Four Key Areas of the JAL Group’s CSR Activities

Nurturing the Next Generation

The JAL Group strongly hopes that children will have dreams to pursue for the future, and supports their future through programs for children of diverse age groups.

JAL SORAIKU

The JAL Group has been organizing and conducting “JAL SORAIKU” educational programs for nurturing the next generation. These include the “JAL Origami Hikoki” course, in which children learn to enjoy playing together, and the “JAL Sky Eco” course, in which changes in the global environment are displayed as seen from the sky. We have also started offering new courses introducing jobs related to air travel.

In FY2013, we conducted a total of 160 courses for five programs at schools and public facilities around Japan as well as at Japanese schools in other Asian countries, the U.S., Australia and Europe. The courses were attended by about 12,000 people.

- **JAL Origami Hikoki: Fun Paper-Aeroplane Activity**
- **JAL Sky Eco: Talks on Environmental Issues**
- **JAL Career Talk Event for Students**
- **JAL Safety Demonstrations by Cabin Attendants**
- **JAL Professionals Interviewed by Students**

**Age group**
- Six years old and older
- Elementary schoolchildren (from third grade), junior high school students, high school students, college students (adult-only class available)
- Elementary schoolchildren (in fifth and sixth grades), junior high school students, high school students
- Junior high school students, high school students
- Junior high school students, high school students

**Format**
- Onsite course
- Onsite course
- Onsite course
- JAL Haneda facility
- JAL Haneda facility

**Time required**
- 90 minutes
- 90–120 minutes
- 60 minutes
- 60 minutes
- 40 minutes (including 20 minutes of travel)

**Number of courses per month (in general)**
- 3
- 3
- 2 (arranged by job)
- 2
- 4

**Number of participants per course**
- 30 to 100
- 30 or more
- 30 or more
- 20 to 50
- 3 to 15

**Voice**

I fly short-distance international routes and domestic routes as captain of a 737 aircraft, but I also serve as a lecturer for “JAL Sora Eco” and “JAL Career Talk” courses at elementary schools and town halls as well as universities around the country.

In the JAL Sora Eco course, I explain changes in the earth that pilots directly experience every day, using the latest data and photographs taken from the air. I also introduce JAL’s efforts to prevent global warming, such as its participation in the CONTRAIL project, reporting on forest fires and implementing EOT (Engine-Off Taxiing: shutting down one engine after landing).

I hope to continue these lectures in the hope they will provide opportunities for a broad range of people, from elementary schoolchildren to adults, to think about the global environment, learn about JAL’s efforts, and perhaps favor JAL even more.

Hideya Sasaki
Flight Operations Administration
Japan Airlines Co., Ltd.
JAL Career Talk Event for Students

We held the first “JAL Career Talk Event for Students” during summer vacation in 2013 in response to requests from junior high school and high school students around Japan who wanted to hear stories from people with interesting professions. JAL Group employees, who work in various positions, including pilots, cabin attendants, ground staff and mechanics, answer students’ questions about their jobs. The event was attended by about 50 junior high school and high school students and their guardians, all of whom engaged in an enthusiastic dialog. We plan to continue holding JAL Career Talk Events for Students to encourage children to create their own lifestyles associated with their preferred jobs in the future.

Cooperation with UNICEF

In 1991, JAL launched the “Change for Good” fundraising campaign for UNICEF on its flights between Tokyo (Narita) and New York to collect spare change in foreign coins from passengers. The campaign was expanded in 2006 to include all international flights operated by JAL. Coins collected through this initiative are donated to support UNICEF activities for protecting children’s lives, health and rights. As a member of the Steering Committee for UNICEF’s Foreign Coin Collection Program, we also provide support by transporting foreign coins collected on the ground in Japan to different countries for free.

JAL Factory Tours – SKY MUSEUM

JAL has been offering tours of its aircraft maintenance center as part of its social contribution activities since the mid-1950s, soon after the airline’s founding. The “JAL Factory Tours – SKY MUSEUM,” which was renovated and reopened in July 2013, provides the first public displays of various material chronicling JAL’s history of opening up new air travel routes since its establishment in 1951. We have set up a new booth to introduce the work of staff behind JAL Group flights and also exhibit JAL’s new seats and services. The facility enables visitors to deepen their knowledge about the airline industry in general through airline classes where they learn about aircraft and tour the hangar to observe airplanes under maintenance up close. In FY2013, the SKY MUSEUM received over 100,000 visitors.

World Children’s Haiku Contest

JAL Foundation, in partnership with JAL, has been hosting the biennial “World Children’s Haiku Contest” since 1990 to spread the joy of composing haiku among children around the world and promote international exchange. The applicants are children aged 15 years and under, and they are asked to send in haiku with accompanying artwork.

To date we have received over 650,000 entries from about 50 countries and regions. Prize-winning works are published in a picture book under the title Haiku By World Children. The book includes haiku printed in the native languages of the writers as well as in English and Japanese, and is presented to libraries and similar institutions in Japan and abroad. The 2013-2014 contest was selected as an official project for the events commemorating the 400th anniversary of Japan-Spain relations and the 40th anniversary of the Japan-Vietnam diplomatic relationship.