

Activities of Group Companies

Sendai Terminal Building

As a way to promote biodiversity, Sendai Terminal Building conducted a unique tree-planting activity over a five-day period together with many employees and their families in the town of Onagawa in Miyagi Prefecture. The activity contributed to recovery of local communities from the Great East Japan Earthquake and will be repeated in the future .

Overview of Key Activities

- With the aid of the Miyagi Satoyama forest joint revitalization support program promoted by Miyagi Prefecture, Sendai Terminal Building made an agreement to conduct a Miyagi forest development project* in Onagawa, Miyagi Prefecture until 2018. Under the agreement, the company will, as part of CSR activities in the region and in support of a quick recovery from the effects of the Great East Japan Earthquake, conduct forest development activities that promote biodiversity.

Tree-planting area and number of trees

Planted 2,120 wild cherry and konara oak trees over an area of 1.06ha

Period of implementation

October 23 – October 27, 2013 (5 days)

Number of participants

412 employees and family members

* **Miyagi Satoyama forest joint revitalization support program**: the prefectural government brings together land owners and corporations that wish to contribute to society through forest development activities.



Miyagi forest development



Planting activities

Comments by employee in charge

As part of our CSR activities and in the interest of contributing to a quick recovery from the effects of the Great East Japan Earthquake, we conducted unique tree-planting activities in the town of Onagawa, with employees and their families taking part. Some of our employees have participated in other JR East-sponsored forest development tree-planting activities, and I have noticed a clear difference in the level of awareness with regard to environmental preservation among our employees. In connection with the recent tree-planting activities, we have since received numerous inquiries such as, "How are the saplings we planted doing?" and "When is the next tree-planting activity?", indicating that awareness of such issues is increasing. By continuing to conduct such activities – including maintenance of the trees to enable us to enjoy "hanami" cherry blossom viewing parties beneath them – we hope to be recognized as a company that is proactive in tackling environmental issues.



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