

# History of JR East's Social and Environmental Activities

## A history of JR East's initiatives

1987	April	Japanese National Railways divided, East Japan Railway Company begins. First Railway Safety Promotion Committee meeting.
	June	Green Campaign begins, for heartfelt service; Green Counter opened for receiving customer opinions.
1988	September	Challenge Safety Campaign implemented throughout the company.
1989	April	Founding date of Safety Research Laboratory, General Training Center.
	May	ATS-P, a train-protection system with improved safety, introduced between Ueno and Ogu on the Tohoku Line.
	October	Inauguration of JR East InfoLine English language telephone guide service.
1990	September	First Railway Safety Symposium held.
	October	Management plan for the 21st century, "Future 21," released. "Lady's Car" sleeping cars, for women only, introduced on night trains.
1991	December	JR East Telephone Center founded.
1992	March	East Japan Railway Culture Foundation established.
	April	Foundation of JR East Committee on Ecology.
	May	Commemorative tree planting conducted for the 5th anniversary of JR East (conducted each year since then as the Afforestation Alongside Railway Tracks program).
	August	Trial collection of three-category refuse started in Sugamo Station on the Yamanote Line.
1993	October	Service Symposium 1992 opened (opened annually since this year).
	March	Smoking prohibited at all times on Tokyo suburban trains and, except for "smoking corners," also in major stations in the area.
	May	Recycling of used train tickets started at the Chiba Branch Office.
1994	November	Asia Railway Safety Seminar opened.
	February	Recycling Center opened at Ueno Station (for automated sorting of cans and bottles). Three-category refuse collection started in 36 stations (Yamanote Line and others).
	March	Basic Safety Plan announced.
	September	First R&D Symposium opened.
	February	Recycling of used train tickets started in the Tokyo metropolitan area.
1995	March	First antinoise measure initiative for Shinkansen lines completed.
	April	Ecology education instituted for all new recruits. Torenta-Kun discount rent-a-car program introduced as part of Park & Ride program.
	March	JR East website set up.
1996	March	Quantitative environmental goals established with regard to reductions in CO <sub>2</sub> emissions and others.
	March	First <i>Annual Environmental Report</i> published. (published annually since this year)
	December	Autonomous Decentralized Transport Operation Control System (ATOS) begins service.
	March	Recycling equipment introduced at Minami-Akita Operations Center. Smoking Corners established in all stations; smoking prohibited on all local trains.
1997	September	First attendance at the International Union of Railways (UIC) Environment Coordinators Meeting (subsequent annual attendance).
	October	Recycling facilities went into operation at Nagano-Shinkansen Rolling Stock Center and Tokyo Station.
	December	Participation in the COP3 together with the UIC.
	January	Website, E@station opened.
1998	March	Second antinoise measure initiative for Shinkansen lines completed.
	September	Production and sales of polyethylene refuse bags with used-paper content initiated.
	November	The Shinkiba Recycling Center opened for collection and sorting of used newspapers and magazines.
	November	Ranked 27th among the "most respectable enterprises in the world" by the Financial Times Paper.
	February	Safety Plan 21 announced. Niitsu Rolling Stock Manufacturing Factory obtained ISO 14001 certification.
1999	March	The Omiya Recycling Center opened (for automated sorting of cans and bottles).
	April	Service Managers introduced at some stations.
	May	Introduction of recycled copier paper, made of old newspaper collected from stations.
	September	Train operation information became available through mobile-phone character information service.
	December	Ecology campaign (eco-train operation on Keihin Tohoku Line and others).
	April	"JR East General Education Center" opened.
2000	April	Uniforms made from used PET bottles introduced. The "eki-net Travel" integrated travel website opened.
	September	Environmental accounting figures included in <i>Annual Environmental Report</i> .
	November	Ecology targets expanded in accordance with announcement of the "New Frontier 21" medium-term business plan for the Group.
	December	Lumine Co., Ltd. obtained ISO 14001 certification for corporate headquarters, Yokohama Store, and Machida Store.
2001	March	Ecology campaign (eco-train operation on Yamanote Line and others).
	March	Oi Workshop, Kawasaki Thermoelectric Power Plant, and Niigata Mechanical Technology Center obtained ISO 14001 certification.
	April	Green Counters renamed Customer Help Desks.
	May	Started providing a forum for the "voice of the customer" through the website.
	July	Special cars for women passengers introduced on the Saikyo Line on a trial basis.

## History of social/environmental honors

1992	September	The Highest Award, the Eighteenth Kanto General Meeting for Promotion on Energy Conservation, organized by the Energy Conservation Center.
1994	October	The Minister of Transportation's Award for Distinguished Service in Recycling Promotion, organized by the Recycling Promotion Council, given to the Tokyo Regional Head Office.
1995	October	Poster category of the Fifth Awards for Environmental Advertisements and the Director of Environmental Agency's Awards, organized by the Japan Eco-Life Center and sponsored by the Environmental Agency.
1997	April	Environment-Friendly Companies and Social Contributions category, organized by Ibaraki Prefecture, given to the Mito Branch Office.
	April	The Sixth Global Environment Award, organized by the Japan Industrial Journal with special assistance from WWF Japan.
	June	The First Environmental Action Plan Award, the Director of the Environmental Agency's Award, organized by the National Association of Environmental Conservation and sponsored by the Environmental Agency.
	November	Special Award by the Director of the Cleaning Department of the Tokyo Metropolitan Government, given to the Tokyo Regional Head Office.
1998	November	Poster category, the Seventh Awards for Environmental Advertisements and the Director of Environmental Agency's Awards, organized by the Japan Eco-Life Center and sponsored by the Environmental Agency.
	April	The First Green Reporting Award for Excellent Environmental Report, organized by Toyo Keizai, Inc. and the Green Reporting Forum.
	May	Improvement and Rationalization category, the Shimoji Prize, Awards for Superior MH Equipments and Systems, organized by the Japan Material Handling Society, given to East Japan Eco Access Co., Ltd.
2001	May	The Fourth Green Reporting Award for Excellent Environmental Report, organized by Toyo Keizai, Inc. and the Green Reporting Forum.