

The efforts of each organization

In this section, we would like to introduce the activities of two organizations which actively conducted environmental activities in the fiscal year ending March 2010.

Efforts at the Morioka Branch Office

(1) Conversion of fuels for snow-melting equipment through the use of hot air

In helping to achieve a reduction in its impact on the environment, JR East converted its fuels for snow-melting equipment (such as hot-air snow melting equipment^{*1} and to hot water mats^{*2}) from kerosene to gas. Additionally, by switching to gas, the need for oil management and for user-inspection of oil leakages was eliminated, leading to a reduction in maintenance costs.

^{*1} **Snow-melting equipment using hot air** Utilizing a hot air generator, an air temperature between approximately 70°C and 80°C is created. With fans, the hot air is sent through ducts to heat rails and melt snow at points on and around the tracks.

^{*2} **Snow-melting equipment using hot water mats** With a boiler, water heated to between 40°C and 50°C is circulated inside rubber mats to melt snow on the tracks.



Snow-melting equipment using hot air with gas



Snow-melting equipment using hot water mats



Gas tank

(2) Development of Ecological Activities at JR East

From March 2007, all field organizations of the Morioka Branch Office have been conducting JR East eco-activities, with a total number of 308 themes at 94 offices. To further improve the ecological consciousness of all of its employees, persons in charge of the activities at the Branch Office participate in the eco-meetings held in each area, holding joint opinion exchange meetings and eco-activity debriefing sessions with numerous workplaces, while promoting activities in close coalition between the Branch Office and each area.

(3) Exhibiting at the *Iwate Kankyo Okoku Ten*, an exhibition about the environment, and participation in the council of Iwate prefectural residents for the prevention of global warming

In November 2009, JR East exhibited at the *Iwate Kankyo Okoku Ten* (held at the Iwate Prefecture Citizen's Cultural Exchange Center at the west exit of the Morioka Station and hosted by the Iwate Prefecture and other organizations). At the exhibit, we introduced our railway business and its reduced environmental impact, and a number of our active efforts in environmental conservation, including a power generation system by using differences in temperature, a DVD on the development of the world's first diesel hybrid railway car, and our tree planting activities in coalition with local communities.

Additionally, we are continuing our efforts to reduce CO₂ emissions through our participation in the council of Iwate prefectural residents for the prevention of global warming, hosted by Iwate Prefecture and other organizations, with the goal of working together to reduce the CO₂ emissions by 8%.



Iwate Kankyo Okoku Ten (exhibition of the environment)

Voice



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To have all employees thoroughly understand the importance of environmental conservation, Morioka Branch Office has set specific targets in its business plan as part of its efforts to prevent global warming. All 94 workplaces of the Branch Office are working on eco-activities under a total of 308 themes. Additional activities at the Branch Office include the creation of forest along our railway lines in coalition with each region, the introduction of energy-saving fluorescent lamps and guidance boards to reduce energy consumption at offices and stations, and improvements to the recycling of waste generated at stations, on-board and in construction work. Furthermore, the Morioka Branch Office was able to introduce the eco-activities of the Company by improving environment consciousness through lectures on the environment, debriefing sessions on our Sustainability Report, and exhibitions at the exhibition of the environment hosted by the Iwate Prefecture. In December 2010, the Tohoku Shinkansen will be extended to Shin-Aomori. By creating a new station with consideration for the environment, the Morioka Branch Office is committed to strengthen our efforts for eco-activities further with concerted efforts of the Branch Office.

Efforts at the Joshinetsu Construction Office

Making our energy consumption easily visible

The Joshinetsu Construction Office, a small organization of 140 employees, is working on environmental management with the cooperation of the office as a whole, both with corporate measures and with voluntary employee activities.

As an initial step, in order to steadily reduce energy consumption at offices, we established a visual display of our consumption of electricity, kerosene, gasoline, gas, and copy papers in the fiscal year ending March 2010. Based on the visible data, the Joshinetsu Construction Office plans to study its energy reduction potential and implement concrete measures.



Making energy consumption visible through the utilization of in-house intranet

Voice



Yoko Oikawa
 Administration
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 Office

In order for all of our office staff to have convenient and immediate access to our energy usage status, we started uploading our energy usage status on a portal site in fiscal 2009.

Through the visual display of our energy consumption, we help to heighten the awareness of employees to further reduce energy consumption at the office through the concerted effort of all employees.