

EAST JAPAN RAILWAY COMPANY



<http://www.jreast.co.jp/e/>

Policy for the future:

- To realize a sustainable society, we aim for management that harmonizes nature's activities and business activities. Through preventing global warming and diversifying energy, we aim at the realization of a carbon-free society and contribute to the establishment of a society in harmony with nature.
- We proactively and steadily engage in activities to conserve biodiversity in forests, rivers, and oceans. And using local natural capital, we engage regional revitalization.
- We work on environmental education and human resource development to create a sustainable society.

[JR East Group Management Vision]



[Examples of specific initiatives]

(Case①)

Hometown Forestation Program (from 2004)

Activity to revitalize the forests by trees native to each region.



(Case②)

Collaboration with Biome Inc. (2020 demonstration experiment)

With the animal and plant type AI judgment game app, customers will be able to travel along our lines as if playing a game, and the obtained big data can be used in businesses that lead to environmental conservation.



(Case③)

Efforts to reduce plastic (from 2019)

A plastic reduction campaign to replace plastic bags and straws with biomass and biodegradable materials at stores managed by JR East Group companies, such as Ekinaka (stores in stations) and hotels.



(Case④)

Environmental Education by Delivering Lectures on Request (from 2009)

An educational program in which employees working as train stations' staffs, conductors, and drivers themselves go to elementary schools and teach children environmental issues.



[Future issues, etc.]

- The achievement of environmental goal: 50% reduction from railway business activities in FY2031 and Net Zero CO₂ emissions in FY2051 (compared to FY2014).
- Continuous implementation of biodiversity initiatives and challenge for new initiatives.
- Achieving further open innovation, etc.

[Message for Society]

Initiatives for biodiversity are the part of ESG management in JR East Group Management Vision. Through our efforts, we will contribute to realizing the achievement of the SDGs and "the world coexisting with nature" as set out in the Aichi Goals.