



JAL Group is Participating “Plastic Circular Challenge 2025” by WWF Japan

～Accelerating to Reduce Single Use Plastics～

Feb 22, 2022



JAL has announced its participation in the "Plastic Circular Challenge 2025" (hereinafter referred to as "this framework") organized by the World Wide Fund for Nature Japan (hereinafter referred to as "WWF Japan" (*1)).

Through the promotion of the 3R (Reduce/Reuse/Recycle) + 1 (Redesign), we have set a goal of eliminating all new petroleum-derived Single Use Plastics in our cabins and lounges and changing 100% of our Single Use Plastics used in airports and cargo to environmentally friendly materials by FY2025 (*2). JAL has decided to participate in this framework as it determined that it will further accelerate its efforts to achieve these goals.



From upper left, are FUJIWARA Masaaki, Executive Officer, Suntory Holdings Ltd., UEDA Hidetsugu, Managing Executive Officer, Japan Airlines Co., Ltd.; KITAJIMA Takayuki, General Counsel, Representative Executive Officer, Unilever Japan Holdings G.K.; MISAWA Yukihiro, Plastics Policy Manager, WWF Japan; TOBAI Sadayoshi, Chief Executive Officer, WWF Japan (Launch event, Photo: provided by WWF Japan)

(*1)About World Wide Fund for Nature Japan ("WWF Japan"):

WWF is a global environmental conservation organization established in Switzerland in 1961. To build a future in which humans live in harmony with nature, WWF is currently promoting environment projects in more than 100 countries to protect rare wildlife species, preserve natural environments such as forests and oceans, promote sustainable use of natural resources, and prevent global warming, among many other things.

(*2) Press release “JAL Group Medium-Term Management Plan” in May 07, 2021

URL : <https://press.jal.co.jp/en/release/202105/006066.html>

Plastic Circular Challenge 2025

In order to solve the global plastic pollution and climate change issues caused by mass production, mass consumption, and mass disposal, it is essential to fundamentally rethink the nature of society itself. The Circular

Economy, which is attracting attention as a key to solving these issues, is a recycling-based socio-economic system designed to reduce the input and disposal of new resources to as close to zero as possible, and to continue to use limited resources while circulating them as long as possible, aiming for zero waste. WWF Japan, which is working to shift into a sustainable circular economy, has launched this comprehensive and ambitious framework targeting 2025, and is calling on participating companies to make the following five commitments

【Five commitments proposed by WWF Japan】

By 2025, manufacturers, retailers, travel hotels, restaurants, etc., that manufacture products using containers, packaging, and disposable plastics will ;

- Stop using problematic and unnecessary materials. when switching to alternative materials, sustainability will be fully considered.
- Switch to reuse (including reuse of other materials) whenever possible.
- Design for reuse and recyclability whenever possible.
- Set ambitious targets for the use of recycled materials.
- Work with stakeholders to increase reuse and recycling rates.

(WWF Japan event website (Japanese Only) : <https://www.wwf.or.jp/campaign/pcc2025/>)

JAL Group's Initiatives to Single Use Plastics

The JAL Group has been implementing various initiatives to achieve the targets set for FY2025, as below. For details, please visit <https://www.jal.com/en/sustainability/environment/limited-resources/>.

【Examples of Single Use Plastics Reduction】

The infographic illustrates various initiatives to reduce single-use plastics, categorized by the R-strategy used:

- Reduce:**
 - Terminated offering plastic bags for checked baggage (1.5 million bags a year)
- Redesign:**
 - Abolished Soba dipping sauce bottles and introduced gelée
 - 100% recycled PET bottle (custom-made for JAL)
- Reuse:**
 - Reusable by washing
- Recycle:**
 - Cargo packaging vinyl sheet made of recycled materials (recycled for 40 years)

Additional initiatives shown include: Container made of used PET bottles and a general 'Reduce' category for plastic bags.

The JAL Group will make efforts to reduce Single Use Plastics through collaboration with stakeholders in order to pass on this precious Earth to the next generation.

