

Gender equality initiatives

Gender-equality program

In response to the revision to the Japan's Labor Standards Law and for many other reasons, the JR East Group has been hiring more women. The revision has heightened our recognition that supporting our employees in their balance between work and childcare is one of our corporate social responsibilities we must fulfill. Despite our efforts, however, we cannot deny that there are still confusion and lack of understanding in some workplaces.

Thus, in April 2004 we launched the "F Program," with the aim of improving the working environment for female employees. Through this program, we have begun our initiatives to heighten the levels of job satisfaction of our male and female employees, as well as the well-being of their families.

The program consists of two main initiatives. One is targeting on female employees; and the other to improve the culture of the workplace as a whole. These initiatives are carried out based on five key pillars. Here we present two examples, a female employee working in key positions, as an example of expanding the number of female recruits and their work opportunities to play an active role; and a child-raising employee taking advantage of our re-employment support program, based on enhancing systems for supporting a balance between work and childcare.

Working in key positions

After working at View Plaza for the first 12 years since she started working for JR East, Tomoe Sako became Assistant Stationmaster of Shinagawa Station in April 2005. The Assistant Stationmaster is the third-highest position at the station, after stationmaster and deputy stationmaster.

"I am in charge of sales operations, including "Midori no Madoguchi" ticket sales counters and ticket gates. Since I had worked at View Plaza for my whole time at JR East, every day of work at the station is a learning experience. I am very motivated to do this job, because I wanted to learn about the company from a broader perspective."

There are 23 female employees at Shinagawa Station "Midori no Madoguchi," and Sako was encouraged by their comments. They told her they were happy to have a female boss, and to learn that it was possible for women to become managers. "This is a workplace dominated by men, so as a female manager I feel a lot of pressure, but I won't let it get to me too much."



"More work opportunities are going to open up for women, so I hope that other female employees will also set goals and work to achieve them."

Tomoe Sako
Assistant Stationmaster
Shinagawa Station

Taking advantage of re-employment support program

Under our re-employment support program, when employees leave our company, they register for the opportunity to receive information on full-time, temporary, and other job openings in the JR East Group. "Given the chance, I wanted to work at JR East again," says Katsura Kuramochi, who took advantage of this program to find a job at View World after resigning from her prior job. Kuramochi, who had experience in working at Station Travel Center and View Plaza, left JR East when her child entered elementary school. The introduction of the F Program, however, made it possible for her to get back to the workplace where she can utilize her work experience as one of the former employees.

"Thanks to the support and cooperation of my workplace and the people around me," says Kuramochi, "I have been able to balance my work with raising my children. I am overwhelmed with gratitude." Meanwhile, her boss, Urano (Director and General Manager of Planning Department at View World) says he is grateful to have found a match for the position he needed.



"When my children see me working, it plants the seeds in their heads that they have got to be more responsible too."

Katsura Kuramochi
View World

Future initiatives

Here, we have introduced two women who are active at JR East. We also recognize, however, that improving workplace culture and atmosphere is another critically vital pillar. Our top management is determined to lead by example, as we continue with our efforts, including distributing guidebooks to all of our male and female employees, starting in fiscal 2005.

Five pillars of the F Program

- 1 Expand the number of female recruits and their work opportunities to play an active role
- 2 Enhance systems for supporting a balance between work and childcare
- 3 Increase the number of women in management positions
- 4 Improve workplace culture and atmosphere
- 5 Improve the self-esteem of female employees