



11 SUSTAINABLE CITIES AND COMMUNITIES

Creating "Social Value" –Social–
Cooperation with Local Communities

▶ Initiatives to vitalize local communities

Initiatives in coordination with communities located along our lines

As part of sales and marketing, we are deepening our ties with communities located along our lines while rolling out initiatives such as "Sawayaka Walking" and Destination Campaign (hereinafter, "DC").

The purpose of Sawayaka Walking is to promote the use of railways on Saturdays, Sundays and public holidays throughout the year. This free-of-charge walking event allows visitors to experience the attractive nature, history and culture of each area along the railway line without requiring advance booking. The program started in 1991, and the total number of participants has reached approximately 6.1 million (as of the end of June 2024).

a different region every three months in spring, summer, fall and winter and is aimed at attracting customers by rail by promoting new tourist attractions of the region in cooperation with the local municipalities concerned, six JR Group railway companies and travel agencies. For the DC implemented along the lines we operate, we have operated sightseeing trains that enable passengers to enjoy the charms of the region and sold travel products that incorporate tourist attractions and special offers in cooperation with the local communities. For the DC conducted along railway lines operated by another company, we advertise the campaign at our railway stations to raise awareness of the tourist attractions and work with various parties concerned to attract tourists in locations across Japan.

One of the largest tourism campaigns in Japan, DC targets

IIMONO TANBOU

As an initiative aimed at vitalizing local communities through non-railway businesses, we operate the "IIMONO TANBOU" website, which sells delicacies and selected crafts produced along the railway lines we operate to be delivered directly from the place of production. The scope of this initiative has been expanded to include, in addition to introducing products that have been loved locally for many years, development of uniquely crafted products, events held under the name of "IIMONO TANBOU," and experience events to visit production areas, all of which are designed to encourage many people to feel areas along our railway line closer to them. Going forward, we will continue to work closely with hard-working local producers to promote the attractiveness of local communities.

which allows participants to consider a future way of living from the working style of having multiple jobs, which is common in the region, and "Conomichi Quest" (Gujo City and Mino City in Gifu Prefecture; Neba Village in Nagano Prefecture), a three-day, two-night mountain village study program for parents and children that allows them to experience and learn various "unknown" things they would otherwise not experience in urban life.



IIMONO TANBOU

In addition, we are implementing the "conomichi" project to create a related population in the areas along our lines. With the mission of "connecting the region and visitors with inspiring stories and increasing the number of people involved in the region," we plan projects and activities in cooperation with local governments and businesses in the areas along our lines and invite participants on our website, thereby aiming to contribute to the creation of a related population. Specifically, we operate a number of projects, including "Satoyama LIFE Academy" (Iida City, Nagano Prefecture),



conomichi

SCMAGLEV and Railway Park - A museum of memories and dreams -

We opened the SCMAGLEV and Railway Park in March 2011 in Kinjo Futo, Minato-ku, Nagoya, as part of our participation in the Monozukuri (manufacturing) Culture Exchange Area Project hosted by the city of Nagoya. The SCMAGLEV and Railway Park introduces the progress of high-speed railway technology through displays of rolling stock mainly of the Tokaido Shinkansen, as well as conventional lines and Superconducting Maglev. Visitors can touch 39 real cars in total from various angles to feel their force and learn with fun the mechanism and history of railways through experience with exhibitions using models and simulators. The total number of visitors since its opening reached 6.17 million in FY2023.



SCMAGLEV and Railway Park

▶ Contribution to local communities through support for recovery from large-scale disasters

For electric power companies to swiftly recover from large-scale disasters, it is necessary for us to create a system to enable those engaged in recovery efforts to work safely. In December 2020, Hotel Associa Takayama Resort entered into a disaster support agreement, together with two other hotels in the Takayama district, with the Takayama Office of Chubu Electric Power Grid Co., Inc. and contributes to the local community by supporting recovery from large-scale disasters, such as through preferential provision of accommodation.



Hotel Associa Takayama Resort

▶ Disaster prevention and recovery activities in coordination with local communities

We conduct drills to quickly guide customers on the assumption that a Nankai Trough earthquake has occurred and trains have stopped between stations. We are engaged in disaster prevention efforts in cooperation with local communities. In the past, we invited high school children and staff members of local governments along our railway line to participate in our drills.



Tsunami evacuation guidance training

▶ Earning trust from customers and offering user-friendly services

JR Central is committed to providing services that are trusted and welcomed by local communities and customers, based on our belief that providing safe and reliable transportation and high-quality services to customers and earning customer satisfaction lead to our own joy.

On our conventional lines, we are aiming to provide customers with truly valuable services, or what we call "Real Value Services." In order to encourage customers to choose our railway, we encourage employees to enhance their ability to notice the needs of customers and proactively and sincerely provide services that could give customers a sense of security along with a sense of affinity, such as warmth and familiarity.

For the Shinkansen, we are implementing the "Brand Quality Service Campaign" to improve the level of our customer service at stations and on our trains so as to provide customers with a sense of security, satisfaction and joy. While in recent years the number of online reservations has been increasing, the JR Central Group is making concerted efforts to enhance its knowledge and skills and foster a service-oriented mindset so that we can accurately respond to the traveling needs of a wide range of customers, including those who are accustomed to traveling on business and travelers visiting Japan.



