



Coexistence with communities

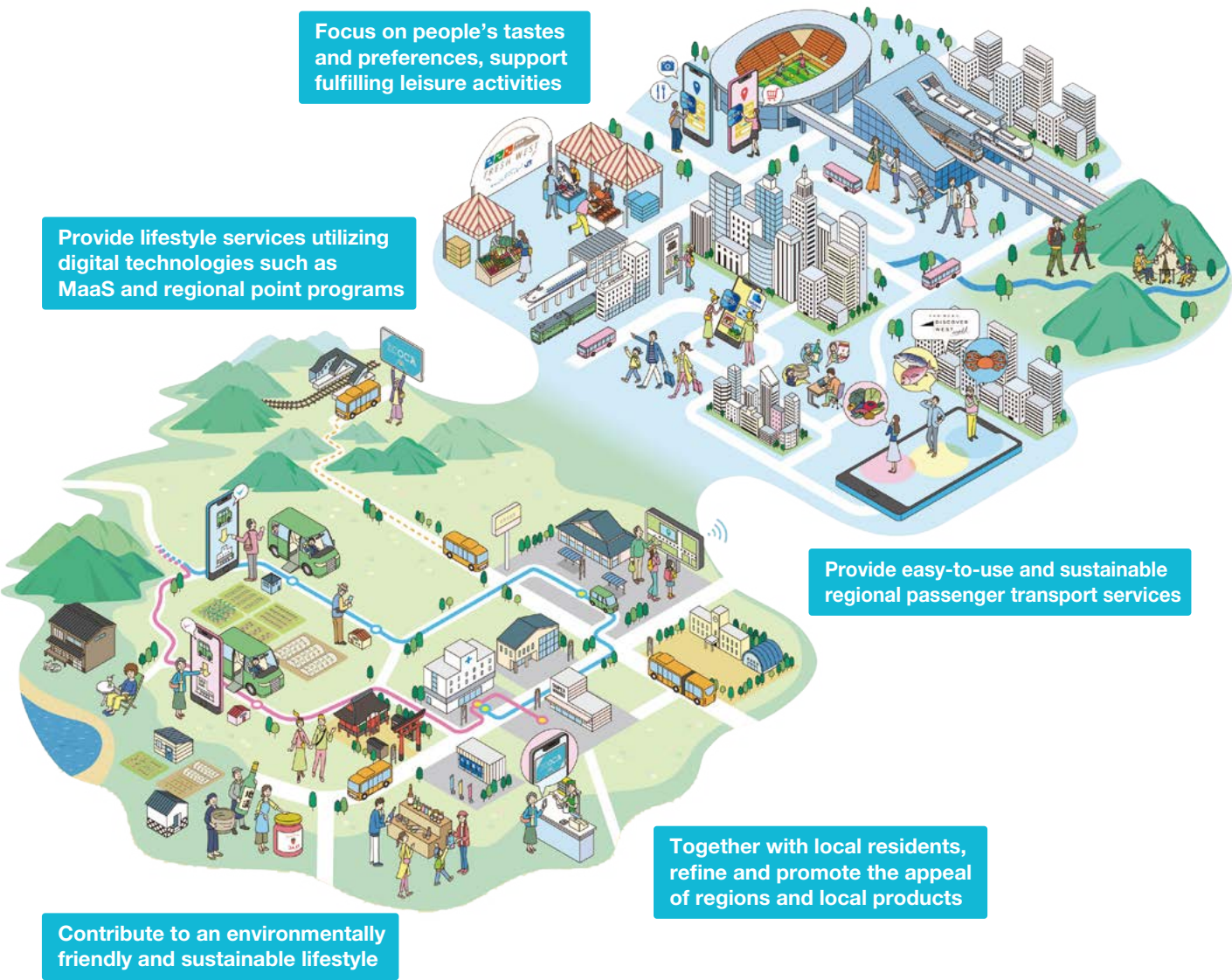
JR-West Group's approach to coexistence with communities

The JR-West Group has been working with local communities along its train lines to develop areas into places where people want to visit and live through the revitalization of local industries and the enhancement of local resources.

With the rapid changes in lifestyle in recent years, there is a greater need to create prosperous communities that match the circumstances of each area along our lines and to create vibrant local economies that are resilient to disasters and environmental changes.

Through the Group's businesses, we play a role in connecting people, connecting people to communities, connecting real places such as stations and towns to digital information, and connecting communities along our lines.

By providing solutions that help revitalize each region, we will resolve community issues and realize lifestyles of well-being.



Together with local residents, refining and promoting the appeal of regions and local products

We are working with local communities to bring to light and enhance attractive products that are unique to western Japan. Our directly managed online shop Discover West Mall sells these "treasures" nationwide. We also operate Fresh West, a brand of local products that are delivered to customers on the same day they are made or caught via Shinkansen or limited express trains. We also sell local products at Marché stores in our major stations.

Through these efforts, we contribute to the revitalization of local economies by expanding sales channels. Moreover, by directly or indirectly communicating the environment in which these products are cultivated and the voices of producers to consumers, we hope to inspire people to visit and support these regions. The aim is to increase the non-resident population of these regions and thereby contribute to the creation of sustainable communities.



Holding OMO (online merges with offline) events where you can buy products from all over western Japan, and obtain benefits by becoming a WESTER member



Creating new value with high-speed, low-vibration, same-day delivery. This also helps address the so-called 2024 problem in the Japanese logistics industry.

Developing community businesses

We are working with local residents to resolve issues such as attracting more tourists, promoting regional development, and revitalizing local transportation through business methods. Utilizing the strengths of the JR-West Group in the field of mobility services and life design, as well as its networking and information dissemination capabilities within and outside the area, we contribute to the creation of sustainable and vibrant communities by cooperating with local residents, governments, and businesses.



The Chugoku Transport & Tourism Bureau, the Setonaikai Kisen Group, and the JR-West Group have collaborated to introduce Sea Spica, a high-speed sightseeing cruise ship. Sea Spica was used to transport VIPs at the G7 Hiroshima Summit in 2023.



In cooperation with local residents, we aim to attract tourists and revitalize regional transportation by introducing sightseeing XR buses when the Hokuriku Shinkansen starts operating in Fukui and Tsuruga.

Providing digital lifestyle services such as MaaS and regional points

We use ICOCA to offer point services that can be issued and used only in specific regions.

In addition to shopping at member stores, points can be awarded in return for participation in local volunteer and eco activities. These not only stimulate economic circulation in the region, but also contribute to creating connections within the region. The unique ICOCA ID can be linked to administrative measures; for example points can be given to specific citizens for things like childcare benefits. Even people who do not live in the region can receive points on their ICOCA, so for example, by combining the scheme with tourism, people, goods, and money

from outside the region can be expected to flow into the region.

These efforts promote digital transformation that supports communities and citizens, contributing to the realization of more vibrant communities.



Municipality-original ICOCA card
Note: Image shows original ICOCA card of Nimi City, Okayama Prefecture.



Nimi city's community bus allows ICOCA payments