Towards a Better Future:
Sustainability Efforts at JTB Corp.
Kuniko Takasaki
(高崎 邦子)
Executive Officer,
Chief Communication Officer

- **1986**
  - Joined JTB Group Travel Osaka Branch

- **2006**
  - JTB Western Japan Public Relations

- **2013**
  - JTB Western Japan Head of CSR Promotion Department

- **2016**
  - JTB Western Japan General Manager Educational Travel Kobe Branch

- **2022 ~**
  - JTB Corp. Executive Officer in charge of sustainability and diversity

- **1993 - 2005**
  - JTB Western Japan Head of Public Relations

- **2018**
  - JTB Corp. Executive Officer Work-Style Reform and Diversity Promotion
1. Overview of JTB’s Sustainability Initiatives

2. JTB Signs MOU with GSTC

3. JTB’s Net Zero Pledge to become Carbon Neutral by 2050

4. Our initiatives towards the future
Overview of JTB’s Sustainability Initiatives

At the JTB Group, we have recognized the three key sustainability materiality as follow.

Enriching the Human Experience
- Leisure Experience & Job Satisfaction
- Learning & Human Resource Development
- Diversity

Nurturing our Surroundings
- Destination Preservation & Enhancement
- Caring for the Earth

Engaged Partnering
- Creating Stakeholder Connections

For more information, please visit our website.
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3. JTB’s Net Zero Pledge to become Carbon Neutral by 2050

4. Our initiatives towards the future
The JTB Group signed a groundbreaking Memorandum of Understanding (MOU) with GSTC on March 3, 2022, heralding the beginning of a new chapter in JTB’s journey towards sustainability in alignment with GSTC’s sustainable global tourism criteria.

“\textit{The JTB Group is committed to the development of a more peaceful, prosperous and sustainable society through the delivery of excitement, wonder, results and real value to its customer base around the world in alignment with the Group’s mission, vision and values.}”
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JTB’s Net Zero Pledge to become Carbon Neutral by 2050

As part of its ongoing commitment to environmental sustainability, JTB Corp. has declared its intention to become carbon neutral by FY2050 through a phased-in reduction of the company’s greenhouse gas emissions.

JTB’s Carbon-Neutral Targets

Medium-Range Target: JTB to achieve carbon net zero by FY2030 (Scopes 1 and 2)
Long-Range Target: JTB to achieve carbon net zero across all business by FY2050 (Scope 1, 2 and 3)

“The JTB Group is firmly committed to global sustainability. By expanding our lineup of sustainable deliverables, strengthening our collaboration with business partners, communities, and policymakers, and providing customers with greater opportunities to partner with us on the journey, JTB will continue to promote sustainability across the value chain and develop clean, climate friendly ways of fulfilling our organizational mission of bringing people, places, and possibilities together.”
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Our initiatives towards the future

There are more ongoing sustainability-related initiatives at JTB Corp. and we look forward to playing a larger role in the international tourism industry through cooperation with UNWTO, GSTC, and other global platforms.

Carbon Neutral programmes

• CO2 reduction: For Scope 1 & 2, it has been implemented throughout the entire group.
• For Scope 3: Focusing on transportation, CO2 emissions, and biodiversity.
• Transform from Taskforce on Climate-related Financial Disclosures (TCFD) to Taskforce on Nature-related Financial Disclosures (TNFD)

Communication with business partners and customers

• Keep communicating and inform our business partners and customers about the sustainable initiatives and activities we do at JTB Corp.
Our initiatives at JTB Corp.

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### Board of UNWTO Affiliate Members
- JTB Corp. was elected as the Members for the Board of Affiliate Members for **2022-2025**.

### GSTC Board of Directors
- JTB Corp. was appointed as the GSTC Board of Directors **since 2022**.

### JTB’s Sustainability Report
- A Sustainability Report is being prepared to better communicate with related stakeholders and customers.