

How do we conduct environmental communication?

In order to publicize and increase the effectiveness of JR East Group's environmental conservation activities, we conduct various types of outreach programs for customers and communities neighboring railway lines. We also conduct mass communication/PR campaigns via newspapers, magazines, TV commercials and train posters, and post information through our company website, sustainability reports, children's booklets, and other in-house publications.

Environmental communication

Ecology campaign

JR East holds an annual ecology campaign to publicize our environmental conservation activities, and to communicate the importance of environmental concerns to our customers and the communities neighboring railway lines.

During FY 2002, we set up displays exhibiting our "Green" activities, and distributed children's booklets at Tokyo and Sendai Stations. In December, we had participated in the Eco Products Exhibition and in March we presented an exhibit as part of WWF Green Power Week, held in the Japan Science and Future Hall and sponsored by WWF Japan. In addition, we routinely publicize our activities via newspapers, magazines, TV commercials, train posters, over the Internet, etc.



Japan Science and Future Hall exhibit was popular with kids

JR East website Ecology page
<http://www.jreast.co.jp/eco/>



We present various activities under the slogan, "Make Eco"

Forestation

Every year we have been planting trees near all rail lines as part of our *Railway Lines Forestation Program*. The program began in 1992, when we planted trees around the *Chuo Line's* Yotsuya Station and 11 other stations. JR East Group employees and local residents took part on a volunteer basis. In the 11 years up to and including FY 2002, 27,000 people have planted 220,000 trees. In FY 2000, we began working on the *Onuma Hometown Forestation Program* in Onuma area of the southern Hokkaido prefecture. Local committee established by JR East and JR Hokkaido* coordinate the many volunteers — which include JR staff and other local residents. The program is under the supervision of international forestry expert Dr. Akira Miyawaki (Emeritus Professor, Yokohama National University). Participants sprout seedlings at the nursery, raise the seedlings in pots, and then plant them at many locations throughout Hokkaido. In FY 2002, approximately 700 volunteers potted some 45,000 seedlings.



Funds raised by JR East Group employees go to railway forestation programs



The Onuma Hometown Forestation project attracts volunteers from within and outside the company

Eco-tourism

JR East offers a variety of nature tours geared to getting people to experience the glories of nature. In FY 2002, approximately 10,000 tourists took part in tours such as *Mt. Shirakami Beech School* and *Flower Mountain Climbing*. Based at extended-stay hotels like Folkloro and Familio, we offer the *LO-CO Club* plan—leisure excursions designed to bring people into contact with the nature and culture of local areas. This program has served approximately 14,000 people in FY 2002.

With our new *Hiking from Stations* program, visitors can take nature walks from stations to enjoy local scenic spots, changes of season, etc. A great many hiking trails are available, from the so-called *Event Courses*, which can only be booked by advance reservation, to the *Recommended Courses*, which require no reservations. Event Courses were opened to the public approximately 400 times in FY 2002 alone, with access by about 150,000 people.



Seven Familio hotels are located at tourist and other destinations inside our operational area. (Photo: Niiharu Familio)



Hiking from Stations assures trails are ready for use any time

* JR Hokkaido

JR Hokkaido is one of the passenger railways companies, which was established in 1987 when the Japan National Railways (JNR) was privatized into several companies including JR East. The company serves the northernmost island (Hokkaido).