



# ***JTB Global Marketing & Travel*** ***CSR Report 2019***

April 2019 to March 2020

## Corporate Data

As of July 01,2020

Corporate Name	<b>JTB Global Marketing &amp; Travel Inc.</b>	
Head Office	4,5,6,7F, Tokyo Front Terrace, 2-3-14 Higashi-Shinagawa,Shinagawa-ku, Tokyo, Japan 140-8604	
Date of Foundation	October 12, 2004	
Capital	450 million yen	
Annual Sales	60.2 billion yen in 2019	
Shareholder	JTB Corp. 100%	
Board Members	Shinya "Billy"Kurosawa Taikei Kawaguchi Kazuya Moriwaki Jun Takeda Keiichi Oyama Tsukasa Harufuku Kiyohide Mitsuyama Satoshi Ueda	President & CEO Managing Executive Officer, Member of the Board Executive Officer, Member of the Board Director Director Director Auditor Auditor
Contact	Tel: +81-3-5796-5400 Fax: +81-3-5495-0688	

### Japan's Leading DMC since 1912

JTB Corp. was founded in 1912 to promote and facilitate travelers from overseas. Almost a century later, JTBGMT was spun off to continue in the spirit of know-how and hospitality gained over the past hundred years.

### Our Mission

We aspire to introduce the allure of Japan to the world by creating a multitude of valuable and meaningful experiences.

While doing business, we also strive to support global communication and the realization of a peaceful, eco-friendly society.

### Our Promise to You

We will use our professional knowledge and skills to provide memorable experiences that exceed your expectations. In order to keep our promise, we will follow these basic guidelines:

- ◆ Maintain a professional appearance and attitude.
- ◆ Utilize creativity and speed to make the wishes of our customers and clients a reality.
- ◆ Adhere to deadlines and fulfill obligations.
- ◆ Comply with all laws and regulations.
- ◆ Promote Japan to international markets by using our knowledge of foreign cultures and customs which has been cultivated over JTB's 100-year history.
- ◆ Respect each other and encourage an open work environment.
- ◆ Contribute in the sustainable development of the local community and the conservation of the natural environment

## CSR

### 1. Environmental Protection

#### Environmental Declaration

JTB Global Marketing & Travel Inc. aims for a sustainable recycling society by adopting care towards the precious natural environment and taking maximum consideration towards protection of the global environment as its basic principles for the sincere promotion of tourism-related corporate activities.

#### Environmental Principles and Standards

1, JTB Global Marketing & Travel Inc. will promote ecotourism. By providing high-quality products and services with attention towards the natural environment and history and culture, we will provide our customers with an opportunity to get in touch with attractive local resources as well as contribute to the vitalization of the local economy and the protection of resources.

2, JTB Global Marketing & Travel Inc. will do its best to cut down and recycle resources as much as possible upon executing its business, beginning with the reduction of the usage and disposal of brochures.

3, JTB Global Marketing & Travel Inc. will contribute to the enhancement of environmental consciousness amongst society by executing environmental protection activities.

### 2. Environmental Activities

#### JTB Brighter Earth Project : Events held at guide dog training facility Fuji Harness and Tanukiko Fureai Shizen-juku(nature experience theme park)

JTB Brighter Earth Project is the JTB Group's CSR activity in which JTB Group employees, clients, and local residents come together in order to create a vibrant future.

Employees of JTB Global Marketing and Travel, Inc. visited Fuji Harness, the only guide dog training facility in Japan. They watched a demonstration of a guide dog at work, interact with the dogs in training, as well as engage in an activity of eating a meal with an eye mask on for a virtual experience of everyday life without eyesight. Through this program participants were able to gain a better understanding of visual handicaps and guide dogs, and at the same time learn what a considerate and mutually pleasant guide or help of a visually impaired person would be. Later in the day the group made a visit to Tanukiko Fureai Shizen-juku, an eco-friendly educational facility located inside Fuji-Hakone-Izu National Park and learned through various programs how our daily lives are sustained in thanks to nature, about global warming and how it is threatening nature, as well as how to reduce emission of carbon dioxide in everyday life.



## 2. Environmental Activities

### **Contributing to JATA Environmental Fund's Employee Fund-raising**

We contribute every year to the employee fund-raising of the JATA Environmental Fund, which the Japan Association of Travel Agents (JATA) established with the aim of protecting and conserving natural and cultural heritage sites. For the second straight year in 2019 GMT Marché, an in-house flea market from which all proceeds were donated to the JATA Environmental Fund.



