



Perfect moments, always

Upskilling and Ethical Employment for a Sustainable Future

Kuniko (Kate) Takasaki

Managing Executive Officer,
in charge of DEIB, Human Resource Development,
Workplace Reform
Chief DEIB Officer (CDEIBO).

History

Established
1912



Japan



354 Offices

Global



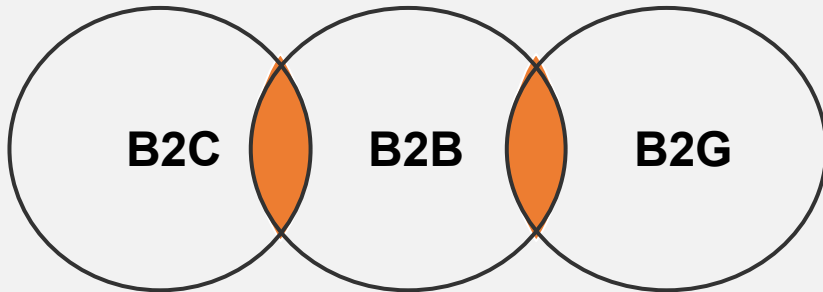
152 Offices

Employee



19,019

Business Domain



Revenue



JPY\1,073B

Certification



Etc.

The creation of opportunities to bring people together in meaningful ways



We sustainably create value, foster engagement and build connections between people, destinations, and organizations by harnessing the power of partnering, the warmth of a human touch and robust digital underpinnings.





Treasure the Difference, Bring the World Together.

JTB Group honors a diverse range of talents,
creating an organization
where each individual can thrive authentically.
By embracing the differences in regions, cultures, people,
and identities across the world,
we transform these differences into values such as insights,
new experiences, and innovation, bringing the world together.

Our DEIB Aspirations: The Building Blocks

① Group Vision

Pioneering ways to bring people, places and possibilities together in a “new” era

② Defining Value

Trust / Challenge / Smile

③ Business Impact

Financial Value / Non-Financial Value
Internal Impact / External Impact

④ Organizational Culture

Engagement / Organizational Culture

⑤ DEIB Statement

Diversity

Equity

Inclusion

Belonging

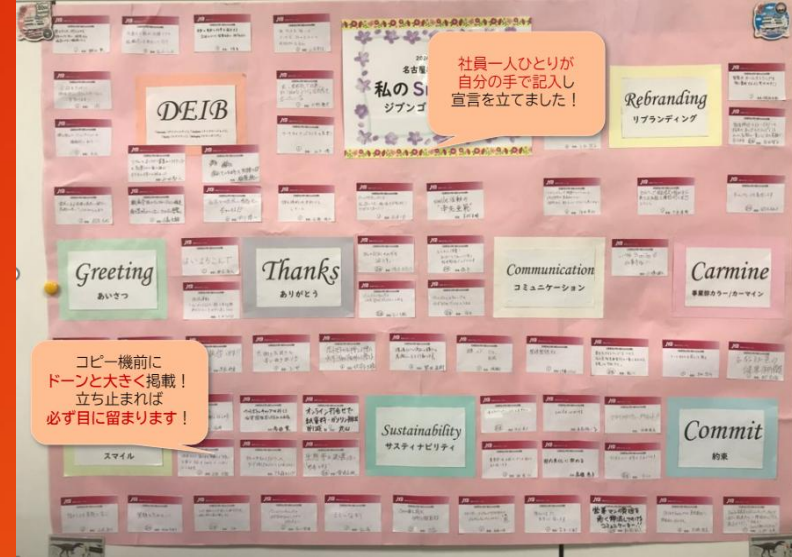
⑥ DEIB / HR Strategy

DEIB Strategy × HR Strategy

Examples of DEIB promotion strategies of various companies



“Smile” Activities (Organizational Activation Group Activities)



“Nadeshiko” Forum (Women's Activity Support Seminar)





Upcoming...



Sustainable Tourism E-learning GSTC x JTB



Sustainable Tourism Seminar



Length

1 hour

From 1 hour



Target

JTB employee
(Japan & Global)

Hotel partners...



Contents

Sustainable Tourism
Main GSTC standards
& best practice

Awareness building
Explain on
Sustainable Procurement Policy
Etc.



Connecting, Creating and Contributing

つなぐ・つくる・つなげる

Pioneering Ways to bring people, places and possibilities together in a New Era.