

Values to Be Created under “Move Up” 2027 for the SDGs

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.

[Particularly relevant SDGs]



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

Pursuing ultimate safety levels



Group Safety Plan 2023 formulated (Nov. 2018)
▶[Highlight]P8~P9
▶Main text P27~P31



Enhancing the Accident History Exhibition Hall (Oct. 2018) ▶[Highlight]P10~P11



Practical safety education and training with simulators



Safety education and training



▶Main text P34



Installation of platform doors



Seismic reinforcement measures



Measures to prevent level crossing accidents

Maintenance of safety equipment ▶Main text P34~P41, P43~P50

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

[Related SDGs]



Governance for thorough ESG management



Efforts to strengthen compliance and risk management



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

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]P16~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 eco-st

▶[Highlight]P22~23

▶Main text P96, P99

Efforts to prevent global



Achieving a Sustainable, Low-Carbon Society through the Use of Hydrogen

▶Main text P105

Introduction of renewable energy

▶[Highlight]P24~25

▶Main text P99, P103

warming and improve diversification of energy resources

[Particularly relevant SDGs]



Employees to promote innovation

Workplace reforms for a new era

Advancement of working practices

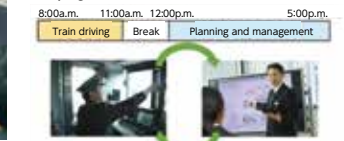


Realization of maintenance with CBM*

▶Main text P70

*CBM: Condition Based Maintenance

Expanding the fields in which employees can become actively involved
Playing active roles close to customers



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

Solving regional issues and realizing an affluent regional society



Akita Station



Niigata Station



PLA Yare TSUCHIURA

Town development with a station at its core and regional revitalization ▶[Highlight]P14~P15 ▶Main text P72, P74



Efforts to revitalize regional society with Japan Post



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

[Related SDGs]



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



Development of Global Gateway Shinagawa

▶[Highlight]P12~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

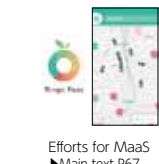


Verification test of an unstaffed payment store with AI

▶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



Procedures for environmental assessment of Haneda Airport access line (tentative name)



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

▶[Highlight]P20

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)

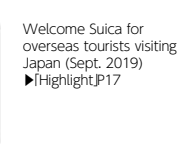
▶Main text P64

*Google Pay is a trademark of Google LLC.



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

▶[Highlight]P17



Reservation site operation

Registration of a transportation IC card

IC boarding (ticketless)

Select the card to use from the registered transportation IC cards

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]P18



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]P19

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]P17

▶Main text P62

Increasing the number of stations with bilingual staff

▶[Highlight]P16~P17

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