

Relationship with Society

■ With communities

JR East is continuing its commitment to regional communities through its “Station Renaissance” program, which revitalizes stations that serve as the cores of their communities and thereby contribute to the increased attraction of entire areas. One such initiative was the transformation of Tachikawa Station into a more user-friendly environment by increasing its barrier-free facilities, creating the *ecute* Tachikawa commercial space, and opening Hotel Mets Tachikawa.

On the Yaesu side of Tokyo Station, GranTokyo North Tower, South Tower and GranRoof are currently under construction. North Tower Phase II was completed in August 2012 and GranRoof will be finished during the Autumn of 2013. The work to restore the station building to its original form on the Marunouchi side of the Station was completed in October 2012. An in-station commercial zone, GranSta, is also being developed. Together, these developments are called Tokyo Station City and form part of the concept of developing Tokyo Station into a complete city. Our goal is to create a station that will serve as a center to disseminate information on new cultures, while also serving as a spectacular gateway to Metropolitan Tokyo.

We are also co-operating with local governments in the creation of new stations, in line with their city planning, and are continuing with the improvement of existing station buildings in order to create free passages, based on requests from local authorities. In the fiscal year ended March 2012, together with the new construction of Yoshikawa-Minami Station on the Musashino Line, and the establishment of a tourist information office (local government facility) in Hitachi-Ota Station on the Suigun Line, station buildings were renewed in co-ordination with development projects in surrounding area. Since our establishment in 1987 we have introduced local government facilities into a total of 83 stations (as of March 31, 2012). The free passage was constructed in Yokote Station on the Ou Line.



Hitachi-Ota Station



Yokote Station

Contribution of Railway Overpasses to Unifying Towns and Eliminating Traffic Congestion

JR East continues to cooperate with local government-planned and -implemented schemes for railway overpasses. These projects aim to both unify towns that are split by railway tracks and eliminate traffic congestion, which improves the safety levels of both road and rail transportation.

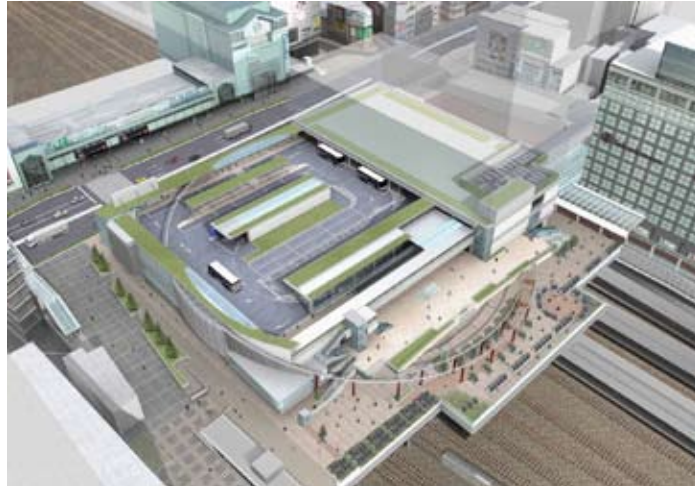
With the combined objectives of reducing traffic congestion in the areas around Inagi-Naganuma Station on the Nambu Line and Niigata Station on the Shin-etsu Line, unifying towns, and eliminating congestion by reducing the number of level crossings, we are promoting railway overpass construction projects in cooperation with local governments.



Railway overpass construction project in the areas around Inagi-Naganuma Station on the Nambu Line

Upgrading the Entire Transport System by Improving and Developing Transfer Node Functions at Stations

Large numbers of people pass through stations where different transport services meet. To reduce urban area congestion and to make travel more convenient, we have been increasing the number of through services and improving our connections with other means of transport, in cooperation with national and local governments. We are also improving transfer nodes to other transport, such as bus terminals and taxi ranks, in ways such as constructing a terminal above the railway tracks at Shinjuku Station, in collaboration with the Ministry of Land, Infrastructure, Transport and Tourism, which contributes to the convenience of the entire multi-mode transportation system.



