

Environmental Communication

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. We also provide information by publishing small booklets for children, the information magazine "Train Vert" available on the Shinkansen, and through media such as the internet and posters displayed on trains.

Providing information at events

We participated in the Eco-Products 2008 Exhibition, presenting the environmental conservation activities of the JR East Group. In March 2009, JR East and Tokyo Gas Co., Ltd., co-sponsored a "Gas & Railway" fair based on the theme "low-carbon society" at Shinagawa Station, highlighting our activities and vision of the future for users of the station. We also participate in various events in cooperation with local governments.



Eco-Products 2008 Exhibition

Ecotourism

Ecotourism develops deeper understanding and affection for Japan's natural environment and culture. We held a special class of the Tokyo metropolitan area's "Beech School" in the Shirakami Mountains, in Akita Prefecture - registered as a World Natural Heritage Site. The school is dedicated to conveying the attraction of the mountains to participants. In addition, more than 400 people participated in ordinary Beech School classes held locally in Akita. We continue to offer our "Hiking from Stations" program, in which participants can enjoy nature near our stations. In the fiscal year ending March 2009, we held 486 tours with about 0.2 million participants.



Blue Pond, with its distinctly blue water, in a beech forest



Planting trees at Futatsumori



Visiting a natural beech forest