

Corporate Social Responsibility

Reflecting Japan's history of railway construction pursued as a means of promoting social progress, the JR East Group's core railway operations have extremely strong ties with Japanese society on both national and local levels. In view of this, the JR East Group strives to contribute to society through its business operations and to develop its operations while cultivating a corporate culture that gives strong emphasis to corporate social responsibility.

What is the JR East Group's ideal role in society and what kind of social contributions should the Group make? The JR East Group's social mission is clearly described in the Group Philosophy, which specifies that the Group should be a "Trusted Life-style Service Creating Group" that seeks sustained business development in step with customer needs and generates profit while fulfilling its social responsibilities.

By developing its operations in accordance with its Group Philosophy and Action Policies, JR East is striving to live up to the trust and expectations of society and stakeholders.

Social Initiatives

Day Care and Nursing Care Services near Stations

Along with its *Station Day Care* facilities for children, the JR East Group is proactively cooperating with local governments and other entities to develop *Station Nursing Care* facilities for seniors, in response to the growing needs associated with Japan's demographic graying. These facilities, all conveniently located near train stations, provide users with confidence and peace of mind. As of April 2006, JR East had established 18 *Station Day Care* facilities and 3 *Station Nursing Care* facilities.

Cooperation with Overseas Railway Companies

Having concluded technical cooperation agreements with railway companies in Germany, Italy, and France, JR East is exchanging R&D and business management information with those partners and is undertaking temporary employee exchanges with the goal of promoting cooperation over the long term. JR East is also exchanging technical, management, and other kinds of information with railway companies in Asian countries as a means of contributing to railway development in those countries.

In addition, JR East is an official member of Union Internationale des Chemins de Fer (UIC), an organization that facilitates international cooperation among railway companies around the world. JR East takes part in various UIC initiatives and conferences that aim to promote the future development of railways by addressing a range of technological, managerial, and social issues.

East Japan Railway Culture Foundation

In 1992, JR East established the East Japan Railway Culture Foundation, which has the objective of continuously undertaking social contribution programs. The programs include those to support railway-related contributions to regional culture and undertake railway-related surveys, research, and international cultural exchanges.

Railway Museum

The construction of a railway museum is the flagship project among plans for the 20th anniversary of JR East's incorporation. The East Japan Railway Culture Foundation is constructing the museum on land that JR East owns in the city of Saitama, and plans call for opening the facility on October 14, 2007. It is expected that ¥2.6 billion of the ¥12.4 billion total project cost will be covered by contributions from Saitama's municipal government and other project sponsors.



The *Seiga Day Care Center* is conveniently located adjacent to the Saikyo Line. JR East has established eight such day care centers along the Saikyo Line, which it is aiming to make "an easy line to live along for child-raising."



JR East Vice Chairman Yoshio Ishida is the vice chairman of the World Executive Council, which manages UIC's international activities.



Concept illustration of the Railway Museum

Environmental Initiatives

Environmental Targets of *New Frontier 2008*

JR East has set a number of environmental targets to be attained by fiscal 2009. In light of the considerable progress already made regarding previous targets to be attained during fiscal 2006, JR East revised its environmental targets in January 2005 at the time the *New Frontier 2008* plan was announced. The ambitiousness of several existing targets was increased, and new environmental targets were set for the Group as a whole. CO₂ emissions performance deteriorated during fiscal 2006, but this reflected the impact of the October 2004 Chuetsu Earthquake centered on Niigata Prefecture, which depressed the output of a JR East hydroelectric power generating facility by about half during the fiscal year and necessitated the increased use of a JR East thermal power generating facility. Repairs to the hydroelectric facility were completed in March 2006, enabling JR East to eliminate the impact of the earthquake on its fiscal 2007 environmental performance.

Key targets are shown below.

JR East (Parent Company)

	FY06 Performance	FY09 Target
Total CO ₂ emissions from general business activities (change from FY91)	7% reduction	22% reduction
Energy-saving railcars as a percentage of total rolling stock	81%	82%
Recycling rate for waste generated at stations and on trains	47%	45%

JR East Group

	FY06 Performance	FY09 Target (%)
Recycling rate for general waste	42%	43%
Recycled paper as percentage of office paper used	92%	100%
Tree-planting activities	—	Annual implementation

Groupwide Environmental Management Systems

JR East has established its Committee on Ecology to handle such processes as assessing the environmental impact of JR East's operations, setting environmental impact targets, implementing environmental policies, and monitoring progress in implementing those policies. Since fiscal 2004, the JR East Group has confirmed the direction of its environmental policies based on meetings of the JR East Group Environmental Management Advancement Conference, in which representatives of all Group companies participate.

JR East Earns Minister of the Environment Award for Global Warming Mitigation Activities

In recognition of its development and introduction of E231 series energy-saving railcars and implementation of the Railway Lines Afforestation Program, JR East was awarded the Ministry of the Environment Award for Global Warming Mitigation Activities in two award categories—"countermeasure technology introduction and application" and "countermeasure activity performance."

Minister of Education, Culture, Sports, Science and Technology Award at the 16th Annual Global Environment Awards

In recognition of its efforts to reduce the energy used for train operations through such measures as the development and introduction of energy-saving railcars and diesel hybrid railcars and research and development regarding fuel cell hybrid railcars, JR East was awarded the Minister of Education, Culture, Sports, Science and Technology Award.



During the 15 years through fiscal 2007, roughly 36,000 people participated in JR East's Railway Lines Afforestation Program and planted 360,000 trees along JR East's railway lines.



E231 series energy-saving railcars, mainly used as commuter or suburban trains in the Tokyo metropolitan area



Minister of the Environment Award Ceremony



Minister of Education, Culture, Sports, Science and Technology Award Ceremony