

History of JR East Group's environmental and social activities

Year	Month	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.	2000	Apr.	JR East General Education Center established. Uniforms made from recycled PET bottles introduced.
	Jun.	Green Campaign began. Green Counter (now renamed customer help desks) opened for receiving customer feedback.		Nov.	Environmental targets revised with the announcement of New Frontier 21, the Group's medium-term management plan.
1988	Sep.	Company-wide "Challenge Safety Campaign" launched.	2001	Mar.	Oi Workshop, Kawasaki Thermal Power Plant, and Niigata Mechanical Technology Center acquired ISO14001 certification.
	Dec.	ATS-P, an improved safety train-control system, installed on the Keiyo Line.		Jul.	"Women-Only" cars for female passengers introduced on the Saikyo Line on a trial basis.
1989	Apr.	Safety Research Laboratory and General Training Center established.	Dec.	JR East Research & Development Center established.	
1990	Sep.	"First Railway Safety Symposium" held.	2002	Feb.	Test runs of the AC Train, a next-generation commuter train, began. Omiya Workshop acquired ISO14001 certification.
	Oct.	"Future 21," a management plan for the twenty-first century, announced. "Ladies' Cars," cars exclusively reserved for female passengers, introduced on sleeping-car limited express trains.		Sep.	Sustainability Report including social and economic aspects published.
1992	Mar.	East Japan Railway Culture Foundation established.	2003	Nov.	Sendai General Rolling Stock Workshop acquired ISO14001 certification.
	Apr.	Committee on Ecology established.		Mar.	Third set of measures to reduce Shinkansen noise completed. "Guide to Barrier-Free Station Facilities" pamphlet distributed.
	May	Trees planted to commemorate the 5th anniversary of JR East's founding (later, an annual event called "Railway Lines Forestation Program" began).		May	Test runs of the NE Train, world's first hybrid railcar, began.
	Aug.	Waste collection sorted into three categories began on a trial basis at Sugamo Station on the Yamanote Line.		Sep.	First JR East Group Environmental Management Promotion Conference held.
1993	Mar.	All-day smoking ban extended to major stations in the Tokyo suburban areas.	Dec.	Koriyama Workshop acquired ISO14001 certification.	
1994	Feb.	Ueno Station Recycling Center started operation (with automatic system for separating used cans from bottles). Waste collection sorted into three categories started at 36 stations on the Yamanote and other lines.	2004	Mar.	"Safety Plan 2008" announced.
	Mar.	"Basic Safety Plan" announced.		Apr.	"F Program" launched, with the aim of creating a better working environment for female employees.
1995	Feb.	Recycling of used train tickets began in the Tokyo metropolitan area.	2005	May	Adataro Hometown Forestation Program held.
	Mar.	First measure to reduce Shinkansen noise completed.		Jan.	Environmental targets revised with the announcement of "New Frontier 2008", the Group's medium-term management plan.
	Apr.	Ecology education for all new recruits initiated. "Train-ta-kun," a discount car rental service for train passengers, launched.		Feb.	Nagano General Rolling Stock Center acquired ISO14001 certification.
1996	Mar.	JR East website set up. Quantitative environmental targets set for CO ₂ emissions and others. First annual Environmental Report published.	2006	Jul.	Akita General Rolling Stock Center acquired ISO14001 certification. Customer Service Department established.
	Dec.	Autonomous Decentralized Transport Operation Control System (ATOS) became operational.		Dec.	Office-wide JR East Eco Activities started at JR Hachioji Branch Office.
1997	Mar.	Recycling facility at Minami-Akita Operations Center started operation. Separate smoking zones established at all stations. Smoking banned on all local trains.	2006	Feb.	Disaster Prevention Research Laboratory established.
	Oct.	Recycling facilities at Nagano Shinkansen Rolling Stock Center and Tokyo Station started operation.	2007	Mar.	Smoking banned in all cars of Shinkansen and limited express trains.
1998	Mar.	Second set of measures to reduce Shinkansen noise completed.		Jul.	World's first diesel hybrid railcars in commercial service, the Kiha E200 type, commenced operation.
	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.	Oct.	Railway Museum opened.	
1999	Feb.	Safety Plan 21 announced. Niitsu Rolling Stock Plant acquired ISO14001 certification.	2008	Mar.	"JR East Vision 2020 - <i>i do mu</i> -" announced.
	Mar.	Omiya Recycling Center started operation (with automatic system for separating used cans from bottles).	Jun.	Environmental targets revised.	
	Apr.	Service managers deployed at some stations.	2009	Mar.	2013 Safety Vision Announced.
	May	Started utilizing copier paper recycled from newspapers collected at stations.	Apr.	Environmental Engineering Research Laboratory Established. Total ban on smoking in specified locations in the Tokyo metropolitan area.	
2001	May	4th Green Reporting Award Third Prize (Co-organized by Toyo Keizai Inc. and Green Reporting Forum)	2010	Jun.	Water intake restarted in Shinanogawa Power Station based on the "Permission of the use of river water". Platform doors installed at Ebisu Station on the Yamanote Line.
	Sep.	Information service on train operations made available by cell-phone.		Jul.	Environmental Management Promotion HQS established in the Corporate Planning Headquarters.
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)	2011	Mar.	Operation of Tohoku Shinkansen, Hayabusa, started.

Former names are used for some facilities

History of Awards

Year	Month	JR East Group: History of Awards	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)	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)
1997	Apr.	6th Global Environment Award (Organized by Nihon Kogyo Shimbun in special cooperation with WWF Japan)		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)
	Nov.	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)	2007	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)
1998	Apr.	1st Green Reporting Award Third Prize (Co-organized by Toyo Keizai Inc. and Green Reporting Forum)		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)	
2001	May	4th Green Reporting Award Third Prize (Co-organized by Toyo Keizai Inc. and Green Reporting Forum)	2010	Mar.	Environmental Management Award, Japan Creation Award 2009 (Japan Fashion Association)
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)			