

Creation of a culture of safety

Our 5 cultures of safety

To heighten levels of railway safety, it is necessary to establish and support an unwavering culture of safety. The culture of safety we seek is based upon accident information from the past and we learn and act upon it in mutual trust.

(1) A culture of proper reporting

Preventing the occurrence and recurrence of accidents through prompt and proper reporting of all accidents and incidents.

(2) A culture of notice

The prevention of accidents through an awareness of the origins of accidents and the sharing of information that would prevent these origins from leading to actual accidents.

(3) A culture of direct meeting and discussion

Allowing for the open and honest exchange of opinions and public debate enables us to identify the causes of accidents and to take appropriate countermeasures against recurrence.

(4) A culture of learning

Continuously learning about accidents and learning from accidents and incidents, which occur in all places of work, not just in one's own workplace.

(5) A culture of action

Safety can only be secured by taking safe actions. Think and act for yourself. This is at the core of our safety.

"Sangen principle; Three actualities principle" as a standard for action

Accidents and incidents always occur on the *Genba*.* This means that the sources of accident prevention can also be found on the *Genba*. In order to suitably understand and rectify each accident or incident, JR East approaches safety issues with the "three actualities principle" as its standard for action: actual locations, actual objects, and actual people.

*Genba

"Genba" means a field or workplace, where employees actually do their physical work in construction, production, maintenance, operation, etc., as distinguished from management or office work, in industrial sectors, such as construction and manufacturing.

The Challenge Safety Campaign

In 1988, we started the Challenge Safety Campaign with the aim of encouraging our employees to actively take on the challenge of further improving safety levels, rather than just passively maintaining safety. The Challenge Safety Campaign aims to increase our employee awareness and sense of safety. We intend to guide all employees to more safety-oriented behavior by having them think about and discuss safety, act upon it, and feel a sense of achievement through doing so.

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Railway Safety Symposium

Since 1990, we have held the Railway Safety Symposium for the purpose of improving each employee's awareness of safety. In the fiscal year ended March 2009, JR East held its 17th symposium, "Safety relies on our front-line employees: at the launch of 2013 Safety Vision."



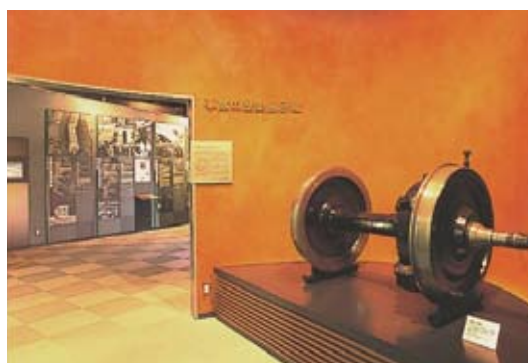
The 17th Railway Safety Symposium

Safety education and training

To improve the skills of train crews, accident prevention simulator training is conducted regularly in the General Training Centers in each of our branches. At the JR East General Education Center in Shirakawa City, Fukushima Prefecture, we train both drivers and conductors, and provide human resource development in the form of knowledge and technical proficiency. The Accident History Exhibition Hall was established in the Center to emphasize the importance of learning from past accidents.



Driver cab simulator



Accident History Exhibition Hall