Customer service role-play

Customer service scene

Cooperation with Local Communities

Establishment of a medical institution rooted in the local community (Nagoya Central Hospital)

Nagoya Central Hospital in Nakamura-ku, Nagoya, as a core hospital in the local community, provides advanced and high-quality acute care by coordinating with local ambulance services to take in over 4,500 ambulance calls per year and performing over 1,800 surgeries year round. Looking ahead, Nagoya Central Hospital will look always to provide advanced, safe, and high-quality medical care to further contribute to the local community.



Nagoya Central Hospital

International exchanges

JR Central has deepened its tie with society in the form of international exchanges through receiving observation visits and exchanging human resources.

In terms of receiving observation visits, we have taken officials from foreign governments and related persons of overseas railway operators on tours of railway-related facilities, primarily of the Tokaido Shinkansen, to exchange opinions on railway management and other matters. These visits have provided related persons of overseas railway operators with opportunities to deepen their understanding of systems that support reliable and safe transportation through on-site observation of actual operations. In terms of exchanging human resources, we operate an exchange training program in which executives are dispatched to and from a U.K. railway operating company, as a way of providing opportunities for employees of both companies to gain further knowledge and develop their skills in railway management and technology through such exchange. Furthermore, in collaboration with several universities in the U.S., we operate a summer internship program for students, providing them with opportunities to learn about the railways and culture of Japan.

Outside Japan, JR Central maintains three overseas offices in Washington D.C., London and Sydney, where it undertakes a wide range of international operations, such as gathering information on railways and latest technologies around the world, exchanging information with specialists and persons in the railway industry in various countries, and engaging in PR activities for overseas markets. For example, in the U.K., we

provide children with exposure to state-of-the-art scientific technologies by holding physical classes at local schools to explain the mechanisms of the superconducting maglev system.

The exchange training program with the U.K. railway company and the internship program for university students in the U.S. have been held more than 20 times since their inception. When reunions for the participants of these programs are held, many alumni get together. The strong relationships of trust that we have nurtured with people who have visited our company over many years support the various activities we conduct overseas.



Exchange training program with a U.K. railway company

Promotion of culture, art and lifelong learning (JR Central Lifelong Learning Foundation)

The JR Central Lifelong Learning Foundation is a public interest incorporated foundation established in October 1990 with the purpose of contributing to society through the promotion of culture, art and lifelong learning. The Foundation's main activities include holding exhibits of the artwork of Hoshun Yamaguchi, a pioneer of new Japanese-style painting who drove the Japanese art scene, at Hoshun Yamaguchi Memorial Hall (Hayama-machi, Kanagawa), which opened in October 1991, and opening the ateliers and gardens, which offer seasonal flowers and trees loved by Hoshun and his wife, for public viewing.

Further, in an effort to support lifelong learning, the Foundation engages in a wide range of cultural business activities, including holding classes on Japanese-style painting and organizing field trips to historic sites to learn about history.



«Boukyo - small sketch» by Hoshun Yamaguchi, 1953



Hoshun Yamaguchi painting in his atelier

Basic approach to human rights / JR Central Group Human Rights Policy

JR Central operates on the basis of respect for human rights, and we believe that enhancing employees' awareness of and sensitivity to human rights is important also from the perspective of fulfilling our corporate social responsibility. JR Central has been addressing human rights issues appropriately by taking human rights into consideration when hiring, ensuring appropriate customer response, incorporating new human rights issues, such as harassment, in training and awareness raising activities, sharing information on human

rights promotion with group companies, and requesting material suppliers to comply with the law and respect human rights. Furthermore, based on international guidelines such as the United Nations Guiding Principles on Business and Human rights, We have also established the JR Central Group Human Rights Policy, which is disclosed on our website together with information on the system to promote the policy and the specific details of activities such as training, as a guide for conducting business based on respect for human rights.

JR Central Group Human Rights Policy September 1, 2022

- **Respect for human rights**
The JR Central Group conducts its business activities with respect for the human rights of all people, including customers, business partners and employees, based on international principles related to human rights.
- **Scope of application**
This Policy is applied to all companies of the JR Central Group.
- **Training and awareness raising**
The JR Central Group engages in appropriate training and extensive awareness-raising activities so that the Policy is understood and effectively implemented in all business activities of the Group.
- **Human rights due diligence**
The JR Central Group strives to prevent and alleviate negative impact on human rights in view of international principles, among others.
- **Dialogue with stakeholders**
The JR Central Group engages in dialogue with stakeholders, based on which it works to respect human rights in its business activities.
- **Remedy and correction**
In the event a business activity of the JR Central Group causes a negative effect on human rights or it becomes clear that its business activity has been involved in a negative effect on human rights, efforts for remedy and correction will be made through appropriate procedures.
- **Information disclosure**
The JR Central Group appropriately discloses information on its initiatives on human rights through its website, etc.

Human rights promotion system

The Human Rights Promotion Committee at the head office oversees the Group's human rights promotion activities and has organized the Human Rights Promotion Liaison Committee to raise awareness of human rights throughout the Group. At JR Central, the Human Rights Promotion Subcommittee provides guidance to the Human Rights Promotion Office established in the Administration Department and each

Operations Division and Branch Office, to ensure human rights education is carried out in a systematic manner. In addition, the Personnel and Recruitment Subcommittee works to conduct recruitment activities with an awareness of human rights, for example, by appointing members in charge of promoting fair recruitment practices and human rights.



Human rights due diligence

In order to promote initiatives for respect for human rights, we identify human rights violation risks that require particular attention from a risk management perspective, and check the

implementation status of preventive and corrective measures and monitor their progress.

