

## ► Environmental Communication

# How Does the JR East Group Provide Environmental Information?

The JR East Group disseminates environmental information to the public through a variety of media, including the Internet, our *Sustainability Reports*, events, and so on. We are striving to promote more environmental efforts through two-way communication with our stakeholders.

## Disclosure of Environmental Information

### Provision of information through various media

JR East began the annual publication of an environmental report in 1996, and since 2002 we have worked towards greater information disclosure by publishing the *JR East Group Sustainability Report*. Starting in 2003, we have issued an "environmental digest" version of the report for wider distribution. In fiscal 2004, JR East Department Store Co., Ltd. became the first among Group companies to publish its own environmental report.

We also actively disclose information through a variety of media, including the Internet, newspapers, magazines and posters on trains.<sup>\*1</sup>

We are happy to mention that the *JR East Group Sustainability Report 2004* was awarded the Environmental Report Grand Prize (Environment Minister's Prize) at the Eighth Environmental



JR East has been encouraged to redouble its efforts after receiving an award from Environment Minister Yuriko Koike at the Environmental Communication Awards ceremony, January 2005.



Environmental advertising in trains: the "Three-Minute Eco-Seminar."

Communication Awards.<sup>\*2</sup> Encouraged by this award, we will continue to enhance our efforts to disclose information and promote environmental communication.

### Providing information at events

In 2004, we were again present at the Eco-Products Exhibition, a major annual environmental event in Japan, this time demonstrating JR East's recycling and intermodal initiatives, as well as the workings of the prototype AC Train and NE Train.

Besides these, in cooperation with companies and local governments, every year we co-sponsor events with the aim of spreading environmental information. In March 2005, we co-sponsored an exhibit at Tokyo station, entitled "Gas and Railways – A Second Exhibition of Environmental Initiatives by Tokyo Gas and JR East." At the exhibit, both companies introduced the various global warming, energy conservation, and recycling initiatives; in addition, with cooperation from the



At the Eco-Products Exhibition 2004, we displayed models to demonstrate the working of regenerative brakes, as well as new train wheels and motors now under development.



JR East co-sponsored the Gas & Railway exhibit at Tokyo Station, beginning in 2004.

Ministry of the Environment's Japan Center for Climate Change Actions (JCCCA), we presented various interactive displays that allowed people to learn more about the issue of global warming.

### Promoting eco-tourism

JR East offers a variety of eco-tours designed to allow people to experience the beauty of nature in different parts of the country.

In May 2004, JR East organized the "Second Shirakami Mountains Beech School, Tokyo Branch." It introduced participants to the wonders of the Shirakami Mountains, the first place in Japan to be designated as a UNESCO World Heritage site; and about 1,500 people participated in related tour packages, such as one called "Shirakami Mountains Trekking."

We have also continued our "Hiking from Stations" program, in which visitors take nature walks starting at JR East train stations. In fiscal 2004, we held about 400 hikes, with courses organized by JR East branch offices based on local themes in which about 240,000 people participated.

In the "Shirakami Mountains Trekking" tour package, local guides introduced visitors to the preciousness and splendor of beech tree forests.



In the "Hiking from Stations" program JR East branch offices have the chance to showcase local attractions.

\*1 Internet website of JR East

Ecolgy pages:

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

\*2 Environmental Communication Awards

An award program to recognize excellence in corporate environmental communications, sponsored by the non-profit Global Environmental Forum and supported by the Ministry of the Environment. This is one of the most distinguished environmental awards in Japan.

## Tree-Planting with Communities

### Railway Line Forestation Programs

Since 1992, as part of the volunteer activities undertaken by employees of the Group, JR East branch offices organize tree-planting events in which local residents take part. By the end of fiscal 2004, a cumulative total of around 32,000 participants had planted about 240,000 trees.

Starting in fiscal 2002, tie-ups with local governments have increased, and we have expanded the scope of this program beyond the land immediately adjacent to our railway tracks.

Branch offices are now making new plans to further increase the number of participants by, for example, combining hiking and tree-planting events, as well as cooperating with local elementary schools and organizations to organize chestnut picking, and seedling-potting, and other events, etc.



Under the "Railway Line Forestation Programs," a total of about 240,000 trees had been planted by the end of fiscal 2004.

### ▶ Tree-planting tie-ups with local governments (FY 2004)

JR East Branch	Host government
Tokyo	Kawasaki-ku (Kawasaki City), etc.
Yokohama	Kanagawa Pref., etc.
Hachioji	Kobuchizawa Town
Omiya	Toda City
Takasaki	Minakami Town, etc.
Mito	Ibaraki Pref., etc.
Chiba	Chiba City
Sendai	Sendai City, etc.
Morioka	Morioka City
Akita	Akita Pref.
Niigata	Niigata City
Nagano	Suwa City

## Second Adataro Hometown Forestation Program

Feeling a sense of appreciation towards nature and wishing to contribute to the future, JR East began a program planting native trees to restore forests, starting on nationally-owned land in Otama Village (Adachi-gun, Fukushima Pref.) in 2004. In contrast to the Japanese cedar that is typically planted in Japan, for this project we selected 22 indigenous species to



700 people participated in tree planting, 100 more than the previous year. Participants enjoyed tree-planting and interaction with local residents.

establish a "hometown forest," encouraging natural selection through the intensive planting of 45,000 seedlings over three years in a fashion resembling natural conditions.

In order to attract as many members of the public and employees of JR East Group companies, we offered a low-cost travel package, which includes lunch and transportation to the site, and as a result, participation rose to 700 persons, 100 more than the previous year. This event was a great opportunity for interaction between local residents and visitors; many locals also participated in the forestry work, and after the tree-planting the townspeople sold local foods and gifts, holding special events to make this a memorable trip for visitors.



**Yoshio Fujita**  
Otama Village Office  
Adachi-gun, Fukushima Prefecture

"This year, 120 local people participated, twice the number of last year. In the train returning home people sounded very happy with the day, saying they wanted to plant trees again next year and that we should continue this program. It was wonderful to see so many smiling faces!"