



Perfect moments, always

JTB TASKFORCE ON NATURE-RELATED FINANCIAL DISCLOSURES REPORT 2024

< Period Covered >

While this Report focuses primarily on FY2023 initiatives (April 1, 2023 - March 31, 2024), it also contains background information as well as descriptions of FY2024 initiatives and anticipated future activity.

Introduction

What is expected of the JTB Group in relation to the connection between tourism and biodiversity

While tourism can make a positive contribution to the local economy and to cultural development, if it is not properly managed, it can also have a negative impact on the natural environment and ecosystems. With this in mind, the JTB Group asked an expert from the World Wide Fund for Nature (WWF) about the role that JTB can play as a tourism enterprise, and about the types of initiatives that it is hoped JTB could implement.



Tomoko Oda

Wildlife Conservation Group
World Wide Fund for Nature
Japan (WWF Japan)

The WWF undertakes a wide range of activities to help safeguard the environment, and the WWF's Wildlife Conservation Group has set itself two global goals: reduce the loss of vital habitats to zero, and prevent threatened species from becoming extinct due to poaching, the illegal wildlife trade, or overuse of resources.

Every year, large numbers of tourists visit the Nansei Islands (Ryukyu Islands), where various conservation activities are underway, because they want to experience the wealth of natural beauty that the islands possess. Nature and human culture are closely intertwined in this region; for example, the many different species of crabs that live in Nagura Amparu (an area of tidal flats and mangrove forest) on Ishigaki Island are referenced in the island's folk songs, while on Iriomote Island the rice fields in which the endangered Iriomote Cat hunts for food are also the site for traditional festivals that have been held for generation after generation. However, in some parts of the islands, the current reality is that the biodiversity which underpins the nature and culture that constitute such important resources for tourism is being lost because of unsustainable development and overuse.

In light of this experience, I would like to express my hope that large tourism enterprises such as JTB can play a role in promoting sustainable tourism. In particular, I hope that JTB can implement initiatives in the following three areas:

1. Implementing environmentally-friendly tours and selecting environmentally-friendly accommodation

The JTB Group needs to take the impact on ecosystems into account when providing tours and accommodation. There is a particular need for appropriate consideration in regard to areas such as nature reserves (and their vicinity) that are of high importance for environmental conservation. I hope that JTB will provide services for tourists that avoid generating, or at least reduce, negative impacts, by collaborating with business enterprises that make a positive contribution toward safeguarding biodiversity.

I believe that working with these kinds of enterprises, which possess in-depth insights into local nature and culture, offers major benefits for our participants.

2. Strengthening tourist education and awareness-raising

Providing information in advance is a vital prerequisite for encouraging tourists to act in an environmentally-friendly manner. I hope that JTB will work to raise tourists' awareness, both when tourists are applying to take part in tours and when they are being guided during the tour, thereby putting in place a framework for preventing tourists from taking precious living organisms out of the environment or causing destruction to the environment. It is also very important to provide information that will help

tourists develop an understanding of the cultural background of the place they are visiting, so that their behavior is in harmony with the local community.

3. Promoting impact assessments and information disclosure

If the JTB Group were to analyze the impact of the tourism products which it handles on ecosystems and publish the results, this would constitute a very important step. The negative impacts of tourism can affect biodiversity and the survival of traditional cultures, so there is a need for careful assessment. This report only discloses the impacts associated with the JTB Group's directly operated stores, etc.; I hope that in the future, facilities that have JTB involvement will also be included within the scope of directly operated businesses, and that JTB will also analyze and assess the impact of its indirect operations.

Tourism and biodiversity do not necessarily need to be in conflict with one another; with appropriate operation, it is possible to realize harmonious coexistence, and contribute toward the safeguarding and restoration of the natural environment. I hope that enterprises such as the JTB Group can play a leadership role, promoting the provision of tours that enable tourists to participate directly in protecting the environment themselves, and thereby bringing about an enhancement of awareness throughout the tourism sector. It is also important to clarify the criteria for sustainable tourism and establish indicators that tourists can trust, so that they will feel peace of mind when choosing JTB, because they know that JTB's tours are environmentally-friendly. I believe that, in this way, the tourism industry as a whole can be guided onto a better path.

Response to an external stakeholder's expectations and suggestions



Chizuko Nishimatsu

Executive Officer in
Charge of Sustainability

In response to the valuable suggestions that we have received regarding balancing tourism and biodiversity, the JTB Group is working to adopt environmentally-friendly tours and strengthen collaboration with local communities, with the aim of promoting sustainable tourism. With approximately 20,000 JTB Group employees interacting with local communities and customers, thereby generating opportunities for communication and exchange, we have recognized the need to instill sustainable tourism concepts throughout the JTB Group and to build the management systems that will enable us to put sustainable tourism into practice. It is also important to build linkages throughout the tourism sector as a whole, so that sustainable tourism can spread throughout society.

Looking ahead, besides our membership of the Global Sustainable Tourism Council® (GSTC®) and cooperating with other tourism enterprises, we will also be collaborating with related government agencies, including the Japan Tourism Agency and the Ministry of the Environment, promoting measures to further expand activities that deepen understanding of the importance of biodiversity conservation, both through direct involvement in conserving biodiversity and through providing tourists with an inspiring experience of nature.

