

## Expanding Communications with Local Communities and International Society

JR East will endeavor to strengthen communications with local communities and global society as an integral member of the local communities and society at large. Moreover, by establishing various administration facilities, nursery schools and other facilities at stations, we are promoting a policy that makes a station a community center and a base for the transmission of information. JR East also intends to make social contributions in a variety of fields through welfare, culture, sports promotion, and international cooperation.

### Activities for local revitalization

JR East sees a station as not only an “Arrival and departure point for travel,” but also as a “Base for the transmission of information and culture” where a broad range of people are able to gather. Accordingly, in conjunction with construction plans advanced by local governments for areas close to stations, we are in the process of building improved bridge-structure stations (stations built on a bridge over the railway line) in these areas, and establishing a station plaza system in a number of venues. These projects play a significant role in the revitalization of local communities, and can also contribute to the creation of communication spaces in stations in the form of such public facilities as public halls or libraries.



Ugo Iwatani Station (Uetsu Line) with a community hall

### Gift of travel

JR East supports people with handicaps or disabilities, who rarely have the opportunity to travel, by offering the “Gift of travel” that enables them to enjoy a trip to Hokkaido. This excursion to Hokkaido has been sponsored through the actions of the Executive Committee of the “Gift of travel” every year since 1994, though, unfortunately, it was prevented in 2000 due to the eruption of Mt. Usu. This event was made available so that physically disabled people could enjoy sightseeing in Hokkaido by utilizing purpose-built Blue Trains (sleepers) and others, and has been able to proceed thanks to the help of volunteers. So far, as many as 5,000 people including accompanying family members have participated in these excursions.

### Sponsorship of sports events

JR East has been sponsoring the “JR East Junior Kendo (Japanese fencing) Competition” intended for young fencers living in JR East areas. The event allows the fencers to demonstrate in performance what they have achieved in their routine training and provides an occasion for friendly interaction with other fencers. It also supports the general principle of maintaining wholesome health and environment through participation in sport. The Kendo Competition held in August 2002 marked the 13th time this event had been held. In addition to kendo, we support ski competitions held at Gala Yuzawa and Tazawako ski resorts, the Kanto university soccer league, and other sporting groups and events.



JR East Junior Kendo (Japanese fencing) Competition



Poppins Nursery School at JR Kozukue Station



Nursery school at JR Omori Station

### Childcare support at station nursery schools

Utilizing the convenient location of stations, we are offering a variety of childcare services by opening nursery schools that respond to the changing and evolving needs in the childcare environment. The first such in-station type facility was the “Kokubunji J Kids Station” nursery school at Kokubunji Station, opened in 1996. Successively, in cooperation with the local governments, JR East supported the opening of nursery schools at Tsurumi and Kozukue Stations in Yokohama City, and at Kita-Senju, Nishi-Hachioji, and Omori Stations in Tokyo. In order to ensure “Reliability” and “Safety” that are our top priorities, we have formulated comprehensive disaster prevention measures and ways of dealing with suspicious persons. In addition, we are offering high quality childcare services in partnership with reliable childcare specialist companies.

## Railway Children Association

The "Railway Children Association" is managed by the Traffic Manner Association to improve the traffic manners of the young people who carry the next generation. This Association group has become established all over Japan since 1960. The group is playing an important role in a variety of activities, including "Station cleaning activities," "Practical activities in trains," "Participation in nationwide camping," "Visits to various railroad facilities," and "Participation in events on Railway Day."

By setting up the secretariats supporting "Railway Children Association" at branch offices, and other offices, JR East assists in planning activities, preparing procedures for activities, passing information to members and leading/guiding groups of members. Moreover, by providing places for activities, including stations, trains, and driving simulators, JR East is extensively and positively supporting children's activities.



