

Relationship with Society



With communities

JR East is continuing its commitment to regional communities through its Station Renaissance program which revitalizes stations that serve as the cores of their communities, and thereby contribute to the increased attraction of entire areas. One such initiative was the transformation of Tachikawa Station into a more user-friendly environment by increasing its barrier-free facilities, creating the ecute Tachikawa commercial space, and opening Hotel Mets Tachikawa.

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 2010, in coordination with redevelopment projects in surrounding areas, we opened Musashi-Kosugi Station on the Yokosuka Line, bringing to 40 the total of stations we have established based on requests from local authorities since our establishment in 1987. Station building renewal was also continued with the construction of free passages in Otsuka Station on the Yamanote Line and Ageo Station on the Takasaki Line.



Musashi-Kosugi Station



Otsuka Station

Childcare Support Facilities

JR East is continuing to open more childcare facilities such as nursery schools in locations within five minutes of stations, and thereby supporting those who have to balance child raising and work. The total number of childcare support facilities opened since 1996 had reached 34 in April 2010 and further expansion is being targeted. Nursery schools adjacent to stations have the advantage of enabling parents to drop off and pick up their children on their way to or from work. We have also noted an increase in the number of children being dropped off and picked up by their fathers, which demonstrates that our efforts in this field are leading to an increased level of male participation in childcare. We plan to continue to expand our childcare services that meet a broad variety of needs and thus actively contribute to local communities, thereby enhancing the values of communities located along our railway lines.



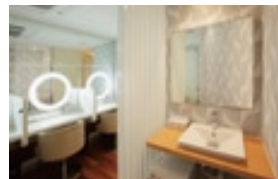
Shinkansen train and nursery school near station



Children playing in station rooftop garden

Refrista: Support for Mother-Baby Trips

Refrista provides integrated facilities consisting of baby resting areas, make-up lounges, and cafés. In the baby resting areas we provide changing tables, breast-feeding booths, and child toilets, with the aim of enhancing the opportunities and comfort of mothers who go out with their babies or small children.



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 culture, studied and researched railways, and taken part in international cultural exchanges through our railway business. The Foundation's activities include operating the Railway Museum and the Old Shimbashi Station building, sponsoring local cultural activities, and accepting trainees from railway operators in Asian countries. The Foundation provides information on its website (<http://www.ejrcf.or.jp/english/index.html>). It became a public interest incorporated foundation in April 2010.

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 systematically 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 hands-on experience. Since its opening, the Railway Museum has proved to be a great success, attracting 950,000 visitors in the fiscal year ended March 2010. From October 2009, a Zero series Shinkansen car was put on public display.



The Railway Museum opened on October 14, 2007. (Railway Day) (Omiya-ku, Saitama-shi)

With the Next Generation – Children's Railway Association

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 railway stations and field trips to railway facilities and branch offices.

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 2010, for example, 478 people from 47 countries 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 East-i multi-purpose (Shinkansen track and electrical facilities inspection train)



Inspection of ATACS on the Senseki Line

Global Contribution Through International Institutions

JR East is a member of the International Union of Railways (UIC), the International Association of Public Transport (UITP), the Association of American Railroads (AAR), 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 an address at the UIC general assembly (Tokyo, 2010)



UITP Regional and Suburban Railways Committee (Tokyo, 2010)