Our Guiding Philosophy

The JTB Group's Approach to Natural Capital and Biodiversity

While continuing to position tourism as the foundation for its operations, the JTB Group is aiming to establish and expand businesses that provide solutions to local communities and enterprises, and is developing its Bringing People, Places and Possibilities Together business. Through the operation of these businesses, the development of new ways of being in contact with the richness of the global environment constitutes the wellspring for our business activities.

Safeguarding the natural environment (with its mountains, oceans, rivers and skies) and the animals and plants that it supports is directly linked to the realization of sustainable tourism and to making the world a better place to live in, and we position this as an important issue that we need to address.

JTB has identified "Nurturing Our Surroundings" as part of our Sustainability Priorities (Materiality), with "Caring for the Earth" and "Enhancing Destination Attractiveness" as Sub-priorities. We position the global environment and its natural wealth—including animals and plants—as important assets.

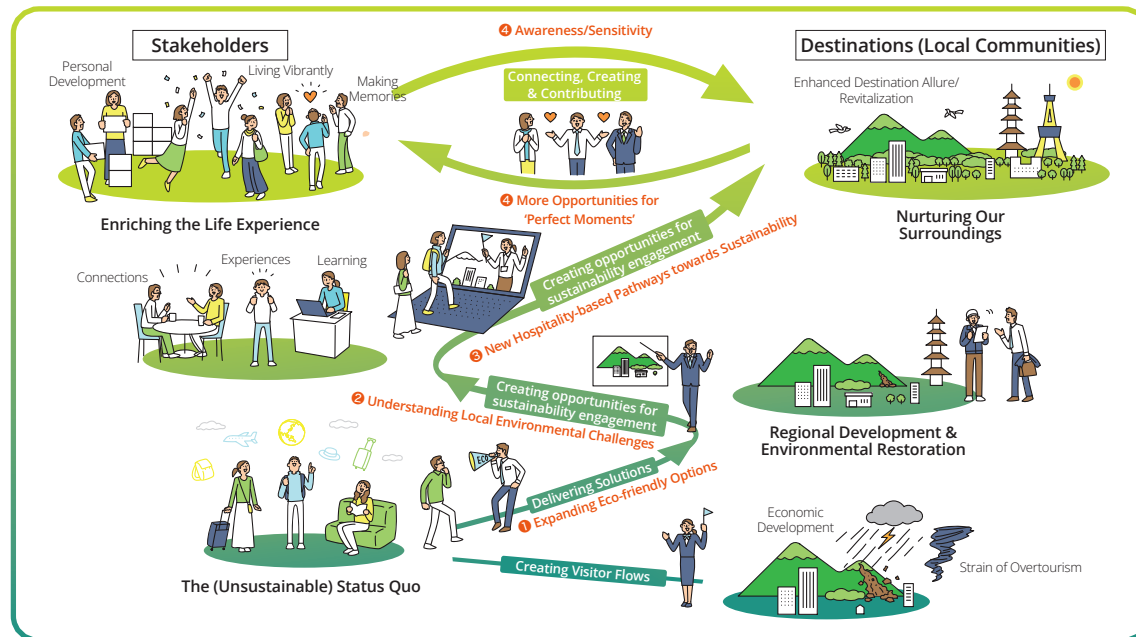
In recent years, problems affecting natural capital—such as deforestation and pollution of the oceans—have become increasingly serious, and these issues affect our business both directly and indirectly. While it is not possible to solve all these problems at once, we have identified two areas

that we need to focus on: the financial impact of natural capital and biodiversity related issues on the JTB Group, and the impact that the Group's activities have on nature. We have been striving to identify risks and decide which issues should be prioritized, and we are making systematic, step-by-step efforts to safeguard and restore natural capital and biodiversity.

However, as of March 2025, we have only just begun to implement initiatives relating to natural capital, and there is still a need for more in-depth work on the identification of related areas and on the analysis of risks and opportunities. We are confident that, by implementing frank disclosure of our progress so far in line with the Taskforce on Nature-related Financial Disclosures (TNFD) framework, we can chart a course toward working together with our stakeholders to address these issues. In this report, we examine our future strategic direction, in terms of which efforts need to be intensified, based on our engagement with WWF Japan.

Looking ahead, we will be using effective communication with our stakeholders to clarify the issues facing us and decide on a clear strategic direction for our initiatives, and we will be further accelerating our efforts to realize a sustainable society and safeguard natural capital and biodiversity.

► The Bringing People, Places and Possibilities Together Business That the JTB Group Is Aiming to Build



► Sustainability Priorities (Materiality) Relating to Natural Capital and Biodiversity

Sustainability Priorities	
Nurturing Our Surroundings	
The Value We Deliver	
The JTB Group is committed to creating venues and opportunities that connect people, promote understanding, and contribute to environmental and cultural preservation.	
Sub-Priorities	
Caring for the Earth	Enhancing Regional Allure
The Value We Deliver	The Value We Deliver
Through efforts to combat climate change, preserve biodiversity, and manage resources, waste and water, we are honoring the Earth and helping to shape an environmentally sustainable future.	Through our engagement in cultural and natural resource preservation, we are contributing to sustainable community development.

