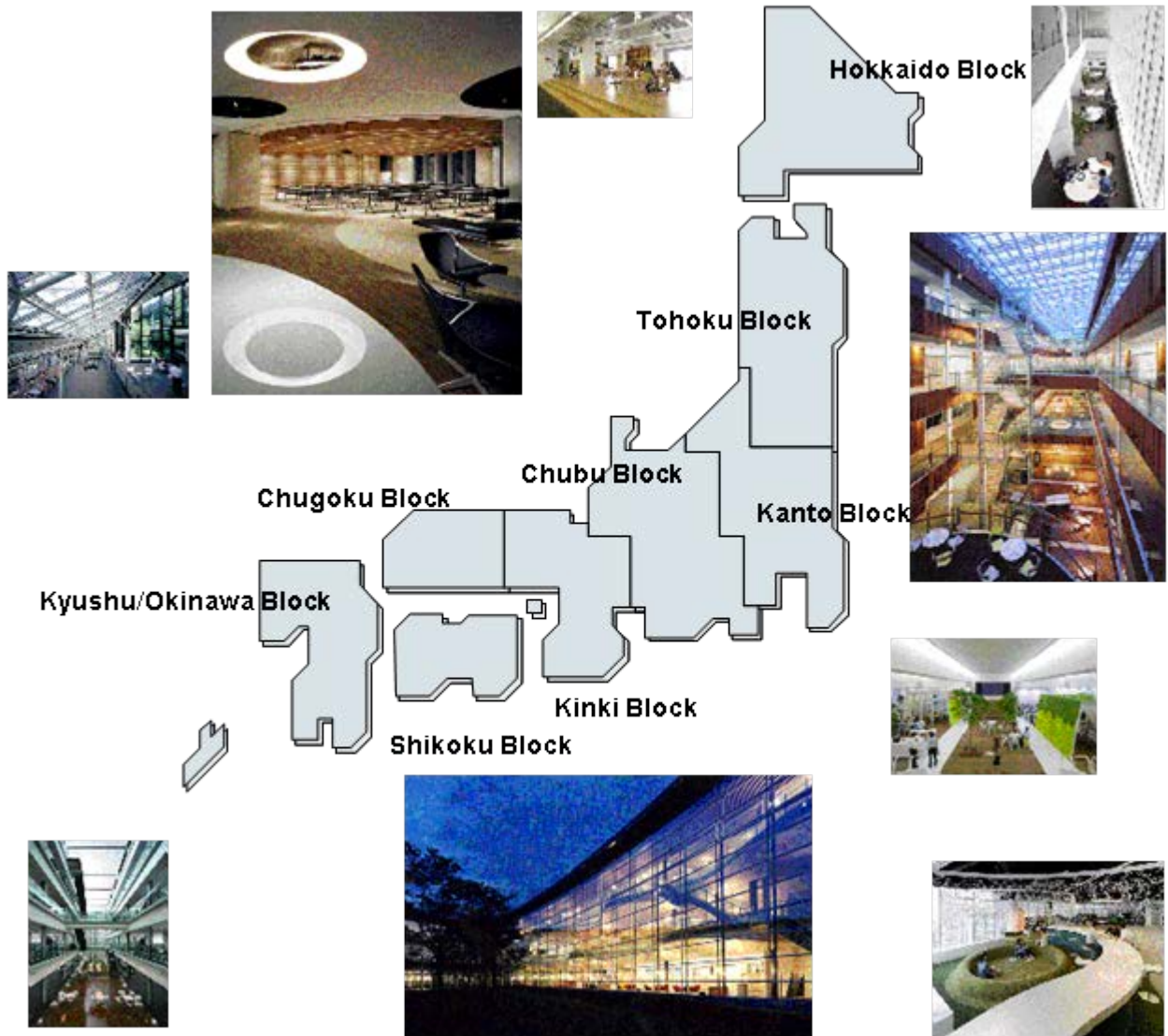


NIKKEI NEW OFFICE AWARD

Historic Commendable Projects Unprecedented in the World



Purpose of Implementation

Since the announcement of “Proposal on New Office Promotion“ made by New Office Promotion Committee of Ministry of International Trade and Industry (at the time) in December 1986, the new office promotion movement has been conducted in the last twenty some years aiming to spread/promote creation of “Comfortable and Functional” offices.

