



## ANA's e-flights promoting

### "Ecological travel on the ground and in the sky"

ANA (All Nippon Airways) has introduced 'e-flights,' which aim to promote a strong ecological message and environmentally friendly products related to air travel as part of ANA's environmental initiatives. The promotion is available on flights between Haneda - Sapporo, Haneda - Okinawa and Narita - Singapore (excluding some flights) from October 1 to October 31, 2009. With the catchphrase, 'Thinking of the Earth from the Sky', e-flights are eco-trial flights, which began in 2006 in specific periods and routes and is now in its fourth year. Also, ANA is the first business in the transport industry to be given the Eco-First Award by the Ministry of the Environment in Japan.

ANA provides in-flight amenities that are more environmentally friendly, as well as informing customers about what they can do to reduce the impact of carbon emissions during their journeys. Furthermore, a short video on ANA's various environmental preservation activities is shown both on-board and on the ground.

The ANA Group regards environmental conservation as a very important aspect of its business and has been working, and continues to work, toward the reduction of aircraft noise and CO2 emissions, etc.

Looking forward, ANA will continue being an industry-leader and taking a proactive part in the maintenance and promotion of environmental preservation.

#### <Outline of e-flights>

##### 1. Period implemented

October 1, 2009 - October 31, 2009

##### 2. Applicable flights

(Domestic Flights) Total 38 Flights

HND SPK : NH51, NH53, NH55, NH59, NH61, NH63, NH65, NH67, NH69, NH71, NH73, NH77

SPK HND : NH54, NH56, NH58, NH62, NH64, NH66, NH68, NH70, NH72, NH74, NH76, NH82

HND OKA : NH121, NH123, NH127, NH129, NH997, NH131, NH135

OKA HND : NH120, NH124, NH126, NH130, NH132, NH998, NH136

(International Flights) Total 4 Flights

NRT SIN : NH111, NH901

SIN NRT : NH112, NH902

### 3. Basic Concept

- (1) Providing in-flight supplies that are environmentally friendly
- (2) Introduction of eco-friendly, eco-focused in-flight merchandise for sale via partnerships with environmentally-minded and environmentally advanced corporations
- (3) Implementation of in-flight recycling and other resource-saving activities

### 4. Details of each item

#### 1. Recycling of Paper Cups

Cabin attendants will collect used paper cups for drinks on domestic flights for recycling after passengers are finished with them..

<Period> October 1 31, 2009

<Routes serviced> e-flights arriving in Haneda from Sapporo and Okinawa

#### 2. Recycling of PET Bottles

Cabin attendants will collect all PET bottles provided in-flight on international flights for recycling.

<Period> Implemented October 1 and to be observed indefinitely

<Routes serviced> All international flights arriving at Narita

#### 3. Eco-Friendly Paper Napkins Made from Non-wood Material

Eco-friendly paper napkins, blended with the used green tea generated during the manufacturing of green tea drinks, provided on Singapore flights. Green tea has antibacterial properties and a deodorizing effect, and also provides a pleasant scent for passengers.

<Period> October 1 31, 2009

<Routes serviced> Flights between Narita - Singapore

#### 4. Introduction of Biomass Plastic Cups

Biomass-based, eco-friendly, transparent plastic cups are introduced in the in-flight services. The cups are made from Ingeo™ biopolymer (polylactide), produced by NatureWorks LLC. Ingeo™ biopolymer is made from annually renewable resource, not from oil. The process to manufacture Ingeo™ for the cups in Japan requires about 60 percent less non-renewable energy and emits over 90 percent less CO2 compared to conventional petroleum-based plastics, such as PET. For more details about NatureWorks LLC and Ingeo™ biopolymer, please visit the website [www.natureworkslc.com](http://www.natureworkslc.com).

\* Ingeo and the Ingeo logo are the trademarks or registered trademarks of NatureWorks LLC in the USA and other countries.