Upgrading of the Transfer Node in Shinjuku

Rediscover Local Areas Project

Development of the Rediscover Local Areas Project

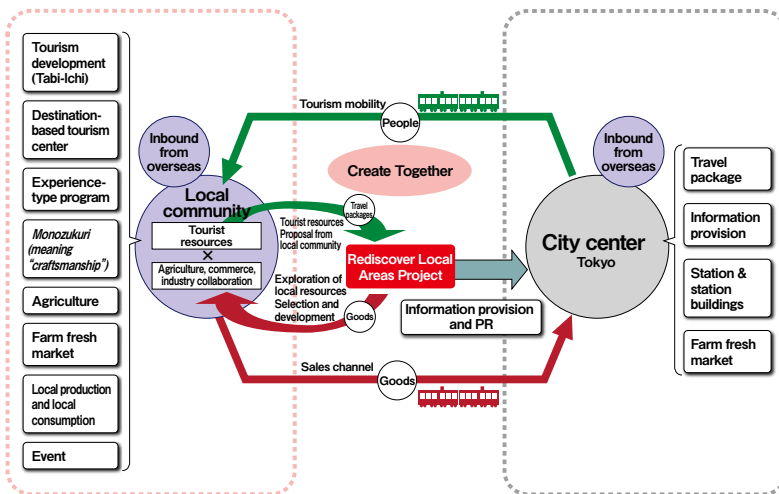
Under the "Create Together" strategy, which specifies the division of roles between JR East and regional communities, we are promoting the Rediscover Local Areas Project. The aim is to create new markets that also take into account overseas visitors to Japan and thereby bring about increased flows of both visitors and goods among the Tokyo metropolitan area and other regions.

The JR East Group has railway networks that link Japan's various regions, stations that serve as centers of local communities, business know-how, sales channels and advertising power that all radiate out from the Tokyo metropolitan area, along with human resources that continuously make social contributions as members of local communities. The Rediscover Local Areas Project utilizes JR's unique abilities to make full use of traditional cultures, festivals, techniques, local produce, and other tangible and intangible tourist resources, expand sales channels, and promote the interactive exchange of information among the Tokyo metropolitan area and regional communities.

During the fiscal year ended March 2010, JR East carried out development and renewal of its long-stay hotels and stations in the Iwate, Tateyama, and Echigo-Yuzawa areas utilizing features unique to each area. We have thus pursued regional revitalization through our policy of cooperation with local residents. In the fiscal year ended March 2011, after the extension of the Tohoku Shinkansen to Aomori, in collaboration with urban planning organizations in the city of Aomori, we opened A-Factory, a complex that consists of a craft center and market in the heart of the Aomori waterfront district. In the craft center apples grown in Aomori Prefecture, Japan's largest producer, are processed into cider while in the market, agricultural and other local products are sold. We are also proposing to increase the tourist appeal of Aomori in a tie-up with the Tabi-Ichi travel package through which local residents both propose and guide tours of as yet little-known tourism resources.

To stimulate increased interest throughout the Tokyo metropolitan area, in collaboration with our destination and other marketing campaigns, we are hosting a number of farm fresh markets at central locations such as Ueno Station. All of these efforts are aimed to increase tourism through wider publicity of the attractions of Japan's various regions. With these farm fresh markets, we at JR East are working to provide information in cooperation with local communities. In January 2012, "NOMONO", a shop selling typical regional produce (mainly food) was opened at Ueno Station in co-operation with local producers and local governments. Nomono sells attractive local products, including vegetables, fruit, confectionery and sake, all of which typify local produce, seasonality and traditions, by focusing on different regions for certain periods of time. We are promoting the flow and movement of people and goods by further increasing sales outlets in the Tokyo Metropolitan area, with the aim of revitalizing the production of local foods.

Rediscover Local Areas Project



NOMONO, the local produce shop



Tabi-Ichi

■Childcare Support Services HAPPY CHILD PROJECT

JR East Group is striving to develop communities along its railway lines in which people can live in comfort and can benefit from adequate childcare support, as envisaged by the HAPPY CHILD PROJECT. More specifically, these communities will benefit from elements of social infrastructure such as nursery schools near stations for supporting childcare and community cafés for parents and children. It is hoped that these may contribute to the development of local communities and be used as venues for various events that both parents and children can enjoy.

We will respond actively to various needs associated with childcare, contribute to the local community and upgrade the value of areas adjacent to the railway lines.

Childcare Support Facilities - Support for working parents

JR East has opened childcare support facilities such as "nursery schools near stations" located mainly in the easily accessible area within some 5 minutes walk from station to support coexistence of work and the childcare. With the total of 59 childcare support facilities which have opened since 1996 (as of April 2012), JR East is striving to further increase the number of the facilities. These nursery schools near stations have such advantage that parents can drop and pick up their children on the way to and from work. As evidenced by the scene that children come to the nursery with fathers, our childcare support encourages fathers' participation in childcare as well.



Shinkansen train and nursery school near station



Children playing in station rooftop

Parent-Child Community Cafés - Facility to encourage parents to go out

JR East is working to open parent-child community cafés that provide space where families can enjoy spending time together. The Parent-Child Community Cafés incorporate functions and services to help meet this goal, and are not only for families with children, but also for all members of the community and all generations.

