

JAL believes that its corporate mission involves much more than generating a good return on investments. This is why operations worldwide strive to play a part in supporting local community, cultural and environmental programs. Translating this belief into actions, JAL participates in a broad spectrum of programs and provides other forms of support for worthy endeavors.

SOCIAL ACTIVITIES THAT TIE IN WITH THE AIRLINE BUSINESS

As a purveyor of global air transportation services, JAL is in a unique position to conduct a variety of social programs. The Fureai no Tsubasa, or “Wings of Friendship” program, is a direct offshoot of JAL’s corporate philosophy. Now in its twelfth year, the program originated as an expression of gratitude to customers. Staff members contribute time and money to bring handicapped and orphaned children from all over Japan to visit aircraft maintenance facilities at Haneda. Held each spring, the 1999 event enabled 98 children from 20 cities in Japan to enjoy a trip to Tokyo.

To support UNICEF, JAL solicits donations during flights through the Change for Good program, collects foreign coins and sells UNICEF cards to passengers. For the Association of Medical Doctors of Asia, a volunteer medical group, JAL extends support to emergency rescue activities. The past fiscal year was an eventful one. JAL helped transport materials and personnel after a cyclone in India, an earthquake in Bolivia, a tidal wave in Papua New Guinea and an earthquake in Honduras.

Services on JAL flight reflect a solid commitment to serving passengers with special needs, all of whom are treated as priority guests. This policy covers physically challenged and elderly people as well as children, pregnant women, people with illnesses and others requiring extra attention.

JAL AND ENVIRONMENTAL ISSUES

Since 1990, JAL has held regular meetings of its environmental committee, which includes company directors, and has staged environmental conferences that bring together general managers of relevant divisions. Through these gatherings, JAL has made steady headway in tackling environmental issues. There were a number of significant events during the past fiscal year:

- ◆ A fundamental environmental philosophy was released in November 1998 to set forth guidelines for activities of the entire JAL Group. Concurrently, JAL’s corporate code of behavior was revised to reflect today’s environmental concerns.
- ◆ To bolster environmental management systems, the maintenance operations of the Engineering & Maintenance Division acquired ISO 14001 certification in January 1999, a first among Japanese airlines.
- ◆ Various activities were undertaken to address global warming, air pollution, depletion of the ozone layer, noise pollution, water pollution and conservation, waste disposal, energy conservation and other environmental issues.



All JAL aircraft proudly proclaim “We support UNICEF” as part of a company-wide effort to assist in the programs of this global charity for children.



Under its “Wings of Friendship” program, JAL brings disadvantaged children to Tokyo each year to tour its facilities and visit Tokyo Disneyland.