



Japan Airlines Named a Women-Friendly “Nadeshiko Brand” and “Health and Productivity Management Brand” by Tokyo Stock Exchange and the Ministry of Economy, Trade and Industry

TOKYO, April 2, 2015: Japan Airlines (JAL) has been recognized as a “Nadeshiko Brand” by Tokyo Stock Exchange (TSE) for its efforts as a company that is supportive of women in the workplace. Nadeshiko designation is part of a joint effort by the TSE and the Ministry of Economy, Trade and Industry (METI) that acknowledges companies listed on the TSE's first section for their efforts to improve the working environment for women.

Additionally, the airline is selected as a “Health and Productivity Management Brand” for the first time by the TSE and METI this year. The selected company who sets the management of employee health as a corporate management issue and implement strategies.



The TSE selected JAL as “Nadeshiko Brand” for the following reasons:

JAL promotes the active participation of female employees as part of its management strategy. As for women's career-promotion support, the airline provides career development workshops and skill development training to female employees. Additionally, diversify workshops are provided to all staff in manager-level positions. As a result, at JAL, the ratio of female general managers or above increased to 11% in Japan; the ratio of women in manager-level positions increased to 14% globally, as of March 2015. By 2023 fiscal year, JAL aims to achieve the ratio of women in manager-level positions up to more than 20% globally. JAL has also assisted its employees to improve their work-life balance. The airline has expanded its work-at-home system since January 2014, to allow employees to work at home up to four days a month.



JAL is actively promoting diversity as one of its corporate strengths. The airline believes it is essential to develop and response to diverse market needs, produce new values and innovative process. JAL is developing a working environment where women can play an active role as project leaders and within the organization.

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JAL to be selected as a “health and productivity management brand” for the first time



JAL has established health and productivity measures under its Medium Term Management Plan and is striving to increase employee health levels in cooperation with employees, companies and health insurance unions. We will challenge ourselves to promote various health measures support employees on the path to good health to increase their vitality and improve productivity so that we may become the world's most valued and preferred airline group.

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