Governance

Governance System

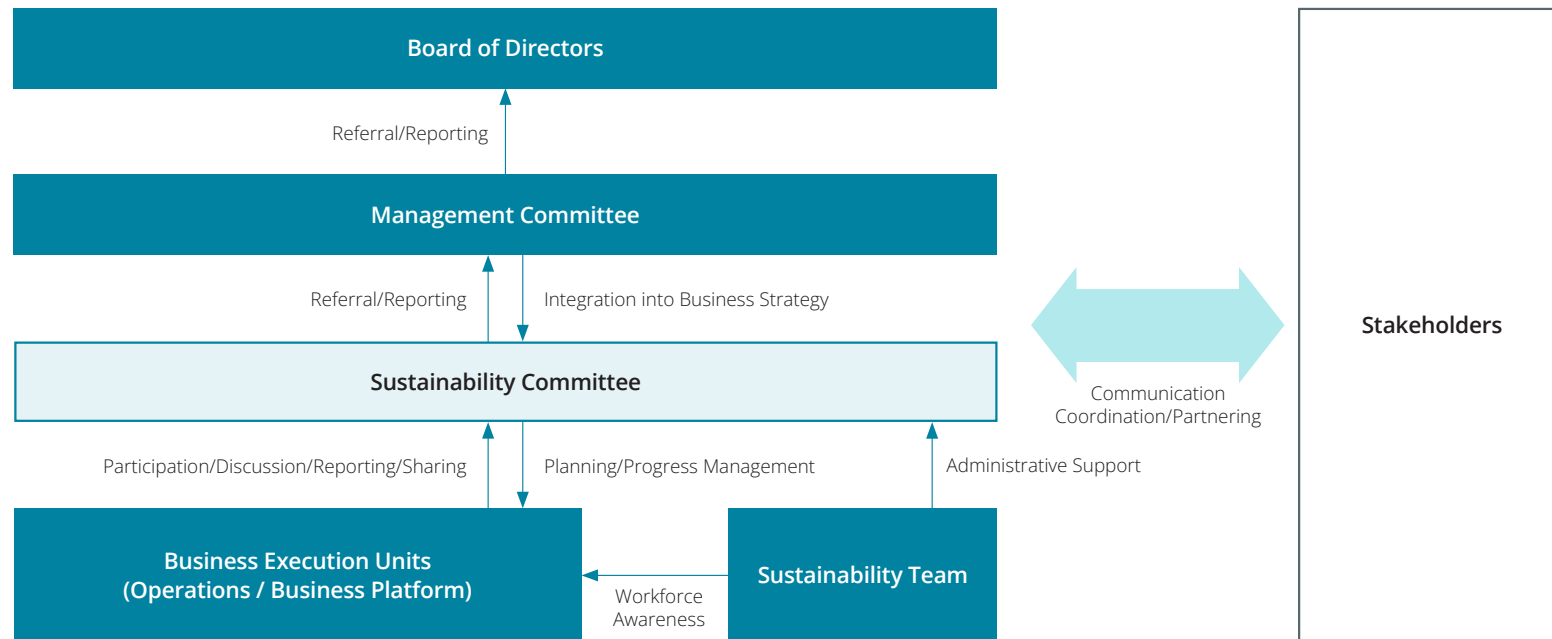
Within the JTB Group, initiatives relating to natural capital and biodiversity (including the ways in which our business activities are dependent on or impact nature, and the risks and opportunities for our businesses) undergo extensive discussion by the Sustainability Committee before the results of this discussion are reported to the Management Committee.

The members of the Sustainability Committee, who include managers from all units across the JTB Group, are responsible for deciding on the Group-wide sustainability strategy, setting targets, and implementing progress management, for matters that

include initiatives relating to natural capital and biodiversity. These initiatives are also shared and discussed within JTB, with the aim of disseminating them as widely as possible throughout the organization.

The Sustainability Committee meets every quarter, and is chaired by the Chief Sustainability Officer. The decisions made by the committee are reflected in the senior management decision-making process, with implementation being promoted throughout the JTB Group.

➤ Sustainability Framework



Strategy

Process for Analyzing Dependences, Impacts, Risks and Opportunities (following the TNFD LEAP approach)

Making use of the Exploring Natural Capital Opportunities, Risks and Exposure (ENCORE) tool developed by the United Nations Environment Programme (UNEP) et al. and of the WWF Biodiversity Risk Filter, etc., JTB has evaluated the impacts of the companies' businesses on nature and its dependencies on nature, focusing on both **directly run businesses**, specifically, office and store operation, and **indirectly run businesses** (the Bringing People, Places and Possibilities Together business, including tourism destinations, travel destinations, transportation services, etc.), and has used the results to determine a priority order.*

Based on the analysis results, four key topics have been identified for the JTB Group:

