Shrine Festival (2012-present) and Tokyo Metropolitan Mental Disability Sports Exchange Meeting (2006 - 2018).



Establishment of a committee

Information Security Committee, Compliance Committee, Crisis management, Crime prevention and disaster prevention, Labor safety and sanitation management, Food hygiene management and Internal Control Committee

Diversity promotion

We have established a helpline where callers can choose the sex of the helpline adviser, set up distribution of survey forms and submission boxes, and carry out harassment prevention training. We are aiming to create a comfortable workplace environment by expanding childcare and nursing care leave, and encouraging employees to take leave. We are also working to improve the environment for employees that are on leave. In addition, we are actively providing training for vocational school students and accept them for internships.

Extensive Child-Rearing Support

We have created a system that exceeds legal requirements to actively promote taking childcare leave.

Establishment of original e-learning courses*

255 courses in Japanese, and 41 courses in English and Chinese (9 fields, 55 subjects)

Peace of mind and trust for our guests

Connections and bonds with the community

A comfortable and rewarding work environment for our employees

Strengthening cooperation with universities and research institutions

Industry-academia collaboration with Tokyo Management College*

In FY2021, we cooperated with the college to newly establish a two-year program called "Tourism and Hospitality Course supported by Hotel Okura". We provide support in formulating the curriculum and by dispatching lecturers, and we intend to actively hire graduates of the course in the future. Also, as human resource development in overseas group hotels, we are preparing a system in which employees come to Japan to take the course, and we will make efforts so that this leads to improvement in the skills of each member of staff in the whole group.

Collaboration with Tokyo Masuda Cooking College*

We have prepared a system in which promising, young cooking staff working at overseas group hotels can study at this vocational school and learn in earnest the cooking techniques used in making Japanese cuisine. In the future, we plan to train core cooks at overseas hotels.

*This activity is led by Hotel Okura Co., Ltd.