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Group Philosophy

The JR East Group will aim to function as a corporate group capable of providing high quality and advanced services, with railway businesses at its core, while achieving sound management.

For this purpose, every individual employee of the Group will endeavor to consider the customer perspective while supporting safe and punctual transportation and supplying convenient and high-quality products and services. Every employee will continuously take on the challenges of improving the standard of services and raising the level of technology to further gain the confidence and trust of customers.

As a “trusted Life-style Service Creating Group”, JR East will aim to sustain the development of its business operations while emphasizing its responsibilities to stakeholders and society at large along with its responsibility to generate profits for shareholders.

Action Policies

Putting customers first

We will put our hearts into providing good service and living up to our customers' expectations.

Ensuring safety and quality

We will take thorough measures to provide transportation services that are safe and punctual, and products and services that are of high quality.

Developing the Group

Each of us will promote Group development based on our autonomous and cooperative efforts and our positive approach to new challenges.

Editorial Policy

The JR East Group publishes this Sustainability Report 2008 to provide information on our environmental and social initiatives in an accurate and easy-to-understand manner. This year’s report is based on “JR East Vision 2020 –i do mu–,” published on March 31, 2008. Regarding the social responsibilities of the JR East Group, in addition to covering particularly important initiatives in the Special Topic section, we focused on Group-wide measures.

The main text details our attitude and approach in terms of safety, the environment and society. We also introduced comments from our front-line employees regarding our social and environmental activities and how they are part of their work.

Furthermore, starting this year we are uploading to our website information on various aspects of our environmental activities. The items that can be seen on our website are indicated in this report.

References

Environmental Reporting Guidelines(Fiscal Year 2007 Version) [Japan Ministry of the Environment]
Environmental Accounting Guidelines 2005[Japan Ministry of the Environment]

Reporting period

This report basically covers our activities in fiscal 2008 (from April 1, 2007 to March 31, 2008), although some activities presented here are those before fiscal ended March 2008 or in the period between the end of fiscal March 2008 and September 2008, the time of the publication of this report.

Scope of reporting

This report covers activities of East Japan Railway Company and 82 Group companies*

*East Japan Railway Company and 82 Group companies

This figure is as of the end of fiscal March 2008. JR East Green Partners Co., Ltd. was established in April 2008.