

Relationship with Society

■ With communities

As a member of the local community, JR East continues to take an interest in its future and works to enhance its reputation through the medium of its lineside areas, which have evolved through the “Station Renaissance” program.

At Tokyo Station, GranTokyo North Tower, South Tower and GranRoof have been constructed on the Yaesu side. The work to restore the station building to its original form on the Marunouchi side of the Station was completed in October 2012. Together with the in-station commercial zone, GranSta, 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 cooperating with local governments in the creation of new stations, in line with their city planning, and the improvement of existing station buildings with free passages and other facilities, based on requests from local authorities. In the fiscal year ended March 2012 we opened a new station, Yoshikawa-Minami, on the Musashino Line, and we improved Gosannen Station on the Ou Line by building a community space (local government facility) in the fiscal year ended in 2013. Since our establishment in 1987 we have introduced local government facilities into a total of 84 stations (as of March 31, 2013). In the fiscal year ended March 2013, Oyama Station on the Tohoku Line and Iwama Station on the Joban Line also were improved by construction of free passages.



Gosannen Station on the Ou Line



Free passage at Oyama Station on the Tohoku Line

Participating in the program to support migration to local cities

In the “JR East Group Management Vision V”, we shall support local community programs encouraging people to move to such cities from the Tokyo Metropolitan area, with the aims of contributing to the revitalization of the local communities and of encouraging such migration. In the first of these projects, we shall cooperate with Nagano Prefecture and with Saku City.

Seminar on migration & trial migration tour

This Tour gives people interested in moving away from the Tokyo area an opportunity to take part in seminars and visits in order to dispel their misgivings about migration. By combining local community activities (seminars on living conditions, agricultural experience) with information about Shinkansen trains, we can support local government migration policies through our sales channels and media activities (membership, homepage, and others).

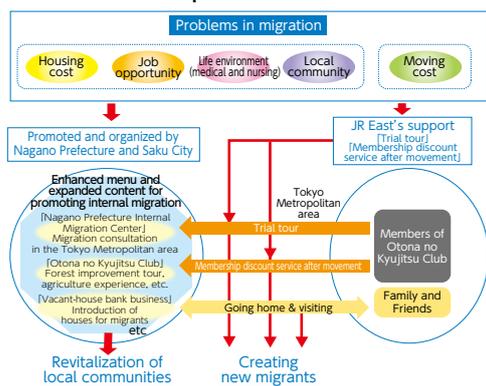
Post-migration support

We are examining the possibility of offering support for relocation to Sakudaira from the Tokyo Metropolitan area by making it easier for them to travel to Tokyo.

List of support utilizing Group resources

The list of support, particularly in mobility, where there might be problems after a short stay or migration, we are examining the support that JR East group can offer for short-stay and post-migration, such as long-term car rental service.

■ Trilateral cooperation scheme



Migration trial tour

Contribution of Railway Overpasses to Unifying Towns and Eliminating Traffic Congestion

JR East continues to cooperate with local governments in projects for railway overpasses near Inagi-Naganuma Station on the Nambu Line and Niigata Station on the Shin-etsu Line. These projects aim to unify towns that are split by railway tracks, eliminate traffic congestion, and improve the safety of both road and rail transportation.

The project near Inagi-Naganuma Station on the Nambu Line, in which all level crossings will be removed by placing the railway on a viaduct by the end of this fiscal year, will unify towns and eliminate congestion by reducing the number of level crossings.



Railway overpass construction project near Inagi-Naganuma Station on the Nambu Line

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 to bus terminals and taxi loading areas. One example is constructing a bus 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 Transfer Node in Shinjuku

Rediscover Local Areas Project

Development of the Rediscover Local Areas Project

Under the "Create Together" strategy, which specifies enhanced cooperation between JR East and local communities, we are promoting the Rediscover Local Areas Project. The aim is to create new potential markets that also take into account overseas visitors to Japan and thereby bring about increased circulation between 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 employees who continuously make social contributions as members of local communities. The strategy utilizes JR's unique abilities to make full use of traditional cultures, festivals, local produce, and other tangible and intangible tourist resources, expand sales channels, and promote the interactive exchange of information between the Tokyo metropolitan area and local communities.

During the fiscal year ended March 2010, JR East carried out renewal of its long-stay hotels and stations near Towa, Iwate, Tateyama, Chiba, and Echigo-Yuzawa, Niigata, utilizing features unique to each area. In the fiscal year ended March 2011, we opened A-Factory, a complex that consists of a craft center and market in the heart of the Aomori city. In ways like these we have had closer cooperation and pursued regional revitalization through various events.

In the Tokyo metropolitan area, in collaboration with Tabi-Ichi travel packages through which local residents both propose and guide tours of recommended tourist spots, destination campaigns, and other marketing tools, we are hosting a number of farm fresh markets for selling local produce and giving information on local tourism. In January 2012, "NOMONO", a shop selling typical regional produce (mainly food) was opened at Ueno Station. NOMONO sells 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. Through these, we will continue to communicate local information in cooperation with local people.

We are working to revitalize the local food industry by holding farm fresh markets and through encouraging the expansion of agriculture, forestry and fishery to include food processing, logistics and marketing.



Rediscover Local Areas Project "Farm fresh market"



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 in easily accessible areas that are usually within a five-minute walk from the station, to support the combination of childcare and commuting to work. A total of 71 childcare support facilities were opened from 1996 through April 2013, and JR East is continuing to increase the number of these facilities. These nursery schools near stations have the 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 on 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 "Kizuna 937" Parent-Child Community Café operated by JR East is on the second floor of E'site Kagohara, in front of Kagohara Station on the Takasaki Line.

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 observing child development.



Third Children's Train Craftwork Exhibition

Paper-crafting Class

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



Image of completed paper-crafting works

■ 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 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.ejrcf.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 800,000 visitors in the fiscal year ended March 2013. The Museum opened the Teppaku Plaza in April 2011 and it continues to enhance its exhibitions and facilities.



The Railway Museum

■ 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 Japan, there are approximately 1,000 active members. In our service area, there are approximately 400 active members. JR East has established related facilities in each of our branch offices and actively supports the association so as to contribute to the 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 2013, for example, we had 620 visitors from 46 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)



Visiting Nobiru Station, which was affected
by the Great East Japan Earthquake

Global Contribution through International Institutions

JR East is a member of the International Union of Railways (UIC), the International Association of Public Transport (UITP), Community of European Railway and Infrastructure Companies (CER), 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 international conferences, during which we can illustrate to overseas railway operators the features of Japanese railway systems. In April 2013 JR East co-hosted the Training Programme for Public Transport Managers in Tokyo.

JR East executives have also served as chairman of the Asia-Pacific regional assembly (APRA) since January 2013 and Vice President and Director of the UITP Policy Board since May 2013. Through the activities in such international organizations, we will contribute to the development of railways throughout the world.



UIC Asia Pacific Regional Assembly
(Astana, Kazakhstan, 2013)



UITP Training Programme (Tokyo, 2013)