



e-flight 2011

Joining Hands in Eco Partnership on the Wings of the 787

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e-flight is now in its sixth year, and coinciding with the launch of the environmentally advanced Boeing 787, this year's theme was Joining Hands in Eco Partnership on the Wings of the 787.

787 人に、地球に、やさしい翼。



Mile Donations for Tohoku Coastal Forest Recovery

Although coastal forests play a vital role in protecting people from natural disasters and salt-water erosion, the tsunami of the Great East Japan Earthquake destroyed the forests along Tohoku's coastline.

Faced with this disaster, the ANA Group accepted donations of miles from AMC members—3,000 earned miles and more per donation—for long-term support of the Ten-Year Restoration Project of the Coastal Forests of Tohoku Region project, undertaken by the public interest incorporated foundation OISCA International Japan.

Donated miles help fund local activities like nursing saplings and restoring the coasts of Tohoku to their former beauty, lined with forests and stands of Japanese black pine.

For project updates, visit <http://www.oisca.org/kaiganrin/> (in Japanese)

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- Donation Period: Nov. 1–Dec. 15, 2011
 - Number of Participants: 371 ■ Number of Donations: 641
 - Total Donated Miles: 1,923,000 miles (equivalent to ¥1,923,000)

Update of ANA Carbon Offset Program and Launch of 787 Carbon Offset Campaign

From November 2011, the [ANA Carbon Offset Program](#) was modified, and the tariff on contributions for CO₂ emissions lowered to encourage passenger participation.

At the same time, to celebrate the launch of the Boeing 787 Dreamliner, we held our 787 Carbon Offset Campaign in which passengers aboard domestic flights*¹ of the revolutionary aircraft can participate with donations of ¥500. Original 787 pin badges made of wood recycled from log thinning were given out to commemorate participation in the event. Carbon offset credits from passengers were used for forestation activities held in Chizu-cho, Yazu-gun, Tottori Prefecture as a joint program with more trees.

This initiative has offset a total of 546 tons of CO₂ emissions, as calculated by the Prefectural Offsetting Credit (J-VER) Program of Tottori Prefecture. The prefecture recognized the ANA Group's forestation efforts and contribution to forest protection, certifying the ANA Group as one of the organizations protecting Tottori Prefecture's forests*².

■ Campaign Period: Nov. 1–30, 2011

■ Total Offset Amount: ¥4,364,000 (a reduction of 546 tons of CO₂ emissions)

*1 Excluding flights using turboprop aircraft or aircraft of ANA partner airlines.

*2 The J-VER Tottori no Mori o Mamoru Yuryo Kigyo (Dantai) is a program to promote carbon offsetting through forestation within Tottori Prefecture that recognizes companies and organizations making carbon offset credit (J-VER) payments.

Online Survey Gets Some 50,000 Responses

During the campaign, ANA received some 50,000 responses to our online survey. We will use the survey results in future environmental activities pursued together with our passengers.

Also during the campaign, to give people a chance to reflect on the earth from a sky-high vantage, we distributed leaflets and presented onboard videos on the theme of eco partnership starting with the Boeing 787.

**The ANA Group will continue to actively contribute to creating a sustainable society
as a leading eco-friendly airline “gentle to people and the Earth.”**
