

Ingraining the cultures of safety

JR East will further strengthen, deepen and broaden the cultures of safety we have been fostering as the foundation of our safety efforts.

Ingraining the JR East Group's 5 cultures of safety

① **A culture of proper reporting**

The prompt and proper reporting of accidents and incidents, and the prevention of the recurrence of accidents.

② **A culture of noticing**

The recognition and sharing of information regarding the potential sources of accidents in order to prevent accidents and incidents.

③ **A culture of direct meeting and discussion**

The open and honest discussion and exchange of opinion in investigating the causes of accidents and incidents in order to identify the causes of accidents and to take truly effective countermeasures against their recurrence.

④ **A culture of learning**

The continuous awareness of others, learning from accidents and incidents which occur in all places of work, not just in one's own workplace, and the implementation of appropriate countermeasures.

⑤ **A culture of action**

Safety can be ensured only by taking safe actions. Think and act by yourself. This is at the core of our safety.

Further promoting the "Sangen Principle: Three Actualities Principle"

Accidents and incidents always occur at the Genba.* This means that the sources of accident prevention can also be found at the Genba. JR East continues its search for answers which cannot be found from desktop theories, based on the "Three Actualities Principle" as its standard for action: actual locations, actual objects, and actual people.

* **Genba:** "Genba" means a field or workplace, where employees actually do their physical work in construction, production, maintenance, operation, etc., as distinguished from management or office work, in industrial sectors, such as construction and manufacturing.

Promoting the Challenge Safety Campaign with the concerted effort of all

Since the company's foundation, JR East has continued to shift from a passive stance of merely maintaining safety to one that actively takes on the challenge of bringing further improvements to safety levels through the development of our Challenge Safety Campaign. The campaign aims to encourage each one of our employees to actively endeavor to improve safety levels, think and discuss specific measures with each other and act upon them. Some of these measures include:

- Learning from accidents and from other companies in order to heighten risk awareness of dangers and to improve our sense of safety.
- Sharing awareness and findings such as individual experiences regarding nearly missed incidents.
- Visiting actual sites and image training in order to expose matters of concern.