"Railway Children Association" foundation ceremony at JR East branch office

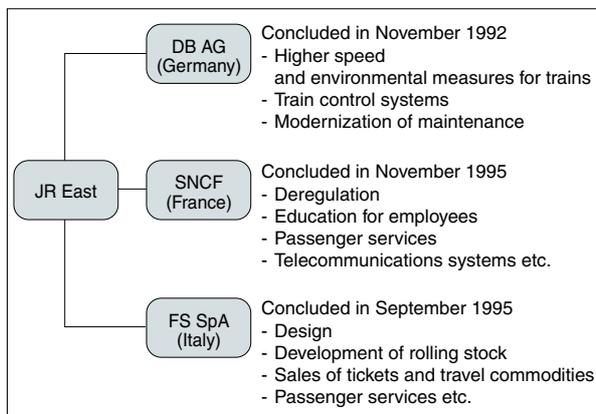
## International cooperation

As part of our contribution to the global community, JR East is positively engaged in international cooperation, mainly through providing lectures on rail-related topics, carrying out inspections, and by offering practical advice. It does this by dispatching employees to foreign countries, and by accepting trainees from developing countries upon the request of the Japan International Cooperation Agency (JICA) and other bodies. Moreover, we participate in projects organized by the group Japan Overseas Cooperation Volunteers (JOCV).

Dispatch	Long period (one year or more)	One employee to Philippines
	Short period (less than one year)	Seven employees to two countries
Acceptance	Trainees via Japan International Cooperation Agency (JICA)	163 trainees from 35 countries

International cooperation in fiscal 2001

JR East concluded a Cooperative Agreement with German Railways (DB AG) in November 1992, Italian National Railways (FS SpA) in September 1995, and French National Railways (SNCF) in November 1995. The Agreement aims at cooperation across a wide range of areas, such as information exchanges on technology development and management, design development in the area of stations and rolling stock, personnel training, passenger services, and travel industries.



Overseas railway corporations under Cooperative Agreement



East Japan Railway Culture Foundation  
TEL: +81-3-5334-0623  
URL: <http://www.ejrct.or.jp/>

Tokyo Station Gallery  
TEL: +81-3-3212-2485  
URL: <http://www.ejrct.or.jp/gallery/>

## East Japan Railway Culture Foundation

In March 1992, the East Japan Railway Culture Foundation was established to contribute to creating a railway and transportation culture invested with rich human qualities. The activities cover three themes: "Promotion of Regional Culture through the Railway Network," "Promotion of Survey and Research on Railways," and "Promotion of International Exchange Related to Railways."

### Promotion of regional culture through the railway network

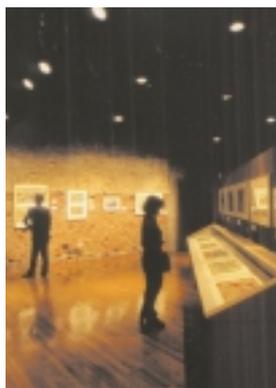
The Foundation introduces and supports art and culture, utilizing the network represented by its stations and railways. Thus, we are always involved in a variety of activities, such as exhibitions at Tokyo Station Gallery, "Support of local cultural projects" that support traditional local cultures that still persist in various districts of eastern Japan and are handed on for the benefit of future generations, and restoration of the "Old Shimbashi Station" at Shiodome (located near Shimbashi Station in Tokyo), where the first Japanese railway was born.

### <Tokyo Station Gallery>

In 1988, the Gallery at Tokyo Station (a classical red-brick structure) was opened to promote and display magnificent cultural and artistic achievements for the benefit for all, and not to remain merely a place that people passed through. Under the motto of "Even if it is small, it is a real museum," the Gallery has held a

Title of exhibitions held in fiscal 2002	Period
Fukuoji Horin and Kazuhiko Exhibition	April 6 – May 12
39 Figurative Arts of "East Japan - Sculptures"	May 25 – July 7
Mongolian Modern Painting Exhibition	July 20 – September 8
Scandinavia Landscape Exhibition	September 21 – November 10
Toshio Arimoto Exhibition	November 23 – January 13
Tsunetomi Kitano Exhibition	February 1 – March 23

Examples of exhibitions being held in fiscal 2002



Tokyo Station Gallery

succession of exhibitions featuring a range of genres; not only paintings, but also sculptures, constructions, and design works among others.

