

# Promoting partnership with communities

We are working to develop stations into community centers for local societies, oases of relaxation and tools for area revitalization

The JR East Group is actively promoting community-rooted projects such as nursery schools and nursing care facilities, based on the long-term prospect of a declining birth rate and an aging society, and cultural and international communications and the restoration and redevelopment of an important cultural asset, Tokyo Station.

## Enriching local communities

### Nursery schools and nursing care facilities near stations

To respond to social issues connected to the declining birth rate and the aging of society, with their concomitant requirements for increased levels of child care and nursing care, the Group is developing station nursery schools and nursing care facilities at sites near stations.

Station nursery schools are being developed as a type of business that contributes to society, in cooperation with local governments and child care business operators. As of the end of March 2007, we had 18 nursery schools in operation. Eight of these are located along the Saikyo Line and Saitama New Urban Transit Company's New Shuttle. Continuing this development process, our goal is to make our railway lines helpful for raising children through the construction of nursery schools.

Our nursing care business is currently



Kokubunji J Kids' Station

centered at four sites, including Ohisama Day Service Center, which is attached to a station nursery school near Yonohonmachi Station.

### Making stations engines of community revitalization

Stations are changing from simply being facilities for getting on and off trains to information and cultural bases where people gather socially. JR East has implemented a continuing program of station renewal, employing a variety of methods, with the goal of contributing to local communities through the revitalization of stations.

JR East also has been carrying out various development programs in cooperation with the city planning departments of local governments. Such projects include construction of new stations, the creation and renovation of free passages and station squares, elevating stations to solve prob-



Narita Line Sawara Station, designed to fit the "Little Edo" surrounding area

lems of separation of local communities, and joint development of community halls and libraries. In general, we are making all possible efforts to contribute to lively cities, such as the creation of public areas in Arcade Akabane and other shopping centers. We also are implementing a program of station renewal so that our facilities will harmonize well with surrounding areas.

### Tourism development in coexistence with communities

In recent years, there has been a growing demand for balanced tourism development that considers different aspects, such as the conservation of natural landscapes, and the maintenance and improvement of the society and the life infrastructure in local communities.

In the belief that tourism development ultimately leads to local community development, JR East has instigated long-term initiatives for the creation of tourist destinations that are closely linked with local needs, ranging from drawing up concepts in unison with local citizens, to sending information to the Tokyo metropolitan area. In the Chiba Destination campaign, for example, priority was placed on collaboration with the local community, and in the operation of the Resort Shirakami train, we are joining together with local residents to promote the attractiveness of areas along the line.

## COLUMN

### Restoration and redevelopment of the gateway to Tokyo

As part of our Medium-Term Management Plan that advocates "reinvent stations" as a guideline, we have commenced with the Tokyo Station district development plan.

As a first step, in March 2007, 35-floors-tall Sapia Tower (the name comes from sapient, having great wisdom) was completed



Image of the completed Yaesu side of the station

near Nihombashi gate on the Yaesu side. As its name implies, many universities and educational institutions have taken floor space and there is no doubt that it will become a valuable venue for intellectual exchange and information dissemination.

This October will see the completion of two high-rise towers, each with more than 40 floors above ground, on the Yaesu side. By removing the existing Tokyo Station Yaesu main building that stands in between, the depth of the station-front plaza will be increased and the transport node function will be improved. The redevelopment will also secure a "wind road" along which sea breezes from Tokyo Bay will flow unhindered into the city center, thus mitigating the heat island effect.

On the other side of the station, the Mar-



The Marunouchi side red brick station building that will be preserved and restored

nouchi side, preservation and restoration of the original red brick station building commenced in fiscal 2007.

The station building is one of the country's most important cultural assets and could be called the "face" of the capital. The roof, third floor and dome were damaged during World War II and it had been temporarily restored as a two-story building. On completion of the present work, however, it will be fully restored to its original glory and look as it did when it was built in 1914.

## International contributions

### International cooperation on technology and know-how

JR East widely shares its technologies and expertise with people and organizations overseas.

In fiscal 2006, for example, 446 people from 45 countries visited us. Information provision and on-site inspections and seminars covering a wide variety of subjects were provided, including an introduction of the issues and methods concerning privatization of a national railway, such as cutting-edge technologies as Shinkansen trains and the Suica IC fare-card, conservation of the global environment, and our lifestyle services businesses.

In addition, based on requests from such organizations as the Japan International Cooperation Agency (JICA), we are actively involved in international cooperation through the dispatch of our railway experts to Asian and other neighboring countries to provide on-site advice.

#### International cooperation activities in fiscal 2006

|                        |                               |                                |
|------------------------|-------------------------------|--------------------------------|
| Dispatch of experts    | Short-term (less than 1 year) | 1 person, 2 trips to 1 country |
| Acceptance of trainees | from JICA                     | Total 66 persons               |
| Acceptance of visits   | from 45 countries             | Total 446 persons              |

### Interactions with foreign railway companies

JR East has concluded cooperative agreements with German, Italian, and French national railway companies in order to better exchange information on R&D and management. We dispatch and receive each other's personnel, with the long-term goal of promoting mutual communication. We also exchange information on railway-related technologies, management, and other matters with our counterparts in China, South Korea, and other Asian countries. These interactions with foreign railway companies are examples of our efforts for the promotion and development of the railway industry throughout the world.

## East Japan Railway Culture Foundation

JR East established the East Japan Railway Culture Foundation\*1 in 1992 to enable the company to constantly contribute to social activities. The foundation has promoted local cultures, studied and researched railways, and taken part in international cultural exchanges through our railway business.

### Study and research into railways, and international interactions

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

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

In addition, the foundation has invited young managers from Asian railway companies to visit for railway management and technology training. In fiscal 2006, a total of 44 managers were invited from China, Indonesia, Malaysia and six other Asian countries.

### Promotion of local culture

The foundation has sponsored activities at various locations in eastern Japan in order to preserve and pass on Japan's precious cultural heritage and traditional arts, as part of its initiatives to promote local culture.

In fiscal 2006, the foundation offered a total of approximately 52 million yen in grants to 15 projects, including those to renovate Ichinomiya Hachiman Daijin Yatai in Kanagawa Prefecture and to preserve Omejuku in Tokyo.

The current restoration of the Marunouchi side of Tokyo Station unfortunately required the foundation to temporarily close Tokyo Station Gallery. As alternatives, it now holds exhibitions at Old Shimbashi Station and other venues.

## Toward the next generation

### Railway Museum

The new Railway Museum to be constructed and operated by East Japan Railway Culture Foundation in Saitama City, Saitama Prefecture, is scheduled to open in October 2007. The Museum will exhibit and store cultural heritage exhibits that were taken over from the former Transportation Museum and a great number of documents about railways, and will also independently undertake studies and research.

The museum is expected to be one of the world's top railway related museums in terms of scale and quality, and will have two unique zones. The History Zonenhcih will exhibit 36 preserved railcars and other rolling stock and scenery reproduction panel displays will show the evolution of the railway system from the viewpoint of the industry's history. In the Learning Zone, children can experience and study the fundamentals and mechanisms of railways through unique learning programs.



The new Railway Museum scheduled to open in October 2007.

### Children's Railway Association

The Children's Railway Association is managed by the Traffic Manners Association, with the aim of raising children's awareness of proper manners on public transportation. In our service area, there are approximately 500 active members in 12 branches. JR East has established related facilities in each of our branch offices and actively supports the association so as to contribute to an improvement of manners on public transportation by the next generation, and provides opportunities for such activities as clean-up work in train stations and field trips to railway facilities and branch offices.

\*1 East Japan Railway Culture Foundation

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