

Contributing to Society

As part of its contribution to society, JAL helps orphans and handicapped children to go on special trips, such as this one to an aircraft maintenance facility.



When a tanker spilled large amounts of crude oil on the northern Japanese coast, JAL offered free flights to volunteers so they could participate in the clean-up operation.

A company's first duty is naturally to make a profit. However, financial success alone is not a worthy goal. Moreover, companies that cannot establish solid ties with the rest of society are unlikely to prosper. JAL's corporate activities outside the business realm include donations and contributions and a variety of social and cultural activities. The company is increasing efforts in these areas, concentrating mainly on regional activities, environmental protection, cultural arts and the Priority Guests service.

Turning Corporate Operations Into Social Contribution

JAL believes that donating transportation services, rather than simply extending financial support, is the most significant way the company can contribute to society. During the crude oil spill in the Japan Sea that contaminated the shores of Fukui Prefecture in early 1997, for example, JAL aided the clean-up operation by giving free round-trip tickets from Tokyo to Komatsu to volunteers who had offered their help. This offer was enthusiastically received by volunteers from the capital: in about a month, 1,160 people took advantage

of the complimentary tickets. JAL employees stationed in Komatsu also participated directly in the clean-up operation as volunteers.

JAL is actively pursuing ways to help ensure that passengers with injuries or disabilities have a safe and enjoyable trip when they fly with the company. JAL holds sign-language training sessions at Narita and Haneda for cabin staff and other personnel. The company has also introduced Braille boarding passes at some airports.

Participating in Protecting the Environment

International ISO standards governing environmental management went into effect in September 1996. Efforts in this area are becoming a more important part of how a company is perceived. In June 1996, JAL gave full autonomy to its Global Environment Committee, which had been active in environmental programs since its establishment in 1990.

As part of its environmental protection measures, JAL uses CFC substitutes in all its servicing and maintenance operations. The company also attempts to minimize the amount of

repainting needed for its aircraft and takes measures to cut down the amount of industrial waste produced throughout the company.

JAL Cargo has introduced on its domestic routes freight containers made out of carbon—a world first. These containers are around 40% lighter than the all-aluminum alternatives previously used, resulting in lower fuel consumption and hence lower carbon dioxide emissions.

JAL is also taking measures to tackle one of the most serious environmental issues that aircraft pose, namely that of noise pollution. The company has been so successful in this regard that its efforts have been recognized with a plaque at San Francisco Airport. The local Airport Community Roundtable, a citizen's action group formed to tackle the problem of noise pollution in the airport's vicinity, monitored aircraft noise levels during takeoff from July 1996 onwards. JAL is the only airline so far to be publicly commended for having stayed within regulation limits on noise emissions for every single flight monitored.