



Implementation of Environmental Education by Delivering Lectures on Request

Contribute to Sustainable Society through Environmental Education Targeting Local Children

In the fiscal year ending March 2010, in order to contribute to the development of a sustainable society, JR East initiated environmental education programs for local children to contribute to the development of a sustainable society. In FY2018, these initiatives were well-received, and we won an Excellence Award at the Career Education Awards sponsored by the Ministry of Economy, Trade and Industry.

Two Original Railway Themed Programs

Cooperating with people related to education so that we can meet the needs of schools, JR East Japan made original programs themed around railways, a public infrastructure, and related this to the environment and life.

Program 1: Exploring the Secrets of Environmentally Friendly Railways!

This program helps people understand the "role of railway companies" as a social infrastructure and the types of environmental initiatives they take while carrying out this role, allowing people to explore and think about different measures that are implemented in trains and at stations.

Program 2: Exploring the Secrets of Information and Railway Networks!

This railway themed program utilizes graphical and photographic analyses to allow people to think about the provision of transportation services which effectively utilize information networks. The program also conducts groupwork which helps people think about broadcasting that is easy to understand for exchanging information in emergency situations.



Employees Become Teachers and Give Regionally Relevant Classes

We have allocated employees responsible for delivering classes at our 12 branch offices in Eastern Japan, and work to conduct classes that meet the needs of the region.

In addition, current employees who have worked at stations, as conductors, as train drivers, as maintenance, etc., and people who have similar work experience become teachers at these events so that they can explain things in relation to their regular work and career.

While we usually conduct classes in elementary school classrooms, in January 2018, we used an in-use energy conservation railcar as our classroom, a measure implemented so that our company's environmental initiatives could be felt up close.

[Example] Class Delivered to Local Elementary School Students in Trains on the Karusayama Line

In January 2018, we hosted a class inside an accumulator railcar train EV-E301 (ACCUM) with approximately 90 elementary school students who live along the Karusayama Line.

After introducing JR East Japan's environmental initiatives for trains and at stations at Taki Station where the elementary students boarded the train, they rode the train until Karasuyama Station. After arriving at Karasuyama Station, the drivers and railcar maintenance employees explained the railcars and their charging equipment, which allowed the students to deepen their understanding of our environmental initiatives while seeing ACCUM's environmental technology up close.

One of the children who participated said, "I am glad that environmentally friendly trains operate in the area. I would love to ride the train again."



Class inside ACCUM

VOICE



Office Affairs Senior Chief,
Utsunomiya District Center,
Omiya Branch Office

I participated in this class as an organizational staff member. When the children asked me various questions and responded with a smile when I answered them, I was filled with joy as well. In addition, as the class used ACCUM which actually runs on the local Karasuyama Line, it seemed that the children were extremely interested, and their serious expressions when they listened to the employees were moving.

I relearned the importance of tackling environmental issues as an employee of JR East Japan, through experiencing the difficulty and joy of explaining things simply. In the future, I hope to continue to work with increased awareness for energy conservation and cost reductions.



Assistant Manager, Utsunomiya Train
Drivers' Depot,
Omiya Branch Office

I participated in this class as a train crew member who is in charge of driving ACCUM. While thinking of the local children's smiles, I created a quiz themed on familiar things while sharing information with a colleague in charge of eco-activities, so that we could introduce the environmentally friendly ACCUM in a fun and simple way. On the day of the class, I was flooded with smiles, just as I had imagined, and one child even said, "I want to use the environmentally friendly ACCUM a lot!" It was a valuable experience for us as we were able to rethink environmental issues and feel a connection with the local community. In the future, I hope to use this experience and work to provide a class that is unique to my workplace.



Rolling Stock Staff Member,
Oyama Rolling Stock Center,
Omiya Branch Office

I participated in this class as an employee who is responsible for ACCUM's railcar maintenance.

Utilizing handmade images related to the mechanisms of ACCUM and the actual railcar, I talked about how we tackle environmental issues and how JR East Japan installs its railcars with energy conservation technology, etc. It was an extremely valuable experience for me as I was able to interact with smiling local children, who I usually would not meet, through a fun class where they could learn about the environment through ACCUM. In the future, I will continue to recognize that our clients are our top priority, and will work to provide increasingly high-quality railcars to our customers.

See p.86 for a related feature.➡