

History of JR East Group's environmental and social activities

Year	Month	Environmental and social activities
1987	Apr.	Japanese National Railways divided, and East Japan Railway Company established. First Railway Safety Promotion Committee meeting held.
	Jun.	Green Campaign began. Green Counter (now renamed customer help desks) opened for receiving customer feedback.
1988	Sep.	Company-wide "Challenge Safety Campaign" launched.
	Dec.	ATS-P, an improved safety train-control system, installed on the Keiyo Line.
1989	Apr.	Safety Research Laboratory and General Training Center established.
1990	Sep.	"First Railway Safety Symposium" held.
	Oct.	"Future 21," a management plan for the twenty-first century, announced. "Ladies' Car," a train car exclusively reserved for female passengers, introduced in sleeping-car limited express trains.
1992	Mar.	East Japan Railway Culture Foundation established.
	Apr.	Committee on Ecology established.
	May	Trees planted to commemorate the 5th anniversary of JR East's founding (later, an annual event called "Railway Lines Forestation Program" began).
	Aug.	Waste collection sorted into three categories began on a trial basis at Sugamo Station on the Yamanote Line.
1993	Mar.	All-day smoking ban extended to major stations in the Tokyo suburban areas.
1994	Feb.	Ueno Station Recycling Center started operation (for automatically separating used cans from bottles). Waste collection sorted into three categories started at 36 stations on the Yamanote and other lines.
	Mar.	"Basic Safety Plan" announced.
1995	Feb.	Recycling of used train tickets began in the Tokyo metropolitan area.
	Mar.	First measure to reduce Shinkansen noise completed.
	Apr.	Ecology education for all new recruits initiated. "Train-ta-kun," a discount car rental service for train passengers, launched.
1996	Mar.	JR East website set up. Quantitative environmental targets set for CO ₂ emissions and others. First annual Environmental Report published.
	Dec.	Autonomous Decentralized Transport Operation Control System (ATOS) became operational.
1997	Mar.	Recycling facility at Minami-Akita Operations Center started operation. Separate smoking zones established at all stations. Smoking banned on all local trains.
	Oct.	Recycling facilities at Nagano Shinkansen Rolling Stock Center and Tokyo Station started operation.
	Dec.	Participated in COP3 with the UIC (International Union of Railways).
1998	Mar.	Second set of measures to reduce Shinkansen noise completed.
	Nov.	Shinkiba Recycling Center started operation (for separating used newspapers from magazines). JR East ranked as 27th on the list of world's most respected enterprises by Financial Times.

1999	Feb.	Safety Plan 21 announced.
	Mar.	Omiya Recycling Center started operation (for automatically separating used cans from bottles).
	Apr.	Service managers deployed at some stations.
	May	Started utilizing copier paper recycled from newspapers collected at stations.
2000	Sep.	Information service on train operations made available by cell-phone.
	Apr.	JR East General Education Center established. Uniforms made from recycled PET bottles introduced.
	Sep.	Environmental accounting included in annual Environmental Report.
2001	Nov.	Environmental targets revised with the announcement of New Frontier 21, the Group's medium-term management plan.
	Mar.	Oi Workshop, Kawasaki Thermal Power Plant, and Niigata Mechanical Technology Center acquired ISO14001 certification.
2002	Jul.	"Women-Only" cars for female passengers introduced on the Saikyo Line on a trial basis.
	Dec.	JR East Research & Development Center established.
	Feb.	Test runs of the AC Train, a next-generation commuter train, began.
	Mar.	Omiya Workshop acquired ISO14001 certification.
2003	Sep.	Sustainability Report including social and economic aspects published.
	Nov.	Sendai General Rolling Stock Workshop acquired ISO14001 certification.
	Mar.	Third set of measures to reduce Shinkansen noise completed. "Guide to Barrier-Free Station Facilities" pamphlet distributed.
	May	Test runs of the NE Train, world's first hybrid railcar, began.
2004	Sep.	First JR East Group Environmental Management Promotion Conference held.
	Dec.	Koriyama Workshop acquired ISO14001 certification.
	Mar.	"Safety Plan 2008" announced.
2005	Apr.	"F Program" launched, with the aim of creating a better working environment for female employees.
	May	Adatara Hometown Forestation Program held.
2006	Jan.	Environmental targets revised with the announcement of "New Frontier 2008", the Group's medium-term management plan.
	Feb.	Nagano General Rolling Stock Center acquired ISO14001 certification.
	Jul.	Akita General Rolling Stock Center acquired ISO14001 certification. Customer Service Department established.
2007	Dec.	Office-wide JR East Eco Activities started at JR Hachioji Branch Office.
	Feb.	Disaster Prevention Research Laboratory established.
2008	Mar.	Smoking banned in all cars of Shinkansen and limited express trains.
	Jul.	World's first diesel hybrid railcar, the Kiha E200 type, commenced operations
2009	Oct.	Railway Museum opened
	Mar.	"JR East Vision 2020 - i do mu - " announced
2010	Jun.	Environmental targets revised

