

## Relationship with Society

### With communities

As a member of the local community, JR East has a strong interest in the community's future and works for its improvement by enhancing the areas along our railway lines, through developments such as our "Station Renaissance" program.

At Tokyo Station, on the Marunouchi side, the work to preserve and restore Tokyo Station's Marunouchi station building was completed in October 2012. On the Yaesu side, in addition to GranTokyo North Tower and South Tower, the GranRoof pedestrian deck, with its large roof, opened in September 2013 and a square will be completed in front of the Yaesu Exit in fall 2014. 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 that represents 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 Fujisaki Station on the Gono Line by building a community space (local government facility) in the fiscal year ended March 2014. Since our establishment in 1987 we have introduced local government facilities into a total of 85 stations (as of March 31, 2014). Sashiougi Station on the Kawagoe Line, Nagaura Station on the Uchibo Line and Hakusan Station on the Echigo Line were also improved by construction of free passages in the fiscal year ended March 2014.



Fujisaki Station on the Gono Line



Free passage at Hakusan Station on the Echigo Line



GranRoof and square in front of the Yaesu Exit

### Participating in the program to support migration to regional cities

In the "JR East Group Management Vision V," we are supporting programs that local community encourages people to move to regional cities from the Tokyo Metropolitan area, with the aims of contributing to the revitalization of those local communities and of encouraging such migration. In the first of these projects, we are cooperating in promoting migration and exchange with Nagano Prefecture and Saku City as well as with Aomori Prefecture, Hirosaki City and Towada 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).

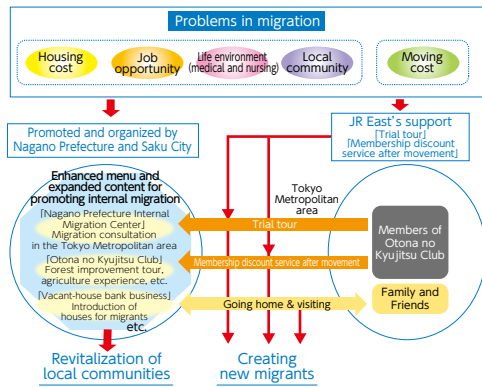
#### Post-migration support

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

#### List of support utilizing Group resources

People moving to regional cities or making short stays there sometimes need support, especially in the aspect of mobility. We offer support using Group resources, such as long-term car rental discount plans for members of the Otona no Kyujitsu Club.

■ Trilateral cooperation scheme (Saku City, Nagano Prefecture)



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.

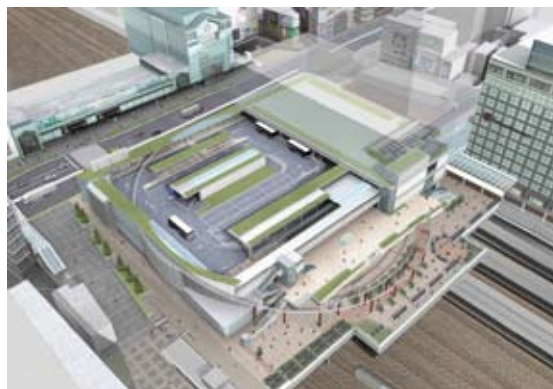
In the project to construct a series of railway overpasses near Inagi-Naganuma Station on the Nambu Line, all 15 level crossings in the section subject to the project were removed by placing the railway on a viaduct in December 2013, thereby eliminating traffic congestion, unifying towns and contributing to city planning and smoother traffic.



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

Enhancing Convenience of Multi-mode Travel through Improving and Developing Transfer Nodes 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 bring increased circulation between the Tokyo metropolitan area and other regions and also attract overseas visitors to Japan. 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.

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. We opened "NOMONO," a shop selling local products (mainly food) and designed to communicate local information, at Ueno Station in January 2012 and Akihabara Station in March 2014. NOMONO shops emphasize products that are typical of the season, region and traditions. Through these, we are working to communicate local information in cooperation with local people.

