



“JAL FUTURE MAP”

Shaping the Future of Relationships and Societal Connections

Aiming to realize a sustainable future through co-creation with employees, customers, and communities

Tokyo, JAPAN – The JAL Group has positioned ESG strategies as the top strategy in its Medium Term Management Plan–Rolling Plan, which presents a value creation story of creating both social and economic value and enhancing corporate value through the creation of “relationships and societal connections through air transportation”.

The JAL FUTURE MAP has been released with the aim of helping people inside and outside the company understand the efforts to realize the “creation of relationships and societal connections” set forth in the ESG strategy, and to further promote these efforts.

Employees from various backgrounds participated in the creation of this map, which depicts a number of future ideas created by relationships and societal connections, and examples of how JAL and society will interact in the future. The ideas depicted in this map and the free thinking of all employees will be used as an engine to work with our customers and communities to realize a sustainable future.





■ JAL FUTURE MAP special web page and concept movie

A special website and concept movie have been created to make the JAL FUTURE MAP widely available to customers and partners. Please look forward to JAL's future initiatives.

JAL FUTURE MAP: <https://www.jal.com/ja/futuremap/pdf/englishmap.pdf>

Special web page: <https://www.jal.com/ja/futuremap/> (Japanese only)

Concept Movie: <https://youtu.be/G1226SyJVAs> (Japanese only)

*The English version is scheduled to be available in early September.

■ Background of JAL FUTURE MAP creation

In recent years, a wide range of social issues have been faced, such as worsening global environmental problems including climate change and loss of biodiversity, as well as a declining population due to the declining birthrate and aging population in Japan.

Amid the drastic changes in the business environment after the COVID-19 pandemic, the JAL Group, which has long provided “safe and secure air transportation” as part of the social infrastructure, has focused once again on the “value of transportation of people and goods” and believed that the “relationship and societal connection” between people and people, people and goods, and communities through transportation will help to solve social issues and contribute to a sustainable future,

The values of “encountering new landscapes,” “connecting with diverse people living in the region,” and “attachment to people and places you want to see again” brought about by mobility are linked to the enrichment of the environment and local communities, and the well-being of people. The JAL FUTURE MAP depicts a future in which these “relationships and societal connections through air transportation” are realized.

■ Example of specific initiatives

1. Establishment of “Relationship and Connection Creation Department”

In order to realize the creation of relationships and societal connections, the Department concerned with Creating Relationships and Connections was launched within the JAL Group on July 1, 2024, with the aim of promoting it across the entire organization. In addition to increasing interacting communities, the aim to increase the “total amount of relationships and connections” as stated in the Medium Term Management Plan by increasing the level of involvement of the interacting community, and by creating mechanisms that will make people want to visit again and again.

2. Opening of the “TABI ACADEMY”, a platform for connecting with the local community through learning

Aiming to create a new purpose for travel, the new business “TABI ACADEMY,” a new project for which a trial was conducted last fiscal year, is scheduled to open for business in late August. A new initiative will be implemented to increase the “interacting communities” that have a deep connection with a specific region through the purpose of learning.



<Details of the “TABI ACADEMY”>

A “travel and learn hands-on program” will be offered where participants can actually learn by connecting with the local community and encounter people and lifestyles that will change the way they live. When the school opens in late August, four programs in Japan are planned to start, with lecturers who are actually creating “relationships and societal connections” in the community. In the future, the program is planned to expand to overseas regions and develop co-creation programs with local governments and corporate partners.

(First program) *Details will be available in late August.

Mitutoyo, Kagawa

Introduction to "local side business" to make the most of yourself in the community - Creating another place to live and another role to play



Lecturer: Kanako Harada
Setouchi Works Co.
Representative Director

Miyako Island, Okinawa

In the wellbeing village of Miyako Island.
"Trial Dual-Location Living"
-Karimata district, which has 460 people on Miyako Island.
Together we will make it happen! ~



Lecturer: Yoshitaka Kuninaka
President of Karimata
Autonomous Community

Hokkaido Sorachi

The Best Bottle of Your Life!
Introductory class for "micro winery owners
~Beyond the Wine Lover
Living with Vineyards and Nature



Instructor: Bruce Gutlove
Managing Partner, 10R Winery

Kyoto city, Kyoto

A "two-location life" in the world of business and the world of France.
~ 2,500 Years of Buddhist Wisdom
To be a business monk who applies the wisdom of 2,500 years of
Buddhism to the present! ~About us



Lecturer: Hidemasa Kawamura
Shrines and Temples Online, Inc.
President and Representative Director

The JAL Group is working on expanding the “creation of relationships and societal connections” initiative to reach customers residing outside of Japan in the near future.