

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.
	April	Safety Research Laboratory and General Training Center established.		May	Use of copier paper recycled from newspapers collected at stations begins.
1989	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.	
	September	"First Railway Safety Symposium" held.	2000	April	Recycled uniforms using recycled PET bottles introduced. Eki Net, an integrated travel website, launched.
1990	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.
	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.
1992	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 "Women Only" cars for female passengers begins on the <i>Saikyo</i> Line.
	August	Trial collection of waste sorted into three categories begins at Sugamo Station on the <i>Yamanote</i> Line.		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.
	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.		September	Sustainability Report including coverage of social and economic aspects published.
	March	First anti-noise initiatives for the <i>Shinkansen</i> Lines completed.	November	Sendai General Rolling Stock Workshop acquires ISO14001 certification.	
	April	Ecology education for all new recruits initiated. "Torenta-kun," a discount car rental service for park & ride users, launched.		January	Children's illustrated booklet <i>Mr. Polar Bear Returns by Train</i> published.
1996	March	JR East website set up. Quantitative environmental targets such as CO ₂ emissions set. Annual "Environmental Report" published.	March	<i>Guide to Barrier-Free Station Facilities</i> distributed.	
	December	Use of Autonomous Decentralized Transport Operation Control System (ATOS) begins.	May	Test runs of the NE Train, the world's first hybrid railcar, begin.	
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.	September	First JR East Group Environmental Management Advancement Conference held.	
	October	Recycling facilities start operation at <i>Nagano Shinkansen</i> Rolling Stock Center and Tokyo Station.	November	Children's illustrated booklet <i>Thinking more about the Environment</i> published.	
	December	JR East participates in COP3 with the UIC.	December	Koriyama Workshop acquires ISO14001 certification.	
1998	March	Second anti-noise initiatives for the <i>Shinkansen</i> Lines completed.	2004	March	<i>Safety Plan 2008</i> announced.
	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.		April	"F Program" launched, with the aim of creating a positive work environment for female employees.
1999	February	"Safety Plan 21" announced. Niitsu Rolling Stock Manufacturing Factory acquires ISO14001 certification.	May	First Native Forest Regeneration Project in Fukushima held.	
	March	Omiya Recycling Center starts operation (automated sorting of cans/bins).	2005	January	<i>JR East Group Sustainability Report 2004</i> receives the Environment Minister's Award (environmental report category) at the Eighth Environmental Communication Awards.
April	Service Managers introduced to some stations.	February		Nagano General Rolling Stock Center acquires ISO14001 certification.	
May	Use of copier paper recycled from newspapers collected at stations begins.				
September	Cell phone text service for train information begins. "JR East General Education Center" opens.				
April	Recycled uniforms using recycled PET bottles introduced. Eki Net, an integrated travel website, launched.				
September	Environmental accounting included in the Annual Environmental Report.				
November	Environmental targets revised in conjunction with the adoption of "New Frontier 21," the Group's medium term business plan.				
March	Oi Workshop, Kawasaki Thermoelectric Power Plant, and Niigata Mechanical Technology Center acquire ISO14001 certification.				
July	Trial operation of "Women Only" cars for female passengers begins on the <i>Saikyo</i> Line.				
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February	Test runs of the AC Train, a next-generation commuter train, begin.				
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Editorial Note

As we wished to show that the social and environmental activities of the JR East Group aim for the realization of sustainable society, we decided to use "Aiming for a Sustainable Society" as the subtitle of this year's report. To kick off our report preparation work this year, we first held a study group session on sustainability and corporate social responsibility, joined by about 30 environmental coordinators from various departments at the JR East Head Office. After arriving at a common awareness of issues, we launched into our work.

Meanwhile, due to the recent increase in public concern about railway safety, we decided to add a section on "Our Aim: Ultimate Safety" in the Highlights Section, and to increase the coverage on safety issues in the Comprehensive Section.

We hope that this report will serve to deepen our communication with stakeholders. We welcome your frank comments and suggestions.

Sustainability Report 2005

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みんなで止めよう温暖化

チーム・マイナス6%

JR東日本も参加しています



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FTSE4Good Index Series

<Cover Message>

The grand tree on the front cover represents the gentleness and abundance of nature.

It puts a sparkle in the children's eyes and inspires their play.

We at the JR East Group wish to be a vehicle that, like the beauty of nature, enlivens the dreams of children, and we want to pass on a beautiful planet to the children.

For both the present and future generations, the JR East Group strives to fulfill its responsibility to contribute to the development of a sustainable society – a world in which people can lead meaningful and happy lives.

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