

Community > Environment

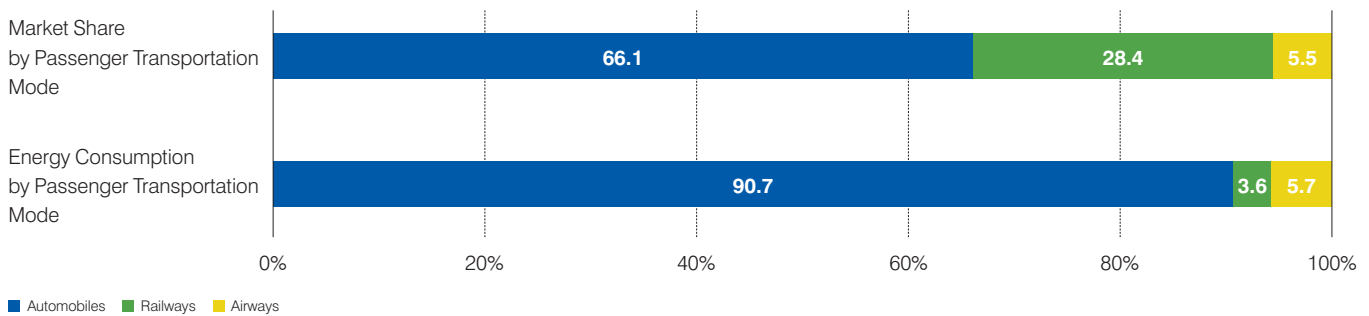
Our basic philosophy for promoting ecological activities states: “The entire JR East Group, as a member of society, will diligently strive to balance global environmental protection with business activities.” Reflecting this philosophy, we have undertaken a wide variety of environmental initiatives.

In addition to these initiatives, in light of concern about the possible prolongation of power shortage problems that have arisen since the Great East Japan Earthquake, “JR East Group Management Vision V—Ever Onward” calls for “establishing energy and environmental strategies with an emphasis on energy creation and energy conservation.”

Environmental Superiority of Railways

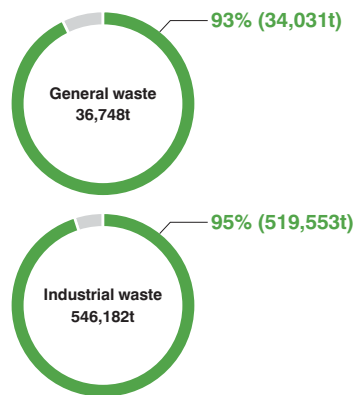
Regarding passenger traffic in Japan, railways provide 28.4% of transportation, while accounting for 3.6% of energy consumption. These figures show clearly that railways have better energy efficiency per unit of transportation volume than automobiles and other modes of transportation.

Energy Consumption Volume and Transportation Market Share (Fiscal 2013 result)

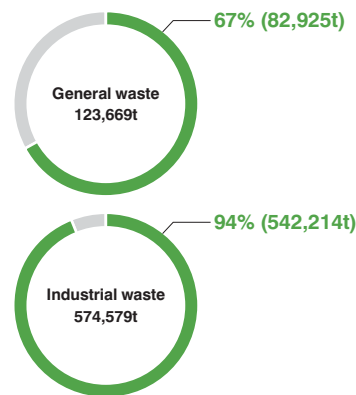


Source: Compiled based on data from the Energy Conservation Center, Japan (ECCJ)'s Handbook of Energy & Economic Statistics in Japan

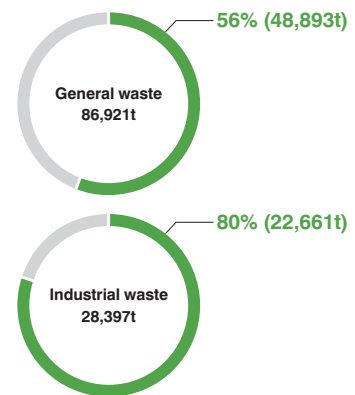
JR East's Recycling Rate*1



Entire JR East Group's Recycling Rate*1



Group Companies' Recycling Rate*1



Waste disposal:
 • Waste includes salable waste.
 • Recycling includes thermal recycling*2, where general and industrial wastes are incinerated with heat recovery.

