

## ► Our Relationship with Communities

# How Does the JR East Group Promote Partnerships with Society?

As a responsible corporate member of society, the JR East Group promotes collaboration with local and international communities. JR East contributes to community development with a focus on the areas around train stations, as well as philanthropic, cultural, and international cooperation programs, in order to better fulfill its role as a good corporate citizen.

### Enriching Local Communities

#### Station nursery schools and nursing care services

In response to the changing needs of Japanese society today, with the low birthrate and the aging population, the JR East Group is cooperating with local governments and others to promote "station nursery schools" and "nursing care" services that can provide convenient, safe and reliable services close to train stations.

As of April 2005, there were 16 station nursery schools and 3 nursing care facilities. Near the Yono-Hommachi Station on the Saikyo Line, we have opened a new type of multi-purpose social services facility, combining a nursery school and a daytime service center for seniors.

Our conceptual goal with the Saikyo Line is to work towards establishing an entirely child-friendly zone, based on the idea of establishing a line, rather than points along the rail line, by developing these nursery schools.



The Ohisama Nursery School near the Yono-Hommachi Station is adjacent to a facility with a daytime service center for seniors.

#### Stations and community vitalization

JR East sees stations not as facilities simply for boarding and alighting from trains. Rather, it believes that stations can contribute to local development as places of information and culture, and therefore encourages the location of public facilities adjacent to stations. In fiscal 2004, this type of joint construction was conducted at three stations. One example is the newly-opened Kanegasaki Station on the Tohoku Line, which

was built jointly with other facilities, including a tourist information center and an agricultural cooperative. In addition, in coordination with the redevelopment plans of local governments, we are cooperating to mitigate traffic congestion, such as by installing overpasses to replace level crossings.



The Kanegasaki Station Building opened February 2005.

#### Tourism development

In recent years, there has been a growing demand for tourism development that balances various perspectives, including the protection of natural landscapes, and the support and improvement of the basis of livelihood for local communities. Seeing "tourism development" as the equivalent of "local development," JR East has been working on long-term initiatives for tourist destination development that is closely linked with local needs – whether it be the idea of working closely with local representatives, or publicizing information in the Tokyo metropolitan area. In addition, besides providing key transportation services for local communities, JR East's *Joyful Train* services on the Gono, Ominato and other lines provide enjoyable travel experiences for tourists.



Resort Shirakami train lets passengers enjoy the beautiful scenery along the Gono Line.

### For the Next Generation

#### Support for the Children's Railway Association

The Children's Railway Association, run by the Traffic Manners Association, was established to raise children's awareness about proper etiquette on public transportation. Clean-ups at train stations and field trips to railway facilities are among the activities of approximately 450 members at 12 branches. JR East provides support, such as by providing office facilities at JR East branch offices, giving children the opportunity to try their hand at train simulators, etc.



Children hand out trash bags to customers and encourage them to help keep railcars clean.

#### Events at railway facilities

JR East regularly holds tours and fairs at facilities such as railcar factories and general rolling stock centers to give people of all ages the chance to pursue their interest in trains and railways – events like mini-steam locomotive rides, and stamp rallies. One recent example is the Sendai Shinkansen Depot Open Day, which is attended by about 15,000 persons.



Visitors can enjoy close-up views of the railcars, observe work demonstrations, etc. This event is very popular with locally.

## International Contributions

JR East attracts a high level of interest from overseas, from parties concerned with railways – regarding its experience with privatization, and technological developments, etc. In the interest of contributing to the development of railways around the world, we hosted 723 overseas visitors in fiscal 2004, by offering lectures and accepting study tours. In addition, in response to requests from the Japan International Cooperation Agency (JICA) and others, we dispatch our own railway experts to developing-countries to provide on-site guidance, for example.

JR East has also concluded cooperative agreements with German, Italian, and French national railway companies for information exchanges on technological development and management issues. In addition, in the long-term interest of promoting mutual communication, besides exchanges of personnel we also conduct information exchanges with neighboring countries such as China and Korea.

### International cooperation (FY 2004)

Dispatched	Long-term (1 year or more) Short-term (up to 1 year)	1 person to 1 country 24 persons to 6 countries
Accepted	JICA trainees	152 persons from 32 countries

## East Japan Railway Culture Foundation

### Activities, Objectives

JR East established the East Japan Railway Culture Foundation<sup>\*1</sup> in 1992 in order to foster a people-friendly railway and transportation culture.

### The Railway Museum

The Transportation Museum was originally opened in 1921 by the then-Railway Ministry as

the Railway Museum, under the raised tracks on the north side of Tokyo Station. In 1936 it was moved to its present location in the Kanda area of Tokyo.

The museum today receives many visitors each year as one of the most respected corporate museums in Japan, but due to the aging of the facilities, and the shortage of display space, it was decided that we move the museum to Saitama City, and the new Railway Museum is scheduled to open in 2007.

Among the features of the new museum are a History Zone, which will show the evolution of the railway system, and an Education Zone, where visitors can gain interactive experience of the principles and equipment behind railways. The museum will also aim to preserve railway artifacts and archives from both Japan and overseas, and to serve as a center for research.



The Railway Museum, scheduled to open in 2007, will include interactive exhibits to experience railway work.

### Railway archives, international exchange

Over the ten years leading up to 2001, the Foundation sponsored research on the basic theme of "Railway Culture and the Future Transportation Society," and now makes the reports of findings available from a database on its Internet website. It also issues railway-related publications and CD-ROMs. The Foundation also publishes the *Japan Railway & Transport Review* (JRTR) in English, as an international discussion forum for specialists.

The Foundation also invites young managers from railway companies in Asia to learn railway management and technology, etc., under the "JR East Fellowship Program," the "JR East International Course," and "Ministry of Railways of China Training."

### Trainees accepted by the East Japan Railway Culture Foundation

Fiscal year	JR East Fellowship Program	JR East International Course	Ministry of Railways of China Training
2001	10 trainees from 5 countries	*10 trainees from 5 countries	22 trainees
2002	8 trainees from 5 countries	*10 trainees from 5 countries	21 trainees
2003	9 trainees from 5 countries	16 trainees from 9 countries	10 trainees
2004	10 trainees from 5 countries	19 trainees from 10 countries	24 trainees

\* Formerly named the "Training for Middle Management Executives"

### Promoting local culture

The Foundation has held a variety of exhibitions at the Tokyo Station Gallery since it was opened in 1988. In addition, the Foundation has been sponsoring efforts to preserve and pass on the precious cultural assets and traditional arts from all over east Japan, in the interest of promoting local culture. In fiscal 2004, the Foundation provided 54.8 million yen to 14 projects.



Shittaka puppet performance, a traditional art form, from Takayama village in Gunma Prefecture.

\*1 East Japan Railway Culture Foundation

www.ejrct.or.jp/

Telephone: +81-3-5334-0623