

Reports on Ecological Activities at JR East Group Companies

LUMINE Co., Ltd. has been planning and implementing a variety of unique environmental activities, including, since FY2012, holding “Choroko Meetings”, in which those in charge of environmental issues from all shops within the group have participated. The format of the Choroko Meeting was changed significantly from one consisting mainly of reports by each shop on environmental objectives to one in which, primarily, each shop reports on these objectives to the work group, in which every employee can participate actively.

In particular, during the fiscal year ended March 2013, LUMINE conducted outdoor activities designed to increase experience of environmental issues by reflecting employees’ desire to be actively involved in external activities through experience and visits. In order to raise employees’ environmental awareness, various programs were implemented jointly with other group companies, including the experiencing of the tree-thinning technique known as “thinning by debarking” and of beach-cleaning activities along the seashore of Tateyama, in Chiba Prefecture.

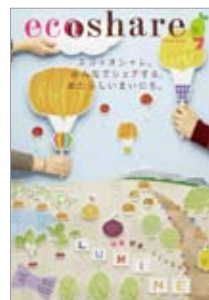


Thinning by debarking



Beach-cleaning activity

LUMINE works aggressively to communicate its environmental activities both internally and externally; issuing “choroko”, an ecological newsletter, enabling all employees to share the content of the meeting, as well as “ecoshare”, a free paper providing customers with environmental information. Particular attention is also devoted to the report on environmental activities that is published on its homepage. In cooperation with customers and shop staff, LUMINE will continue to pursue its various activities designed to protect the global environment.



a free paper providing customers with environmental information

Comments by employee in charge

LUMINE Co., Ltd. considers that CSR and sales activities are inseparable. Therefore, people participating in the Choroko Meeting take the lead in engaging in an increasingly wider range of environmental conservation activities. As they carry on their business and everyday lives, they will continue to be aware of the challenges discussed during the meeting. In order to help ourselves to continue our environmental campaign, we develop realistic activities in which all employees can enjoy participating.



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