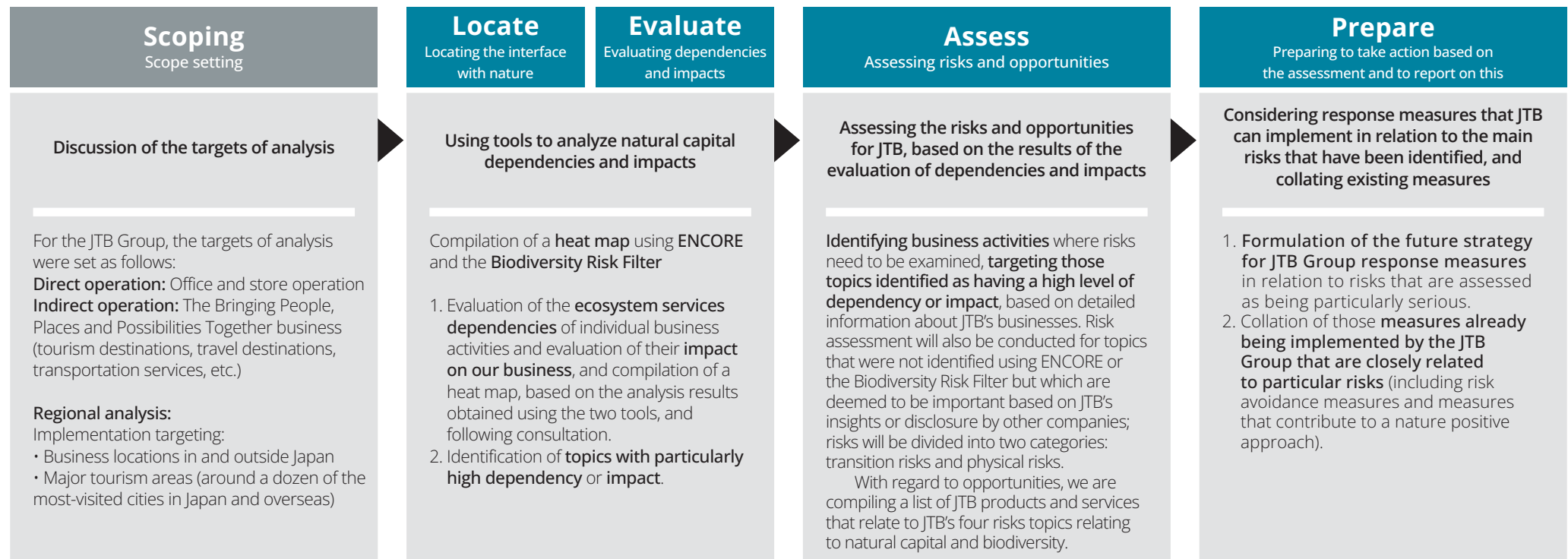
1. **Ecosystem use (including resource and organisms of land, ocean and atmosphere, etc.)**, 2. **Waste and pollution**, 3. **Climate change (greenhouse gases, extreme weather,**

etc.), and 4. **Other (stakeholder communication)**. With regard to the individual risks identified in relation to these topics, as shown in the table on page 6, besides our existing initiatives we are also implementing additional response measures.

The JTB Group recognizes that our dependences, impacts, risks and opportunities in relation to natural capital and biodiversity vary considerably from region to region. With this in mind, we have implemented preliminary regional analysis by applying the WWF Biodiversity Risk Filter, etc. to our business locations in and outside Japan and to major tourism areas (around a dozen of the most-visited cities). The results showed that, currently, there are no areas with a high level of risk or where measures taken have been inappropriate. We intend to continue implementing intensive analysis in the future.

*We referenced the distinction made by ENCORE between direct operation (including retail sales using the Internet and direct marketing) and indirect operation (including hotel, resort and cruise line operation). We also referenced the Biodiversity Risk Filter distinction between direct operation (including offices and specialist services) and indirect operation (including hospitality and transportation services).

▶ Analysis Process (Corresponding TNFD LEAP approach items)



Strategy

Dependencies, Impacts, Risks and Response Strategies

As noted on Page 5 of this report, the JTB Group is using highly reliable tools, including ENCORE and the WWF Biodiversity Risk Filter, to assess risks in relation to directly run businesses, specifically, office and store operation, and indirectly run businesses (the Bringing People, Places and Possibilities Together business, including tourism destinations, travel destinations, transportation services, etc.).

Based on the method of analysis outlined on Page 5, the risks relating to each of four topics of particular importance to the JTB Group, and the response strategies to address these risks, are outlined in the table below. Regarding risk importance and priority order, following careful scrutiny, adjustments have been made to provide a format more appropriate to JTB.

