



Corporate Social Responsibility

JR East will maintain high ethical standards and management transparency while earnestly and proactively taking measures in response to major issues facing society as a whole. Through those efforts, JR East intends to continue living up to the expectations of society and the trust of shareholders and other stakeholders. In particular, JR East will redouble efforts focused on stringent management compliance and measures that address global environmental issues. To maximize its value from the perspective of all its stakeholders, JR East is proactively making efforts to undertake management activities that give balanced attention to environmental, social, and economic objectives, and the results of these efforts are disclosed in its sustainability report.



Sustainability Report 2005
<http://www.jreast.co.jp/e/environment/>

Environmental Initiatives

Environmental Targets of *New Frontier 2008*

In January 2005, JR East revised its environmental targets to coincide with the unveiling of *New Frontier 2008*, increasing the ambitiousness of several targets that were reached ahead of schedule. Similarly, fiscal 2006 targets were set by increasing the ambitiousness of previous targets. In addition, JR East set out new environmental targets for the Group as a whole. Key targets are shown below.

JR East (parent company)

	FY05 Performance	FY06 Target	FY09 Target
Total CO ₂ emissions from general business activities (change from FY91)	13% reduction	20% reduction	22% reduction
Energy-saving railcars as a percentage of total rolling stock	76%	80%	82%
Recycling rate for waste generated at stations and on trains	43%	40%	45%

JR East Group

	FY04 Performance	FY05 Target	FY09 Target (%)
Recycling rate for general waste	—	—	43%
Tree-planting activities	—	—	Annual implementation of programs

Environmental Management Systems

Groupwide Environmental Management Systems

JR East's Committee on Ecology is involved in all aspects of JR East's environmental preservation efforts. The committee helps JR East's management team to supervise environmental policies effectively by assessing the environmental impact of JR East's operations, setting targets, implementing policies, and monitoring progress. JR East checks its environmental policies through the JR East Group Environmental Management Advancement Conference, which has been convened regularly since fiscal 2004.

Environmental Risk Management

JR East has prepared response manuals for spillages and other environment-related emergencies at power plants and rolling-stock maintenance facilities that handle hazardous chemicals or substances. In addition, by holding study groups and on-site disposal drills, JR East thoroughly familiarizes workers on the ground with risk-control procedures and strives to ensure it is capable of implementing effective countermeasures at the sites of incidents. Other preventative measures related to environmental accidents include JR East's adoption of strict chemical substance controls, the avoidance of soil contamination, and the appropriate storage of PCBs (polychlorinated biphenyls).

Social Initiatives

East Japan Railway Culture Foundation

In March 1992, JR East established the East Japan Railway Culture Foundation, which has played an important role in using the business results JR East has achieved since its founding to continuously undertake social contribution programs. The programs include those to promote regional culture and sponsor railway-related surveys, research, and international cultural exchanges. Further, JR East regularly invites managers from railway companies in many Asian countries to participate in business training courses organized by the foundation that cover railway management and technology.

Railway Museum



Concept illustration of the railway museum

The construction of a railway museum is the flagship project among plans for the 20th anniversary of JR East's incorporation. In November 2005, the East Japan Railway Culture Foundation began construction of the museum on land that JR East owns in Saitama City, and plans call for opening the facility on October 14, 2007. It is expected that ¥2.6 billion of the ¥12.4 billion total project cost will be covered by contributions from Saitama City's municipal government and other project sponsors. At the museum, the foundation plans to systematically store and display artifacts and documents depicting the rich railway heritage of Japan and other countries as well as archives relating to JR East and the restructuring of JNR. The foundation anticipates that the facility will draw approximately 700,000 visitors a year.

Afforestation



Afforestation program

Members of local communities and volunteers from among JR East's employees have been taking part in the JR East's Railway Lines Afforestation Program since 1992. During the 13 years through fiscal 2005, roughly 35,000 people have participated in the program—planting 250,000 trees. Since fiscal 2003, JR East has been embarking on alliances with municipal authorities in areas near railway lines to extend the scope of afforestation from JR East-owned land that abuts railway lines to areas around railway lines.

Union Internationale des Chemins de Fer (UIC)

UIC is an organization that facilitates international cooperation among railway companies around the world. As an official member of the organization, JR East takes part in various initiatives and conferences that aim to promote the future development of railways by addressing a range of technological, managerial, and social issues. Furthermore, JR East Vice Chairman Yoshio Ishida is the vice chairman of the World Executive Council, which manages UIC's international activities.



UIC seminar