

History of JR East's Ecological Activities

1992	April	Committee on Ecology established
	June	Commemorative tree-planting conducted for the 5th anniversary of JR East (conducted each year since then as the "Afforestation Alongside Railway Tracks" program)
	August	Trial collection of three-category refuse started in Sugamo Station on the Yamanote Line
1993	May	Recycling of used train tickets started at the Chiba branch office
1994	February	Recycling center opened at Ueno station (for automated sorting of cans and bottles) Three-category refuse collection started in 36 stations (Yamanote Line and others)
	February	Recycling of used train tickets started in the Tokyo metropolitan area
1995	March	The first Shinkansen anti-noise measure initiative completed
	April	Ecology education instituted for all new recruits Torenta-Kun discount rental-car program introduced
	March	Quantitative environmental goals established in each business area, including reductions in volume of CO ₂ emissions First <i>Annual Environmental Report</i> issued (repeating each year since then)
1997	March	Recycling equipment shifts into gear at the Minami-Akita operations center
	June	Tree-planting conducted by new recruits (repeated every year since then)
	September	Attendance at the International Union of Railways (UIC) Environment Coordinators Meeting (attending each year since then)
	October	Nagano Rolling Stock Center and recycling equipment go into operation at Tokyo Station
	December	Participation in the COP3 together with the UIC
1998	March	Second anti-noise measure initiative for Shinkansen lines completed
	September	Production and sales of polyethylene refuse bags with used-paper content
	November	The Shinkiba recycling center opened (for collection and sorting of used newspapers and magazines)
1999	February	Niitsu Rolling Stock Plant obtained ISO 14001 certification
	March	The Omiya recycling center opened (for automated sorting of cans and bottles)
	April	Power generator unit No. 3 at the Kawasaki Thermoelectric Power Plant started operating
	May	Introduction of recycled copier paper, made of old newspaper collected from stations
	June	Light cars introduced as rental cars (K and SK classes)
	November	East Japan Eco Access Co., Ltd., obtained the ISO 14001 certification
	December	The extended Yamagata Shinkansen Line (to Shinjo Station) started operating; parking lots provided along the line Campaign for ecology (eco-train operation and others)
	April	Uniforms made from used PET bottles introduced VIEW Card base material changed to chloroethene-free PET-G

History of Environmental Honors

1992	September	The Highest Award, the Eighteenth Kanto General Meeting for Promotion on Energy Conservation, organized by the Energy Conservation Center
1994	October	The Minister of Transportation's Award for Distinguished Service in Recycling Promotion given to the Tokyo regional head office and organized by the Recycling Promotion Council
1995	October	Poster category of the Fifth Awards for Environmental Advertisements and the Director of Environmental Agency's Awards, organized by the Japan Eco-Life Center and sponsored by the Environmental Agency
1997	April	Environment-Friendly Companies and Social Contributions category, given to the Mito branch office and organized by Ibaraki Prefecture The Sixth Global Environment Award, organized by the Japan Industrial Journal with special assistance from WWF Japan
	June	The First Environmental Action Plan Award, the Director of the Environmental Agency's Award (organized by the National Association of Environmental Conservation and sponsored by the Environmental Agency)
	November	Special Award by the Director of the Cleaning Department of the Tokyo Metropolitan Government, given to the Tokyo regional head office Poster category, the Seventh Awards for Environmental Advertisements and the Director of Environmental Agency's Awards (organized by the Japan Eco-Life Center and sponsored by the Environmental Agency)
1998	April	The First Green Reporting Award for Excellent Environmental Report, organized by Toyo Keizai, Inc., and the Green Reporting Forum with support from Deloitte Touche Tohmatsu
2000	May	Improvement and Rationalization category, the Shimoji Prize, Awards for Superior MH Equipments and Systems, given to East Japan Eco Access Co., Ltd., and organized by the Japan Material Handling Society