### **Achievement in Plastic Bottle Cap Collection: Reached Total of 210,000 Caps!**

The JTB Global Marketing & Travel Inc. Labor Union has been leading the collection of plastic bottle caps within the company.

Approximately 9,560 bottle caps (23.9 kg) were collected in the span of one year, which led to the reduction of 70kg worth of CO2 emission and donation to provide around 20 vaccines for children in need around the world.

As of August 2019, we cumulated a total of 210,000 caps over 8 years. Due to this, we have contributed to a 1,600 kg reduction in CO2.

### **Adopting Organic Coffee**

We have switched the coffee served by our coffee machines to organic coffee beans.

### **Switching All Company Envelopes and Brochures to Recycled Paper or Eco-Friendly Paper**

We have switched the paper used for our company envelopes and brochures to either recycled paper or eco-friendly paper (FSC-certified paper).

### 3. Promoting Diversity and Life-Work Balance

#### **Received “Kurumin” Logomark certification for actions based on Act on Advancement of Measures to Support Raising Next-Generation Children**

JTB Global Marketing & Travel received the “Kurumin” certification from the Minister of Health, Labour and Welfare as a Childcare Support Company under the Act on Advancement of Measures to Support Raising Next-Generation Children (as of 2 August, 2019).

In April of 2017 JTBGMT devised and submitted a two-year action plan based on the Act on Advancement of Measures to Support Raising Next-Generation Children. The action goals set in the plan were achieved and necessary conditions were fulfilled to receive recognition as a Childcare Support Company by the Minister of Health, Labour and Welfare.

JTBGMT will continue our efforts to support our employees to engage in both work and child-rearing, and to set the stage for employees working under various circumstances to excel in their respective positions.



#### **Certified “Eruboshi” 2 Stars Based on the Act on Promotion of Women’s Participation and Advancement in the Workplace**

Based on the Act on Promotion of Women’s Participation and Advancement in the Workplace, JTB Global Marketing & Travel has earned 2 Stars on the “Eruboshi” excelling corporation scale from the Minister of Health, Labour and Welfare. We have been able to renew the certification twice since in 2019 and 2020.

We will continue to strive to improve the work environment for women and facilitate their advancement.



## 4. Towards to Sustainable Tourism

### Travelife Partner status achieved

#### Sustainable Tourism

“Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, The environment and host communities”



The United Nations proclaimed 2017 as the “International Year of Sustainable Tourism for Development”. Recognition of the importance of sustainable tourism has become a pervasive principle worldwide, stimulating specific actions by private sector companies involved in tourism. In accordance with this worldwide movement, JTBGMT obtained the Travelife Partner status on 18 February, 2019 from Travelife, an organization based in the Netherlands, which is accredited by GSTC (Global Sustainable Tourism Council) as the certification program adopting the GSTC standards and criteria. We are continuing to work towards attaining the Certified status. JTBGMT is the first company in Japan to have reached the Travelife Partner status(Stage2). The Travelife Partner status lets JTB Global Marketing & Travel Inc. aim for the next level of becoming Travelife Certified, which is a program accredited by the GSTC.

※Travelife is a third-party international organization which provides sustainable tourism certification to entities involved in the tourism industry.

Travelife is a three-stage certification program for tour operators and travel agents:

(1) Travelife Engaged, (2) Travelife Partner and (3)Travelife Certified.

By reaching the Certified status the company is officially recognized to have fulfilled the GSTC standards and therefore becomes internationally certified in sustainable tourism.

### JTB Global Marketing & Travel Sustainability Policy Adopted

For the purpose of further promoting sustainability actions, in April 2020 JTBGMT hereby adopted its Sustainability Policy:

### **JTB Global Marketing & Travel Sustainability Policy**

#### **Our Mission**

At JTB Global Marketing & Travel, we will strive to ensure every effort is made to promote the sustainability of the global environment, local community, culture, and all people involved.

We stand by the idea of “leave no-one behind” as proposed in the Sustainable Development Goals (SDGs), which were adopted by the United Nations in September 2015. Furthermore, based on the following five viewpoints proposed during the 2017 International Year of Sustainable Tourism for Development, we commit to:

1. Inclusive and sustainable economic growth;
2. Social inclusiveness, employment expansion, poverty reduction, and human rights protection;
3. Resource efficiency, environmental protection and combatting the efforts of climate change;
4. Protecting the cultural values and heritage, promoting diversity;
5. Mutual understanding, accessibility, peace and security;

Importantly, we commit to maximizing the positive benefits received by local communities as a result of our presence, while minimizing any negative impacts in our office and the holiday destinations.