*1. External assurance on environmental performance and environmental accounting data: KPMG AZSA Sustainability Co., Ltd., has been engaged to provide external assurance on a set of selected environmental performance and environmental accounting indicators so that the reliability of the data is ensured. The particular indicators that are assured are marked with “*1” for clarity.
 *2. Thermal recycling is a recycling method in which the heat arising from the incineration of waste is used to create steam and hot water, which in turn are used to generate electricity and to produce heat.

Environmental Activities: Utilizing Renewable Energy

In adherence with “JR East Group Management Vision V—Ever Onward,” we are introducing renewable energy. Moreover, we are taking various steps to transform northern Tohoku into a renewable energy base. By taking advantage of the region’s rich natural environment to establish solar, wind, geothermal, and biomass power generation, we will create environment-friendly energy and benefit local communities diligently.

Introducing Renewable Energy—Progress

Taking advantage of a rich natural environment to transform northern Tohoku into a renewable energy base

By introducing renewable energy, we aim to

1. Create environment-friendly energy
2. Benefit local communities

Thriving with communities



Wind

Rich wind power resources of coasts

● JR-EAST Energy Development Co., Ltd.

Established April 2015
Planning, developing, and managing of wind power generation businesses

● Akita-Shimohama wind power plant (Akita, Akita Prefecture)

Power generation output: Approx. 2.0MW
Operations scheduled to begin fall 2016



Solar

● Akita-Oiwake solar power plant (Katagami, Akita Prefecture)

Power generation output: Approx. 1.3MW
Operations began March 2015

● Akita-Tenno solar power plant (Katagami, Akita Prefecture)

Power generation output: Approx. 1.8MW
Operations began March 2015

● Hanamaki-Atago solar power plant (Hanamaki, Iwate Prefecture)

Power generation output: Approx. 0.3MW
Operations began February 2015

Shin-Aomori Hachinohe



Geothermal

Rich geothermal resources of Tohoku region’s volcanic areas

● Northwestern Hakkoda geothermal resource development survey (Aomori, Aomori Prefecture)

Currently selecting JOGMEC* projects and conducting ground surveys
* Japan Oil, Gas and Metals National Corporation



Biomass

Rich forestry resources and railway forests of Tohoku region

● Hachinohe Biomass Electric Power Co., Ltd. (Hachinohe, Aomori Prefecture)

Established October 2014
Power generation output: Approx. 12.0MW
Operations scheduled to begin December 2017



Solar Tokyo metropolitan area solar farms

● Keiyo Rolling Stock Center (Chiba and Narashino, Chiba Prefecture)

Power generation output:
Approx. 1.0MW
Operations began February 2014

● Uchihara Dai-ichi solar power plant (Kasama and Mito, Ibaraki Prefecture)

Power generation output:
Approx. 2.0MW
Operations began February 2015



● Uchihara Dai-ni solar power plant (Kasama, Ibaraki Prefecture)

Power generation output:
Approx. 1.3MW
Operations began February 2015

Community > Local Communities

The JR East Group is engaged in railway businesses that are broadly involved its customers' lives and that are vital to society and local communities. With such a public responsibility, we are committed to meeting our social responsibilities by carrying out our business activities in a way that will ensure railway safety and reliable transportation services.

In terms of our social mission, our Group Philosophy states: "We aim to grow continuously while meeting our social responsibilities as a Trusted Life-style Service Creating Group." We are determined to remain a corporate group capable of meeting social expectations and maintaining stakeholders' trust by pursuing our business activities in line with that philosophy.

