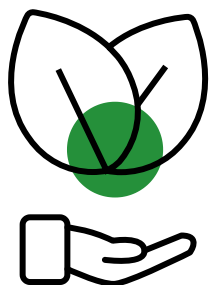




JRP CARBON-FREE



Travel responsibly with Japan Experience!

At a time when environmental issues are at the forefront of society's preoccupations, travel is often pointed at for its ecological impact.

In accordance with the SDGs (Sustainable Development Goals) established by the Japan National Tourism Organization, **Japan Experience is committed to minimizing the carbon footprint of train travel in Japan and protecting the ecosystems.**

Travelers can now **add the JRP Carbon-free option when ordering a Japan Rail Pass**, which enables them to use the most eco-friendly mode of transportation—the train—to get across Japan. Thus allowing them **minimize their carbon footprint.**



JRP Carbon-free's impact

How is the JRP Carbon-free project helping to make train travel more sustainable in Japan? The funds raised are used to decarbonize our passengers' journeys. Since the launch of JRP Carbon-free on July 1, more than 1500 customers have already opted to decarbonize their train travels, enabling us to be able to plant more than 20 trees.



A **contribution the JRP Carbon-free project** will be used to **plant trees in Nagano**, a prefecture in the heart of the island of Honshu, renowned for the beauty of its landscapes and the **abundance of its agriculture**.

Then **trees of the JRP Carbon-free project** are planted on a specific piece of land, in an area called Tsuboniwa, in Tateshiana. This area, formerly devoid of any tree vegetation, has recently been transformed into a lush forest, which **naturally combats future CO2 emissions** and preserves the environment.



The tree chosen for our plantations is the **Quercus pine oak** (called "konara" in Japanese). These trees are **excellent for the ecosystem**, as they grow fast (around 60 centimetres per year), and reach maturity after five years. They have a long lifespan, and **therefore support the local fauna over the long term**, becoming home to a variety of animals and insects.

JRP Carbon-free by the numbers

1000

KILOMETERS

**Average distance
travelled by train
by a visitor to Japan**

2

KG OF CO2

**Average carbon
emissions per visitor**

25

KG PER TREE

**Average CO2 absorbed
per tree per year*.**

*estimate based on the fact that one cubic metre of wood absorbs just under a tonne of CO2.

JRP Carbon-free's future



Planting algae to combat "blue carbon"

Blue carbon refers to the carbon dioxide absorbed by the ocean and ocean life.

To combat this phenomenon, Japan has launched a mission to cultivate algae and coral in certain parts of the country's seas and oceans, in order to replenish lost numbers, help underwater fauna, and thus create a better ecosystem in the island nation's precious waters.



Planting corals in Okinawa

Further efforts to protect the oceans will be made, particularly in the waters surrounding the beautiful island of Okinawa, home to a multitude of fish, many of which live in coral reefs.

Through the collaborative efforts of Japan Experience and local NGOs, we aim to restore and protect one of Japan's most beautiful ecosystems.



Beekeeping in Gifu Prefecture

The importance of bee colonies and the cultivation of their honey is an essential aspect of the world's ecological systems. The cultivation of pollen by honeybees promotes fruitful pollination and the proper dissemination of foliage, which contributes to the fight against greenhouse gases.



About Japan • Experience

Founded in 1981, **Japan Experience is the first European tour operator with a sole focus on Japan.** It is the **world's largest distributor of Japan Rail Passes** and serves over 30,000 visitors annually.

Japan Experience is a must-know brand for everybody who loves Japan and desires to visit the country. It is founded on three pillars: freedom of choice, simplicity, and people at the heart of everything. We provide our visitors with a large catalog through our thousands of blog posts, our distinctive accommodation and transportation options, and our many activities, excursions, and tours. With the assistance of our team of Japan enthusiasts, travelers can simply design the vacation tailored to them.

Japan Experience, a pioneer in the field of Japan Rail Pass services, is innovating once again, following on from its JRP Assistance service in 2013, its large-format map of the Japan Railways network in 2016, and now with its JRP Carbon-free project. Japan Experience will also soon provide a guide to train travel and the first premium cardholder for its JR Pass.



Freedom of choice

Travelers are free to choose where to go and what to book.

Simplicity

We let travelers focus on what's important and handle the rest.

People at the core

For us, traveling is all about discovering new places, new people, and new things about yourself.



Press contact

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