

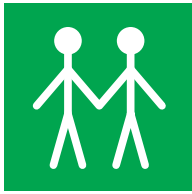


Annual Environmental Report 2001



EAST JAPAN RAILWAY COMPANY

Committee on Ecology



5. Environmental Efforts in Society

Nature is preserved in abundance along our approximately 7,500 km of railway lines. This includes the forests established to protect rail lines against the ravages of snow and wind. Protection of the natural surroundings is one of our most significant undertakings.

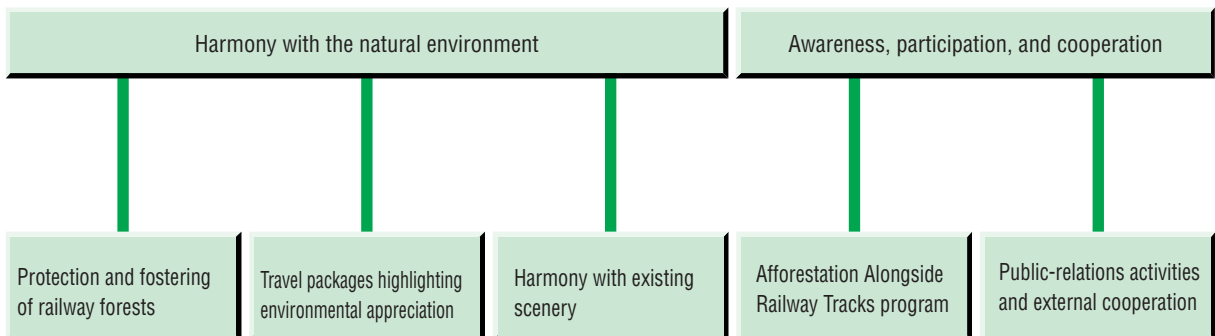
Yet, in our corporate effort on behalf of environmental conservation, it is also imperative that employees,

including those at our group affiliates, are also aware of environmental issues, and that we appeal to our 16 million daily passengers regarding the importance of environmental conservation. JR East is thus working to expand the circle of environmental awareness through a variety of means and occasions.

Goals and progress

Item/Target value	Actual achievements in fiscal 2000
Implementation of specific environmental protection activities on an annual basis	12 locations 20,000 trees 2,000 participants

JR East's environmental efforts in society





Harmony with the natural environment

Rediscovering the railway forests

Forests serve a variety of functions. In fact, since the early days of the Japanese railway industry's development, they have spared railways from all sorts of natural disasters. Over a century ago, in 1893, our first railway forest was established between Mizusawa and Aomori on the Tohoku Honsen Line to protect trains from drifting snow. From that point on, railway forests have been planted in various locations as a means of protection against snowstorms and landslides. Currently, we maintain approximately 4,400 hectares of railway forest comprising approximately six million trees. These forests not only contribute to the natural surroundings, they also have the capacity to absorb 17,000 tons* of CO₂, a full 0.6% of the annual JR East emission volume. We have made it our mission to protect and foster these forests.

* Calculation based on "Assessment of public benefit of forest lands," Forestry Agency press release, Sept. 6, 2000

Natural environment and travel

Travel and first-hand experience are perhaps the best means to understand the importance of our environment. JR East offers a variety of travel plans highlighting the theme, "Communication with Nature." We also include communication with the local community among the concepts for our New Journey travel packages and are working to establish accommodations for longer stays in cooperation with local communities. We believe that reconciliation between environmental protection and community revitalization can only be achieved through the maximization of local environment, people, culture, and resources. We will continue devising travel programs that bring forth the timeless charm of nature while emphasizing the fundamental importance of environmental conservation.

Harmony with the existing scenery

The construction and major renovation of railways requires that we harmonize as much as possible with the existing scenery. To that end, we have adopted various measures for buildings and other structures to reconcile structural safety and durability and harmonization with the environment.

