

How Does the Group Disseminate Environmental Information?

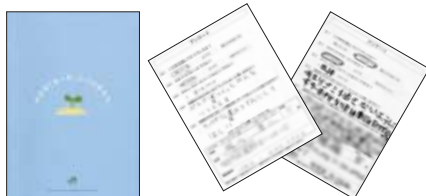
The JR East Group disseminates environmental information to the public through a variety of media, including the Internet and the *Sustainability Reports*.

We are striving to promote further environmental undertakings through our interactive communications with our stakeholders.

Disclosure of Environmental Information

Provision of information through various media

JR East had been publishing an annual environmental report since 1996. In 2002, aspects concerning corporate social responsibility were added to the report and the title was changed to a *Sustainability Report*. In 2003, we began issuing an environmental digest version of the report to promote its wider distribution. In addition, we have produced illustrated booklets for children entitled *“Mr. Polar Bear Returns by Train”* and *“Thinking More about the Environment,”* and distributed them at events such as the “Eco-Products Exposition.” We also actively disclose information through a variety of media, including the Internet,^{*1} newspapers, magazines, and posters on trains. In FY 2003, we conducted an advertising campaign using posters on trains regarding the energy-saving railcars.



We received 30 replies to the questionnaire on the children’s booklet *Thinking More about the Environment*.



“3 Minute Eco-Seminar until Next Station” provide information in the form of quizzes.

Disclosure of information at events

In December 2003, we exhibited at the “JR East Environmental Actions” booth at the “Eco-Products Exposition 2003.” We introduced our activities to the 114,060 visitors to the exposition by displaying information about our recycling activities and initiatives for intermodal transport as well as by presenting a model of the energy-efficient 209 series railcar and the mechanisms of the NE train.



About 1,500 persons took part in an environmental quiz held at the JR East booth.

Participation in environmental events

Branch	Event	Date	Main Sponsor and Co-sponsor
Akita Branch	Akita Environment and Recycling Festival 2003	03/9/27, 28	Akita Prefecture
Mito Branch	Global Environment Partnership Fair	03/10/18, 19	Ibaraki Prefecture
Takasaki Branch	Takasaki Global Citizens' Environmental Exhibition	03/10/26	Takasaki City
Head Office	Eco-Products Exhibition 2003	03/12/11 ~ 13	Japan Environmental Management Association for Industry, etc.
Sendai Branch	JR East Ecology Campaign & NE Train Test Rides	04/1/31 ~ 2/1	JR East, Sendai City Environmental Bureau
Head Office	Gas & Railway	04/3/11 ~ 13	JR East, Tokyo Gas Co., Ltd.
Sendai Branch	Children's Eco Club National Festival in Sendai	04/3/27 ~ 28	Children's Eco Club

Collaboration with local government and other companies

Every year, JR East holds events with a wide range of different organizations to disseminate environmental information. The Sendai Branch held the “JR East Ecology Campaign” in cooperation with the Sendai City Environmental Bureau in January 2004 to explain our activities concerning recycling and regenerative brakes. In March of 2004, we held the “Gas and Railways – Tokyo Gas and JR East’s Environmental Initiatives” at Tokyo Station with the cooperation of Tokyo Gas Co., Ltd. Information on the environmental activities of both companies was provided while an orchestra made up of employees from the two companies gave a performance. The combination of the issue of the environment and the pleasing music was a hit with the guests.



PCs linked via a wireless LAN were used at an event held in cooperation with the Sendai City Environmental Bureau to offer quizzes and questionnaires concerning waste sorting.



The “Gas and Railways” event exhibited the potential to develop a sustainable society of energy-efficient railways and natural gas, both of which have a relatively low impact on the environment.

*1 JR East website

Ecology page

<http://www.jreast.co.jp/eeco/>

Sharing Experiences in Nature

Railway Lines Forestation Programs

Since 1992, employees from all branches have been volunteering to plant trees with the help of local residents. As of FY 2003, a total of about 29,000 people have participated and 230,000 trees have been planted. In 2002, tie-ups with local governmental bodies began; in 2003, for example, the Yokohama Branch held a "Sagami Line hiking" event in cooperation with local governments along the railway line, during which 650 participants planted 1,000 trees.



A total of 29,000 people had participated in *Railway Lines Forestation Programs* by FY2003.



During the *Onuma Hometown Forestation Program*, a forestation event in Hokkaido, participants planted 25,000 seedlings in pots and planted 2,400 Japanese oak trees.

Native Forest Regeneration Project in Fukushima

Based on a sense of gratitude toward the natural environment and a desire to contribute to the future of the planet, JR East plants trees indigenous to each region and promotes reforestation. As one aspect of these activities, the JR East Group employees and members of the public planted 45,000 trees of 22 different species in May 2004, as the first step of the 3-year Native Forest Regeneration Project in Fukushima. Participants planted trees and went on nature walks that allowed them to experience the natural environment and observe the diverse ecological systems that trees support.



600 volunteers including company employees and members of the public participated in the *Native Forest Regeneration Project in Fukushima* to plant trees.

Promoting eco-tourism

JR East offers a variety of eco-tours designed to allow people to experience the wonders of nature. In May 2003, the "First Shirakami Mountains Beech School, Tokyo Branch" was held, which introduced participants to the wonders of the Shirakami Mountains, the first place in Japan to be designated as an UNESCO World Heritage site. In addition, as in FY 2002 the "Shirakami Mountains Beech School" tour was held, with 150 people participating. The "Hiking from Stations" program, in which visitors take nature walks from stations, was continued. In FY 2003, total of 200,000 people have attended to 350 the event courses, which requires reservations in advance.



A pamphlet from the "Beech School" tour; a guided tour that allows participants to experience the wonders of nature



The "Hiking from Stations Program" is comprised of an event course available only by advance reservation and a recommended course that requires no reservation.