In regional areas, we opened A-FACTORY, a complex that consists of a craft center and market for processing Aomori-grown apples, in front of Aomori Station in the fiscal year ended March 2011. We are pursuing regional revitalization by deepening ties with the local people through various events and other means. In addition, in September 2013, we launched NOMONO 1-2-3, a manufacturing project for expansion of agriculture, forestry and fisheries to include food processing, logistics and marketing. Our pursuit of such expansion of industries to improve regional economies have included selling burgers made with Shinshu venison and opening a sweets shop specializing in Tokyo-grown ingredients in ecute Tokyo. We are working to revitalize the local food industry by holding farm fresh markets and through encouraging the expansion of agriculture, forestry and fisheries to include food processing, logistics and marketing.



Rediscover Local Areas Project "Farm fresh market"



NOMONO, the local produce shop



Travel products "Tabi-Ichi"

## VOICE

—“NOMONO” Akihabara Store—

## Communicating the Attractiveness of Eastern Japan to Everyone in the Tokyo Metropolitan Area

The store name “NOMONO” is based on the concept of introducing and communicating local produce, mainly food that typify the season, region and traditions of each eastern Japan region. It is a store that was born from a desire to deliver new discoveries and surprises to everyone in the Tokyo metropolitan area by gathering specific regional products. Of areas in Tokyo, the Akihabara Station area is in particular a “place that communicates new culture” and was thus thought to be the most suitable location for “NOMONO.”

At “NOMONO,” we gather products that have been carefully selected by our staff in collaboration with regional manufacturers and producers of agricultural products, in the hope that food of each eastern Japan



region will be integrated into everyone’s daily diet. In addition to a regular stock of about 500 types of products, a “featured prefecture” is set on a monthly basis and highly-attractive products that focus on the essence of that prefecture are offered for a limited time only.

Many people probably think of souvenirs when it comes to regional products, but at “NOMONO,” we stick to delivering products that local people consume in their daily living. For that reason, it has become a common style of use for people to stop by after

work to buy craft beer and snacks unique to the region or local specialty desserts that would otherwise only be available in regional areas.

In fact, comments from customers have included “I’m glad the products that I usually mail order can now be purchased just by stopping by after work,” “I can get the items that I liked when traveling even in Tokyo” and “It’s nostalgic to find products that are a specialty of the prefecture where I was born.”

The ultimate goal of this store is to communicate the attractiveness of eastern Japan through local food found at “NOMONO,” have people in the Tokyo metropolitan area feel that they “want to visit the site firsthand” and then actually travel to that region.

As store manager, it is my desire to have staff themselves increase their knowledge of the products and become “concierges for eastern Japan” who can confidently suggest and introduce products to customers. In addition, I also think it is my role to mount efforts to nurture staff so that manufacturers and farmers can feel at ease in entrusting their products with us.

There are still many food and local delicacies in each eastern Japan region waiting to be found that we have yet to discover and introduce in the store. Intentions are to keep searching for products characteristic of regional areas that are yet to be found to form a unique selection of products so that we can communicate the attractiveness of eastern Japan more and more to everyone in the Tokyo metropolitan area.



**Hiroko Mizuno**  
Store Manager

## 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 79 childcare support facilities were opened from 1996 through April 2014, 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.



Nursery school near station along the Shinkansen line  
(Taishido Suisen Nursery School)



Children playing on station rooftop playground  
(J-Kids LUMINE Kitasenju Nursery School)

### 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.

For example, 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 fantastic 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.



Fifth Children's Train Craftwork Exhibition

### Paper-craft Class

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



Image of completed paper-craft work

### Development of environmental education by delivering lectures on request

In the fiscal year ending March 2010, to contribute to the development of a sustainable society, JR East initiated environmental education programs for children. They will lead the next generation and they need to understand environmental issues and their relationship to society. The program aims to help children understand the environment and life through materials related to railways. In FY2014, the program was implemented at 32 schools, primarily elementary schools, in the JR East area. We will continue it.



Delivering an environmental education program at an elementary school

**Members List of Areas for Branch Office School Visits**

Area	Members
Akita Area	2 members
Morioka Area	2 members
Niigata Area	2 members
Sendai Area	2 members
Takasaki Area	3 members
Nagano Area	2 members
Omiya Area	2 members
Mito Area	2 members
Hachioji Area	2 members
Tokyo Area	2 members
Yokohama Area	3 members
Chiba Area	2 members

The area names have been created for JR East internal use.