

How does the JR East Group provide environmental information?

The JR East Group communicates environmental information to the public through a variety of means, including our website, *Sustainability Reports*, events, and the like. We are accelerating our environmental efforts through two-way communication with our stakeholders.

Communicating environmental information

Providing information through a wide range of means

We have published an environmental report each year since 1996 (in 2002, the name of the report was changed to *JR EAST Group Sustainability Report*). Additionally, our Group company JR East Department Store Co., Ltd. has issued an environmental report annually since 2004.

In order to make our environmental information available to more people, we have published and widely distributed a children's illustrated booklet "*Thinking more about the Environment*," and a digest version of *JR EAST Group Sustainability Report*. In fiscal 2005, we featured abstracts of our *Sustain-*

ability Report in *Tranvert*, a magazine for Shinkansen passengers. We have received a great deal of reader feedback for these publications. We have also provided environmental information via the Internet, train posters, and other means. We remain committed to disclosing information in an easy-to-understand format, and actively promoting environmental communication with a wide variety of people.

Providing information at events

In 2005, we again participated in the Eco-Products Exhibition held at Tokyo Big Sight, to present the environmental-conservation activities of the JR East Group. About 2,000 people took part in a quiz about the exhibit.

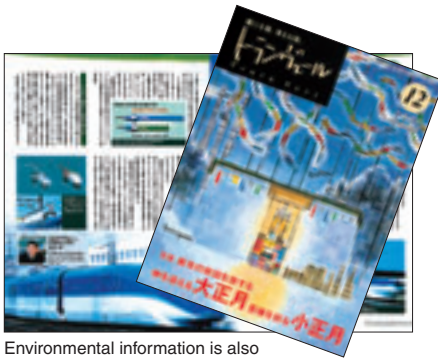
In addition, every year we co-organize events with local governments, business, and others, with the goal of communicating information on the environment. In March 2006, we jointly organized the "Gas & Railways—the Third Exhibition of Environmental Initiatives by Tokyo Gas and JR East" with Tokyo Gas Co., Ltd. at Tokyo Station. At the exhibition, we introduced environmentally friendly lifestyles as a corporate member of the nation-wide Team Minus 6% campaign. We also ran an exhibition to deepen people's understanding of global warming in cooperation with the Ministry of the Environment's Japan Center for Climate Change Actions.

Promoting eco tourism

JR East has offered a wide range of tours enabling people to experience nature, under the theme of interaction with the wonderful nature to be found throughout Japan. In fiscal 2005, about 8,000 people joined eco tours.

One of our popular offerings is the Shirakami Mountains Trekking tour. This tour enables people to experience the attraction of the Shirakami Mountains, which was the first location in Japan to be designated as a UNESCO World Natural Heritage site. In fiscal 2005, about 1,000 people participated in this tour. In April 2006, we established a members club called the Shirakami Mountains Beech School with the aim of expanding participants of the Shirakami Mountain Trekking tour. We have held classes for members in the Tokyo Metropolitan Area and elsewhere, and communicated information through a member newsletter and other means.

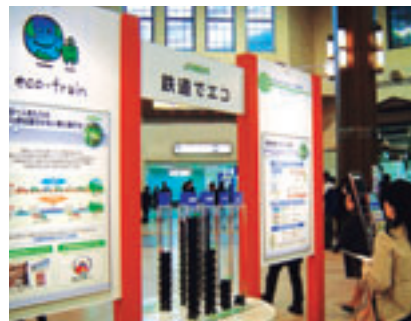
We also continue to offer our "Hiking from Stations" program, in which participants can easily enjoy nature around our stations located in various regions. In fiscal 2005, we held 367 tours, with about 240,000 participants.



Environmental information is also provided in *Tranvert*, a magazine for Shinkansen passengers.



Our environmental activities website had 540,000 hits in fiscal 2005.



The Gas & Railways exhibition at Tokyo Station was co-organized with Tokyo Gas Co., Ltd.



Our members club, the Shirakami Mountains Beech School, provides information about the Shirakami Mountains, aimed at achieving compatibility between tourism and nature conservation.



The ability to easily enjoy nature is one of the reasons behind the popularity of the "Hiking from Stations" program.

Forest development in partnership with communities

Railway Line Forestation Program

Since 1992, each of our branch offices has planted trees with the participation of local community members, as part of the JR East Group's efforts to contribute to society. As of fiscal 2005, we have planted 250,000 trees, with the total participation of about 34,000 people.

Each of our branch offices has used innovative approaches to attract broad participation, including tie-ups with local governments and others, and combining hiking events with tree planting. For example, the JR East Sendai Branch Office held the ceremony to commemorate the completion of renovations to Nishi-Wakamatsu Station together with a tree-planting event, and planted 300 trees, working with a large number of local residents.



As of fiscal 2005, 34,000 people have participated in the Railway Line Forestation Program organized by each branch office.

Adataro Hometown Forestation Program

We have conducted a forestation program on national land in Otama Village (Adachi-gun, Fukushima Prefecture) since 2004.

We have selected 22 varieties of native trees, and over a three-year period planted 45,000 saplings closely together in a state close to nature. The aim of the program is to develop a "hometown forest" through a process of natural selection.

In 2006, the third year of the program, the event was well attended despite the rain. A total of 800 people, including JR East Group employees and local residents, participated, topping the previous year's participation by 100 people. We feature images of the tree planting and the growth of the trees on our website.



With the cooperation of local residents of Otama Village in Fukushima Prefecture, we have planted 45,000 trees over a three-year period.

Akita Shimohama Coast Forestation Program

JR East owns railway trees along the Uetsu Line on the Shimohama Coast in Akita City, mainly consisting of Japanese black pine. Over the past few years, however, damage from pine weevils has caused blight.

In May 2006, the JR East Akita Branch Office co-organized the Akita Shimohama Coast Forestation Program with the AEON Environmental Foundation. With the participation of 950 volunteers recruited from major stations and AEON Group stores throughout Akita Prefecture, we planted 10,000 saplings consisting of 29 different varieties of trees (mainly broad leaf trees). We plan to organize this event again in 2007, as part of our efforts to conserve the natural environment along railway lines through the restoration of railway trees.



A total of 10,000 trees were planted by 950 people engaged in the Akita Shimohama Coast Forestation Program in coordination with the AEON Environmental Foundation.

"Eco-conscious on Railway" campaign

JR East takes part in the "Eco-conscious on Railway" campaign run through cooperation between the Ministry of Land, Infrastructure and Transport and railway operators. The campaign urges people to use trains as an environmental measure that they can implement on a daily basis. Trains emit less CO₂ per person than family cars and other forms of transportation. The goal of the campaign is to broaden people's awareness of the fact that using trains can help solve global warming and other environmental issues, and to encourage people to use trains, rather than other modes of transportation, for the sake of the environment.

Since the campaign started in October 2005, JR East has hung posters in trains on all lines in the Tokyo Metropolitan Area, informing passengers of the campaign and the fact that trains have lower environmental impacts. We have also provided information at environmental events held various locations, informing large numbers of people about such trains' characteristics. We remain committed to making our railway systems more accessible and deepening people's understanding of the outstanding environmental features of trains, for the purpose of reducing the environmental impact imposed by human transportation.

Events at the JR East Mito, Sendai, Akita, and Takasaki Branch Offices.

Hanging poster

