**Bridging Japan and the World**

We will bridge Japan and the world as the “Wings of Japan” and as a network carrier that contributes to the revitalization of Japanese industry and regional economies while enhancing mutual understanding in the international community.

**JAL × Kopernik: “Connecting People to People, Bridging Japan and the World” Project**

Kopernik is a non-profit organization that delivers innovative technologies to developing countries toward addressing social issues such as improving the quality of life and eradicating poverty. Since 2013, JAL has endorsed their work through various assistance and collaboration activities. In 2014, we delivered 612 solar-powered lanterns to health clinics and schools in the Philippines using donations equivalent to 3,522,000 miles from 903 JMB members through a JAL Charity Miles Campaign, and sent a university student and a graduate student to report on subsequent improvements in local living conditions. In addition, “Tech Caravans!” conducted in Akita in June and in Kitakyushu, Fukuoka in November, visited manufacturers and universities to discover technologies made in Japan that could serve people in developing countries and revitalize industries in Japan.

**JAL Tohoku Support Project “VISIT TOHOKU!”**

In June 2013, more than two years after the Great East Japan Earthquake, we launched the JAL Tohoku Support Project “VISIT TOHOKU!” as our response to the current needs and hopes of residents in the affected areas. They feared being forgotten and hoped more people would visit, take in the sights and spend money to support revitalization. We have been facilitating regional development and encouraging people there through our air transport business.

**Facilitating Regional Development**

- Bringing more visitors to Tohoku by operating international charter flights and expanding organized tours
- Holding employee study tours in the affected areas to encourage our staff to visit Tohoku
- Working in collaboration with local governments in the Tohoku region to assist in the sales of local products and selecting products from the area as items to offer during flights and in the airport lounge, or to be obtained by redeeming mileage
- Stimulating interest in Tohoku by providing a variety of information to customers

**Encouraging People in the Affected Region**

- Supporting student volunteers and the education of children affected by the earthquake through the JAL Charity Miles program
- Offering trips to families affected by the earthquake to provide moments of enjoyment

**Working Together to Present Meaningful Forms of Social Contribution to the World**

Toshihiro Nakamura
Co-Founder and CEO, Kopernik

I am truly grateful for JAL’s support for improving people’s lives in developing countries through the JAL × Kopernik: “Connecting People to People, Bridging Japan and the World” Project. Areas reached by the project have shown growing interest in the products you have donated and our ongoing efforts, which have helped to advance the spread of the products.

The “Tech Caravan!” familiarizes people with the realities of developing countries, and I feel there is a genuine sense of expansion in the business fields of the Japanese companies and the kind of world that children imagine.

Recently, many CSR-related staff in other companies have expressed to us their desire to do CSR activities like JAL. I hope to continue working with the people of JAL to present meaningful forms of social contribution to the world.

**Facilitating Regional Development 1: Employee Study Tour in Affected Areas**

Training programs launched in September 2013 and attended by JAL directors and other employees were held in the affected areas in an effort to expand our onsite activities. In fiscal 2014, we changed the location for the programs to Miyako and Otsuchi in Iwate Prefecture, and held eight tours that were attended by about 260 employees. They boarded the Sanriku Railway’s Disaster Education Train, listened to the storytelling guides of Taro Town’s “Learning Disaster Prevention” program, and participated in volunteer activities in Otsuchi Town. They also contributed to the local economy by staying at local hotels, dining out and purchasing souvenirs.

**Facilitating Regional Development 2: “Otsuchi Reconstruction Rice”**

We first heard about “Otsuchi Reconstruction Rice” during our study tour in the affected areas. In the autumn of 2011, the people of Otsuchi discovered in the tsunami-devastated area of the town three roots of a rice plant that could still produce grain,
which are being cultivated as a symbol of the town’s recovery efforts. We used this rice for first-class meals on domestic flights through November and December, 2014, which made the people of Otsuchi very happy, while illustrating the miracle of reconstruction in a way that many customers could appreciate.

**Facilitating Regional Development 3: Tohoku Cotton Project**
The Tohoku Cotton Project began in 2011 as a reconstruction effort for tsunami-stricken fields with the goal of reviving agriculture and creating new industries and jobs by planting and spinning cotton, developing commercial products and selling them in a cooperative effort involving local agricultural corporations and companies, mainly in the apparel industry. In addition to publicity and the voluntary participation of employees to help with farming, the JAL Group continued to make original products from the harvested cotton in fiscal 2014. We support the project by offering these products in exchange for mileage and to passengers on our flights.

**Facilitating Regional Development 4: Helping Sales of Specialty Products from Tohoku**
Since June 2013, we have been collaborating with the local governments of the Tohoku region to stimulate tourism by distributing brochures and helping to sell specialty products as part of our activities for JAL Nikko Day, which takes place around the 25th of every month. In March 2015, we held the Second Tohoku Market @ Tennozu Building at our head office. Many employees purchased local Tohoku products to show their support for the region.

**Encouraging People in the Affected Region 1: Gifts of Smiles Project**
JAL launched the Gifts of Smiles project in the summer of 2013 to assist children suffering from stress caused by the Great East Japan Earthquake, by helping them participate in family trips and get away from everyday reminders of the disaster. We offer them a new start through refreshing, encouraging experiences. The cost of this project is covered by donations from JAL Group employees matched by JAL. Employees volunteer to accompany the families. In the summer of 2014, we invited 14 families (33 people) from Miyagi Prefecture and 12 families (30 people) from Iwate Prefecture to a four-day trip to Okinawa. As in the previous year, we observed delighted smiles on the faces of the participants while they enjoyed the brilliant sunshine and blue sea.

**Encouraging People in the Affected Region 2: Charity Bazaar**
In support of the Tohoku region, JAL held a charity bazaar in March 2015, where we sold various airline-related items, stocked by JAL, at reasonable prices. About 70 employees volunteered to help organize and run the event. Nearly 900 visitors came and purchased model airplanes and in-flight goods with the old corporate logo, as well as JAL original goods. They also bought rice and handcrafted products made in Tohoku. The total proceeds from the sales, excluding Tohoku products, were approximately 2.7 million yen, and all of it will be used for projects to support children affected by the earthquake.

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**JAPAN PROJECT**
Since May 2011, we have been undertaking the JAPAN PROJECT to revitalize local communities by communicating the splendors of Japan using every tool available to us, including in-flight magazines, onboard videos, in-flight meals and the JAL Group website. The project focuses on a single region each month and reveals the attractive features of the area in collaboration with local governments and companies. We are also making an effort to provide information overseas through links with the Guide to Japan information website for foreign visitors to Japan. As of March 2015, we have worked with 32 prefectures. The JAL Group will continue to build on the JAPAN PROJECT in order to generate demand for tourism and contribute to revitalizing regional communities. 