

Actions by JR East Group Companies

East Japan Marketing & Communications, Inc., has its basic philosophy on the environment: “We endeavor through business activities, including advertising and media management, to preserve the global environment and prevent pollution, and to contribute to establishing richer, more sustainable lives.” In August 2008, we obtained ISO14001 certification at the head office and all branches, bolstering our environmental management system.

As an advertising company, our environmental target is “proposing environmentally friendly plans,” to our clients, toward which we make company-wide efforts.

In the year ending in March 2012, we made numerous proposals, especially for saving electricity and energy and on the use of stations, helping many people increase their awareness of environment around them.

The pictures below show some of our efforts.

Bringing together the knowledge, experience and sensibilities of its employees, East Japan Marketing & Communications, Inc., will carry out a wide range of ecological activities, for regional communities and society as a whole.



Energy-saving signboards at “ecoste” Yotsuya Station



At atrium Kawasaki’s Camellia Square, a display using flowers which were thinned out.



FSC certified paper is used for an information magazine published by Sado City



Visualizing energy savings by installing an artificial intelligence panel, increasing energy management efficiency



Electrically efficient illuminations at LIGHTOPIA 2011



Illumination powered by electric vehicles

Comments by employee in charge

Our company’s efforts to propose environmentally friendly plans are a good opportunity to exert our abilities and we set them our environmental target we will concentrate on accomplishing. We share information among employees and try to make as many proposals as we can, thus contributing to realizing a sustainable society.



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