The Parent-Child Community Café operated by JR East, is called "Kizuna⁹³⁷" and is located on the second floor of E'site Kagohara, in front of Kagohara Station on the Takasaki Line.



Nakama Room, play space inside Kizuna⁹³⁷

Events for supporting Childcare

Children's Train Craftwork Exhibition

This exhibition, displaying craftworks produced by children attending our nursery schools adjacent to stations, is held on a regular basis in the Railway Museum (Saitama City, Saitama Prefecture).

With "trains" as its theme, original, creative and fantasy works created by children are enjoyed by many visitors. It also provides a space for displaying the activities of nursery schools and looking the development of children.



The Second Children's Train Craftwork Exhibition



Paper-craft Class

Various events which parents and children can enjoy together, such as a Paper-craft Class showing how to make a 3-D Shinkansen mockup from special paper, take place in a variety of locations.



Image of completed paper-craft

■ Culture

East Japan Railway Culture Foundation

In order to continuously utilize its management resources for social contributions, in 1992 JR East established the East Japan Railway Culture Foundation, an organization that has successfully promoted local culture, studied and researched railways, and taken part in international cultural exchanges through our railway business.

The Foundation's major activities include operating the Railway Museum, Tokyo Station Gallery (which re-opened in October, 2012 upon the completion of the preservation and restoration project of the Marunouchi Station Building of Tokyo Station) and the Old Shimbashi Station building, sponsoring local cultural activities and accepting trainees from railway operators in Asian countries.

The Foundation provides information on its website (<http://www.ejrpf.or.jp/english/index.html>). It became a public interest incorporated foundation in April 2010.

Railway Museum

In 2007, the Railway Museum was opened in Saitama City, and it is based on three major concepts. It was designed to be a museum that systematically conducts surveys and research using railway-related heritage and reference materials, a history museum that depicts the history of railways focusing on exhibits of locomotives and cars, and an educational museum where visitors can learn about railway principles, systems and technologies through hands-on experience. Since its opening, the Railway Museum has proved to be a great success, attracting 790,000 visitors in the fiscal year ended March 2012. The Museum opened the Teppaku Plaza in April 2011 and it continues to enhance its exhibitions and facilities.



The Railway Museum opened on October 14, 2007. (Railway Day) (Omiya Ward, Saitama City)

■ With the Next Generation

Children's Railway Association

The Children's Railway Association is managed by the Traffic Manners Association, with the aim of raising children's awareness of proper manners on public transportation. In our service area, there are approximately 500 active members in 12 branches. JR East has established related facilities in each of our branch offices and actively supports the association so as to contribute to an improvement of manners on public transportation by the next generation, and provides opportunities for such activities as clean-up work in railway stations and field trips to railway facilities and branch offices.

■ International

International Cooperation

In response to requests from such agencies as the Ministry of Land, Infrastructure, Transport and Tourism, JR East has for several years been actively involved in international cooperation through the dispatch of railway experts to Asian countries in order to explain our technologies and to provide the expertise we have nurtured over the years. We also, in response to the request from the Japan International Cooperation Agency (JICA), now regularly offer residential courses for trainees from developing countries during which we provide tuition in professional fields.

JR East also receives inspection visits by overseas visitors involved in railway operations. During fiscal 2011, for example, we had 518 visitors from 48 countries. These visitors have included government officials from each country, people engaged in railway operation and researchers from universities and research institutes. These visits help to promote mutual understanding.



Inspection of Shinkansen railcar maintenance
(Shinkansen General Rolling Stock Center)



Inspection of the Koumi hybrid railcar
(Koumi Line Operations Office)

Global Contribution through International Institutions

JR East is a member of the International Union of Railways (UIC), the International Association of Public Transport (UITP), the Association of American Railroads (AAR), the American Public Transportation Association (APTA), and other international railway organizations. In addition to collecting and providing information through international conferences and publications organized by these institutions, we strive to constantly work toward the resolution of railway-related issues around the world.

We are working hard to host conferences of these international organizations, during which we can show overseas railway operators the features of Japanese railway systems. In October 2011, the 88th general meeting of the UITP Urban Rail Transport Committee was held for the first time in Japan (Tokyo) jointly with Tokyo Metro Co., Ltd.

Since April 2009 top JR East executives have chaired the UIC and as a Group we shall continue to contribute to the development both of Japanese and of global railways through our activities within such international railway organizations.



Chairman Satoshi Seino making an address
at the International Transport Forum
(Leipzig, 2012)



General Meeting of UITP Urban Rail Transport
Committee (Tokyo, 2011)