## 4. Towards to Sustainable Tourism

### The Six Key Sectors of Sustainability Advanced by JTB Global Marketing & Travel Inc.

#### 1. Ethical, Sustainable Tourism Management And Legal Compliance

We commit to compliance with laws and regulations in the countries and regions in which we conduct business and respect local customs and ethics. Based on the Global Code of Ethics for Tourism - adopted in 1999 by the General Assembly of the UNWTO, and acknowledged by the United Nations in 2001 -, we commit to the promotion of initiatives in accordance with company sustainability policies, and appointing employees who are responsible for sustainability coordination tasks.

#### 2. Protection Of Limited Resources And Biodiversity

We commit to the practice of environmental protection and preservation of biodiversity, encouraging the adoption of the 3R approach (Reduce, Reuse, Recycle), along with proper disposal practices to preserve the limited resources for generations to come. We aim to reduce the usage of paper resources, disposable and consumable goods (especially the use of single-use plastics) in our operations, and encourage the adoption of sustainable products and services based on the company sustainability policy. Furthermore, under the consideration of animal welfare and for the preservation of biodiversity, we commit to not promote the trade of souvenirs that contain threatened flora and fauna species, as indicated in the CITES treaty (Washington Convention) and the IUCN 'Red List'.

#### 3. Sustainable Tourism And Travel Services

We seek out our business partners that provide tourism and travel services (transportation, accommodation, guides, food and beverages) as important partners in promoting sustainability. With our business partners, we always consider the convenience, comfort, entertainment and affordability for the customers, while paying attention to the impact on local lifestyle, culture, nature, biodiversity (especially those endangered animals and plants), water resources, energy, and other natural resources in the destinations from our business operations. In practice, we share our sustainability policies with our business partners to achieve better mutual understanding and to work together towards a sustainable tourism and travel services supply chain. If our business partners offer sustainable tourism and travel services, we will select those businesses as a priority and recommend them to our customers.

#### 4. Promoting Local Community Sustainability

We endeavor to maximize our contribution to the development of sustainable local communities. With our business partners and customers, we value and respect the local customs and ethics, supporting the development of the local community with conscious safeguarding of same. Furthermore, we promote local production local consumption, value the tangible and intangible cultural property rooted in the local community, and do not promote or sell counterfeit products.

#### 5. Promoting Sustainability Through Communication With Customers

We commit to providing socially, culturally and environmentally friendly tourism and travel services, directly and indirectly contributing to the local community, while providing information to consumers about the natural surroundings, local culture and cultural heritage, and the conservation activities in the holiday destinations. In addition, we inform consumers about risks and required behaviors related to health and safety matters during their travel for not only prevent risks during their experience of services, but also to be better prepared to deal with emergency situations. We also seek to assist consumers to understand the importance of sustainability, educating and inspiring more sustainable ways of traveling and striving to realize the coexistence with destination communities in mutual prosperity. We regularly conduct customer surveys to ensure quality of experience delivery to our customers and take an appropriate response to complaints from clients to improve services and products.

#### 6. Aim For An Employee Friendly Sustainable Working Environment

Recognizing the importance of employee wellbeing, we commit to abide by all applicable laws, prevent any form of forced and child labor, strive to foster an employee-friendly work environment for our staff and business partners, and devote to improve the hygiene and safety of the working environment. We value diversity and individuality, seeking to create and sustain a thriving workplace, and listening to the complaints and expectations voiced by the employees with an open and fair mind in order to improve our workplace environment. Furthermore, we strive to develop sustainability related education and training programs that also involve our business partners to support our in-house sustainability associated initiatives both within the company and with our wider customer base.

#### Appendix: Global Code of Ethics for Tourism (GCET)

Article 1 Tourism's contribution to mutual understanding and respect between peoples and societies

Article 2 Tourism as a vehicle for individual and collective fulfilment

Article 3 Tourism, a factor of sustainable development

Article 4 Tourism, a user of the cultural heritage of mankind and contributor to its enhancement

Article 5 Tourism, a beneficial activity for host countries and communities

Article 6 Obligations of stakeholders in tourism development

Article 7 Right to tourism

Article 8 Liberty of tourist movements

Article 9 Rights of the workers and entrepreneurs in the tourism industry

Article 10 Implementation of the principles of the Global Code of Ethics for Tourism

**Global Marketing & Travel**  
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Japan.  
Endless  
Discovery.

