

JAL Supports OISCA Project to Curb Desertification in Inner Mongolia

Tokyo, May 29, 2009: In the Environmental Month of June, Japan Airlines (JAL) will once again lend its support to the “Inner Mongolia Greening Project Against Desertification”, organized by the non-profit organization OISCA International.

For the fourth year running, JAL will support this ecological endeavour through “JAL Miles For Eco” – a mileage drive that allows members of JAL’s frequent flyer program – JAL Mileage Bank (JMB), the opportunity to donate their mileage to this worthy cause. Members can donate in units of 10,000 miles and for every 1 mile donated, JAL will contribute the amount of 1 yen in cash to this project.

Donations can be made from June 1 through to July 31, 2009 through the JAL website for Japan-registered members, while members in the other regions can make donations by contacting their regional JMB call centre. Donations will be reflected in the JMB mileage statements as JAL Miles For Eco or MILEAGE DONATION FOR ECO-CHINA.

URL: http://www.jal.co.jp/en/ecochina/index_2009.html (Accessible from June 01, 2009)



Protecting the environment has always been a key management issue to the JAL Group. In addition to the various on-going conservation activities within the company, JAL also seeks to raise environmental awareness among its customers and engage them in its green efforts through such campaigns.

For full details on JAL's environmental activities please visit <http://www.jal.com/en/environment/>

About OISCA – Organization for Industrial, Spiritual and Cultural Advancement

Founded in 1961 and based in Tokyo, OISCA-International focuses on environmentally sustainable development in countries throughout the Asia-Pacific region. (<http://www.oisca.org>)

OISCA's Inner Mongolia Greening Project Against Desertification aspires to curb increasing desertification and to mitigate damage caused by the clouds of yellow sands created by the desertification. The gradual encroachment of the desert is leading to soil degradation



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of the grassland and farmland which local habitants rely on for their livelihoods. Clouds of yellow sand cause sand storms across China and reach other countries, including Japan and Korea. The sand storms pollute the environment and can, for example, lead to respiratory health problems in humans, and damage the health and habitat of wildlife.

Launched 7 years ago, the project focuses on the Alxa (Arashan) region in Inner Mongolia where, during the past decade, up to 1,000 square kilometers of land has become desert due to adverse climate changes, rivers drying up and overgrazing.

Working closely together with local communities and government, the project aims to create a green belt that will curb desertification in this dry region through reforestation, the development of greenery planting techniques, environment-awareness building activities with the local population, and the creation of a locally supervised self-reliant and sustainable anti-desertification program.

With the financial support of JAL and other participating organizations, in October 2006 OISCA opened in the region the Arashan Desert Ecological Research and Training Center to act as a base for its greening projects and environmental education programs.

Now that the center has been established, OISCA plans to accelerate its reforestation projects, and initiate projects for composting, developing water-saving technologies and the utilization of renewable energies. It also plans to develop and introduce cultivation methods for some medicinal plants as a means of enhancing the livelihood of local people.

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