

Special
Topic 5Initiatives to Enhance the Value of Areas Along
our Railway Lines

Chuo Line Mall

We are promoting the Chuo Line Mall Project for utilization of the space under elevated railway tracks between Mitaka and Tachikawa Stations on the Chuo Line. This is part of an overall aim to develop lineside area brands that will be chosen by customers, as part of a project constructing a series of railway overpasses that will unify towns. Looking at a railway line and the area alongside it as a unit rather than just as “points” (stations), we are promoting development that is based on the concept of “connecting greenery, people and towns”. By doing so, we aim to establish a lineside “brand” as an area where customers want to live, and this will enhance the value of areas along the railway line.



Suicle

The JR East Group operates “Suicle,” a bicycle sharing system using Suica, with goals such as increasing the flow of people in towns, regional revitalization and contributing to becoming a low carbon society. Bicycles are based at facilities under the elevated Chuo Line tracks adjacent to Musashi-Sakai Station and Higashi-Koganei Station, and ports have been installed outside the station area, where bicycles can be dropped off. In this manner, the bicycles have become community bicycles.

This system run by East Japan Marketing & Communications, Inc. began on November 3, 2013 and has already been expanded to serve three locations.



COTONIOR

“COTONIOR” is a facility providing both child and senior citizen care under one roof as recommended by the JR East Group. We hope that COTONIOR operations will nurture children to be considerate of and respect the elderly, while allowing senior citizens to enjoy interacting with children and feel comforted and rejuvenated by them. “COTONIOR Kichijoji,” which is the first of such facilities, serves both as a nursery school certified by the Tokyo Metropolitan Government and an outpatient day long-term care facility.



COTONIOR playground

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 major activities include operating the Railway Museum, Tokyo Station Gallery, the Old Shimbashi Station building and Old Manseibashi Station, 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.

The Railway Museum

On October 14, 2007, the Railway Day, 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 visitors 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 about 800,000 visitors in the fiscal year ended March 2014. In November 2013, The Railway Museum held the "First World Railway Museum Meeting," a gathering ten railway museums in seven countries, promoting mutual understanding, information sharing and cooperation among railway museums.



The Railway Museum



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 Japan, there are approximately 1,000 active members, with 400 of them in our service area. JR East has established related facilities in each of our branch offices and actively supports the association as a way to contribute to the 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

International Cooperation

JR East is actively involved in international cooperation through dispatching railway experts to Asian countries in order to explain our technologies and provide the expertise we have nurtured over the years, taking in trainees from developing countries to provide tuition in professional fields, and meeting requests from agencies such as the Ministry of Land, Infrastructure, Transport and Tourism and the Japan International Cooperation Agency (JICA).

JR East also receives inspection visits by overseas visitors involved in railway operations. During the fiscal year ended March 2014, for example, we had 892 visitors from 54 countries. The visitors have included government officials from each country, people engaged in railway operation and researchers from universities and research institutes. These visits help to promote mutual understanding.



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



Inspection of Tokyo Station

Global Contribution through International Institutions

JR East is a member of the International Union of Railways (UIC), the International Association of Public Transport (UITP), Community of European Railway and Infrastructure Companies (CER), 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 are also working hard to host international conferences, when we can show overseas railway operators the features of Japanese railway systems. In April 2014, we co-hosted the UITP Asia-Pacific Assembly in Tokyo with Tokyo Metro Co., Ltd. In October, we will host the UIC Asia-Pacific Region Meeting in Tokyo. In addition, in July 2015, we will be holding the "UIC World Congress on High Speed Rail," the world's largest international conference and exhibition focusing on high-speed railway, in Tokyo in collaboration with UIC.

JR East executives have also served as chair of the Asia-Pacific regional assembly (APRA) since January 2013 and Vice President and Director of the UITP Policy Board since May 2013. Through the activities in such international organizations, we will contribute to the development of railways throughout the world.



UIC Asia-Pacific Region Meeting
(held twice a year)
(May 2014, Taiwan)



UITP Asia-Pacific Assembly
(April 2014 Tokyo)