

## Environmental Communication

### Railway Museum Environment Seminar

We staged the “Seminar on Environmentally Friendly Railways” for elementary school children at the Railway Museum. Along with learning about global environmental problems, they were shown the importance of recycling by separating trash at a station and on the train.



Seminar on Environmentally Friendly Railways at the Railway Museum

### Environmental Events in Cooperation with Other Companies

We cooperate with other firms to stage environmentally themed events, for the purpose of explaining JR East’s environmental preservation activities, and communicating directly with customers. In November 2013, in conjunction with Tokyo Gas, we held the 11th Gas and Railway Environmental Activities Exhibition – Ecohappy X Ecoste = One Step Closer to a New Life at the Chuo Line Yotsuya Station.

In addition to introducing environmental aspects of gas and railways and our energy-saving activities, the event featured hands-on opportunities to learn and have fun at the same time.



11th Gas & Railway

### Public Relations on Environmental and Societal Activities

To present JR East’s activities for the environment and society in an accurate, easy-to-understand manner, we published our first Annual Environmental Report in 1996. Its title was changed to “Sustainability Report” in 2002, and to “CSR Report” with the publication of last year’s report.

We also communicate about our environmental activities through newspapers, magazines, TV, radio and other media, as well as JR East’s websites, posters and pamphlets.



Corporate advertisement – TV commercial – “Developing a forest in your home town”



Corporate advertisement – poster – “Developing a forest in your home town”



Pamphlet – “Ecoste model station”