Locate/Evaluate					Assess	Prepare
Topic	Target	Dependencies/Impacts	Risk Category	Importance	Explanation of Risk	Response Strategies
1. Ecosystem use (including resource and organisms of land, ocean and atmosphere, etc.)	Direct/Indirect	Dependencies/Impacts	Physical Risk	Medium	(Risk due to excessive water withdrawal) Restrictions on water withdrawal in areas affected by water shortages, resulting in the cessation of operations at offices or stores, cessation of service by transportation providers, or cessation of operation at hotels, etc.	<ul style="list-style-type: none"> ● Procurement of paper that is certified as being nature-friendly, such as FSC-certified paper ● Reducing the amount of paper used through a shift to paperless operation ● Reflecting and adopting natural capital and biodiversity related elements in our procurement strategy ● Reflecting and adopting natural capital and biodiversity related elements in our tour plan formulation criteria ● Creation of travel products that utilize hotels, etc. that have sustainability certification ● Changing employee behavior and implementing awareness-raising activities for tourists (regarding water conservation, etc.) ● Identifying areas affected by water shortages and implementing risk management
	Direct	Dependencies/Impacts	Transition Risk	Medium	(Risk due to excessive logging, etc. of forests) Increased costs as a result of the tightening up of regulations regarding the use of forest commodities (such as paper used for printing pamphlets, etc.).	
	Indirect	Dependencies/Impacts	Physical Risk	High	(Risk due to over-fishing, inappropriate harvesting, spread of invasive species, inappropriate land development, etc.) Falling sales due to difficulties in procuring and providing food products, local specialty products, etc., because of the depletion of endemic animal and plant species in tourism destinations, and due to the disappearance of tourism resources (such as coral reefs).	
	Indirect	Dependencies/Impacts	Transition Risk	Medium	(Risk due to over-fishing, inappropriate harvesting, spread of invasive species, etc.) Restrictions on the procurement and provision of food products and local specialty products because of the tightening up of rules relating to endemic animal and plant species in tourism destinations and because of criticism by NGOs, NPOs, etc., restrictions on tours and the holding of events, and restrictions on the development of tourism areas in biodiversity hotspots; such restrictions may result in increased costs and falling sales because of a deterioration in reputation among customers and in society as a whole.	
2. Waste and pollution	Direct	Impacts	Transition Risk	Medium	Increased costs due to the tightening up of regulations regarding the disposal of plastic, paper, etc. as waste by offices, stores, etc. and in tourism destinations.	<ul style="list-style-type: none"> ● Setting of waste-related indicators and targets ● Changing employee behavior and implementing awareness-raising activities for tourists (regarding waste sorting, using reusable water bottles, etc.)
	Indirect	Impacts	Transition Risk	High	Local residents' protest movements caused by insensitive tourist behavior, such as littering, and criticism from NPOs, NGOs, etc., as well as the imposition of restrictions on tours and events resulting from the above, and reducing appeal of natural capital due to environmental destruction; these may result in a deterioration in reputation.	
3. Climate change (greenhouse gases, extreme weather, etc.)	Direct/Indirect	Dependencies	Physical Risk	High	Cessation of operations at offices, stores, etc. due to extreme weather conditions resulting from climate change (including typhoons, flooding, landslides, and other natural disasters), being unable to undertake tours, events, etc. in specific areas, having to cancel tours, events, etc., and cessation of service by transportation providers.	<ul style="list-style-type: none"> ● Risk management using a business continuity planning (BCP) system ● Combatting global warming through greenhouse gas emissions reduction ● Measures to prevent tourists developing heatstroke ● Creation of products that utilize airlines which use sustainable aviation fuel (SAF)
	Indirect	Dependencies	Physical Risk	High	Harm caused to tourists' health by heatwaves, and falling sales due to tourists being reluctant to be outdoors.	
	Indirect	Impacts	Transition Risk	High	Increased costs due to tightening up of greenhouse gas emissions regulations relating to the use of fuel, plastics, etc.	
4. Other (stakeholder communication)	Indirect	Dependencies/Impacts	Transition Risk	Medium	Deterioration in reputation due to inadequate disclosure relating to natural capital and biodiversity (CDP, TNFD, etc.).	<ul style="list-style-type: none"> ● Regular disclosure in line with CDP and TNFD guidelines, etc. ● Appropriate engagement with stakeholders, including local residents, experts (NPOs and NGOs), and investors
	Indirect	Impacts	Transition Risk	Medium	(Risk due to inappropriate development of tourism destinations and inappropriate implementation of tours, events, etc., as well as overtourism, etc.) Criticism from NPOs, NGOs, etc. and deterioration in reputation among customers and in society as a whole due to human rights violations and other adverse impacts affecting local residents, including indigenous communities.	

● Already implemented for part or all of the JTB Group ● Scheduled to be implemented in or after 2025

Management of Risks and Impacts

Risk Management System

The JTB Group is implementing a risk management cycle on an ongoing basis: identifying, analyzing and assessing risks, setting a priority order for addressing them, formulating preventive measures and response measures, evaluating and making improvements, and then repeating the process. We have also put in place a framework for the comprehensive monitoring and cross-organizational management of risks across the JTB Group as a whole, with the Internal Controls Committee playing a central role.

Particularly with regard to the management of risks relating to natural capital and biodiversity, we implement the following three-stage process:

1. Identifying dependences and impacts affecting major businesses and value chains

Undertaking systematic analysis of business activity dependencies and impacts relating to natural capital and biodiversity.