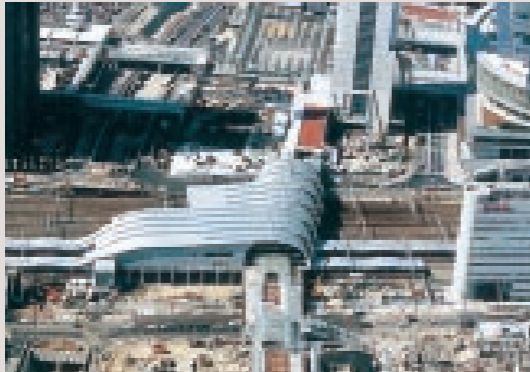
In 2000, our Saitama-Shintoshin Station was honored with a Good Design Award and the 2000 Sai-no-kuni Saitama Prefecture Scenic Award. Shinjo Station on our Yamagata Shinkansen Line was the recipient of the Ministry of Transport Railway Bureau Chief Award, administered by the Association of Railway Architects.



Railway forest

Examples of travel packages highlighting encounters with nature

The Shirakami Mountains	(April–November)	804 participants
Let's Walk in Nature	(April–November)	1,477 participants
Forest Hot-spring Travels	(April–March)	1,044 participants
Village of Nature in Hokkaido	(July–August)	102 participants
Fukushima Expedition	(July–August)	538 participants
Trekking in Yamagata	(July–August)	353 participants
Yamagata Vacation	(July–September, January–March)	481 participants



Saitama-Shintoshin Station

Awareness, participation, and cooperation

Afforestation Alongside Railway Tracks program

JR East is conducting a number of activities designed to encourage environmental awareness among a broad segment of the population. One such activity is our Afforestation Alongside Railway Tracks program, initiated in 1992, through which we conduct tree-planting activities along railway lines throughout the JR East service area on an annual basis. This is a volunteer activity by the employees of JR East and group companies that also enjoys the participation of local residents. Donations collected by employees of JR East and group companies are also contributed to support this program.

Making railways more accessible for all

In step with the aging of Japanese society and accelerating globalization, JR East is working to make its railways reassuringly safe for not only physically challenged people, but also people unfamiliar with rail services. For example, in line with the Traffic Barrier-free Law that was enacted in November 2000, we are equipping train stations with elevators and escalators. As a rule, elevators will be fitted on all platforms with minimum elevations of five meters at stations accommodating at least 5,000 passengers daily (approximately 390 stations). Likewise, escalators will be installed on all platforms with minimum elevations of five meters at stations accommodating at least 10,000 passengers daily (approximately 300 stations). Energy-saving escalators designed to start up automatically when passengers step on have also been installed at stations with relatively infrequent arrivals and departures.

Train station notices of arrival times, connections, and other information are being switched over to easy-to-understand designs with large text and pictograms. We are also installing multipurpose toilets that are easy to use for people in wheelchairs, senior citizens, and people accompanied by infants.



Afforestation Alongside Railway Tracks program



A station escalator



Public-relations activities and external cooperation

Between March and April 2001, JR East conducted an ecology campaign to raise environmental awareness among our passengers. As one element of the campaign, we designated one train on the Yamanote Line as an Eco-train 2001 in a joint project with WWF (World Wildlife Fund) Japan. This special train featured first and last cars decorated with designs that represented the recurring cycles of natural ecosystems. Posters on the theme of environmental protection were displayed in all eleven of the train's cars.

We are also conducting other public-relations activities via a variety of media to promote public understanding of our environmental efforts and encourage a greater level of awareness among society at large.

Environment-related communication activities

JR East maintains an ecology page on its website (<http://www.jreast.co.jp/eco/>) that outlines the contents of its *Annual Environmental Report*. The report may also be downloaded entirely or in sections in PDF format files. The site also welcomes the opinions of readers by e-mail (eco@jreast.co.jp).

Questionnaires are also included with the *Annual Environmental Report* to solicit feedback. Thanks to these questionnaires and via e-mail, we received a significant amount of feedback in the last fiscal year. In producing this document, we tried to accommodate the requests of our readers to make it easier to understand.

As always, we hope that you will take the opportunity to inform us of opinions or questions you may have about this *Annual Environmental Report* or specific environmental activities.



Eco-train 2001



Newspaper advertisements