

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 rise and develop; North Tower (phase II) will be completed at the end of August 2012 and GranRoof in autumn 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 2011, in coordination with development projects in surrounding areas, Sawara Station on the Narita Line was renewed and now hosts a community center within the station. This means that since our establishment in 1987 we have introduced local government facilities into a total (as of March 31, 2011) of 81 stations. Station building renewal projects were also continued with the construction of free passages in Hitachi and Suzumenomiya stations on the Joban and Tohoku Main lines respectively.



Sawara Station



Hitachi Station

■Railway Overpasses

JR East continues to cooperate with local government-planned and -implemented schemes for railway overpasses. These projects aim to both unify towns that are split by railway tracks and eliminate traffic congestion, thereby simultaneously improving the safety levels of both road and rail transportation. Along the Chuo Line, for example, in a bid to unify towns and to eliminate congestion by decreasing the number of level crossings, we introduced a program of overpass construction between Mitaka and Tachikawa stations in cooperation with the Tokyo Metropolitan government, the entity responsible for the roads in this area. There used to be 18 level crossings along this approximately 13.1 km section, but by November 2010, railway tracks had been elevated and all level crossings removed.



Overhead Crossing

Rediscover Local Areas Project

■Development of the Rediscover Local Areas Project

Under the “Create Together” strategy in which a clear division of roles is stipulated between JR East and regional communities, we are promoting the Rediscover Local Areas Project. The aim of this scheme is to create new markets that also take into account overseas visitors to Japan and thereby bring about increased flows of both visitors and goods among the Tokyo metropolitan area and other regions.

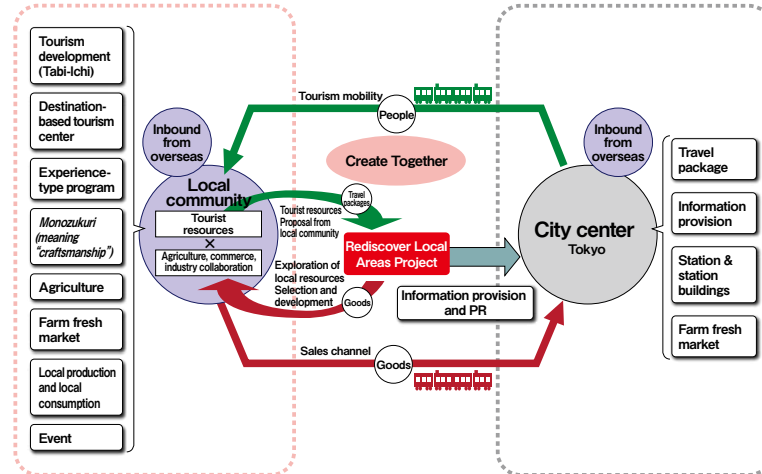
The JR East Group has the following attributes: railway networks that link Japan’s various regions, stations that serve as centers of local communities, business know-how, sales channels and advertising power that all radiate out from the Tokyo metropolitan area, along with human resources that continuously make social contributions as members of local communities. The Rediscover Local Areas Project utilizes JR’s unique abilities to fully exploit the traditional cultures, festivals, techniques, local produce, and other tangible and intangible tourist resources, expand sales channels, and promote the interactive exchange of information among the Tokyo metropolitan area and regional communities.

During the fiscal year ended March 2010, JR East carried out development and renewal of its long-stay hotels and stations in the Iwate, Tateyama, and Echigo-Yuzawa areas utilizing features unique to each area. We have thus pursued regional revitalization through our policy of cooperation with local residents. In the fiscal year ended March 2011, furthermore, following the commencement of Tohoku Shinkansen operations to Aomori, in collaboration with urban planning organizations in the city of Aomori, we opened A-Factory, a complex that consists of a craft center and market in the heart of the Aomori waterfront district. In the craft center apples grown in Aomori Prefecture, Japan’s largest producer, will be processed into cider while in the market, agricultural and other local products will be sold. We are also proposing to increase the tourist appeal of Aomori in a tie-up with the Tabi-Ichi travel package through which local residents both propose and guide tours of as yet little-known tourism resources.