2. Collecting information relating to the external environment

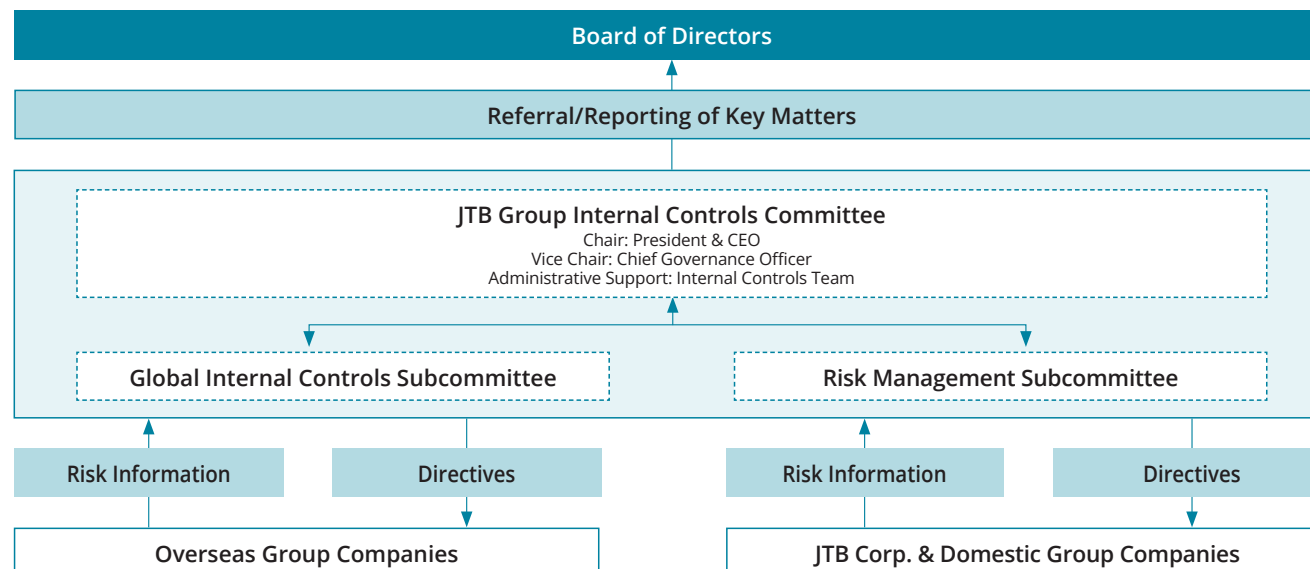
Collection of information relating to policies and regulations, both in Japan and overseas, and relating to major trends affecting the natural environment, and undertaking comprehensive monitoring of the external environment.

3. Identifying risks and opportunities

Identification of nature-related risks and business opportunities, and addressing them in order of priority.

Through these measures, the JTB Group aims to achieve both the appropriate management of risks relating to natural capital and biodiversity, and sustainable business operation.

► Risk Management Framework: Schematic Representation



Targets and Performance

Indicators and Targets Set by the JTB Group

Recognizing that biodiversity is affected by a variety of environmental issues, including climate change, resource management and waste, the JTB Group aims to address these issues in a comprehensive manner.

We have identified Climate Change (greenhouse gas emissions, extreme weather weather, etc.) and Waste and Pollution as particularly significant risks for JTB's direct operations.

In 2022, JTB announced the JTB Carbon Neutral Pledge, setting itself the target of

reducing net CO₂ emissions to zero by 2050. In addition, with regard to waste, which has been newly identified as an important risk factor, JTB has set a target of reducing final landfill disposal of waste to zero by 2050.

Taking these initiatives as a guideline, the JTB Group is aiming to safeguard biodiversity and help realize a sustainable society. Going forward, we will continue to review the indicators and targets relating to key areas.

▶ The JTB Group's Key Areas, Indicators and Targets

Area	Indicators and Targets
Climate Change (greenhouse gas emissions, extreme weather, etc.)	<ul style="list-style-type: none"> Achieve net zero CO₂ emissions by the JTB Group by FY2030 (Scopes 1 & 2) Achieve carbon neutrality (net zero greenhouse gas emissions) in all JTB Group business and supply chain by FY2050 (Scopes 1, 2 & 3)
Waste and Pollution	<ul style="list-style-type: none"> Achieve a 50% reduction (compared to FY2023) in the amount of final landfill disposal of waste generated by JTB Corp. (business locations in Japan) by FY2030 (covering municipal waste from office such as waste paper/plastic and also PET-type plastic bottles) Achieve a reduction in the amount of final landfill disposal of waste generated by JTB Corp. (business locations in Japan) to zero by FY2050 (covering municipal waste from office such as waste paper/plastic and also PET-type plastic bottles)

Scope 1: Direct greenhouse gas emissions generated by company-owned and company-controlled resources (fossil fuel combustion, manufacturing processes)

Scope 2: Indirect emissions associated with the purchase of electricity, steam, heat, and cooling

Scope 3: All indirect emissions not included within the boundaries of Scopes 1 and 2 (emissions associated with all upstream and downstream activity in the value chain)