In recent years, corporate management is facing massive structural changes; increasing importance on knowledge-creation activity, advanced information technologies, decrease on labor force, diversified working styles, and activation in M&A.

In these circumstances, the importance on offices had been increased as a field to produce new value; and then in June 2007 as a part of “Sensitivity Value Creation Initiative” policy by Ministry of Economy, Trade and Industry, and by activities conducted by Creative Office Promotion Movement Committee, a new function on “Comfortable and Functional” offices in order to stimulate sensitivity and elevate creativity also drew attention.

In addition to that, it is again necessary to utilize and make use of the assets (knowledge assets) produced during the knowledge creation activities, and the information acquired.

We believe it very meaningful to take these backgrounds into consideration and to seek ideal offices as an important resource for corporate management, in addition to the advantages to be able to realize spatial and rich workspace, and to improve intellectual productivity and to revitalize knowledge creation.

For the purpose of spreading/promoting “New Offices,” Nikkei Inc. and New Office Promotion Association implement commending Nikkei New Office Award toward the offices with full of originality and inventions.

Sponsors

New Office Promotion Association

Nikkei Inc.

Regional Sponsors

Hokkaido Business Machines And Tools Dealers Association

Tohoku New Office Social Gathering

Chubu Creative Office Social Gathering

Kinki New Office Award Executive Committee

Chugoku New Office Social Gathering

Shikoku New Office Promotion Committee

Kyushu Office Furniture Social Gathering

Supporters

Ministry of Economy, Trade and Industry

The Japan Chamber of Commerce and Industry

Regional Supporters

Hokkaido Region:	Hokkaido Bureau of Economy, Trade and Industry Hokkaido Government / The Sapporo Chamber of Commerce and Industry
Tohoku Region:	Tohoku Bureau of Economy, Trade and Industry
Chubu Region:	Chubu Bureau of Economy, Trade and Industry Tokai Office Machine Dealers Association
Kinki Region:	Kansai Bureau of Economy, Trade and Industry / Fukui Prefecture Shiga Prefecture / Kyoto Prefecture / Osaka Prefecture Hyogo Prefecture/Nara Prefecture / Wakayama Prefecture Federation of Chambers of Commerce and Industry in the Kinki Area Kansai Economic Federation / Kansai . Osaka 21 st Century Association
Chugoku Region:	Chugoku Bureau of Economy, Trade and Industry
Shikoku Region:	Shikoku Bureau of Economy, Trade and Industry
Kyushu/Okinawa Regions:	Kyushu Bureau of Economy, Trade and Industry Kyushu Federation of Chambers of Commerce & Industry

Viewpoints of the Screening/Judgment

We perform the screening/judgment by taking the viewpoints indicated in “Guideline for Creating New Offices” (April 1988), “How the Future Offices Should Be” (May 1992), as well as “Creative Office Report 1.0” (June 2007) into consideration: we also judge what kind of office concept is based on, what measures are actually conducted, and then what effects have been improved, for the purpose of providing comfortable and functional office space, stimulating sensitivity, elevating creativity, in addition to use and management of knowledge assets and information.

1. An office space providing a living space in which office workers feel comfortable and mentally relaxed. Moreover, it performs as a place which stimulates sensitivity, and induces a work style to elevate creativity.
2. An office space providing an intellectual production space which positively promotes a new management and work styles utilizing information technology (IT) such as computer network. Moreover, communication is conducted utilizing IT.
3. Sociality is taken into consideration: the effects on global environment and contribution to the community.
 - (1) Corporate social activities are carried out and valued.
 - (2) Consideration is paid toward global environment conservation such as of coping with global warming; moreover, symbiotic relationship with the earth is fully considered for such matters as saving energy and proper treatment on wastes, re-cycling, green procurement.
 - (3) The corporate culture contributes to the community, and the regional natural features and landscaper are symbiotically considered.
4. A system for office creation incorporating FM (Facility Management) method and maintenance is provided.
5. Knowledge assets and information are properly managed and used.

Prospective Applicants

An office located within Japan and is actually in use at the end of March of the applying year; it is an office with full of originality and inventions, comfortable and functional, excellent as an office stimulating sensitivity and on elevating creativity, also is well managed on its knowledge assets and information. Scale/volume and/or business types are not specified.

* Newly-built or renovated/remodeled.

* Owned or rented building.

* Entire building or a part of it.

* An office with a new design utilizing the advanced IT (information technology).

Qualification

User of the applied office.

Application Term

From April to the mid-May.

