

Based on the premises of Maintenance of safe operations, and Good service that makes the company the choice of its customers, JAL has continually striven to provide returns to its stockholders. At the same time, in line with the concept that the company is also a corporate citizen, it has sought to exploit its nature of being in the air transport business in giving attention to the environment, supporting cultural and artistic activities, and assisting those with mental or physical challenges.

Continued Activities Making Contributions to Society

“Wings of Love” is JAL’s special program for contributing to society on the basis of the concept that the corporation must be appreciative of its customers. It was begun in 1988. In this program, JAL employees join in fund-raising activities and volunteer activities, and make use of summer vacations, they bring children in welfare facilities and other institutions in cities served by the company on a visit to Tokyo. During 2001, the fourteenth year of this program, a total of 100 persons from twenty locations were invited and among the experiences provided to them was a special tour of Tokyo and flying a airplane using a JAL flight simulator, with JAL employees helping out on their vacation time.



In support of UNICEF, JAL undertakes the collection of donations of money on the Tokyo=New York route as part of the “Change for Good” campaign, collects loose change and bills, and sells UNICEF greeting cards with other goods offered in flight to customers.

Support for the Association of Medical Doctors of Asia was provided when they undertook emergency medical support missions after the EL Salvador earthquake; three doctors and nurses were provided with transportation for this.

The JAL Scholarship, operated by the JAL Foundation founded in 1975, celebrated its twenty-fifth year in 2000. Under this program, students from the Asian and Oceania regions are invited to Japan for the purposes of promoting understanding of Japan, foster-



ing international understanding, and contributing to the process of crossborder exchanges. The number of students who have participated in the program as of 2000 is 1,083. Many of them have become intermediaries between Japan and Asia, or between Asia and the rest of the world.

Our Approach to Environmental Issues

While adhering to the fundamental principle of assuring safety in flight, JAL has endeavored in pro-active fashion to deal with problems of the global environment. Since 1990 the Environmental Committee was repeatedly convened with the attendance of JAL executives, and the entire company has been involved in environmental issues, on the basis of the “Basic Environmental Philosophy” formulated in 1998 by the committee. In July 1999 JAL organized the “JAL Group Environmental Liaison Meeting” whereby Group companies also tackle environmental problems. Since 1993, with the cooperation of the Ministry of Transport, the company has contributed to a study of the concentration of greenhouse gas in the atmosphere by collecting air samples by a specially-equipped aircraft; this effort was honored by an award from the Minister of Transport in June 2000.

Environment-related activities during the year were as follows.

- Fuel efficient aircraft were introduced in two B747-400s and one B737-400 as measures to help prevent global warming.
- The 1999 edition of the company’s “Environmental Report” was issued in Japanese- and English-language editions; a summary was posted at the JAL website.
- A wide range of activities are being carried forward; they encompass protection of the ozone layer, the problems of noise, environmentally-sensitive purchasing, prevention of atmospheric pollution, waste water treatment and recycling, reduction of industrial waste, resources conservation and recycling activities, handling and controlling chemical substances, and so on.