

## How do we foster relationships with local and international communities?

As an integral member of society, JR East is strengthening its interrelationships with local and international communities. By establishing various administrative and other facilities at stations, we develop them into community centers and information hubs.

JR East contributes to overall social well being by participating in international cooperation, cultural, sporting, and other programs and activities.

### Expanding relationships with local and international communities

#### Station childcare facilities

We are actively developing station childcare facilities to serve local residents. JR East opened its first, model childcare center at Kokubunji Station in 1996. By FY 2002, we had opened childcare centers at Tsurumi and Kozukue Stations in Yokohama City; Kita-Senju, Nishi-Hachioji, Omori and Fussa Stations in Tokyo; and Sendai Station in Sendai City. These eight facilities provide childcare to a total of some 400 children. In order to ensure convenient, easily-accessible childcare, we secure sites nearby stations and employ professionals to offer a wide range of services during the extended hours required by working parents.

Being able to drop off and pick up children at the station shortens parents' commutes. We see more fathers dropping off their kids. In fact, data shows nearly 90% of users head to work directly after dropping their children at daycare. The centers also make it easier for parents to shop in



Reliability and safety are JR East's top priorities at J Kids/Planet JR Tsurumi Nursery School (Yokohama)

the station vicinity after dropping off or before picking up their children.

In FY 2003 we plan to set up three new station childcare facilities to support all those involved with childcare in the community. These new facilities will open at three stations on the *Saikyo* Line in FY 2004, and will provide additional services, including childcare counseling and programs in which the elderly participates with elementary school students.

#### More than simply convenient to the station, we meet a variety of needs...

Yokohama has the second-highest number of children in the nation waiting for nursery school openings. Conveniently located near railway stations, the J Kids/Planet JR Tsurumi Nursery School helps meet this demand. The school is open every day from 7:00 a.m. to 9:00 p.m., including weekends and holidays.

Enrollment has steadily increased during the first three years, and we have also developed a childcare manual in collaboration with the directors of other JR station nursery schools. We strive to provide high quality childcare, which includes our own meal service featuring high-quality ingredients. Since the children are in our care for such long hours, establishing a relationship of mutual trust is essential. We place great

**Keiko Yoshioka**  
Director/Nurse  
J Kids /Planet JR  
Tsurumi Nursery School



"I love working with children every day. Based on the childcare philosophy of developing sound and healthy bodies, I use my 35 years of experience in nursing to address issues of children's health, safety and hygiene."

importance on each individual; writing notes to parents detailing how each day was spent, such as "he/she walked two steps today holding on to something for support." We also work with the Tsurumi Station Master and local businesses to exhibit the children's artwork, and conduct other events. It takes a village to raise a child, and parents greatly appreciate the strong community involvement.

#### Contribution to communities through nursing care business

Since FY 2000, JR East has been involved in nursing care in the Sendai metropolitan area. Tohoku General Service Co., Ltd. established the JR East Tohoku Nursing Care Service Center, and is providing home-care medical services in metropolitan Sendai. These include arranging visiting nurses, renting and selling medical equipment, and other helpful services.

*Heart Itsutsubashi*, a nursing home for the elderly, has been established as an annex of the JR Sendai Hospital. This facility provides high-quality medical and nursing home care (including meals, bathing, rehabilitation, etc.) to senior citizens who can no longer live without help. In FY 2002, use of each of these facilities increased as much as 150% over FY 2001.

Meanwhile, Nippon Restaurant Enterprise Co., Ltd. is preparing to open a home for the elderly in Ota-ku, Tokyo in 2004.



JR East Tohoku Nursing Care Service Center Home for the Elderly



NRE Omori Yayoi Heights (tentative name) Home for the Elderly scheduled to open in 2004

**Community revitalization**

For JR East, a local station is more than a point of departure and return; it is a cultural gathering place where all segments of society come together for information. We play a significant role in revitalizing local communities. To this end we establish joint facilities such as community centers and libraries adjacent to station buildings and work with local governments to develop plans for the surrounding areas when refurbishing stations.



Sagae Station (Aterazawa Line) features a Community Center

**Children's Railway Association**

The Children's Railway Association was established in 1960 and is active throughout Japan. The association sponsors various activities for children designed to teach proper railway etiquette, including station beautification projects and field trips to railroad facilities. The Traffic Manners Association manages the Children's Railway Association; JR East provides support services including personnel at branch offices, space to hold activities, and railroad engineer simulators.



JR East conducts Children's Railway Association activities

**Marunouchi Stationhouse designated an important cultural asset**

In May 2003, the classic red brick Marunouchi Stationhouse located at Tokyo Station was designated an important national cultural asset. This stationhouse opened in 1914, but the third floor was destroyed by fire in 1945 during the war. We are now conducting research and planning to restore the interior and exterior of the third floor to its original state.



Example of Meiji/Taisho era architecture (Restored Marunouchi Stationhouse image)

**Sponsoring sporting events**

The August 2003 JR East Junior Kendo (Japanese fencing) Tournament was the 14th such competition sponsored by JR East. Open to young people living in areas served by JR East lines, the tournament gives competitors the opportunity to test their skills against others. In addition, we also sponsor ski tournaments at *Gala Yuzawa* ski resort, a soccer league for Kanto-area universities, and other sporting groups and events.



