

History of JR East Group's environmental and social activities

Year	Month	Environmental and social activities	Year	Month	Environmental and social activities
1987	April	Japanese National Railways divided, and East Japan Railway Company established. First Railway Safety Promotion Committee meeting held.	1999	February	<i>Safety Plan 21</i> announced. Niitsu Rolling Stock Manufacturing Factory acquired ISO14001 certification.
	June	Green Campaign began. Green Counter (now renamed customer help desks) opened for receiving customer feedback.		March	Omiya Recycling Center started operation (for automatically separating used cans from bottles).
1988	September	Company-wide "Challenge Safety Campaign" launched.		April	Service managers deployed at some stations.
1989	April	Safety Research Laboratory and General Training Center established.		May	Started utilizing copier paper recycled from newspapers collected at stations.
	May	ATS-P, a more safety train-control system, installed between Ueno and Ogu Stations on the Tohoku Line.		September	Information service on train operations made available by cellphone.
1990	September	"First Railway Safety Symposium" held.	2000	April	JR East General Education Center established. Uniforms made from recycled PET bottles introduced.
	October	"Future 21," a management plan for the twenty-first century, announced. "Ladies' Car," a train car exclusively reserved for female passengers, introduced in limited express trains with sleeping berths.		September	Environmental accounting included in annual <i>Environmental Report</i> .
1992	March	East Japan Railway Culture Foundation established.	2001	November	Environmental targets revised with the announcement of <i>New Frontier 21</i> , the Group's medium-term management plan.
	April	Committee on Ecology established.		March	Oi Workshop, Kawasaki Thermal Power Plant, and Niigata Mechanical Technology Center acquired ISO14001 certification.
	May	Trees planted to commemorate the 5th anniversary of JR East's founding (later an annual event called "Railway Lines Forestation Program" launched).		July	"Women-Only" cars for female passengers introduced on the Saikyo Line on a trial basis.
	August	Waste collection sorted into three categories began on a trial basis at Sugamo Station on the Yamanote Line.		December	JR East Research & Development Center established.
1993	March	All-day smoking ban extended to major stations in the Tokyo suburban areas.	2002	February	Test runs of the AC Train, a next-generation commuter train, began.
1994	February	Ueno Station Recycling Center started operation (for automatically separating used cans from bottles). Waste collection sorted into three categories started at 36 stations on the Yamanote and other lines.		March	Omiya Workshop acquired ISO14001 certification.
	March	"Basic Safety Plan" announced.		September	<i>Sustainability Report</i> including social and economic aspects published.
1995	February	Recycling of used train tickets began in the Tokyo Metropolitan Area.	November	Sendai General Rolling Stock Workshop acquired ISO14001 certification.	
	March	First measure to reduce Shinkansen noise completed.	2003	March	Pamphlet " <i>Guide to Barrier-Free Station Facilities</i> " distributed.
	April	Ecology education for all new recruits initiated. "Train-ta-kun," a discount car rental service for train passengers, launched.		May	Test runs of the NE Train, world's first hybrid railcar, began.
1996	March	JR East website set up. Quantitative environmental targets for CO ₂ emissions and others set. First annual <i>Environmental Report</i> published.		September	First JR East Group Environmental Management Promotion Conference held.
	December	Autonomous Decentralized Transport Operation Control System (ATOS) became operational.	December	Koriyama Workshop acquired ISO14001 certification.	
1997	March	Recycling facility at Minami-Akita Operations Center started operation. Separate smoking zones established at all stations. Smoking banned on all local trains.	2004	March	<i>Safety Plan 2008</i> announced.
		October		Recycling facilities at Nagano Shinkansen Rolling Stock Center and Tokyo Station started operation.	April
	December	Participated in COP3 with the UIC (International Union of Railways).	May	Adataro Hometown Forestation Program held.	
1998	March	Second set of measures to reduce Shinkansen noise completed.	2005	January	<i>Sustainability Report 2004</i> received the Environment Minister's Award in environmental report category at the Eighth Environmental Communication Awards. Environmental targets revised with the announcement of <i>New Frontier 2008</i> , the Group's medium-term management plan.
	November	Shinkiba Recycling Center started operation (for separating used newspapers from magazines). Ranked at 27th on the list of world's most respected enterprises by <i>Financial Times</i> .		February	Nagano General Rolling Stock Center acquired ISO14001 certification.
2006	February	Disaster Prevention Research Laboratory established.		July	Akita General Rolling Stock Center acquired ISO14001 certification. Customer Service Department established.
			December	Office-wide JR East Eco Activities started at JR Hachioji Branch Office.	

* Former names are used for some facilities.

Editorial Note

In editing this report, one of our greatest challenges was how to communicate our approaches and initiatives regarding safety, our most important management issue.

Specifically, we strove to improve readers' understanding of our commitment to safety, by devoting six pages to our safety efforts (three pages were allocated to describe them in the *JR EAST Group Sustainability Report 2005*), and shifting the report's focus from our performance to details of our approach and management, such as our safety promotion regime and initiatives to create a culture of safety.

Although we felt keenly the difficulty of conveying our prime commitment to safety in the limited amount of space available, we are determined to enhance the content of our *Sustainability Report* with the help of feedback from our readers.

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