(For reference) Specific Initiatives

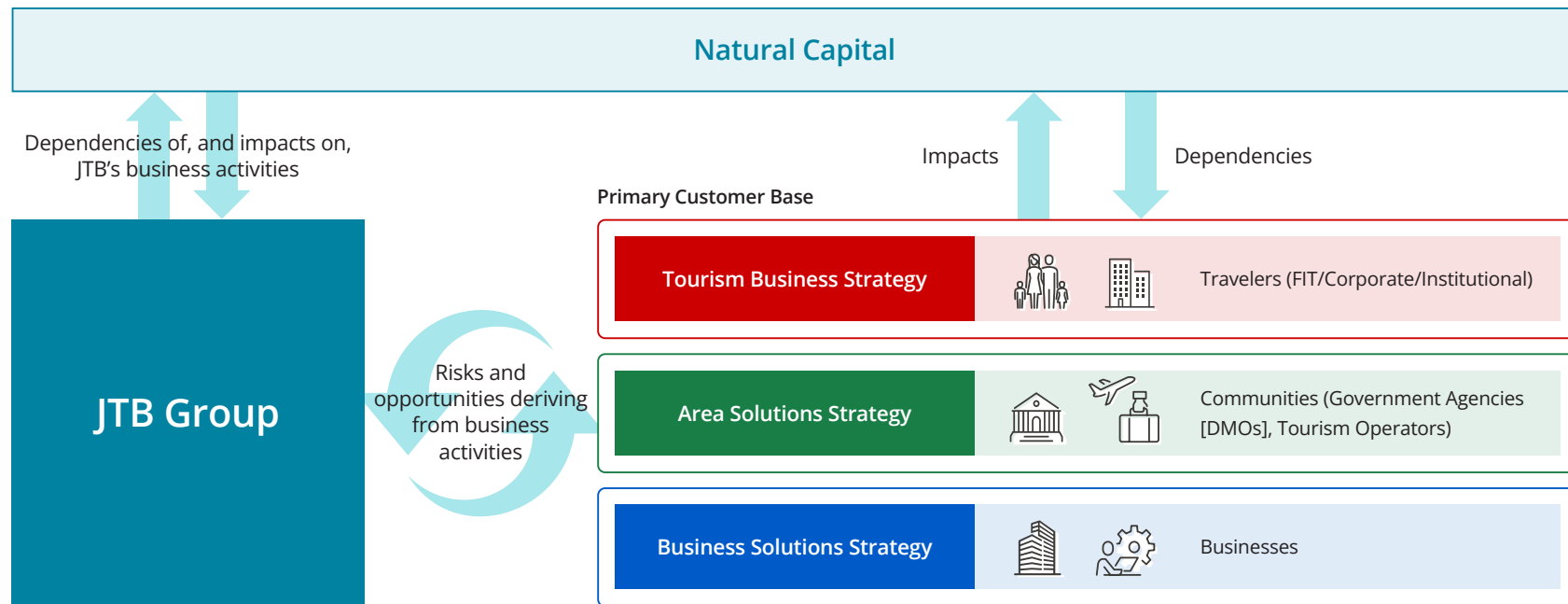
Focusing on the Development of Products and Services that Embody an Awareness of the Need to Safeguard Natural Capital and Biodiversity

Given that we are aiming to safeguard natural capital and biodiversity, and with the transformations taking place in society, it is more important than ever for us to develop new travel products and event/conference services, and to undertake tourism destination development, in line with customers' changing preferences.

The sustainable tourism and event management services that the JTB Group provides, and the direct and indirect support it provides for tourism destination development, have the potential to contribute toward a positive transformation of society.

Starting on Page 10, we present some examples of JTB products and services that embody our response to the change in society toward greater emphasis on the safeguarding of natural capital and biodiversity, as well as some of the most significant of our existing measures that are related to this. It should be noted that there has not yet been in-depth analysis of the impact of these initiatives on society, so they are presented here for reference purposes only.

► The Relationship Between JTB Group's Business Activities and Natural Capital



Examples: Increased societal and business demand for products that embody a nature-positive approach; growth of business opportunities relating to the safeguarding and effective use of natural capital in tourism destinations, etc.

(For reference) Specific Initiatives

Products and Services Relating to Important Natural Capital and Biodiversity Topics

The JTB Group has identified four key topics relating to natural capital and biodiversity: **1. Ecosystem use (including resource and organisms of land, ocean and atmosphere, etc.), 2. Waste and pollution, 3. Climate change (greenhouse gases, extreme weather, etc.), and 4. Other (stakeholder communication).** JTB products and services relating to these four topics are outlined below.

LOOK JTB Canada Tsunagari Tabi tours

1. Ecosystem use

2. Waste and pollution

3. Climate change

4. Other

Overview

JTB and Destination Canada signed a three-year (2021-2023) partnership agreement, and planned Tsunagari Tabi tours in Canada that would provide a sustainable tourism experience. By taking part in tours in which they can learn about the destination's nature, culture and history, and the initiatives and previously hidden stories of the people who have been safeguarding the region for generations, participants can enjoy a trip that will touch their heart in a way ordinary tourism cannot, and which they will never forget. At the same time, this type of tour can cultivate respect for the places one visits and the people one encounters there, and it embodies the regenerative tourism*¹ approach. JTB intends to continue with this initiative, with plans for rolling out similar tours in Europe (starting in Switzerland in 2025).

(Examples of measures relating to topics associated with a high level of dependencies or impacts)

Ecosystem use: Planning tours that are ecosystem-friendly; using restaurants that offer seafood which embodies concern for ocean resources and for the environment, and which promote locally-sourced food.

Waste and pollution, and climate change: Using hotels which are Green Key program certified; using airlines that seek to reduce their environmental footprint.

Other: Using guides from indigenous communities to help tourists learn about traditional culture.

Establishing a material recycling program for hotel amenity items

2. Waste and pollution

Overview

JTB Trading Inc. was a founding member of the Amenity Recycle Association (ARA). The ARA is implementing initiatives to further the development of the hospitality sector as a whole by promoting the reduction of CO₂ emissions through activities aimed at realizing horizontal amenity recycling (the use of recycled products to produce items of the same type) of amenity items used in hotels.

