



## COMMUNIQUÉ



### **Japan Airlines introduces United Nations Decade on Biodiversity logo on special “Eco Jet”**

*Montreal, 12 October 2011* – To symbolize its passion for living life in harmony with nature and to help raise biodiversity awareness, Japan Airlines (JAL) today announced at a press conference in Tokyo’s Haneda Airport that it has added the United Nations Decade on Biodiversity (UNDB) logo to its JAL Eco Jet “Nature”, a Boeing 777-200 scheduled to fly domestic routes, to convey the importance of protecting Japan’s natural beauty through various environmental activities.

The airline is also using its Eco Jet to promote the nature-friendly rebuilding of Tohoku, an area rich in nature, devastated by the 11 March earthquake, by supporting the Ministry of Environment’s “Sanriku Fukko (recovery) National Park” concept and the “Tohoku Cotton Project” for rebuilding agriculture in the affected area.

JAL President, Mr. Masaru Onishi, stated: “Airlines play an important role in bridging countries and promoting human and cultural exchanges. As the desire to experience different cultures is one of the factors that motivate people to travel, we recognize the importance for airlines to protect biodiversity, which forms the foundation of the respective culture. Japan Airlines will thus continue its long, sustained cooperation for the United Nations Decade on Biodiversity in ways unique to an airline.”

The current President of the Conference of the Parties to the Convention on Biological Diversity and the Minister of the Environment of Japan, Mr. Goshi Hosono, said: “I express my respect for the proactive efforts that JAL has made for the conservation of biodiversity. The Government of Japan is committed to exerting its utmost efforts in collaboration with companies and others towards the success of the United Nations Decade on Biodiversity; in other words, towards the achievement of the Aichi Biodiversity

Targets. I have no doubt that the inauguration of this Eco Jet airplane will greatly contribute to mainstreaming biodiversity.”

MISIA, Honorary Ambassador for the tenth meeting of the Conference of the Parties to the Convention on Biological Diversity, said: “I hope this plane with the UNDB logo provides a good opportunity for people in Japan and around the world to learn about biodiversity. I think it is very important that more and more people become able to feel biodiversity as part their daily life when coming in contact with the sea, water, air, the sun, the earth and trees. We live as a part of a web of life, as part of biodiversity.”

Ahmed Djoghlaf, Executive Secretary of the Convention on Biological Diversity said: “The revival today of the red crown crane logo of Japan Airlines is more than symbolic. It represents the new JAL. Last year, JAL was the first airline company in the world to include the logo of the Nagoya biodiversity summit and its slogan on its Eco Jet. JAL is the first airline company in the world to contribute to the achievement of the objectives of the United Nations Decade on Biodiversity and the implementation of the first Aichi biodiversity target while contributing to the nature friendly rebuilding of the Tohoku region. JAL is demonstrating the way forward for a green-aviation industry.”

During the 2010 International Year of Biodiversity, the JAL Group was recognized by the Japanese Ministry of Environment as an Eco-First company, with JAL helping to raise public awareness of the tenth meeting of the Conference of the Parties held in Nagoya in October 2010 by adding the logo and slogan of the meeting, *Life in Harmony, into the future*, to its Boeing 777-200 Eco Jet. The slogan was, among other things, featured in the airline’s in-flight magazine, videos, and on various origami and picture books distributed onboard.

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