Application Forms

1. Application profile: Excel file
2. Approach and concrete measures on new office creation: Power Point file
3. Outline of facility/space: Power Point file
4. Office environment and hardware Excel file

Commendation Contents:

Certificate of Merit and Medal

<National>

New Office Promotion Award: Will be given to approximately 13 among all the applicants.

- * One of the New Office Promotion Awardees will also receive Ministry of Economy, Trade and Industry Award.
- * Creative Office Award, Information Award, Environment Award, Office Security Award will also be selected among and given to some of the above awardees.

<Regional>

Hokkaido New Office Promotion Award: Will be given to some Hokkaido regional applicants.

- * One of the Hokkaido New Office Promotion Awardees will also receive The Chief of Hokkaido Bureau of Economy, Trade and Industry Ministry Award and also the Governor of Hokkaido Award.

Tohoku New Office Promotion Award: Will be given to some Tohoku regional applicants.

- *One of the Tohoku New Office Promotion Awardees will also receive The Chief of Tohoku Bureau of Economy, Trade and Industry Ministry Award.

Chubu New Office Promotion Award: Will be given to some Chubu regional applicants.

- *One of the Chubu New Office Promotion Awardees will also receive The Chief of Chubu Bureau of Economy, Trade and Industry Ministry Award.

Kinki New Office Promotion Award: Will be given to some Kinki regional applicants.

- *One of the Kinki New Office Promotion Awardees will also receive The Chief of Kinki Bureau of Economy, Trade and Industry Ministry Award.

Chugoku New Office Promotion Award: Will be given to some Chugoku regional applicants.

- *One of the Chugoku New Office Promotion Awardees will also receive The Chief of Chugoku Bureau of Economy, Trade and Industry Ministry Award.

Shikoku New Office Promotion Award: Will be given to some Shikoku regional applicants.

- *One of the Shikoku New Office Promotion Awardees will also receive The Chief of Shikoku Bureau of Economy, Trade and Industry Ministry Award.

Kyushu/Okinawa New Office Promotion Award: Will be given to some Kyushu/Okinawa regional applicants.

- *One of the Kyushu/Okinawa New Office Promotion Awardees will also receive The Chief of Kyushu Bureau of Economy, Trade and Industry Ministry Award.

Award Screening Method

Nikkei New Office Award screening committee will conduct the screening based on the applicants' documents.

If necessary, we will conduct an on-site screening session (including hearing and/or photo taking) of the applicant office.

Screening Committee

The screening committee members are composed of people of experience of academic standing, knowledgeable people, office experts, architecture and/or interior design experts, public agencies, and the sponsors.

<National>	Total 12 members including the screening chairperson.
<Hokkaido>	Total 7 members including the screening chairperson.
<Tohoku>	Total 6 members including the screening chairperson.
<Chubu>	Total 5 members including the screening chairperson.
<Kinki>	Total 8 members including the screening chairperson.
<Chugoku>	Total 5 members including the screening chairperson.
<Shikoku>	Total 5 members including the screening chairperson.
< Kyushu/Okinawa>	Total 5 members including the screening chairperson.

Award Ceremonies

<National>	Will be held in Tokyo, August
<Hokkaido>	Will be held in Sapporo, September
<Tohoku>	Will be held in Sendai, September
<Chubu>	Will be held in Nagoya, September
<Kinki>	Will be held in Osaka, September
<Chugoku>	Will be held in Hiroshima, September
<Shikoku>	Will be held in Takamatsu, September
< Kyushu/Okinawa>	Will be held in Fukuoka, September

Nikkei Inc.

Publishes The Nikkei, Japan's leading quality newspaper (three million copies publication); along with four other specialized papers keenly seeking expertise.

New Office Promotion Association (NOPA)

For the field of office spaces creation which also supports intellectual and productive activities, we conduct business activities by performing research on office-related matters, information input/output, commending and training manpower; we aim to promote improvement of office environment in which workers feel worth working and worth living, furthermore we aim to contribute on realizing sound development and affluent on Japan's economic system.

▪ NOPA's related projects for New Office Promotion

- Introduction of the awarded offices at seminars and/or symposiums.
- Introduction of the awarded offices at office observatory tours.
- Introduction of the awarded offices in the quarterly magazine, THE BEST OF NEW OFFICES.

NIKKEI NEW OFFICE AWARD Headquarters

c/o New Office Promotion Association

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