

Promoting partnership with communities

JR East plans to continue to contribute to people, communities and society by fully utilizing railways and stations. Activities springing from this desire are now taking hold in a variety of fields.

With local communities

Nursery schools and nursing care facilities

With the goal of making our railway services helpful for those raising children, the JR East Group is developing a number of nursery schools in or near stations in cooperation with local governments and childcare business operators. There were 21 facilities as of April 2008. Ten of our facilities are located along the Saikyo Line and the Saitama New Urban Transit Company's New Shuttle, with the aim of making these areas attractive to those nurturing babies and infants.

Our nursing facilities are currently centered on four sites, including the Ohisama Day Service Center, which is attached to a station nursery school near Yonohonmachi Station. We will



Chacha suzuya nursery (Minami yono)

continue to focus on these businesses as activities that contribute to a nation meeting the twin demands of a declining birth rate and an aging society.

Stations as centers of information and culture

JR East is working on the revitalization of communities through station and neighborhood renewal schemes, with the intention of developing stations from being merely facilities to board or leave trains, to true community centers that are full of informa-

tion and rich in culture.

Since our foundation, we have always carried out a wide range of development programs in cooperation with the city planning departments of local governments, including the construction of new stations, the creation and renovation of free passages and station squares, the elevation of stations, and the joint development of community halls and libraries. Currently, programs such as the creation of public areas in Arcade Akabane and other shopping centers, and various station renewal projects aimed at harmonizing our facilities with neighboring districts, are also high on our agenda.

Tourism development in cooperation with communities

In recent years, there has been a growing demand for balanced tourism development that considers different aspects, such as the maintenance and improvement of the society and the life infrastructure in local communities.

In the belief that tourism development ultimately leads to local community development, JR East has launched several long-term initiatives for the creation of tourist destinations in schemes that generally start with the drawing up of concepts in unison with local citizens. In both the Chiba Destination campaign and Northern Tohoku Destination campaign, for example, we have united with local residents in order to promote the attractiveness of areas along our railway lines. Furthermore, we see the propagation of such information throughout the entire JR East service area as simply another role that we can play in our efforts to aid society.

COLUMN



Renewal of the Gateway to Tokyo

JR East is actively promoting Tokyo Station City, a large-scale development project aimed at the total revitalization of the Tokyo Station area, a plan that perceives the station district as a complete city. In this respect, Sapia Tower, which was completed in March 2007 as the first element of the project on the Nihonbashi side, serves as an information transmission hub, drawing tenants mainly from the research and development and education fields. The scheme was further developed with the October 2007 opening of Phase I of the GranTokyo North Tower and GranTokyo South Tower on the station's Yaesu side. Furthermore, Phase II of the North Tower will be completed in 2012 and a central deck connecting the North and South Towers is to be opened in 2013. These developments are further complemented by GranSta, an in-station underground commercial zone which is already in operation.

With these development and integration of structures, the depth of the station-front plaza on the Yaesu side will increase and the transport node function will be improved. The redevelopment will also secure a "wind road" along which sea breezes from Tokyo Bay will flow unhindered into the city center, thus mitigating the heat island effect.

On the other side of the station complex, work is currently underway to totally restore the Marunouchi station building to the original grandeur of its opening in 1914. This project will be completed in 2011.



With international communities

International cooperation on technology and know-how

JR East shares its technologies and the expertise it has nurtured with people and organizations throughout the world.

In fiscal ended March 2008, for example, 617 people visited us. Information provision and on-site inspections and seminars covering a wide variety of subjects were provided, including an introduction of the issues and methods concerning privatization of a national railway, such cutting-edge technologies and know-how as Shinkansen trains and the Suica IC fare-card, conservation of the global environment, and our lifestyle services businesses.

In addition, based on requests from such organizations as the Ministry of Land, Infrastructure and Transport, we are actively involved in international cooperation through the dispatch of our railway experts to Asian and other neighboring countries to provide on-site advice.



Inspection of the Shinkansen General Rolling Stock Center

Interaction with foreign operators

JR East has concluded cooperative agreements with German, Italian, and French national railway companies in order to better exchange information on R&D and management. We dispatch and receive each other's personnel, with the long-term goal of promoting mutual communication. We also exchange information on railway-related technologies, management, and other matters with our counterparts in China, South Korea, and other Asian countries. These interactions with foreign railway companies are examples of our efforts for the promotion and development of the railway industry throughout the world.

Signing of the Sustainable Development Charter

In October 2007, at a meeting of the International Association of Public Transport (UITP), of which JR East is a proud member, we



signed the Sustainable Development Charter in the belief that public transport will play a critical role in the achievement of sustainable development.

East Japan Railway Culture Foundation

JR East established the East Japan Railway Culture Foundation in 1992 and has promoted local cultures, studied and researched railways, and taken part in international cultural exchanges through our railway business. The achievements of these initiatives are published on the Foundation's website (<http://www.ejrcf.or.jp/>) together with information on its business activities. The same information are also provided in CD-ROM and DVD form. The foundation also has published the Japan Railway & Transport Review (JRTR) and other railway-related English publications, to provide an international discussion forum among specialists.

In addition, the foundation has invited young managers from Asian railway companies to visit for railway management and technology training. In fiscal ended March 2008, a total of 47 managers were invited from China, Indonesia and seven other Asian countries. The foundation has sponsored activities at various locations in eastern Japan in order to preserve and pass on Japan's precious cultural heritage and traditional arts, as part of its initiatives to promote local culture. In fiscal ended March 2008, the foundation provided a total of approximately 60 million yen in grants to 18 projects, including Kamakura City, Kanagawa Prefecture's project to preserve and hand down its folkloric performing arts.

With the next generation

In addition to the Railway Museum (see P. 15), JR East provides numerous venues for contributing to local communities, the nurturing of children, and the passing on of railway culture.

Children's Railway Association

The Children's Railway Association is managed by the Traffic Manners Association, with the aim of raising children's awareness of proper manners on public transportation. In our service area, there are approximately 500 active members in 12 branches. JR East has established related facilities in each of our branch offices and actively supports the association so as to contribute to an improvement of manners on public transportation by the next generation, and provides opportunities for such activities as clean-up work in train stations and field trips to railway facilities and branch offices.