

Relationship with Society

Basic Approach to Collaborating with Communities

The JR East Group's very existence depends on the health of the east Japan area and of Japan as a whole. As a company responsible for a form of social infrastructure (i.e., railways), and as a member of the community, we work together with communities in order to take actions aimed at achieving their desired future. In addition, we actively implement community vitalization and tourism promotion measures that leverage the unique capabilities of our group, as well as pushing forward with the creation of appealing urban areas centering on train stations.

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 to establish a lineside brand that will be chosen by customers, 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. On the Yaesu side, in addition to GranTokyo North Tower and South Tower and the GranRoof, a square was completed in front of the Yaesu Exit in fall 2014. 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 promoting the Chuo Line Mall Project for utilization of the space under elevated railway tracks between Mitaka and Tachikawa Stations on the Chuo Line. This is part of an overall aim to develop lineside area brands that will be chosen by customers, as part of a project constructing a series of railway overpasses that will unify towns. Looking at a railway line and the area alongside it as a unit rather than just as "points" (stations), we are promoting development that is based on the concept of "connecting greenery, people and towns". By doing so, we aim to establish a lineside "brand" as an area where customers want to live.

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 2015 we opened a new station, Tendominami, on the Ou Main Line, and we improved Iiyama Station on the Hokuriku Shinkansen and the Iiyama Line by building a tourist information desk, etc. (local government facility). As a result, since our establishment in 1987 we have introduced local government facilities into a total of 86 stations (as of March 31, 2015). Kataoka Station on the Tohoku Main Line, Sodegaura Station on the Uchibo Line, Kobayashi Station on the Narita Line and Uchino Station on the Echigo Line were also improved by construction of free passages in the fiscal year ended March 2015.



Square in front of the Yaesu Exit, Tokyo Station



Tendominami Station on the Ou Main Line



Free passage at Kobayashi Station on the Narita Line



nonowa Kunitachi

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. We are currently cooperating in promoting migration and exchange with Nagano Prefecture, Aomori Prefecture, Toyama Prefecture and Ishikawa Prefecture.

Seminar on migration & migration trial 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

In order to make the travel to Tokyo easier even after relocating, we started a service in December 2014 which supports travelling between Sakudaira, a relocation destination, and the Tokyo metropolitan area.

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.



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; and in the project to construct a railway overpass near Niigata Station on the Shin-etsu Line, we finished switching to temporary lines in November 2014 and are currently constructing the main structure. As these projects help eliminate traffic congestion and unify towns, we are contributing to city planning and smoother traffic by cooperating in such projects.



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



Railway overpass construction project near Niigata Station on the Shin-etsu 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.

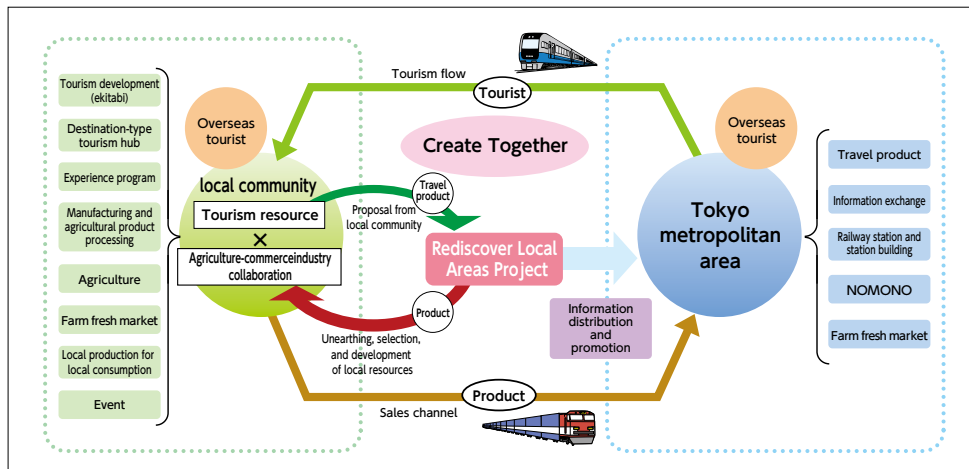


Upgrading of Transfer Node in Shinjuku

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 of people and goods 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.



