

# Messages from stakeholders

We solicited feedback from stakeholders regarding this report.

JR East Group takes these comments seriously and will incorporate them into future sustainability activities.

## Toshihiko Goto

Chair, Environmental Auditing Research Group  
Member, Board of Directors of GRI



I found it interesting that editing policy differs between the highlights section and the activity report. The report is geared toward diversified stakeholders; for non-experts, the highlights provide sufficient information. I also liked the Q & A format, because it makes the activity report easy to understand. I suggest the following improvements:

- Although I could grasp nearly the whole picture by comparing with the guidelines, the relationship between certain questions seemed unclear.
- Individual activities are explained clear-

ly, yet it is difficult to see the policy as a whole.

For example, although you claim, "the purpose of railway business is to enrich people's lives," neither mid- nor long-term policies for doing so were explained. Individual items also need more specifics, such as "How and by when the whole group will achieve ISO14001."

Lastly, I hope JR East will put more focus on wind power and other renewable energy sources, as this will make it more competitive with other companies.

## Mariko Kawaguchi

Senior Analyst, Management Strategy Research Department  
Daiwa Institute of Research Ltd.  
Council member of GRI Forum Japan



This report familiarized me with JR East's wide range of activities. Despite the fact JR East is one of Japan's best-known companies, most people are not aware of its overall business approach. Through this report, the company clearly explains the environmental impact of its major business activities, i.e., operating railcars, customer service, and managing station buildings. The report also clearly communicates the company's philosophy on corporate responsibility — such as cooperating with local communities and creating a positive impact on areas near rail lines and stations. The report shows that the company has reduced CO<sub>2</sub> emissions by 16% compared to the FY 1990 level, cut energy consumption per unit of transportation volume about 10%, and improved the environmental management index by nearly 20%. The company has a good record in terms of environmental management.

On the other hand, diversified activities are merely listed, so it is hard to

grasp the overall picture. This data needs to be expressed in more interesting way. If the company chooses to focus on its role as a provider of environmentally friendly transportation, it should offer more detailed explanations of energy-saving railcars and the nature of its investment in various "green" technologies, as well as disclose more information on the current status of company-run power plants and renewable energy sources. As for environmental accounting, it may be necessary to break down data or devise formulas to calculate the economic effect on conservation.

Park and Ride is one example. The program should express a long-term plan to someday combine 21st Century transportation services with community businesses, rather than merely use it as an adjunct to traditional rail travel. This will better express JR East's overall vision for the future.

## Osamu Hiroi

Professor, The University of Tokyo  
Institute of Socio-information and Communication Studies



As I'm involved in disaster prevention and environmental research, I have many colleagues in the JR East Group. I had heard about collecting the refuse generated at stations, recycling resources, noise reduction on *Shinkansen* lines, etc., but this report made me realize the company is working on more comprehensive and diversified environmental activities. How to preserve the environment for future generations is a major challenge, and I hope JR East will continue its efforts.

Several years ago, the company organized an accident-prevention committee to deal with the many crossing accidents. As a result of the committee's work, two-stage crossing gates and additional warning devices were

installed and the number of such accidents dropped significantly. It is quite rare that countermeasures bring such outstanding results.

In this era of information disclosure, it is timely and appropriate for the company to have established the "Accident History Exhibition Hall," and to keep safety paramount in the minds of all its employees. I expect that further steps will be taken to prevent accidents, to retrofit stations and viaducts, and to avoid chaos at terminals in the event of a major earthquake.

## Yoko Akimoto

Steward, Green Consumer Tokyo Net



Whenever I take a JR train, I can actually see the company's environmental activities — such as the new energy-efficient railcars, improved refuse recycling and promotion of intermodal transportation.

How can we reduce the energy consumption necessary for operation while still alleviating passenger congestion? I myself have been confused in front of a ticket machine, spent a long time looking for an elevator on a platform, almost gotten lost not knowing how to switch trains, and experienced frustration that train announcements were so hard to hear.

Although the IT revolution makes life more convenient, it is still very important to properly allocate attentive,

helpful station staff. Installing labeled trash bins and designated smoking areas improves passenger manners.

Changing each individual's shopping habits will eventually change society. JR East has made a good start with its in-house green procurement policy, together with selling green products at station stores and by tenants. The company should study the feasibility of completely banning smoking in all facilities and promoting other initiatives to support the stated goal of "harmonizing with society and coexisting with the environment." I also expect JR East will continue to release additional useful information in the future.