

# Communicating environmental information and working with communities

The JR East Group is increasing points of contact with our stakeholders through a variety of media and events with a view of making our day-to-day communications on environmental activities interactive and facilitating their further progress.

## Communicating environmental information

### Providing information through a wide range of media

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) to provide stakeholders with accurate and easy-to-understand information about JR East activities for the environment and society. Among our group companies, 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 the JR East Group Sustainability Report. Since fiscal 2005, we have featured abstracts of our Sustainability Report in Tranvert, an information magazine for Shinkansen passengers. We have received a great deal of reader feedback about these publications. We have also



Our environmental activities website had 480,000 hits in fiscal 2006.



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

provided environmental information via the Internet, train posters, and other media. We remain committed to disclosing information in an easy-to-understand format, and to actively promoting environmental communications.

### Providing information at events

In 2006, we participated in the Eco-Products 2006 Exhibition, among the largest of such events in Japan, to present the environmental conservation activities of the JR East Group. We demonstrated the power-generating floor shown on page 45 and showed a model of the regenerative brakes described on page 47. About 2,300 people took part in a quiz program about these exhibits.

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 2007, we jointly organized "Gas & Railways —the Fourth Exhibition of Environmental Initiatives by Tokyo Gas and JR East" with Tokyo Gas Co., Ltd. at Ueno Station. At the exhibition, we introduced environmentally friendly lifestyles, as a corporate member of the nationwide Team Minus 6% campaign. We also ran an exhibition to deepen people's understanding of global warming with the cooperation of the Ministry of the Environment's Japan Center for Climate Change Actions.

We also introduced an event at Omiya General Rolling Stock Center and our environmental initiatives at Sendai station, and are taking part in local events at Hachioji and in Akita, Ibaraki, and Gunma prefectures in cooperation with local governments.

### Promoting ecotourism

Ecotourism cultivates deeper understanding and affection for Japan's nature and culture through tourism. JR East has offered a wide



The power-generating floor was very popular at "Eco-Products 2006."

range of tours enabling people to experience nature, under the theme of interaction with the wonderful nature to be found throughout Japan. In fiscal 2006, about 5,300 people joined ecotours.

In April 2006, we established a membership club called the Shirakami Mountains Beech School which allows its members to experience the attraction of Shirakami Mountains, the first location in Japan to be designated as a UNESCO World Natural Heritage site. We have held classes on demand for members in the Tokyo metropolitan area and elsewhere, and communicated information through a member newsletter. During the past year about 400 people took part in Shirakami Mountains trekking.

We continue to offer our "Hiking from Stations" program, in which participants can enjoy nature near our stations. In fiscal 2006, we held 480 tours with about 220,000 participants.



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



The "Hiking from Stations" program is popular for offering cheerful visits to natural sites.

**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 of fiscal 2006, we have planted 250,000 trees, and about 36,000 people have been involved.

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 Omiya Branch Office held the event in cooperation with the city of Kawagoe and planted trees with local residents, including children.



By fiscal year 2006 the Railway Line Forestation Programs sponsored by JR East branch offices have had 36,000 participants.

**Adataro Hometown Forestation Program**

We have conducted a forestation program on national forest land in the Adataro district of Fukushima Prefecture since 2004. First, we selected 22 varieties of native trees, and planted 45,000 saplings in Otama village, Adachi-gun, over a three-year period. The 4th year of this program will begin in 2007 and over the next three years 50,000 saplings of 17 different varieties will be planted in the city of Nihonmatsu in Fukushima. Our plan is to plant various kinds of trees close together in a state similar to nature and to have a “hometown forest” develop through natural selection. In 2007 a total of 800 people, including JR East Group employees and local residents, participated.



With the cooperation of local residents of Nihonmatsu city in Fukushima Prefecture, we will be planting 50,000 trees within the next 3 years.

**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 April 2007, the JR East Akita Branch Office co-organized the Akita Shimohama Coast Forestation Program with the AEON Environmental Foundation. With the participation of 1,400 volunteers recruited from major stations and AEON Group stores throughout Akita Prefecture, we planted 12,000 saplings consisting of 9 different varieties of trees, mainly broad-leaf trees. We plan to organize this event again in 2008, as part of our efforts to conserve the natural environment along railway lines through the restoration of railway trees.



Jointly sponsored by AEON Environmental Foundation, the Akita Shimohama Coast Forestation Program had 1,400 participants who planted 12,000 trees.

**COLUMN**

**Adataro trees are growing fast**

At Otama Village, Adachi-gun, Fukushima Prefecture, we planted mostly evergreen oak trees, such as *Quercus myrsinaefolia* and *Quercus salicina* as well as deciduous oak trees, such as *Quercus crispula* and *Quercus serrata*. We completed forestation program at Otama Village in 2006 when we planted the scheduled number of trees. During the past three years 2,100 people took part in the program. Through planting trees, we believe the participants came to realize the importance and preciousness of life and

the grandeur of nature.

While the saplings were no more than knee-high and looked vulnerable immediately after planting, after three years they grew to exceed the people’s height. Chestnut trees planted during the first year of the pro-

gram have grown enough to bear fruit. The hometown forest is growing well. Our website shows how the trees were planted and are growing.

<http://www.jreast.co.jp/eco/adataro/>



May 2004 - when saplings were planted



June 2007- trees are shown growing rapidly.