Former names are used for some facilities

Year	Month	JR East Group: History of Awards
1995	Oct.	Poster category at the 5th Awards for Environmental Advertisements and the Director of Environmental Agency's Awards (Organized by Japan Eco-Life Center)
1997	Apr.	6th Global Environment Award (Organized by Nihon Kogyo Shimbin in special cooperation with WWF Japan)
	Jun.	1st Environmental Action Plan Award and the Director of Environmental Agency's Awards (Organized by the National Association of Environmental Conservation and sponsored by the Environmental Agency)
1998	Nov.	Poster category at the 7th Awards for Environmental Advertisements and the Director of Environmental Agency's Awards (Organized by Japan Eco-Life Center)
	Apr.	1st Green Reporting Award Third Prize (Co-organized by Toyo Keizai Inc. and Green Reporting Forum)
2001	May	4th Green Reporting Award Third Prize (Co-organized by Toyo Keizai Inc. and Green Reporting Forum)

2005	Jan.	Grand Prize for Environmental Report in Environmental Report Category at Environmental Communication Awards 2004 (Organized by the Global Environmental Forum and sponsored by the Ministry of the Environment)
2006	Dec.	2006 Environment Minister's Award for Global Warming Prevention Activity in two categories: countermeasure technology introduction and dissemination, and implementation of countermeasures (organized by the Ministry of the Environment)
2007	Apr.	16th Global Environment Award Education, Culture, Sports, Science and Technology Minister's Award (Organized by Fuji Sankei Group in special cooperation with WWF Japan)
	Dec.	Environment Minister's Award for Global Warming Prevention Activities in the category of technological development and commercialization (organized by the Ministry of the Environment) Eco Products Category Minister of Environment Prize in the 4th Eco Products Award (organized by the Eco-Products Awards Promotion Council; sponsored by the Ministry of Finance, Ministry of Health, Labour and Welfare, Ministry of Agriculture, Forestry and Fisheries, Ministry of Economy, Trade and Industry, Ministry of Land, Infrastructure, Transport and Tourism, Ministry of the Environment)

Editorial postscript

In this year's report, we included as many comments as possible from employees who work in the safety and services fields, and detailed specific environmental conservation measures made by Group companies in order to best convey to our stakeholders the social and environmental activities of the JR East Group. We have also striven to make this Sustainability Report as easy to understand as possible by publishing both a booklet on our environmental activities and by making information available on our website.

Throughout the process of preparing this report, we once again keenly felt that if a company is to fulfill its social responsibilities and constantly introduce measures to solve global environmental issues, it is critical that all employees responsibly implement their own work and cooperate with each other.

To further enrich the content of future sustainability reports, we encourage you to send us your opinions and assure you that we will take note of any comments you may care to make.