

## Relationship with Society



### With communities

JR East is making contributions to communities through its Station Renaissance program. One such initiative was the transformation of Tachikawa Station into a more user-friendly environment by increasing its barrier-free facilities. At the same time, the ecute Tachikawa commercial space and Hotel Mets Tachikawa helped to generate vitality to the station, which is representative of the community, and thus increased the attraction of the entire area.

On the Yaesu side of Tokyo Station, GranTokyo North Tower and South Tower and GranRoof are continuing to develop; North Tower II will be completed in 2012 and GranRoof in 2013. On the Marunouchi side of the station, work is now under way to totally restore the station building to its original form. An in-station commercial zone, GranSta, is also being developed. In combination, the developments will be called Tokyo Station City, under the concept of developing Tokyo Station into a complete city. Our goal is to create a station that will serve as a transmission base for new cultures, while also forming a spectacular gateway to the metropolis of Tokyo.

We are also cooperating with local governments in the creation of new stations in line with their urban planning, and continuing with the improvement of existing station buildings in order to create free passages, based on requests from local authorities. In the fiscal year ended March 2009, in coordination with land development projects in surrounding areas, we opened Nishi-Omiya Station on the Kawagoe Line and Nishifu Station on the Nambu Line, bringing to the total of 39 stations we have established based on local authority requests since our company was established in 1987. Station building renewal was continued with the construction of free passages in Kioroshi Station on the Narita Line and Sakaori Station on the Chuo Line.



Nishi-Omiya Station



Nishifu Station

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**Childcare Support Facilities**

In cooperation with local governments and childcare business operators, and to support the total participation of women in society and the diversity of lifestyles, JR East is developing a network of nursery schools, childcare stations and other childcare facilities utilizing sites near stations (there were 27 facilities as of June 2009). We plan to continue to provide childcare services that meet a broad variety of needs and actively contribute to local communities, thereby enhancing the value of communities sited along railway lines.



J Kids' Lumine Kitasenju



Chacha Imai Nursery School

**Tourism Development in Cooperation with Communities**

In recent years, there has been a growing demand for balanced tourism development that considers different aspects, such as the maintenance and improvement of local society and the social infrastructure in local communities. In the belief that tourism development ultimately leads to local community development, JR East has launched several long-term initiatives for the creation of tourist destinations in schemes that generally start with the drawing up of concepts in unison with local citizens. In the Sendai-Miyagi Destination campaign, for example, we have united with local residents in order to promote the attractiveness of areas along our railway lines. Furthermore, we see the propagation of such information throughout the entire JR East service area as simply another role that we can play in our efforts to aid society.

JR East will continue to work to create jobs and activate resources in local communities through Group company participation in agriculture, hosting fresh produce markets in collaboration with communities, commercializing traditional craftwork and developing processed agricultural products. Through the development of special events and of two-way information exchange between rural areas and urban centers, we also aim to encourage travel. We will, of course, continue to work for local community revitalization and make social contributions that meet the diverse needs of today's society.

**East Japan Railway Culture Foundation**

In order to continuously utilize its management resources for social contributions, in 1992 JR East established the East Japan Railway Culture Foundation, an organization that has successfully promoted local cultures, studied and researched railways, and taken part in international cultural exchanges through our railway business. The Foundation's activities includes the operation of the Railway Museum and the Old Shimbashi Station building, the sponsoring of local cultural activities (16 projects in fiscal year ended March 2009 including a thatched roof preservation project in Tono City, to a total of 60 million yen), and the accepting of trainees from railway operators in Asian countries (46 trainees from nine countries in fiscal year ended March 2009). The Foundation provides information on its website (<http://www.ejrpf.or.jp/english/index.html>) and in Japan Railway & Transport Review (JRTR) and other railway-related English-language publications.

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**Railway Museum**

In 2007, the Railway Museum was opened in Saitama City, and it is based on three major concepts. It was designed to be a museum that systemically conducts surveys and research using railway-related heritage and reference materials, a history museum that depicts the history of railways focusing on exhibits of locomotives and cars, and an educational museum where children can learn about railway principles, systems and technologies through a hands-on experience. Since its opening, the Railway Museum has proved to be a great success, attracting 1.41 million visitors in fiscal year ended March 2009.

**With the Next Generation**

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.

**With the International Community****International Cooperation on Technology and Know-how**

JR East shares its technologies and the expertise it has nurtured with people and organizations throughout the world. In the fiscal year ended March 2009, for example, 575 people 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 cutting-edge technologies and know-how 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 Ministry of Land, Infrastructure and Transport, 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.



Inspection of the Shinkansen General Rolling Stock Center

**Global Contribution Through International Institutions**

JR East is a member of the International Union of Railways (UIC), the International Association of Public Transport (UITP) and other international railway organizations and conducts exchanges with railway operators around the world. We have recently been endeavoring to contribute to the global promotion and development of railways by hosting conferences of these international organizations and conducting study tours that introduce Japanese railway technologies. In April 2009, JR East's vice chairman Yoshio Ishida was appointed chairman of the UIC, an appointment that has further expanded our Group's ability to contribute to global railway development and which has given us an opportunity to heighten the awareness of Japanese railways throughout the world.



Vice Chairman Yoshio Ishida making his inaugural address at a UIC general assembly held in the union's Headquarters in Paris