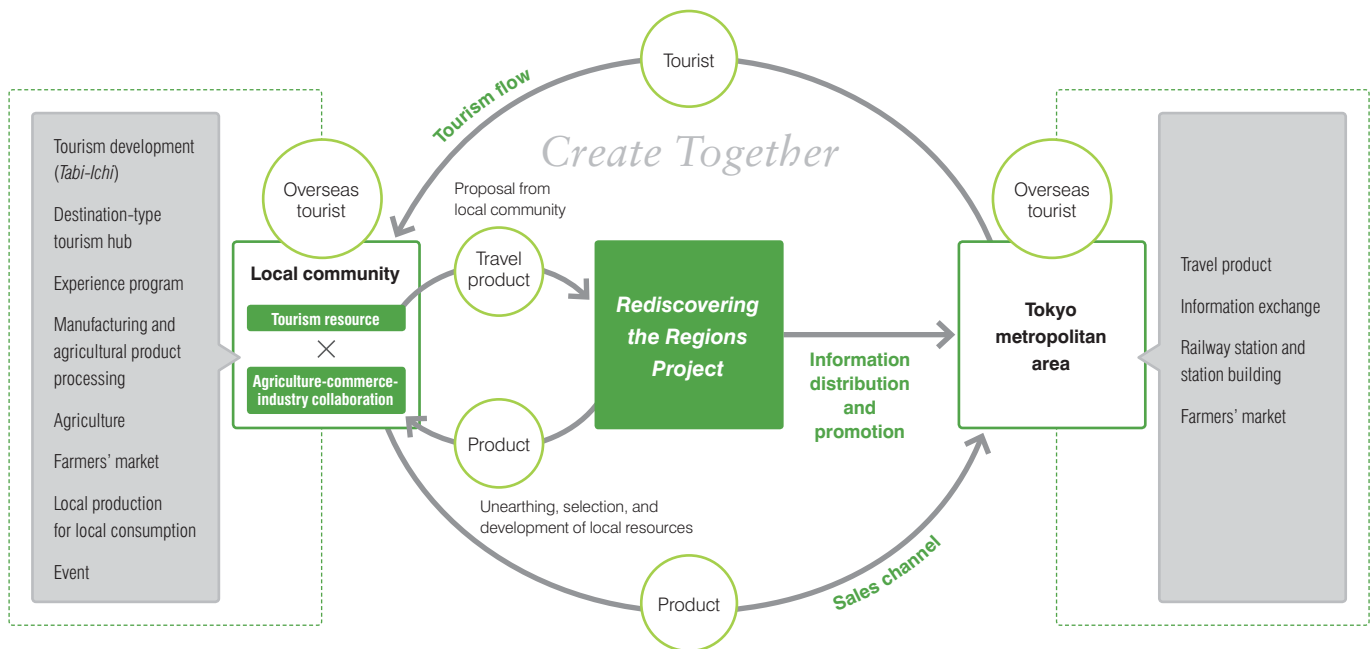
Rediscovering the Regions Project

Under the "Create Together" strategy, which specifies enhanced cooperation between JR East and local communities, we are promoting the *Rediscovering the Regions Project*. The aim is to create new potential markets that bring increased circulation between the Tokyo metropolitan area and other regions and also attract overseas visitors to Japan. The JR East Group has railway networks that link Japan's various regions, stations that serve as centers of local communities, business know-how, sales channels, and advertising power that all radiate out from the Tokyo metropolitan area, along with employees who continuously make social

contributions as members of local communities. The strategy utilizes JR East's unique abilities to make full use of traditional cultures, festivals, local produce, and other tangible and intangible tourist resources, expand sales channels, and promote the interactive exchange of information between the Tokyo metropolitan area and local communities.

We will revitalize local industry even further by holding more *Sanchoku-Ichi* (farmers' markets) and other markets and promoting the sextic industrialization of agriculture, fishing, and forestry.*

* The expansion of agriculture, forestry, and fisheries to include food processing, logistics, and marketing



Allergy-Friendly Confectioneries

In fall 2014, we opened the *Tokamachi Sukoyaka Factory* in Tokamachi, Niigata Prefecture. Made from local rice flour, the factory's cakes and confectioneries do not contain eggs, milk, or wheat flour, enabling people with any of these three common food allergies to eat them. Blessed with natural conditions ideal for growing rice, Tokamachi is known as the home of the premium rice brand Uonuma Koshihikari. Our factory makes carefully grown, delicious rice into tasty cakes and confectioneries for individuals with food allergies.



Left: Tokamachi Sukoyaka Factory

Right: A cake suitable for those with egg, milk, or wheat flour allergies