

History of JR East Group's Environmental and Social Activities

Year	Month	History of JR East Group's Environmental and Social Activities
1987	April	Japanese National Railways divided, East Japan Railway Company begins. First Railway Safety Promotion Committee meeting.
	June	"Green Campaign" begins. Green Counter opened for receiving customer opinions.
1988	September	"Challenge Safety Campaign" conducted throughout the company.
1989	April	Establishing the Safety Research Laboratory and General Education Center.
	May	ATS-P, a train-protection system with improved safety introduced between Ueno and Ogu on the <i>Tohoku</i> Line
1990	September	"First Railway Safety Symposium" held
	October	Management plan for the 21st century "Future 21," released. "Lady's Car," for female passengers only, introduced on sleeping cars
1992	March	East Japan Railway Culture Foundation established
	April	Committee on Ecology established
	May	Commemorative tree planting conducted for the 5th anniversary of JR East (becomes annual event as the "forestation along railway lines" program)
	August	Trial collection of garbage separated into three categories at Sugamo Station on the <i>Yamanote</i> Line
1993	March	"All day non-smoking" extended to major stations in Tokyo suburban area
1994	February	Ueno Station Recycling Center starts operation (automated sorting of cans/bins) Separated garbage collection starts at 36 stations on the <i>Yamanote</i> Line
	March	"Basic Safety Plan" announced
1995	February	Recycling of used train tickets starts in the Tokyo metropolitan area
	March	First antinoise measures initiative for the <i>Shinkansen</i> lines completed
	April	Ecology education for all new recruits starts. "Torenta-kun" discount rent-a-car services for Park & Ride launched
1996	March	JR East website set up
	March	Quantitative environmental targets such as CO ₂ emissions set
	March	"Annual Environmental Report" published
	December	Autonomous Decentralized Transport Operation / Control System (ATOS) starts operation
1997	March	Recycling facility at Minami Akita Operations Center starts operation. Separate smoking area set at all stations. Smoking banned on all local trains.
	October	Recycling facility starts operation at <i>Nagano Shinkansen</i> Rolling Stock Center and Tokyo station
	December	Jointly participates in COP3 with the UIC
1998	March	Second antinoise measures initiative for the <i>Shinkansen</i> lines completed
	November	Shinkiba Recycling Center starts operation (collection and sorting of used newspapers and magazines)
	November	Ranks 27th among the "most respectable enterprises in the world" by Financial Times
1999	February	"Safety Plan 21" announced. Niitsu Rolling Stock Manufacturing Factory acquired ISO14001 certification
	March	Omiya Recycling Center starts operation (automated sorting of cans/bins)
	April	Service Managers introduced to some stations
	May	Starts using copier paper recycled from newspapers collected at stations
	September	Starts delivering train operation information by character information service for cell phones
2000	April	"JR East General Education Center" opens
	April	Recycled uniforms made of used PET bottles introduced. "Eki Net," an integrated travel website, opens
	September	Environmental accounting disclosed in the "Annual Environmental Report"
2001	November	Environmental targets revised in line with the announced "New Frontier 21," the Group's medium term business plan
	March	Oi Workshop, Kawasaki Thermoelectric Power Plant, and Niigata Mechanical Technology Center acquired ISO14001 certification
	July	Trial operation of "Ladies Only cars," for female passengers, on the <i>Saikyo</i> Line
	September	Announced in-station wireless Internet connectivity testing
2002	December	Established JR East Research & Development Center
	February	Started test runs of the AC Train, a next-generation commuter train
	March	Omiya Workshop acquired ISO14001 certification
	April	Digital ATC introduced on the <i>Yamanote</i> Line
	September	Published Sustainability Report, which includes social and economic issues in environmental report format
2003	November	Sendai General Rolling Stock Workshop acquired ISO14001 certification
	January	Published the illustrated booklet Mr. Polar Bear Takes the Train
	March	Distributed the Guide to Barrier-Free Station Facilities
	April	Started test runs of the NE Train, the world's first hybrid railcar

Afterword

We held editing sessions for people from relevant departments to discuss the content of this report. Through our efforts to clarify the interrelationship between JR East Group and a sustainable society, and to communicate this as simply as possible in the report, we realized the difficulty of our challenge. We will continue to strive for unique and effective presentation in future reports.



Sustainability Report 2003

Published in September 2003
(Next edition is planned to be published in September 2004)

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