(Examples of measures relating to topics associated with a high level of dependencies or impacts)

Waste and pollution, and climate change: Standardization of raw materials (with a focus on having items made from the same material, on safety, and on raw materials prices) and provision of a material recycling program for hotel operators, to increase the resource recycling rate; implementing awareness-raising activities to promote standardization within the hospitality sector.

CO₂ ZERO Travel®

3. Climate change

Overview

CO₂ ZERO Travel® is a travel plan that aims to realize a decrease in net emissions by offsetting CO₂ emissions relating to travel through the J-Credit Scheme.*² This plan provides travelers with a framework for putting their concern for the environment into practice, as a step toward realizing a sustainable society.

(Examples of measures relating to topics associated with a high level of dependencies or impacts)

Climate change: Enabling travelers to contribute toward combatting climate change by offsetting CO₂ emitted during their travels using the J-Credit Scheme.

*¹ Regenerative tourism is tourism where, when a tourist departs from the destination, they leave the environment in a better state than when they arrived.

*² The J-Credit Scheme is a program whereby projects that involve sequestering CO₂ through appropriate forest management, cutting CO₂ emissions through the use of renewable energy, or the adoption of energy-saving equipment, can obtain carbon credits that are certified by the Japanese government. (For more details, please visit the J-Credit Scheme website.)

(For reference) Specific Initiatives

Products and Services Relating to Important Natural Capital and Biodiversity Topics

The JTB Group believes that, besides using analysis based on the TNFD guidelines to identify risks, there are also important opportunities for identifying new business opportunities. In this section, we introduce some examples of specific products and services that are expected to represent significant business opportunities.

Creating a brighter future for Etajima (in Hiroshima Prefecture) with the “3Rs”

2. Waste and pollution

Overview

JTB has worked together with the City of Etajima and with local partner companies to put into practice the plan for “creating a brighter future for Etajima (in Hiroshima Prefecture) with the ‘3 Rs’ (Reconsider–Strengthening understanding of the SDGs; Reborn –giving new life to marine debris; Regional exchange–fostering communication and exchange within the local community)” that won the silver medal in the 2022 Next Tourism Contest (SDGs division) for a team from Hiroshima Jogakuin Senior High School.

The municipality of Etajima in Hiroshima Prefecture has retained a rich natural environment, but is affected by a shrinking and aging population, and there is also a problem with marine debris because of the equipment used in oyster farming. The plan was implemented to address these problems.

Looking ahead, we will be analyzing the measures that have been taken so far, with the aim of creating enhanced value for the local community by developing project content that is closely rooted in the community.

(Examples of measures relating to topics associated with a high level of dependencies or impacts)

Waste and pollution: Implementation of an experiential program whereby visitors participate in recycling waste; collaboration with local government authorities and business enterprises on activities to raise awareness of the importance of safeguarding the marine environment.

Let’s protect the Hakkoda Mountains from invasive plant species!

1. Ecosystem use

Overview

Responding to the issue of an increase in invasive plant species growing near the summits of the Hakkoda Mountains, which was raised at a discussion meeting organized by the Hakkoda Juhyo International Branding Promotion Conference Office ‘Snow Monsters’, established by a group of tourism-related companies in Aomori City, JTB worked together with local tour guide agencies to submit a joint proposal to Aomori Prefectural Government, and then proceeded with the commercialization of an experiential-type program.

The content of the program is as follows: (1) Clearing invasive species, such as Buckhorn plantain (*Plantago lanceolata*) from areas near the summits of the Hakkoda Mountains; (2) After completing the clearing work, enjoying a scenic walk along the Kenashi Paradise Line trekking route to the Sukayu *onsen* (hot springs) resort. The program also contributes toward the safeguarding of native alpine plant species through the use of a specially-designed “root removal tool” to prevent the spread of invasive species through the adhesion of leaves and roots to the soles of tourists’ shoes.

In FY2024, JTB also contributed toward the protection of the natural environment through a *bunabayashi* beech forest tree-planting activity near the Shirakami-Sanchi wilderness area.

(Examples of measures relating to topics associated with a high level of dependencies or impacts)

Ecosystem use: Implementing a program whereby visitors help to eradicate invasive species; safeguarding native plant species in a national park.

Go!ME

2. Waste and pollution

Overview

JTB is rolling out the Go!ME social implementation pilot program throughout Japan, with the aim of creating sustainable tourism destinations that both visitors and local residents can enjoy.

This initiative provides new value by adding the concept of spending money to ensure that waste is properly disposed of to the existing idea of taking your garbage home with you. By providing support for the management and operation of this program, JTB is aiming to make a positive contribution to both local communities and the global environment.

The program is being implemented initially as a pilot project, in collaboration with local enterprises in the following areas: Mount Tanigawa (in Gunma Prefecture), the Kawagoe Ichibangai shopping district (in Saitama Prefecture) and the Nishiki Market shopping district (in Kyoto Prefecture). Looking ahead, we intend to roll out this initiative nationwide, as a co-creation solution implemented in collaboration with local communities.

(Examples of measures relating to topics associated with a high level of dependencies or impacts)

Waste and pollution: Reducing the burden imposed by the cost of waste disposal in tourism destinations through the installation of pay-to-use waste disposal bins; transforming tourists’ attitude toward the environment.