

Our Mission is to Act on Global Environmental Problems



Compatibility between Railway Operations and the Environment

Today, public expectations for companies are high under the concept of “corporate social responsibility”(CSR). Because the JR East Group recognizes the compatibility between railway operations which we positions as our main activity and the environment, it considers environmental activities to be the most important issue in meeting its corporate social responsibility.

In comparison with other means of transportation, railways emit much less CO₂. However, it is true that JR East, overall, emits a relatively large amount of CO₂ in proportion to the total scale of its activities. Rather than rest on the fact of a railway’s inherently smaller environmental burden, we have committed ourselves actively and on a long-term basis to tackling environmental problems with the challenge of achieving “new changes” beyond mere extensions of successful past experiences.

Changes toward Realizing a Low-Carbon Society

Since 1992, when we established the Committee on Ecology and committed ourselves to environmental activities, we have worked in three primary areas - energy conservation, zero emissions, and promoting the use of railways - and have also carried out straightforward environmental activities such as tree plantings. The need to reduce volumes of waste and to recycle has largely penetrated to all levels of the citizenry, but global warming is becoming ever more serious on a global scale. JR East has shifted the axis of its environmental efforts to global warming measures. With a focus on our stations, we are working hard toward realization of a low-carbon society in ways not included in our conventional efforts, including efficient layouts of illumination and introduction of automatic on-off systems at two stations in Tokyo. In 2009, JR East will expand such efforts primarily at stations in the Tokyo metropolitan area. In all business areas, we will also develop stations called “ecoste” - Environment Earth Conscious Station of East Japan Railway Company - stations that are conscious of the environment and the Earth, matched to their surroundings, with cutting-edge environmental technology, enabling users to feel “ecological.”

Seizing Opportunities from Breakthroughs

From now on, environmental efforts across society will accelerate and technological breakthroughs of various sorts are inevitable. The time may come, for example, when renewable kinds of energy, including wind power and solar power generation, will be able to drive electric trains. As the moments arise, we will not miss them, and will seize every opportunity to contribute further in the fight against global warming.

Global warming is no longer something to be debated, but is something against which action must be taken. We will work on the issue, taking action first - immediately - wherever we can, while striving for the future to meet our own, even higher targets.



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