

Press Release



To all members of the media

March 29, 2024

JTB Business Travel Solutions, Inc.

JTB Business Travel Solutions (JTB-CWT) Becomes First Travel Company to Join "ACT FOR SKY"

JTB Business Travel Solutions, Inc. (headquartered in Koto-ku, Tokyo; President & CEO: Masahiro Harada; hereinafter referred to as "JTB-CWT"), a JTB Group company providing Business Travel Management (BTM) and business trip arrangement and management solutions, has become the first travel company to join "ACT FOR SKY," a voluntary organization working towards the commercialization, promotion, and expansion of domestically produced Sustainable Aviation Fuel (SAF).

In recent years, as the global understanding that ESG initiatives are essential for long-term corporate growth has spread, our company has been developing "ESG-BTM," which incorporates ESG perspectives into conventional BTM as a solution for customers, and has been working to promote SAF as part of this effort.

As a company entrusted with business travel for many client companies, we aim to accelerate these meaningful activities and achieve both "reduction of CO2 emissions associated with air travel during business trips" and "realization of business trips that contribute to corporate growth." By endorsing the initiatives of "ACT FOR SKY," we will contribute to communicating the importance of SAF, which is key to achieving "carbon neutrality in the sky," and promoting its adoption across the industry.



<Main Activities of ACT FOR SKY Member Companies>

- Communicating actions of each member towards realizing a decarbonized society and a resource-recycling society through domestically produced SAF
- Discussing increased costs necessary for realizing a decarbonized society and a resource-recycling society
- Conducting educational activities on carbon neutrality through local governments and educational institutions
- Sharing information among members and exchanging opinions on new actions
- Sharing trends related to SAF in various countries
- Identifying common issues in domestically produced SAF and sharing information with relevant organizations

This is an English translation of the original Japanese text. In case of any discrepancy between the English version and the Japanese original, the Japanese original shall prevail.

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