



Our Initiatives for Sustainable Tourism

Kentaro Dobashi, Japan Airlines

15th November in GSTC2024 Singapore Conference



JAPAN AIRLINES





Kentaro Dobashi

Special Appointive Vice President
Sales and Marketing Division
Japan Airlines

- 2024.9- Current position
- 2018.6- Vice President and Regional Manager in Singapore
- 2016.9- Vice President of International Relations and Alliances
- 2010.4- Assistant Vice President of International Relations and Alliances
- 2006.11- Vice President of Regional Sales, Germany
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- 1989.4- Joined Japan Airlines

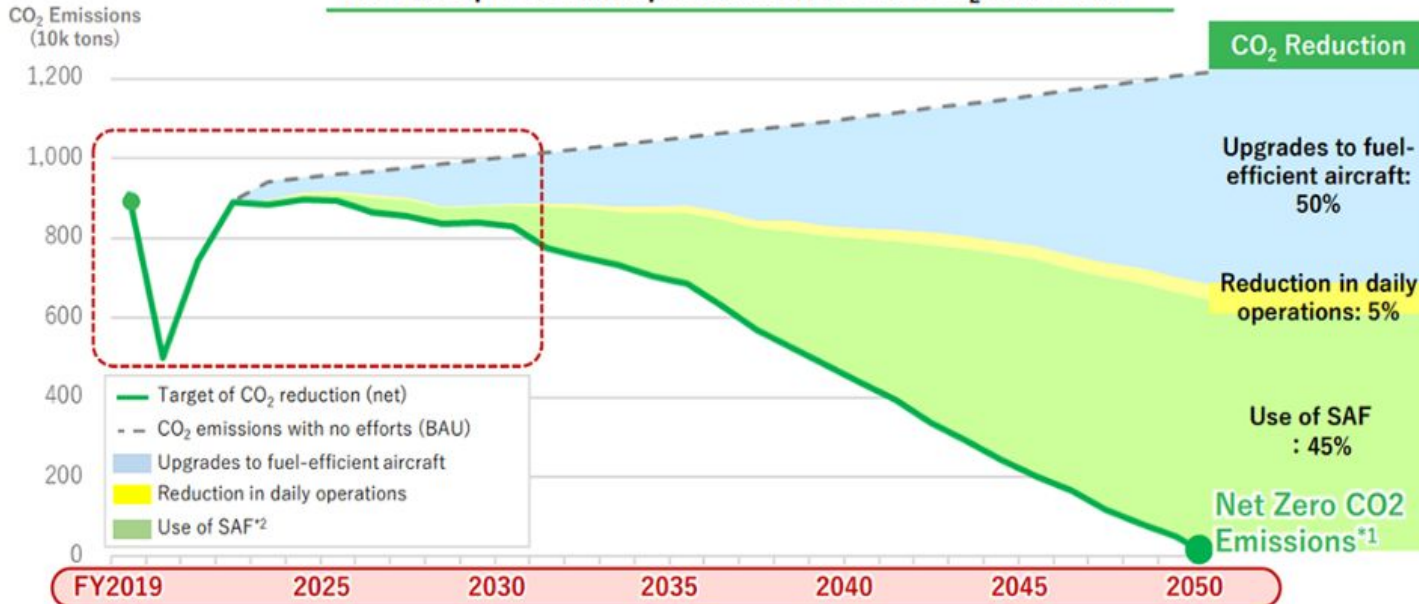
1. Our Approach to Sustainability
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3. Our initiative to GSTC-I (Industry)
4. Our initiative to GSTC-D (Destination)

Our Approach to Sustainability

Addressing Climate Change

Based on the premise of realizing the 1.5°C scenario, the JAL Group announced that it set a target of Net Zero CO₂ Emissions by 2050.

JAL Group's Road Map towards Net Zero CO₂ Emissions



- Upgrades to fuel-efficient aircraft** Utilizing the latest fuel-efficient aircraft today and aim to introduce aircraft using new technologies in the near future, such as hydrogen and electric powered aircraft
- Reduction in daily operations** In addition to "JAL Green Operations" to reduce CO₂ emissions in daily operations, promoting collaboration across the entire industry, including air traffic control agency, airlines, and airport operators
- Use of SAF** Collaboration with stakeholders to aim for a decarbonized society to secure SAF¹² supply and reduce costs

* : Achieve an equilibrium between actual CO₂ emissions from business activities and reductions through measures = Net Zero Emission (full-scale use of emissions trading will begin in 2024, and in the future, including CCS (CO₂ absorption technology), residual emissions (10%) will be reduced as of 2050)

Biodiversity Conservation

We will create human flows through the preservation and experience of nature, and commercial and logistics flows through foods and merchandise that are products of rich ecosystems.

Prevention of Environmental Pollution

We strives to reduce and properly manage emissions of hazardous chemicals and waste from its aircrafts and various business sites.

Effective Use of Limited Resources

We will practice the 4Rs (Refuse, Reduce, Reuse, Recycle) to reduce food waste and eliminate petroleum-derived single-use plastics products in all aspects of our business.

Noise Reduction

We are upgrading our fleet to the latest low-noise aircraft that comply with noise standards, and are actively introducing noise abatement operational procedures.

Sustainable Challenge Flights

The JAL group operated “**Sustainable Challenge Flights**” on the JL6 flights from Tokyo (Haneda) to New York, from September 14th to 20th※, under the slogan “**A sustainable future together**”.

※United Nations SDG’s Summit period



A Sustainable Future Together

JAL 2030 **ver.2**

Sustainable Challenge Flights to New York

from HANEDA to FUTURE

2023.9.14 Thu - 20 Wed

Our initiative to GSTC-I (Industry)

JAL has become **the world's first airline group to join the Global Sustainable Tourism Council (GSTC)** on September 1, 2023.



We are supporting the promotion of third-party certification for accommodation facilities in Japan. There are several GSTC auditors within the JAL group, and we will continue fostering its staff members towards the future.



Nikko Hotels International has obtained the "SAKURA QUALITY An ESG Practice" certification, a standard recognized by the GSTC. (Left: Grand Nikko Tokyo Daiba, Right: Hotel Nikko Alivila/Yomitan Resort Okinawa)



JAL is a member of the GSTC

Our initiative to GSTC-D (Destination)

The JAL Group is supporting efforts to promote Yoron Town* in Kagoshima as a **sustainable tourism destination**.

- ✓ Support for obtaining third-party certification based on international standards for businesses
- ✓ Support for efforts to secure stable financial resources for the realization of sustainable tourist destinations
- ✓ Develop travel products with Yoron Town as the destination

* How is Yoron Town (Yoron island)?

Located at the southernmost tip of Kagoshima Prefecture, known for its beautiful coral reefs. Yoron Town was selected as one of Green Destinations “TOP 100” in 2021 and 2023.



Reference: Steps to GSTC Certification

Clear the tourism destination awards established by “Green Destinations” awards step by step, and ultimately aim to obtain GSTC certification.



Thank you!!
