

Basic Concept for Promoting Ecological Activities

Basic philosophy and basic policies for promoting ecological activities (established May 1992, partially revised in September 2012)

The JR East Group formalized its basic philosophy and policies in 1992 and established activity guidelines in 1996. Our specific environmental protection measures are based on these.

【Basic philosophy】

- The entire JR East Group, as a member of society, will diligently strive to balance global environmental protection with our business activities.

【Basic policies】

- To contribute to creating a global environment for the future through our business activities for our customers and local communities.
- To develop and provide the technology needed to protect the global environment.
- To maintain our concern for the global environment and raise the global environmental awareness of our employees.

Activity guidelines for the promotion of ecological activities (established March 1996 and partially revised in February 1998 and September 2012)

1. While working to reduce total energy consumption by enhancing energy efficiency and introducing cleaner forms of energy, we endeavor to reduce CO₂ emissions, a cause of global warming.
2. We ensure the proper management and processing of environmental pollutants and ozone-depleting substances, in compliance with laws and regulations. Moreover, we do our best to reduce generation of such substances and adopt environmentally responsible substitutes as much as possible.
3. We ensure the appropriate processing of various types of waste generated at our offices, establishments, stations, trains, and other locations. We strive to recycle waste and to reduce its generation, and to use more recycled and resource-saving products to minimize the burden we place on the environment.
4. We respect the natural environment, which nurtures diversified life, and endeavor to reduce noise and vibrations caused by train operations, thus achieving harmony with the environment along railway lines.
5. We are looking carefully at the impact of railways on the environment once again, in order to enhance the environmental superiority of railways and to spread that awareness throughout the world.



JR East Group CSR Character "ecotal"

In 2013 we created a CSR activities PR character based on a firefly. As a result of internal request for a name, it was decided to be named "ecotal." JR East Group will continue to work on CSR activities.