

Environmental Communication

Railway Museum Environment Seminar

We staged the “Seminar on Environmentally Friendly Railways” for elementary school children at the Railway Museum. Along 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

We cooperate with other firms to stage environmentally themed events, for the purpose of explaining JR East’s environmental preservation activities, and communicating directly with customers. In January 2015, in conjunction with Tokyo Gas, we held the 12th Gas and Railway Environmental Activities Exhibition – Move on to the Future! Eco-Friendly Approach by Gas and Railway at Omiya Station in Saitama Prefecture. 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. Furthermore, we held an event in cooperation with NTT Group to introduce both companies’ environmental initiatives in February 2015. Both events successfully made an appeal to a number of customers.

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 our first Annual Environmental Report in 1996. Its title was changed to “Sustainability Report” in 2002, and to “CSR Report” in 2013.

We also communicate about our environmental activities through newspapers, magazines, and other media, as well as JR East’s websites, posters and pamphlets.



Corporate advertisement – Poster – “Developing a forest in your home town”



Pamphlet – “Ecoste model station”



Website – “Environmental activities”