

A company exists within a societal context, and therefore the trust of the public, the very foundation of a company, is the prerequisite for conducting business. The most important social responsibility of the JR East Group, whose business is centered on railway operations, is the provision of safe and reliable transportation services. Since its establishment, the JR East Group has put the highest priority on research and development and investment related to safety measures while seeking to achieve customer satisfaction. We value the opinions of all customers who use railways and group companies' services to raise the quality of the services we provide. At the same time, we are continuing our efforts towards the development of a beneficial social environment centered on our stations, based on our relationships with the residents of the communities where we conduct business.

We believe that in order to carry out these roles, it is vital that we provide workplaces where all JR East employees can work with pride.

The JR East Group will ceaselessly continue its efforts to be a trusted corporate group.

Our Relationship with Society

How does the Group Promote Collaboration with Society?

As a responsible corporate member of society, the JR East Group is strengthening its ties with local and international communities. JR East participates in community development, philanthropic, cultural, and international cooperation programs to better fulfill its roles as a good corporate citizen.

Community Development Centered on Stations

Station nursery schools and nursing care business

The JR East Group is cooperating with local government and childcare agencies to provide "station nursery schools" at locations close to stations. A total of 13 facilities were opened during the period from 1996 to April 2004. The convenient locations are hugely popular among working parents. JR East entered the nursing care business in FY 2000, and Nippon Restaurant Enterprise Co., Ltd. opened the NRE *Omori Yayoi Heights* fee-charging nursing home for the aged in Ota-ku, Tokyo in April 2004.



NRE *Omori Yayoi Heights* opened in the spring of 2004.

Efforts for community revitalization

To JR East, a station is more than a "point of departure and return" – it is a place where a great number of people gather and information and culture is diffused. It is believed, therefore, that stations serve a significant role in community revitalization.

To this end, we are cooperating with the establishment of joint public facilities, such as community centers and libraries, which

are located adjacent to stations. We also work closely with local governments to revitalize communities through the elimination of railway crossings by installing overpasses and underpasses.



The Date Station of the *Tohoku Main Line*, a wooden structure modeled after the Ryozen Shrine, was selected as one of the Ministry of Land, Infrastructure and Transport's "100 Tohoku Stations." The station features a plaza called "Ekinaka (inside the station) Plaza" that serves as a community space.

Social Contribution Activities

Supporting the Activities of the Children's Railway Association

The Children's Railway Association is an organization intended to raise awareness about proper railway etiquette among children, which is run by the Traffic Manners Association. Approximately 450 members at 15 branches conduct station beautification activities and fieldtrips to various railway facilities. JR East actively supports the Children's Railway Association by establishing offices at its branches and providing space for railroad operation simulators.



The Children's Railway Association conducting beautification activities. These activities lead to improved railway etiquette.

Gift of travel

JR East supports the "Gift of Travel," a program that invites people with handicap who have few opportunities to go on trips to travel to Hokkaido. Approximately 7,000 people have participated in this program since its launch in 1994.

International contributions and cooperation

As one aspect of its activities intended to contribute to international community, JR East dispatches its employees to foreign countries and accepts foreign trainees in response to requests from the Japan International Cooperation Agency (JICA). We conduct training and inspection tours for trainees, primarily from Asia, Eastern Europe, and Africa.

JR East has also concluded cooperative agreements with German Rail, Italian National Railways, and French National Railways concerning sharing information on technological developments and management as well as station and rolling stock designs and maintenance, customer service, and employee training.

International Cooperation Activities in FY 2003

Dispatched	Long term (1 year or more)	1 employee to 1 country
	Short term (less than 1 year)	3 employees to 1 country
Accepted	JICA trainees	148 trainees under 13 programs

Activities through East Japan Railway Culture Foundation

JR East established the East Japan Railway Culture Foundation^{*1} in 1992 to contribute a rich, people-oriented railway and transportation culture.

Promoting regional culture

The Tokyo Station Gallery has been holding exhibitions since 1988 under the motto "a small yet authentic art museum."

The Foundation has also been supporting the revival of traditional regional culture throughout eastern Japan since FY 1993. In FY 2003, the Foundation provided 54.6 million yen to 12 projects.

Promoting and supporting surveys and research

The Foundation held a symposium, the theme of which was "Railway Culture and the Future Transportation Society," where researchers announced the results of creative scientific surveys and research concerning railways including railway operations, railway technology, and the future of railways.



The "Kemanai Bon Festival Dance" in Akita Prefecture, which was supported financially in 2003.

Promoting international understanding and exchanges

The Foundation invites young managers from railway companies throughout Asia to study railway operations and technology under the "JR East Fellowship Program" and the "JR East International Course." The Foundation also publishes the *Japan Railway & Transport Review* (JRTR) in English to serve as a forum for international discussion where transportation specialists from around the world can exchange ideas.

Trainees accepted

Fiscal year	JR East Fellowship	JR East International Course	Ministry of Railways of China Training
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	21 trainees
2003	9 trainees from 5 countries	16 trainees from 9 countries	10 trainees

*Former Training for Middle Management Executives

^{*1} East Japan Railway Culture Foundation

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