

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.

■Eco-tourism

Eco-tourism develops deeper understanding and affection for Japan's natural environment and culture. This fiscal year, to convey the appeal of the Shirakami mountains area, a World Heritage Site, we held a lecture in the Tokyo metropolitan area which attracted more than 500 people. Similarly, at our lecture held in Shirakami, 60 people joined the program. Furthermore, we continue to promote Hiking from Stations in each region, and in the fiscal year ending March 2011, we held 626 hiking trips from stations with approximately 220,000 people in total participating in the events. Among them we organized 6 Eco-hiking courses which included visits to facilities where energy resources were efficiently utilized and to seashores to pick up trash there. A total of about 3,500 people participated.



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



Planting trees at Futatsumori



Visiting a natural beech forest