

History of Environmental and Social Activities

Year	Month	JR East Group's Environmental and Social Activities	Year	Month	JR East Group's Environmental and Social Activities
1987	April	Japanese National Railways divided and East Japan Railway Company established. First Railway Safety Promotion Committee meeting held.	1999	February	"Safety Plan 21" announced. Niitsu Rolling Stock Manufacturing Factory acquires ISO14001 certification.
	June	Green Campaign begins. Green Counter opens for taking customer comments.		March	Omiya Recycling Center starts operation (automated sorting of cans/bins)
1988	September	"Challenge Safety Campaign" conducted companywide.		April	Service Managers introduced to some stations
1989	April	Safety Research Laboratory and General Training Center established.		May	Use of copier paper recycled from newspapers collected at stations begins.
	May	ATS-P, a train-control system for safety improvement, installed between Ueno and Ogu on the <i>Tohoku</i> Line.	September	Cell phone text service for train information begins. "JR East General Education Center" opens.	
1990	September	"First Railway Safety Symposium" held.	2000	April	Recycled uniforms using recycled PET bottles introduced. Eki Net, an integrated travel website, launched.
	October	"Future 21," a business plan for the twenty-first century, adopted. "Ladies' Car" for female passengers only introduced on express trains with sleeping cars.		September	Environmental accounting included in the Annual Environmental Report.
1992	March	East Japan Railway Culture Foundation established.		November	Environmental targets revised in conjunction with the adoption of "New Frontier 21," the Group's medium term business plan.
	April	Committee on Ecology established.	2001	March	Oi Workshop, Kawasaki Thermoelectric Power Plant, and Niigata Mechanical Technology Center acquire ISO14001 certification.
	May	Tree planting conducted to mark the 5 th anniversary of JR East's foundation (later becomes an annual event as the Forestation along Railway Lines Program).		July	Trial operation of "Ladies Only cars" for female passengers begins on the <i>Saikyo</i> Line.
	August	Trial collection of waste sorted into three categories at Sugamo Station on the <i>Yamanote</i> Line begins.		September	Wireless Internet connectivity testing in stations begins.
1993	March	All-day smoking ban extended to major stations in the Tokyo suburban area.	December	"JR East Research & Development Center" established.	
1994	February	Ueno Station Recycling Center begins operations (automated sorting of cans and bottles). Sorted waste collection starts at 36 stations on the <i>Yamanote</i> Line	2002	February	Test runs of the AC Train, a next-generation commuter train, begin.
	March	"Basic Safety Plan" announced.		March	Omiya Workshop acquires ISO14001 certification.
1995	February	Recycling of used train tickets starts in the Tokyo metropolitan area.		April	Digital ATC introduced on the <i>Yamanote</i> Line.
	March	First anti-noise initiatives for the <i>Shinkansen</i> Lines completed.	September	Sustainability Report including coverage of social and economic aspects published.	
	April	Ecology education for all new recruits initiated. "Torenta-kun," a discount car rental service for park & ride users launched.	November	Sendai General Rolling Stock Workshop acquires ISO14001 certification.	
1996	March	JR East website set up. Quantitative environmental targets such as CO ₂ emissions set. Annual "Environmental Report" published.	2003	January	Children's illustrated booklet <i>Mr. Polar Bear Returns by Train</i> published.
	December	Use of Autonomous Decentralized Transport Operation Control System (ATOS) begins.		March	<i>Guide to Barrier-Free Station Facilities</i> distributed.
1997	March	Recycling facility at Minami-Akita Operations Center starts operation. Separate smoking areas established at all stations and smoking banned on all local trains.		May	Test runs of the NE Train, the world's first hybrid railcar, begin.
	October	Recycling facilities start operation at <i>Nagano Shinkansen</i> Rolling Stock Center and Tokyo Station.		September	First JR East Group Environmental Management Advancement Conference held.
	December	JR East participates in COP3 with the UIC.	November	Children's illustrated booklet <i>Thinking more about the Environment</i> published.	
1998	March	Second anti-noise initiatives for the <i>Shinkansen</i> Lines completed.	December	Koriyama Workshop acquires ISO14001 certification.	
	November	Shinkiba Recycling Center starts operation (collection and sorting of used newspapers and magazines). Financial Times places East Japan Railway 27 th among the most respected enterprises in the world.	2004	March	"Safety Plan 2008" announced.
				May	First Native Forest Regeneration Project in Fukushima held.

Editor's Note

What roles is JR East expected to carry out? In order to address this question, not only through internal debate but also by taking into consideration the frank opinions of stakeholders from various spheres, we recently held our first Stakeholders' Dialogue. The comments were too numerous to include in their entirety, but we strongly felt the tremendous expectations towards JR East in the development of a sustainable society. At the same time, we were encouraged to address many issues concerning the future that we are confronting.



This report was prepared with the cooperation of environmental coordinators from numerous divisions and organizations.

Sustainability Report 2004

Published in October 2004
(next publication expected in September 2005)

East Japan Railway Company
Committee on Ecology

2-2, Yoyogi 2-chome, Shibuya-ku, Tokyo
151-8578, Japan

Phone: +81-3-5334-1122

E-mail: eco@jreast.co.jp

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