### <Support for local cultural projects>

In order to revive local culture, we strive to support traditional cultures, which still persist in some parts of eastern Japan, in order to preserve them for future generations. We have asked our JR East branch offices to suggest projects, and have been granting subsidies since 1993. (In fiscal 2001, 12 projects were subsidized at a total cost of 51 million yen.)



Support for local cultural projects  
"Ayako Mai (dance) in Kashiwazaki City, Niigata Pref."

### <Old Shimbashi Station preserved and restored>

On the site of the Old Shimbashi Station, we will construct a building (to be opened in spring 2003) having the same external appearance as the old station, which opened in 1872. This site has been designated as a historic site as it is the birthplace of Japan's rail system. We intend to restore, as accurately as possible, the external appearance of the Old Shimbashi Station on the same spot where the real station existed long ago. Reconstruction will be based on excellent contemporary photographs and the foundations of the station. We intend to restore part of the platform and track, as well as setting up windows to allow observation of historic sites.

Furthermore, there is an ingenious plan that will allow visitors to view the original foundation stones of the former station, and learn about the history of the railway and Shiodome through the exhibition of windows and railway relics discovered at the Shiodome site. All this will be available through the "Exhibition Room of



Old Shimbashi Station Building seen from the platform  
(1/100 scale model)

Railway History”; and can be followed by a visit to the European-style restaurant, “Grand Cafe Shimbashi Mikuni” where they can be served by the Chef, Seizo Mikuni.

### **Promotion of investigation and research into railways**

In order to promote the revitalization of investigation and research related to transportation, as well as to provide special encouragement and training for young researchers, we support original academic investigation and research into railways based on the theme “Search for a railway culture and evolution of a new transportation society.” (In fiscal 2001, 13 research projects were subsidized at a total cost of 21.59 million yen.)

### **Promotion of international rail-related exchanges**

To deepen mutual understanding with overseas nations, we promote International Cultural Exchanges in areas related to railways. In particular, JR East continues in its activities of sending information for the benefit of the international community.

### **Acceptance of overseas railway trainees**

As part of its policy to accept overseas railway trainees, JR East has invited young executives from railway companies in Asian nations (Thailand, Malaysia, Vietnam, Mongolia, and Indonesia) to Japan. For about four months, these executives undergo business training (JR East Fellowship) in which railway management, railway technology, and other subjects are studied; and we provide opportunities for the trainees to communicate with JR East employees and to have some firsthand experience of Japanese culture. These exchanges have included railway trainees from Ministry of Railways in China. In this manner, JR East is engaged in cultural exchanges with overseas railway companies that transcend national boundaries.

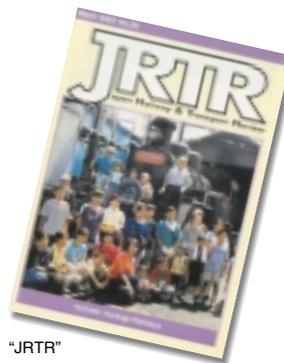
Fiscal year	JR East Fellowship	Trainees from Chinese Railway Dept.
1998	7 trainees from 4 countries	34 trainees
1999	8 trainees from 4 countries	13 trainees
2000	8 trainees from 4 countries	35 trainees
2001	10 trainees from 5 countries	22 trainees

Trainees accepted

### **Magazine, “Japan Railway & Transport Review (JRTR),” in English**

JR East publishes the magazine “Japan Railway & Transport Review” in English (JRTR), and releases it simultaneously to the public on the Internet. The magazine makes information on transportation in Japan, concentrating on railways, available to overseas countries, as well as creating a forum for international discussion where specialists in transportation problems from every country in the world can exchange their opinions.

JRTR website  
URL : <http://www.jrtr.net/>



“JRTR”