

## 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. Additionally, we also provide information via the Internet, on-board posters and other media.

### Development of J-AD Vision (Previous name: Digital Poster)

We have installed media, J-AD Vision, featuring large liquid-crystal screens at several major stations including Tokyo, Shinagawa, Yokohama, Omiya, and Sendai. The screens display a variety of programs depending on the time and the day of the week and, while regular paper advertisements require disposal after posting, the J-AD Vision advertising does not generate any waste material from its broadcasts. JR East is currently planning to increase the number installed.



J-AD Vision at Shinagawa Station



J-AD Vision at Sugamo Station

### Eco-tourism

Eco-tourism develops deeper understanding and affection for Japan's natural environment and culture. This fiscal year, to educate people on the attractiveness of the Shirakami mountains area, a World Heritage Site, we held a Beech School lecture in the Tokyo metropolitan area which attracted more than 400 people. Similarly, at our Beech School lecture held in Shirakami, 75 people joined the program. Furthermore, we continue to promote Hiking from Stations in each region, and in the fiscal year ending March 2010, we held 536 hiking trips from stations with approximately 200,000 people in total participating in the events. This year, we also started Eco-hiking, which includes the beautification of Mount Fuji and beeches, with approximately 700 persons taking part in the programs.



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



Planting trees at Futatsumori



Visiting a natural beech forest