

Local Community Invigoration

Fundamental Approach

We believe the mission of the JR Kyushu Group is to conduct environmental development (a benefit to local areas), cultivate local traditions and cultures together with local residents, and serve as a guide through the next stage of progress. We believe that invigoration of local communities invigorates us in turn, and we will keep the initiatives continuously by addressing the following initiatives.

D&S Trains

The highly unique designs of our D&S (Design & Story) trains are rooted in the stories of each region. In addition to the distinctive, sophisticated look and interior of JR Kyushu's rolling stock, each train is full of unique features that capture the culture of the communities around the lines and the scenes passengers can see from the window. By adding to the appeal of these trains, we are helping to increase Kyushu's overall brand value and to attract customers to the Kyushu region.

On the Aru Ressha, passengers can admire natural scenery such as mountain and sea views from a luxurious space, while enjoying multiple courses of sweets made from an abundance of Kyushu materials. Every element of the train exudes Kyushu culture, from lovingly produced local foods to original containers made with care by local craftspeople.

Kawasemi Yamasemi runs alongside the Kuma River, with majestic mountains on either side. The train is named after two wild birds found in the area—the common kingfisher (*kawasemi*) and crested kingfisher (*yamasemi*)—and features an emerald green and deep green color scheme representing the fresh water of the Kuma River and the lush forest of the Kuma region. Local specialties are sold or events are held on board at times to add extra excitement to passengers' journey.



Seven Stars in Kyushu Cruise Train

We launched the Seven Stars in Kyushu cruise train to introduce passengers to the abundant nature, delicious food, fascinating culture and history, and warm hospitality of Kyushu.

Passengers see the highlights of each of Kyushu's seven prefectures and get to know friendly locals, providing a train experience like no other. Every moment of the journey brings something warm, vibrant and new, and the glow of the Seven Stars experience lasts long after passengers' journey ends.

A warm welcome from the whole of Kyushu

Seven Stars in Kyushu's hospitality is not just on the train. Passengers receive a warm welcome from friendly locals, not just during stops but while passing through each community. That human warmth is another part of what makes visiting Kyushu so wonderful.



JR Kyushu Walking

We hold JR Kyushu Walking events to help people discover places of interest around stations in Kyushu. Held since May 1999, the event held in the fiscal year ended March 2020 was the 20th JR Kyushu Walking event.

Courses are designed with cooperation from local governments and communities and feature themes such as the nature, famous sights, cuisine and festivals of each region. With people becoming increasingly health-conscious, our 2019 event attracted over 120,000 walkers. The courses center on stations to encourage people to use railways and build the JR Kyushu Group's fan base. JR Kyushu Walking events are the product of that close, ongoing communication with local communities.



Businesses Involved Local Community Invigoration

Agriculture business

An increasing quantity of farm land is being abandoned due to a lack of successors. JR Kyushu began its agricultural business to help to reinvigorate Kyushu's farming industry. JR Kyushu Farm Co., Ltd. began by growing leeks in Oita Prefecture, and now grows produce on seven farms. We have launched the Uchi no Tamago brand of eggs to supply safe and delicious eggs.



Sixth-sector industry in ume plum growing area

Oyama Yumekobo, Inc., which joined the JR Kyushu Group in January 2016, operates in the Oyama-machi area of Hita City, an area famous for its ume plums, producing ume products such as umeshu (ume liqueur). In the fiscal year ended March 2020, the company pickled 32 tons of ume for umeshu. In addition to working with local growers to ensure a steady supply of ume, the company grows its own ume as a sixth-sector industry.



Manbou Corp. joins the JR Kyushu Group

In 2019, Manbou Corp. joined the JR Kyushu Group. Manbou Corp. is known for opening Japan's first restaurant in the sea and for being the birthplace of squid siu mai dumplings, helping to make Yobuko squid a brand.

We work together with Manbou Corp. on community development to contribute to the development of the area's food culture and tourism industry while maintaining the products and brand that Manbou has built and the local character that gives it its value.



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Local Community Invigoration

TOPICS

VIVISTOP HAKATA opened to provide creative activities for kids and support innovation

JR HAKATA CITY Co., Ltd. opened VIVISTOP HAKATA to provide creative activities for kids and support innovation.

Operated by VIVITA Inc., VIVISTOP is a creative learning environment with locations around the world. It connects people from various countries, facilitates global networks between experts and helps bring kids' ideas to life.

The new VIVISTOP HAKATA is a place where kids can learn through creative activities that their possibilities are limitless and aspire to become amazing creators and innovators who make the world a better place. JR HAKATA CITY uses its exposure to provide full support for the innovations that are made in VIVISTOP.

VIVISTOP HAKATA is open to everyone in fourth grade (age around 9-10 in Japan) and over, breaking down economic, social and regional barriers. Kids can use a variety of creative tools for free, including the latest technology such as laser cutters and 3D printers and module-based tool set developed by VIVITA Inc.

**The “Supporting Each Other Until It's Over” project: A project launched with the hope that recovery from COVID-19 will come soon**

All of us at JR Kyushu express our heartfelt hope that you are all well and that the end of the COVID-19 pandemic will come soon. We have launched the “Supporting Each Other Until It's Over” project to carry out various initiatives together with local people and businesses.

Phase 1

Opening of the website “Ouchi De Asobo!” (Let's Play At Home!), a special website where people who have to stay at home can have fun doing activities such as coloring pictures of our trains and doing paper crafts.

Phase 2

Streaming of videos expressing our solidarity with local communities in Kyushu by spreading some Kyushu cheer until these times end and we can breathe a sigh of relief and return to normal life.

Phase 3

Creation of content that families can enjoy at home by onboard staff of our D&S Trains. This handmade content is posted on our special site as “Let's Play At Home! Presented by Onboard Staff”.

