

## JR East Eco Activities

### Bottom-up environmental efforts

We have carried out a wide range of initiatives aimed at reducing our impact on the environment. With the recognition that in order to further strengthen our commitment to environmental conservation, we must improve each of our approximately 60,000 employees' awareness of the environment, and remain committed to environmental conservation, we have looked for ways to accomplish this. As one step in this process, in February 2005 seven organizations of the JR Hachioji Branch Office launched JR East Eco Activities on a trial basis.



Soliciting ideas regarding environmental conservation efforts through "Eco Boxes."

### Main initiatives of seven model organizations piloting JR East Eco Activities

Model organization	No. of employees	Main initiatives
Tachikawa Station	86	<ul style="list-style-type: none"> <li>● Writing and circulating a daily ecology report</li> <li>● Creating Tachikawa Station Eco Logo</li> </ul>
Hino Station	12	<ul style="list-style-type: none"> <li>● Displaying "Before and After" for progress on ecological activities</li> <li>● Using personal (non-disposable) chopsticks at meals and eco bags for shopping</li> </ul>
Tachikawa Conductors' Depot	195	<ul style="list-style-type: none"> <li>● Placing electricity conservation awareness stickers on light switches</li> <li>● Holding meetings to exchange views with employees of East Japan Eco Access Co., Ltd.</li> </ul>
Mitaka Electric Car & Drivers Depot	222	<ul style="list-style-type: none"> <li>● Replacing a railcar cleaning equipment with one that does not use cleaning agents</li> <li>● Launching eco newspaper and eco bulletin board</li> </ul>
Hachioji Track Maintenance Technology Center	65	<ul style="list-style-type: none"> <li>● Weeding by hand instead of using herbicides</li> <li>● Prolonging lifetime and encouraging reuse of construction materials</li> </ul>
Hachioji Mechanical Technology Center	13	<ul style="list-style-type: none"> <li>● Distributing LCD thermometer stickers</li> <li>● Encouraging periodic cleaning of air conditioner filters</li> </ul>
Hachioji Electric Power Technology Center	93	<ul style="list-style-type: none"> <li>● Creating colorized diagram of which lights to turn off for electricity conservation</li> <li>● Encouraging eco activities to take root by regularly changing the eco leader</li> </ul>

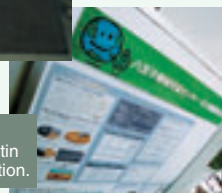
### Harmonizing work, working environment, and environmental conservation

Of course we have had activities to raise environmental awareness, such as environmental education, but the JR East Eco Activities feature a Plan-Do-Check-Action (PDCA) cycle carried out at the workplace level, where we set action targets, take necessary measures, review them each year, and further vitalize our activities. The goal of the JR East Eco Activities is to incorporate our concept of environmental conservation into our work and working environments in concrete ways. Each workplace determines what activities to do through brainstorming sessions among all employees under the initiative of its eco leader.



Hachioji Mechanical Technology Center collaborates with other workplaces, in order to encourage them to regularly clean their air conditioner filters to help conserve energy.

Most of the model organizations have bulletin boards to share information.



Company car with a "Say No to Idling" bumper sticker.

### Initiatives of model organizations

Although the pilot JR East Eco Activities at the JR Hachioji Branch Office lasted only for five months, employees of the branch office have become actively involved in environmental initiatives at their respective workplaces, ranging from 15 to 200 people in size.

There was a wide range of initiatives. Some were aimed at promoting small changes in behavior and lifestyle, such as stickers encouraging employees to save electricity and water, stickers with LCD thermometers, and campaign for bringing their own chopsticks to work and using their own shopping bags. Others were related to core operations, including ecology daily report circulation, bulletin board placement, information sharing through workshops and seminars, efforts to increase the lifetimes of railcar consumables, and hands-on weeding.

### Future initiatives

We have internally distributed a booklet titled "JR East Eco Activities: Environmental Conservation Efforts on the Front Lines." We plan to expand the activities as company-wide initiatives by fiscal 2008.

