

Activities in partnership with local communities and cooperation with the society through a variety of media

The JR East Group is making contacts with our stakeholders, communities and the society surrounding them, through a variety of activities, media and events

Forestation in partnership with communities

Forest development along railway lines

Since 1992, each of our branch offices has planted trees with the participation of local community members in the Railway Line Forestation Program. As of fiscal ended March 2008, we have planted 0.26 million trees with the involvement of about 38 thousand people. To attract broad participation, innovative approaches have been used. For example, the JR East Hachioji Branch Office held the event in cooperation with the city of Hanno and planted trees with the residents of Saitama Prefecture, including many children.

Adataro Hometown Forestation Program

We have conducted a forestation program on national forest land in the Adataro district of Fukushima Prefecture since 2004. The 4th year of this program will begin in 2007 and over the next three years 50 thousand saplings of 17 different varieties will be planted in the city of Nihonmatsu in Fukushima Prefecture. Our plan is to plant various kinds of trees close together in a state similar to nature and to have a "hometown forest" develop through natural selection.

In 2008 a total of 1,200 people, including JR East Group employees and local residents, participated and planted 17 thousand saplings.



Adataro hometown forestation program

Akita Shimohama Coast Forestation Program

JR East owns railway trees along the Uetsu Line on the Shimohama Coast in Akita city. Over the past few years, however, damage from pine weevils has caused damages such as blight.

Since 2005, the JR East Akita Branch Office co-organized the Akita Shimohama Coast Forestation Program with the AEON Environmental Foundation. In 2008, with the participation of 1,100 volunteers recruited from major stations and AEON Group stores throughout Akita Prefecture, we planted 10 thousand saplings consisting of Japanese black pine and Daimyo oak.



Akita Shimohama Coast Forestation Program co-sponsored with AEON Environmental Foundation

Communicating environmental information

Partnership with society through media

We have published an environmental report each year since 1996 (in 2002, the name of the report was changed to JR East Group Sustainability Report) to provide stakeholders with accurate and easy-to-understand information about JR East activities for the environment and society. Among our group companies, JR East Department Store Co., Ltd. has issued an environmental report annually since 2004.

A children's illustrated booklet "Thinking more about the Environment." has been published, and since fiscal ended March 2006, abstracts of our Sustainability Report have been placed in Tranvert, an information magazine for Shinkansen passengers. We have received a great deal of reader feedback about these publications. We have also provided environmental information via the Internet, train posters, and other media.

Providing information at events

In 2007, we participated in the Eco-Products 2007 Exhibition to present the environmental conservation activities of the JR East Group. We demonstrated the power-generating floor and displayed a model of the regenerative brakes and the world's first hybrid railway train. About 2,800 people visited the event.

In addition, every year we introduced our commitments in the environment issues at the public events organized by Rolling Stock Centers and Rolling Stock Manufacturing Factories. We also participated in various local events in cooperation with local governments.



"Eco-Products 2007" introducing the world's first hybrid railway car through a simulator

Promoting ecotourism

Ecotourism cultivates deeper understanding and affection for Japan's nature and culture through tourism. We held a Shirakami Mountains Beech School special class, which allows its members to experience the attraction of Shirakami Mountains. In the Shirakami Mountains Beech School ordinary class, more than 500 people participated. We continue to offer our "Hiking from Stations" program, in which participants can enjoy nature near our stations. In fiscal ended March 2008, we held 446 tours with about 180 thousand participants.