To stimulate increased interest throughout the Tokyo metropolitan area, furthermore, in collaboration with our destination and other marketing campaigns, we are hosting a number of farm fresh markets at locations such as Ueno Station and other central sites. All of these efforts are aimed to increase tourism through wider publicity of the attractions of Japan’s various regions. With these farm fresh markets, we at JR East are working to provide information in cooperation with local communities by holding tourism publicity and other events and by utilizing our transport media including digital signage.

We will continue to promote regional revitalization through cooperation with local governments, organizations, producers, and through the power of local communities including schools and companies.

Rediscover Local Areas Project



A-FACTORY



Tabi-ichi

Childcare Support

Childcare Support Facilities—Support for working parents

As part of our urban development initiatives in cooperation with local communities, JR East is supporting the opening of childcare facilities such as nursery schools in locations within five minutes of stations, thereby enabling parents to balance childcare responsibilities and employment. The total number of childcare support facilities opened since 1996 reached 54 in April 2011 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 will continue to accommodate a variety of childcare-related needs and broaden the framework of our childcare initiatives to include not only nursery schools but also kids' station and station after school centers which take advantage of their location near stations, as well as nursery services such as our parent-child community cafés which can be used by all people involved in child-rearing regardless of whether they are working or not. Thus JR East will actively contribute to local neighborhoods and enhance the values of the communities located adjacent to our railway lines.



Shinkansen train and nursery school near station



Children playing in station rooftop garden

■ Refresta: Support for Mother-Baby Trips

Refresta 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.



Refresta

Culture

■ 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 both 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.ejrco.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 820,000 visitors in the fiscal year ended March 2011. The Museum opened the Teppaku Plaza in April 2011 and it continues to enhance its exhibitions and facilities.



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.

■Development of environmental education by delivering lectures on request

In the fiscal year ending March 2010, to contribute to the development of a sustainable society, JR East initiated environmental education programs for the children to lead the next generation so that they are able to understand environmental issues and their relationships with the society. The program aims to educate children on "Information and the Environment," a program which we will continue to develop further.



Delivering an environmental education program at an elementary school in Tokyo

■Railway Museum Environment Seminar

In July 2011, the Railway Museum hosted a seminar for elementary school students on environmentally friendly railways. During the daylong course, the participants were given the opportunity to gain a broad understanding of global environmental concerns through a study of JR East's environmental measures and learned the importance of recycling through experiencing the separation of garbage generated both at stations and on trains.



Seminar on environmentally friendly railways at the Railway Museum

International

■ International Cooperation

In line with the requests from such agencies as the Ministry of Land, Infrastructure, Transport and Tourism, JR East has for several years been actively involved in international cooperation through the dispatch of railway experts to Asian countries in order to explain our technologies and to provide the expertise we have nurtured over the years. We also, in line with requests from the Japan International Cooperation Agency (JICA), now regularly offer residential courses for trainees from developing countries during which we provide tuition in professional fields.

JR East also welcomes inspection tours of overseas visitors involved in the running of railways, and in the fiscal year ended March 2011, for example, we hosted 746 visitors from 60 countries. During these tours, we organized on-site visits that covered a wide variety of subjects including an introduction to the methods necessary for the privatization of a national railway company, explanations and descriptions of such cutting-edge technologies as Shinkansen trains and the Suica IC card, steps to be taken for the conservation of the global environment, and JR East's lifestyle services businesses.



Inspection of Shinkansen railcar maintenance
(Shinkansen General Rolling Stock Center)



Inspection of hybrid railcar Koumi
(Koumi Line Sales Office)

■ 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), the American Public Transportation Association (APTA), and other international railway organizations. In addition to collecting and providing information through international conferences and publications organized by these institutions, we strive to constantly work toward the resolution of railway-related issues around the world.

We have recently been endeavoring to contribute to the global promotion and development of railway businesses by hosting conferences of these international organizations and conducting study tours introducing Japanese railway technologies. Since April 2009, Yoshio Ishida, JR East's vice chairman, has chaired the UIC, and as a group, we will continue to contribute to both Japanese and global railway development through the activities of international railway organizations.



Vice Chairman Yoshio Ishida making an address
at the UIC general assembly (Beijing, 2010)



International Symposium on Level Crossings
(Tokyo, 2010)