Conceptual diagram of "Rediscover Local Areas Project"

In the Tokyo metropolitan area, we have been working mainly to expand demand for local products. In collaboration with destination campaigns and other marketing tools, we are hosting "Rediscover Local Areas Project: Farm fresh markets" at Ueno Station to sell local produce and promote local tourism. We opened "NOMONO," a shop selling local products (mainly food) from eastern Japan and designed to communicate local information, at Ueno Station (January 2012) and Akihabara Station (March 2014). NOMONO shops emphasize products that are typical of the season, region and traditions. Various efforts to expand demand for local products have been put forth across JR East's business areas, and altogether 3,477 farm fresh markets were held among the entire group as well as many other events to revitalize communities in the fiscal year ended March 2015.

In regional areas, we have been promoting manufacturing that integrates the primary industry with secondary and tertiary industries, by combining attractive local agricultural produce and such with advanced processing technologies. We opened A-FACTORY, a complex that consists of a craft center where Aomori-grown apples are made into sparkling apple wine "Cider," etc., and a market which sells local agricultural produce and such, in front of Aomori Station in December 2010. Products that are processed here are distributed not only within the area but also to the Tokyo metropolitan area utilizing our group's network. We are also pursuing regional revitalization by deepening ties with the local people through various events and other means.

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

©Shinichi Sato

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 82 childcare support facilities were opened from 1996 through April 2015, 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.



Sixth 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 FY2015, the program was implemented at 54 schools, primarily elementary schools, in the JR East area. We will continue it.

Members List of Areas for Branch Office School Visits

Area	Members
Akita Area	1 member
Morioka Area	2 members
Niigata Area	2 members
Sendai Area	2 members
Takasaki Area	2 members
Nagano Area	2 members
Omiya Area	3 members
Mito Area	2 members
Hachioji Area	2 members
Tokyo Area	2 members
Yokohama Area	3 members
Chiba Area	2 members

※As of July 1, 2015. The area names have been created for JR East internal use.

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, which became a public interest incorporated foundation in April 2010. This organization 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, the Old Shimbashi Station building and Old Manseibashi Station, sponsoring local cultural activities and accepting trainees from railway operators in Asian countries. The Foundation provides information on its website (<http://www.ejrpf.or.jp/english/index.html>).

The Railway Museum

On October 14, 2007, the Railway Day, 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 about 800,000 visitors in the fiscal year ended March 2014. Going forward, renewal work of building interior and construction of a new building are scheduled in time for its 10th anniversary in October 2017.



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, with 400 of them in our service area. JR East has established related facilities in each of our branch offices and actively supports the association as a way 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

JR East is actively involved in international cooperation through dispatching railway experts to Asian countries in order to explain our technologies and provide the expertise we have nurtured in Japan over the years, taking in trainees from developing countries to provide tuition in professional fields, and meeting requests from agencies such as the Ministry of Land, Infrastructure, Transport and Tourism and the Japan International Cooperation Agency (JICA).

JR East also receives inspection visits by overseas visitors involved in railway operations. During the fiscal year ended March 2015, for example, we had approximately 1,300 visitors from 49 countries. The 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.



Training for overseas railway operators
(Akita branch office)



Inspection by the embassy staff
(Shinkansen General Rolling Stock Center)

Global Contribution through International Institutions

In addition to actively collecting and providing information through international conferences and publications organized by 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 to which JR East belongs, we have been working toward the global development of railways and the resolution of railway-related issues through serving as chair of the UIC Asia-Pacific regional assembly since January 2013 and President and Director of the UITP Policy Board since June 2015, and other activities.

In order to showcase features of Japanese railway systems to overseas railway-related parties, we have been actively participating in overseas trade shows, seminars and so on as well as inviting international conferences. In September 2014, we participated in InnoTrans, one of the largest international railway shows. In July 2015, we held the “UIC World Congress on High Speed Rail,” the world’s largest international conference and exhibition focusing on high-speed railways, in Tokyo in collaboration with UIC and attracted over 1,200 individuals from railway-related parties.



The 9th UIC World Congress on High Speed Rail (Tokyo, July 2015)



Participation in InnoTrans
(Berlin, Germany, September 2014)