JR East Junior Kendo Tournament provides friendly competition with other fencers

**Gift of travel**

As many physically disabled people seldom have the opportunity to travel, JR East offers them an opportunity to visit Hokkaido. This excursion, using sleeping cars, has been sponsored each year since 1994 through the Executive Committee of the Gift of Travel program. Roughly 6,000 people have participated in such excursions.

**Cooperative agreements with foreign railway companies**

JR East signed cooperative agreements with German Railways (DB AG) in November 1992, Italian National Railways (FS Spa) in September 1995, and with French National Railways (SNCF) in November 1995. The agreements foster cooperation across a wide range of fields in the railway industry. Collaboration includes sharing technological developments and management information, designing stations and rolling stock, maintenance, passenger services, personnel training and more.

**International cooperation / Dispatching employees**

As part of our interaction with the global community, JR East is extensively involved in international cooperation, mainly through providing lecturers, conducting inspections and offering practical advice. We also dispatch employees to foreign countries, and have received trainees from railways in Asia, East Europe, Russia and elsewhere. The Japan International Cooperation Agency (JICA) and other agencies coordinate these programs. In FY 2002, we dispatched five employees overseas and hosted a total of 226 trainees in Japan.

**International cooperation in FY 2002**

<b>Dispatched</b>	Short period (less than one year)	5 employees from 2 countries
<b>Received</b>	Trainee via Japan International Cooperation Agency (JICA)	226 trainees from 39 countries

## East Japan Railway Culture Foundation

### Activities and purpose

In March 1992, the East Japan Railway Culture Foundation\* was established to help create a rich, people-oriented railway and transportation culture. Foundation activities have three major themes: supporting regional culture through railway networks, promoting railway research, and promoting international exchange related to railways.

### Tokyo Station Gallery Exhibition

In 1988, the Foundation opened the Tokyo Station Gallery to heighten the cultural significance of the station and display magnificent cultural and artistic achievements for the benefit for all. The gallery's motto is "a small yet authentic art museum." Regularly held exhibits range from painting to architecture.

#### Exhibitions held at Tokyo Station Gallery in FY 2003

Title of exhibitions	Period
Tadao Ando "Regeneration-Surroundings and Architecture"	Sat. Apr. 5–Sun. May 25
The Art of Bali-I Ketut Budiana	Sat. Jun. 7–Mon. Jul. 21
Railways in Art: Inventing the Modern	Sat. Aug. 2–Mon. Sep. 15
Avant-garde Styles of Ukiyo-e and the Modern World	Sat. Sep. 27–Sun. Nov. 9
The Art of Yamaguchi Kaoru	Sat. Nov. 22–Sun. Jan. 25
The Art of Kazuki Yasuo	Sat. Feb. 7–Sun. Mar. 28



Tokyo Station Gallery displays a range of genres

### Supporting regional culture through railway networks

Since FY 1993, the Foundation has been supporting and promoting the revival of traditional regional culture throughout eastern Japan. In FY 2002 we subsidized 12 projects at a total cost of 56.05 million yen.



"Ayako Mai" held in Kashiwazaki City, Niigata Prefecture, FY 2002

### Promoting railway research

We support independent academic researches and surveys into our railways to provide incentive and training to young researchers and revitalize transportation researches and surveys.

### Old Shimbashi Station preserved and restored

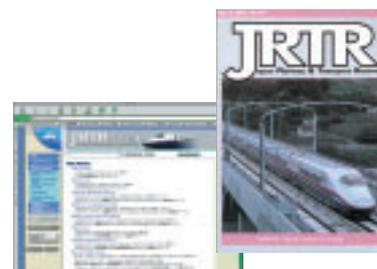
In April 2003, on the site of the Old Shimbashi Station, we opened a building that recreates the old station's 1872 exterior. We restored, as accurately as possible based on archival records, the external appearance of the station in its original location. The building also now houses a Railway History Display Room and "the Grand Café Shimbashi Mikuni" restaurant.



Visitors can see the old station's original foundation stones. Parts of the platform and tracks have also been restored.

### Japan Railway & Transport Review (JRTR), English-language magazine

The foundation publishes the Japan Railway & Transport Review (JRTR) in English and simultaneously posts it on the Internet. This magazine provides the global community with information on Japan's railways and other transport, and also serves as a forum for international discussion where transportation specialists from around the world can exchange ideas.



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

### International cooperation / Sponsoring trainees from overseas

The foundation invites young executives from railway companies in other Asian nations (Thailand, Malaysia, Vietnam, Mongolia and Indonesia) to come to Japan. For about four months, these executives undergo business training (through JR East Fellowships) on railway management, railway technology, and other subjects. We also take groups of trainees from the Ministry of Railways of China.

#### Trainees accepted

Fiscal year	JR East Fellowship	Training for middle-management executives	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	10 trainees from 5 countries	22 trainees
2002	8 trainees from 5 countries	10 trainees from 5 countries	22 trainees

\* East Japan Railway Culture Foundation  
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