<Period> October 5 - 31 (starts sequentially by routes)

<Routes serviced> Domestic flights: All flights

International flights: Economy Class between Narita Singapore

## 5. Chopsticks made from Domestic Wood from Forest Thinning

Chopsticks produced from the recycling of domestic wood from forest thinning projects, which are indispensable in the nurturing and protection of forests, are provided on routes with Premium Class on domestic flights.

<Period> October 1 - 31, 2009

<Routes serviced> Domestic flights departing Haneda that provide Japanese box-lunches, TAKUMI, in Premium Class

## 6. Lightweight PET Bottled Wine

Wine contained in PET bottles, which reduces the weight by 128g compared to a conventional glass bottle, is provided in Economy Class. Implementing on-board weight reduction will lead to reductions in fuel consumption and CO2 emissions.

Wine producer 'Domaine la Baume' has a history of more than 200 years in Languedoc Roussillon in southern France and creates a red wine with a finely balanced blend of Merlot and Cabernet Sauvignon, and a luscious, fruit-forward 100% Chardonnay white wine for passengers to enjoy.

<Period> October 1 - 31, 2009

<Routes serviced> Economy Class flights between Narita - Singapore

<Effectiveness> It is estimated that about 810 liters (approx. four drums) of fuel can be reduced per month on applicable flights.

## 7. Eco-friendly, Eco-focused Merchandise Sold In-Flight

Eco-friendly, eco-focused merchandise within ANA SKY SHOP is sold in-flight, duty-free, including the 'Royal Copenhagen' MY BAG SET (Royal Warrant Brand of Denmark) and, the MY Chopsticks Set, which includes Wakasa-nuri (lacquered) chopsticks originally designed for ANA.

<Period> September 1 - October 31, 2009

<Routes serviced> 'Royal Copenhagen' MY BAG SET Most domestic flights (some routes excluded).

Wakasa-nuri (lacquered) MY Chopsticks Set All domestic flights and international flights (excluding flights to Korea and some to China)

## 8. ANA Carbon Offset Program

ANA provides a voluntary participation program that offsets the CO2 (ANA established for each route) emitted when passengers fly on ANA aircraft. Carbon offset credits contribute to the battle against global warming, while the passenger's voluntary offset contributes to the regeneration of forests in Japan (Furusato Nippon), by utilizing items of domestic forest carbon sequestration according to J-VER (\*).

<Period> Implemented indefinitely from October 1

<Routes serviced> All domestic flights (excluding code-sharing flights)

\* J-VER is a system started by the Ministry of the Environment in November, 2008, where the amount of CO2 reduction and absorption by forestry projects implemented in Japan can be used as credit for carbon offsetting.

## 9. Collaboration with Eco-First Corporations

Samples of eco-packaged cosmetics of Shiseido, an Eco-First Corporation, will be provided.

<Period> October 1 31, 2009

<Routes serviced> e-flight serviced routes

<Merchandise > Aqua Label , a new moisturizing line facial lotion of Shiseido. Aqua Label is a resource-saving packaged product that reduces the amount of resins used by 90% by changing the external package from a conventional one-piece plastic case to a film packaging.

## 10. Videos and Distribution of Brochures In-Flight

Information on services provided by e-flight and the fuel reduction measures that the ANA Group has been conducting, and continues to conduct, across all divisions in the battle against global warming is introduced to passengers.

<Period> October 1 31, 2009

<Routes serviced> e-flight serviced routes

## 11. e-flight Introduction on Information Screens and Requests for Luggage Reduction to Passengers at Airports

Cooperation of passengers is requested for helping with weight reduction on aircraft, for example, lessening of luggage and use of restrooms before boarding, as well as introducing e-flight services on information screens for passengers at airports.

<Period> October 1 31, 2009

<Locations> Haneda, Chitose and Naha Airports

## 12. Plastic Bags made of 100% Reproduced Raw Materials (for Packing Passenger Luggage)

Some of the plastic bags used to pack checked-in luggage will be collected at the airport to be used as a part of the raw material for the same plastic bags, and those recycled bags will be provided again for packing.

<Period> About one month from October 1, 2009 (since the number of plastic bags is limited, this service will be discontinued when the stock is depleted)

<Location> Haneda, Chitose, Naha and Narita Airports

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