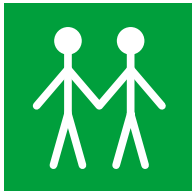


# Annual Environmental Report 2000



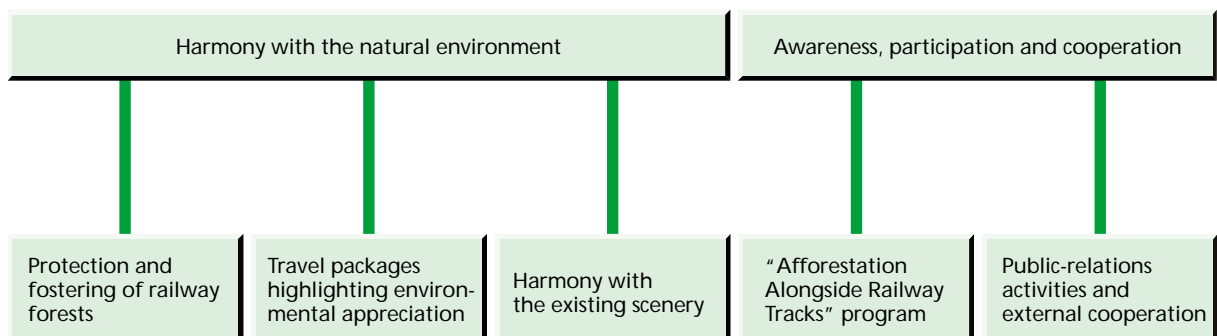
## 5. Environmental efforts in society

Nature is, of course, preserved in abundance along our railway lines, totaling approximately 7,500 km. This includes the railway forests we have established as a protection against the ravages of snow and wind. In fact, protection of the natural surroundings is one of our most significant undertakings. Yet, in our corporate effort on behalf of environmental conservation it is also imperative that our group affiliates and employees be aware of environmental issues, and that we appeal to our 16 million daily customers regarding the importance of environmental conservation. JR East is widening the circle of environmental awareness through a variety of means and occasions.

### ■ Goals and progress

Item	Targeted value	Actual achievements in fiscal 1999
"Afforestation Alongside Railway Tracks" program	30,000 trees annually	12 locations 20,000 trees 3,000 participants

### ■ JR East's environmental efforts in society



## Harmony with the natural environment

### Rediscovering the railway forests

Forests serve a variety of functions. In fact, since the early days of the Japanese railway industry's development, they have spared railways from all sorts of natural disasters. Over a century ago, in 1893, our first railway forest was established between Mizusawa and Aomori on the Tohoku Honsen Line to protect trains from drifting snow. From that point on, railway forests have been established in various locations as a means of protection against snowstorms and landslides. Currently, we maintain approximately 4,400 hectares of railway forest comprising approximately 6 million trees, thus contributing to the wondrous abundance of nature. We believe it is our mission to protect and foster these forests.

### Natural environment and trips

Travel and first-hand experience are perhaps the best means to understand the importance of our environment. JR East offers a variety of travel plans highlighting the theme, "Communication with Nature." We also include the theme of "communication with the local community" among the concepts for our "New Journey," and are working to establish accommodations for longer stays in cooperation with local communities. We believe that reconciliation between environmental protection and community revitalization can only be achieved through the maximization of local environment, people, culture and resources. We will continue devising travel programs that bring forth the timeless charm of nature while emphasizing the fundamental importance of conservation.

### Harmony with the existing scenery

The construction and major renovation of railways, requires that we harmonize as much as possible with the existing scenery. To that end, we take various steps, including observation and examination for the reconciliation of structural safety and durability and harmonization with the environment. Our efforts are paying off, too. In 1999, the vicinity south of Shinjuku Station, which contains our head office building and the Shinjuku Southern Terrace mall, was given the Urban Landscape Award and the Special Award from the Society of Building Contractors.



Railway forest

#### Examples of "Travel packages highlighting environmental appreciation"

Romantic Adatarara	168 participants
Let's Walk in Nature	10,847 participants
Cole Blossoms Journey	140 participants
Firefly Viewing Tour	416 participants
The Shirakami Mountains	237 participants
Village of Nature in Hokkaido	111 participants



Vicinity south of Shinjuku Station, standing in harmony with its environment (center: the JR head office building)



## Awareness, participation, and cooperation

### “Afforestation Alongside Railway Tracks” program

JR East is conducting a number of activities designed to encourage environmental awareness among the broadest sectors of the population. Among them is the “Afforestation Alongside Railway Tracks” program, through which we conduct tree-planting activities along railway lines. This program has been at work since 1992, with a view to planting 30,000 trees each year. This is a volunteer activity by the employees of JR East. Yet, it also enjoys the participation of local residents. Furthermore, employees of our affiliate companies contribute by donating money for such activities.

### Public-relations activities and external cooperation

JR East conducted a campaign for ecology between December 1999 and January 2000 in order to raise environmental awareness among our customers. During this campaign, we designated one train on the Keihin-Tohoku Line, for which the 209 Series (our energy-saving railcars) has been introduced, as an “eco-train.” Inside the train, we exhibited posters of winners and other entrants of a composition and poster contest entitled “Let’s Protect Our Earth,” which was organized by Children’s Club for the Earth, along with our own awareness messages. Additionally, we design-wrapped the entire bodies of the first and last railcars to express our messages in visual terms.

We are now conducting other public-relations activities in order to enhance the public’s understanding of our environmental efforts. In so doing, we will help bring all of society to a greater level of awareness and action.



“Afforestation Alongside Railway Tracks” program



Eco-train, run between December 1999 and January 2000



This brochure is printed with aroma-free soy ink on 100% used-paper.  
Printed in Japan



000913