

How does the JR East Group promote partnerships with communities?

As a responsible member of society, the JR East Group is promoting collaboration with local and international communities. In order to better fulfill our role as a good corporate citizen, we are engaged in social contribution activities through welfare, cultural, and international cooperation programs, including a community development program focusing on areas around our train stations.

Enriching local communities

Station nursery schools and nursing care services

In response to the changing needs of Japanese society, with its declining birth-rate and 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 near our stations.

As of April 2006, there were 18 station nursery schools and 3 nursing care facilities. Among those nursery schools, eight have been established along the Saikyo Line and the Saitama New Urban Transit Company's New Shuttle. In this regard, our goal is to create a rail line that is conducive to child-rearing, by building these nursery schools along our rail lines, rather than in a scattered manner.



In response to requests from local residents, Musashiurawa Kuwa-no-Mi Nursery School is opened, the second of its kind in Musashiurawa City, Saitama Prefecture.

Community revitalization through stations

JR East sees stations not as facilities simply for getting on and off trains. Rather, we believe that stations can contribute to the revitalization of local communities as an information and cultural base. For this reason, we are making various efforts to revitalize stations. More specifically, we have built public facilities on the premises of our stations, and renovated the exterior of our stations to harmonize with

surrounding areas, as part of our initiatives to help develop local communities. In fiscal 2005, we remodeled 4 stations, including Yamanashi-shi Station, where the color of its exterior was changed to warm ones to match with the European-style buildings nearby.



The exterior of Yamanashi-shi Station on the Chuo Main Line was renovated in line with the local community development plan.

Tourism development

In recent years, there has been a growing demand for well-balanced tourism development that gives due consideration to various aspects, including the conservation of natural landscapes, and the maintenance and improvement of the social and life infrastructure in local communities. In the belief that "tourism development" could lead to "local community development," JR East has been working on long-term initiatives for the creation of tourist destinations that are closely linked with local needs, ranging from drawing a concept with local people to sending information to the Tokyo Metropolitan Area. In addition, we operate our "Joyful Trains" on the Gono, Ominato and other lines to provide local communities with key transportation services as well as help tourists enjoy their travels.



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

For the next generation

Support for the Children's Railway Association

The Children's Railway Association is run by the Traffic Manners Association, with the aim of raising children's awareness of proper manners on public transportation. In our service areas, clean-up activities at train stations and field trips to railway facilities are among the activities of approximately 500 members belonging to 12 branches of the association. JR East is supporting the association's initiatives by establishing its offices at our branch offices, and giving the members special opportunities such as operating our train simulators.



Station clean-up activity by the members of the Children's Railway Association.

Events at railway facilities

JR East regularly holds tours and events at our facilities, including our Rolling Stock Manufacturing Factory and General Rolling Stock Centers, to give people the chance to pursue their interest in trains and railways. One example is an event at the Omiya General Rolling Stock Center to introduce our environmental initiatives. The event drew a total of about 30,000 visitors.



Visitors can enjoy the railcar exhibitions and mini-steam locomotive rides in the events at our facilities. They are very popular with local residents.

International contributions

Cooperation with people in the railway industry overseas

JR East has drawn attentions of people in the railway industry overseas in various areas, including our smooth transition from a national entity to a private company, such cutting-edge technologies as the Shinkansen trains and the *Suica* IC fare-card, our initiatives to conserve the global environment, and the highly-regarded lifestyle business that we are engaged in. In fiscal 2005, 643 people from 38 countries visited our facilities, where lectures and tours were given to them. We are making efforts to help them to capitalize on our know-how in their respective countries.

In addition, we are actively involved in international cooperation activities by dispatching our railway experts to Asian and other neighboring countries to provide on-site advice, when requested by the Japan International Cooperation Agency (JICA).

▶ International cooperation activities in fiscal 2005

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|------------|-------------------------------------|-------------------------------|
| Dispatched | Long-term dispatch (1 year or more) | 1 expert to 1 country |
| | Short-term dispatch (up to 1 year) | 5 experts to 2 countries |
| Accepted | JICA trainees' acceptance | 45 trainees from 26 countries |

Exchanges with foreign railway companies

JR East has concluded cooperative agreements with German, Italian, and French national railway companies to exchange information on R&D and management, and



A friendship agreement was concluded between the Tokyo Station and the Central Station in Amsterdam, the Netherlands, in April 2006.

dispatch and accept each other's personnel, in the long-term interest of promoting mutual communication. We have also exchanged information on railway-related technologies, management, and others with our counterparts in China, South Korea, and other Asian countries. We are making efforts to help contribute to the development of the railway industry around the world through such exchanges with foreign railway companies.

Activities through East Japan Railway Culture Foundation

Activities and the objectives

JR East established the East Japan Railway Culture Foundation*1 in 1992 in order to continuously and steadily get involved in social contribution activities. The foundation has promoted local culture, study and research on railways, and international and cultural exchanges through our railway business.

Construction and operation of the Railway Museum

The new Railway Museum is currently under construction in Saitama City, Saitama Prefecture, and scheduled to open in October 2007. The museum is planned to exhibit and store cultural heritage exhibits that are to be taken over from the now-closed Transportation Museum, a 35-car train under preservation, and a great number of documents about railways, which are also to be used for study and research. The museum is expected to be one of the world's top class museums on the railway, in terms of scale and quality, with two



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unique zones: the History Zone, which is to show the evolution of the railway system from the viewpoint of the industry's history, and the Education Zone, where visitors will be able to experience and study the fundamentals, mechanisms, and up-to-date railway technologies.

Study and research on the railway and international exchanges

The foundation has sponsored studies and research on "Railway Culture and the Future Transportation Society" as a basic theme, and made the research findings as well as its activities available on its website. It has also provided other theme-specific information as CD-ROMs and DVDs.

The foundation has published the *Japan Railway & Transport Review* (JRTR) to provide an international discussion forum among specialists, and other railway-related English publications, as well.

In addition, the foundation has invited young managers in Asian railway companies for railway management and technology training. In fiscal 2005, a total of 49 managers were invited from China, Indonesia, Malaysia and other 6 Asian countries.

Promotion of local culture

Regrettably, the foundation now has had to close the Tokyo Station Gallery for the time being, as the restoration of the Tokyo Station building is under way. As an alternative, it has held exhibitions at the Old Shinbashi Station and other venues.

The foundation has also sponsored activities at various locations in East Japan to preserve and pass on precious cultural heritage and traditional arts, as part of its initiatives to promote local culture. In fiscal 2005, the foundation offered a total of about 57 million yen in grant to 14 projects, including those to preserve and hand down *Kanuma Imamiya-tuke Festival* held in Tochigi Prefecture and to conserve and maintain *Gassan Kyu-Rokujurigoe-Kaido* in Yamagata Prefecture.

*1 East Japan Railway Culture Foundation

http://www.ejrco.or.jp/en_zh/index_en.html

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