



With the "Wings of Friendship" program in its 11th year, the JAL Group contributes to society by inviting disadvantaged children to see its facilities and visit Tokyo Disneyland.



JAL aircraft are fitted with instruments for atmospheric measurement to help reduce pollutants.

A company's first duty is naturally to make a profit. However, financial success alone is not a worthy goal. Moreover, companies that do not establish solid ties with the rest of society are unlikely to prosper. JAL's corporate activities outside the business realm include donations 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 Guest" service.

Contributions to Society

JAL continues to implement social contribution programs that center on themes derived from its main business, air transport.

Representative of the company's efforts in this direction is the *Fureai no Tsubasa*, or "Wings of Friendship" program, now in its eleventh year. Based on monetary contributions and volunteer participation by employees, the program each year invites handicapped and orphan children from all over Japan to Tokyo to see close up the aircraft maintenance facilities at Haneda and to enjoy operating the flight simulators. In March 1998, 101 children from 21 locations in Japan were invited.

In October 1996, JAL began supporting the emergency rescue activities of the Association of Medical Doctors of Asia (AMDA), a volunteer medical group. The company's assistance includes free air tickets for medical personnel dispatched in response to emergencies, and free transport of rescue equipment. In November 1997, JAL extended assistance in this way to the Vietnam typhoon rescue project, and in January 1998 to the China earthquake relief project. Both cases involved transporting doctors, nurses and equipment to the disaster sites.

JAL is actively pursuing ways to help ensure that passengers needing medical care or who are physically challenged 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 to promote the "barrier-free" concept and improve services.

Participating in Environmental Protection

International ISO standards governing environmental management went into effect in September 1996,

leading to a steady rise in interest in corporate environmental activities. In June 1996, JAL established an independent Global Environment Committee and took other steps to upgrade its environmental programs. Currently, JAL is working to obtain ISO 14001 certification for its maintenance operations.

The evolution of technological progress year by year has brought fuel consumption per effective seat-kilometer down to nearly half what it was 30 years ago. As JAL's response to the global warming problem, the company has in recent years sought to reduce consumption by adding fuel-efficient B747-400s, B767s and B777s to its fleet. In the Operations & Engineering Group, CO₂ emissions are held down by on-site training, inspection simulations and other measures to improve the efficiency of operating aircraft.

As part of its environmental protection measures, JAL uses CFC substitutes in all its servicing and maintenance operations, and has discontinued the use of trichloroethane equipment. The company also takes measures to treat and reuse waste water and to cut the amount of industrial waste generated.