

## Following an interview with the President



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What was most impressive was that Mr. Satoshi Seino, President and CEO, has clear mid- and long-term management plans, looking ahead to 2020 and 2030. In consideration of the 2050 long-term CO<sub>2</sub> reduction target discussed at the recent G8 Summit in L' Aquila, Italy, and the 2020 medium-term target for CO<sub>2</sub> reductions to be discussed in Denmark at the December 2009 COP15, the significance of mid-to-long term visions for environmental issues is evident. With the JR East 2020 Vision - *i do mu* -, the company shows that it is also in line with this trend.

Mr. Seino's statement that "JR East will work on CO<sub>2</sub> emissions reduction with a stronger sense of purpose from now" was an important one. I could sense JR East's strong commitment to do its part in preserving the global environment, and not rest on the established fact that railways have less global environmental impact than automobiles.

Apart from environmental issues, I felt that his idea to invite tourists from far-away places by railways in order to help contribute to regional areas was innovative. Giving consideration to regional areas, I think that measures to increase populations have limitations in their effects. With this in mind, I believe that the promotion of tourism is an inevitable approach for the regeneration of regional economies and I found Mr. Seino's example of the Gono Line to be very persuasive.

I would like to pay attentions to how JR East Group's CSR activities evolve itself, in expectations.

## Future prospects



**Toshiro Ichinose**  
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With Japan hosting the G8 Summit in Toyako, Hokkaido, the fiscal year ended March 2009 was a year highlighted by the heightened interest in global environmental issues. In addition, with March 2009 ending our first full year under the JR East 2020 Vision - *i do mu* -, it was a year in which JR East began its concrete moves to "take a positive and long-term approach to global environmental problems".

Through steady and deliberate measures in our daily business, we were able to achieve nearly all of our environmental targets set for the fiscal year ended March 2009. JR East is committed to its environmental management efforts across the entire JR East Group, working to "reduce our total operational CO<sub>2</sub> emissions by 50% by fiscal ending March 2031 compared with fiscal ended March 1991 levels", and to reach our 2010 environmental goals.

This printed-version of the JR East Group Sustainability Report 2009 is in coordination with the web-version. Selected information has been included in the printed-version to help further attain stakeholder understanding. JR East will continue its efforts to increase the quality of the Report, utilizing the unrestrained opinions of our stakeholders.