

## Environmental Communication

### 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 children. They will lead the next generation, and they need to understand environmental issues and their relationships with the society. The program aims to help children understand the environment and life through materials related to railways. In fiscal year 2013, the program was implemented at six schools, primarily elementary schools, in Tokyo and Saitama Prefecture. We will continue it.



Delivering an environmental education program at an elementary school in Saitama (Saitama)

### Railway Museum Environment Seminar

We staged the “Seminar on Environmentally Friendly Railways” for elementary school children at the Railway Museum. Together with learning about global environmental problems, they were shown the importance of recycling by separating trash at a station and on the train.



Seminar on Environmentally Friendly Railways at the Railway Museum

### Environmental Events in Cooperation with Other Companies

For the purpose of explaining JR East’s environmental preservation activities and directly communicating with customers, we staged, jointly with Tokyo Gas Co., Ltd., The Tenth Gas and Railway Environmental Activities Exhibition for the Future of Our Life viewed with Smart Grid and Eco-Service Station at the Chuo Line Yotsuya Station.

In addition to introducing environmental aspects of gas and railways and our energy-saving activities, the event featured hands-on opportunities to learn and have fun at the same time.

### Public Relations on Environmental and Societal Activities

To present JR East's activities for the environment and society in an accurate, easy-to-understand manner, we published the first Annual Environmental Reports in 1996. Its title was changed to "Sustainability Reports" in 2002, and to "CSR Reports" with the publication of this report. We also communicate about our environmental activities through magazines, TV commercials and other media, as well as JR East's websites, posters and pamphlets.



Corporate ad – Ecoste (also TV commercial)



Corporate ad – Smart Grid (also TV commercial)



Model Ecoste station pamphlet

### Eco-tourism

Eco-tourism develops deeper understanding and affection for Japan's natural environment and culture. This year, to convey the appeal of the Shirakami mountain area, a World Heritage Site, we held a lecture in the Tokyo metropolitan area, which attracted some 350 people. Our lecture in Shirakami had 40 participants, while the trekking in the Shirakami Mountains program had about 450 participants. In 2013, we plan to conduct a large-scale Shirakami Mountain lecture program to commemorate the 20th anniversary of Shirakami Mountain's registration as a World Natural Heritage site. We continue to offer "Hiking from Stations" with a station as a starting point. In the fiscal year ending March 2013, we held 674 hiking trips from stations with approximately 230,000 people in total participating in the walking tour to visit attractive tourist spots in the area.



Blue Pond, with its distinctly blue water in a beech forest



Planting trees at Futatsumori



"Hiking from Stations", walking tour to visit attractive local tourist spots