

Values to Be Created under "Move Up" 2027

Trust

We will further strengthen the trust of our customers and people in communities, which is the foundation for all JR East Group's businesses.

Affluence

We will achieve affluent living for everyone and the sustainable development of regional society through all our businesses.

Values to Be Created under "Move Up" 2027 for the SDGs

[Particularly relevant SDGs]



Heightening the trust that customers and local communities have in JR East Group

[Related SDGs]



Pursuing ultimate safety levels

Group Safety Plan 2023 formulated (Nov. 2018) | Highlight JP8~P9 | Main text P27~P31

Enhancing the Accident History Exhibition Hall (Oct. 2018) | Highlight JP10~P11

Practical safety education and training with simulators | Safety education and training | Main text P34

Maintenance of safety equipment by actively utilizing new technologies

Installation of platform doors | Maintenance of safety equipment | Main text P34~P41, P43~P50

Seismic reinforcement measures | Maintenance of safety equipment | Main text P34~P41, P43~P50

Measures to prevent level crossing accidents | Maintenance of safety equipment | Main text P34~P41, P43~P50

Governance for thorough ESG management

Efforts to strengthen compliance and risk management | Main text P115~P119

Foundation of Shinkansen General Management Dept. to further improve safety and service quality (April 2019) | Main text P116

Heightening awareness of ESG management among employees

○ Evolution and moving up of each person's "safety actions" ○ Evolution and moving up of "safety management"

Transport services for all people to be able to use with peace of mind and comfort

Service quality reform | Main text P53~P62

Strengthening electric equipment and systems | Main text P70

Provision of multi-language information in the event of a problem | Highlight JP16~P17 | Main text P54~P55, P62

Completion of high-speed test railcar, the ALFA-X (May 2019) | Main text P69

Service quality chosen by everyone

Realization of a low- and ultimately no-carbon society through environmental technology innovations

Development of ecoste | Highlight JP22~23 | Main text P96, P99

Achieving a Sustainable, Low-Carbon Society through the Use of Hydrogen | Main text P105

Introduction of renewable energy | Highlight JP24~25 | Main text P99, P103

Efforts to prevent global warming and improve diversification of energy resources

Employees to promote innovation

[Particularly relevant SDGs]

Workplace reforms for a new era

Advancement of working practices

Realization of maintenance with CBM* | Main text P70

*CBM: Condition Based Maintenance

Expanding the fields in which employees can become actively involved

Playing active roles close to customers

8:00a.m. 11:00a.m. 12:00p.m. 5:00p.m.

Train driving | Break | Planning and management

By reviewing the work styles of train crews, achieving the realization of new work styles for employees at field sites and in planning sections at branch offices | Main text P87

Area management

Creating new values in cooperation with field sites and the planning section | Main text P87

[Particularly relevant SDGs]

Achieving affluent living for everyone and the sustainable development of regional society

[Related SDGs]

Solving regional issues and realizing an affluent regional society

Akita Station | Niigata Station | PLAYatré TSUCHIURA | Highlight JP14~P15 | Main text P72, P74

Efforts to revitalize regional society with Japan Post | Main text P74

Verification test of MaaS for tourism (April 2019) | Main text P66

Development of a 2-in-1 IC card in coalition with regional society for release in spring 2021 | Main text P64

Revitalization of regional society through town development with a station at its core, coalition with other companies, and promotion of MaaS for tourism

Realization of affluent living and town development where all generations can live happily

Development of Global Gateway Shinagawa | Highlight JP12~P13

Promoting town development of WATERS takeshiba with culture and art at its core | Main text P72~P73

Promoting town development for exchanges among multiple generations at COTONIOR GARDEN Shin-Kawasaki | Main text P78

Shared office space for businesses in ekinaka (Aug. 2019) | Main text P71

Verification test of an unstuffed payment store with AI | Main text P70~P71

Efforts to solve issues of children waiting for a place in a nursery, to realize a healthy society with longevity, and to solve the issues associated with a decreasing population and declining regional economy

Realization of seamless mobility

Efforts for MaaS | Main text P67

Preparing for direct through services with Sotetsu Line | Main text P59

Procedures for environmental assessment of Haneda Airport access line (tentative name) | Main text P59

Verification test for driverless driving (Dec. 2018 to April 2019) | Highlight JP20

Mobility innovation to solve congestion, and to make mobility fun, comfortable and convenient

Making Suica a shared platform

Touch and Go Shinkansen, a new service for Suica (April 2018) | Main text P63

Suica became compatible with Google Pay*, improving convenience for users of mobile devices (May 2018) | Main text P64

*Google Pay is a trademark of Google LLC.

Welcome Suica for overseas tourists visiting Japan (Sept. 2019) | Highlight JP17

Reservation site operation

Registration of a transportation IC card

IC boarding (ticketless)

New Shinkansen IC ticket service in FY2020, making Shinkansen boarding ticketless and speedy | Main text P63

Realizing stress-free living for customers by offering various one-stop services

Development of railways around the world and promotion of economic development in Asia

Consulting for high-speed rail project in India and training of executives and core members of National High Speed Rail Corporation | Highlight JP18 | Main text P81

Development of shopping centers and stores by atré in Taiwan and LUMINE in Indonesia | Main text P82

JR East Technical Intern Training to foster global railway personnel (April 2019) | Highlight JP19

Technical support and personnel development for the development of railways around the world

Realization of a coexistent society

Supporting the operation of Tokyo 2020 Olympic and Paralympic Games | Efforts to mitigate congestion during Tokyo 2020 | Main text P92

Creating a momentum for Tokyo 2020 | Participation of employees in Paralympic sports events | Main text P93

Improving environment to welcome visitors

Improving free-Wi-Fi environment at stations and on trains | Highlight JP17 | Main text P62

Increasing the number of stations with bilingual staff | Highlight JP16~P17

Deepening understanding of the need for a barrier-free mindset for the whole of society