



## JETWING LAUNCHES DRIVE TO SAVE PLANET EARTH

Kandy, Sri Lanka, 7<sup>th</sup> January 2008, Jetwing Hotels, an associate company of the Sri Lankan conglomerate Hayleys, launches its Jetwing Eternal Earth Project (JEEP) at Jetwing Hunas Falls. This initiative has been taken on by Jetwing as a responsible corporate citizen to contribute towards minimizing *Global warming* and its *effects* for the benefit of mankind. As a responsible tourism partner the project will also be associated to Sri Lanka Tourism's '*Earth Lung*' initiative aimed at making Sri Lanka a Great Green Destination.

Under this project a model re-forestation will take place at Jetwing Hunas Falls that can be replicated in many other climatic zones as well as in small scale plots of land. A hundred acres of land, adjacent to the hotel has been allocated for this project where Analogue forestation and Forest Garden principles will be applied in a phased out development plan.

The key objective of the project is to use this model and its process as a method of educating the younger generations through the schools, in order to enable them to secure a safe earth, both for themselves and the generations to follow. Each hotel and other operational units within the Jetwing family will take on two foster schools per year in order to educate children on good '*Earth Saving Practices*'. Where possible compost bins to encourage composting of bio-degradable garbage will be used for the nurseries at hotels and in foster schools. This will also be used as a method to teach school children practices of better waste management and the underlying reasons.

Jetwing will promote this project at each of their hotels giving the opportunity for hotel guests to contribute to the project, by making an investment on minimum of one tree that will be planted at the forest project at Jetwing Hunas Falls. Guests investing in the project will receive their JEEP Carbon credit certificate.

Anyone who wishes trees to be planted on their behalf could also visit the 'Web Forest' on their website [www.eternalearth.net](http://www.eternalearth.net) and make investments towards this worthy cause.

An 'Earth Centre' (Knowledge centre) will be established at Jetwing Hunas Falls to easily make available gathered, researched and additional knowledge to those who require it. The project at Jetwing Hunas Falls and its learning will all be made available to any school in Sri Lanka in addition to foster schools of the project to visit and learn through well structured presentations and education material.

This project will greatly involve the local communities to educate themselves to economically self-help through '*Analogue Forestation (managed forest)*' or '*Forest Gardening System*', as well as making them learn good '*Earth Saving Practices*'. This includes, scientific waste disposal, minimum carbon emission, prevent harmful land clearing, prevent soil erosion, understanding the importance and sustenance of bio-diversity etc. The Jetwing Green Directories will also be made available to the public as a means of additional knowledge.



## MEDIA RELEASE

The community involvement of the project will be used to harness their relationship with the tourism industry and make it a catalyst to create awareness among local communities about the value of tourism to the people of Sri Lanka and how to benefit from the industry with no damage to the environment.

Commenting on the project Renton de Alwis, Chairman, Sri Lanka Tourism Development Authority said, "While we in tourism need to ensure profitability, maintenance of standards to ensure quality, we also need to extend our antennas to the realities we face in the global environment. For those are determinants of the future success of our businesses.

The Jetwing Eternal Earth Project (JEEP) is one such programme in making a solid contribution in the area of mitigating the causes of climate change. Where every drop counts to make the wide ocean of action in this area, the JEEP project stands tall. I am happy that this project will become an integral part of Sri Lanka Tourism's "Towards a Carbon Clean Sri Lanka: A Tourism Earth Lung" initiative together with those of likeminded others in our industry."

This project has been perceived as an excellent opportunity to promote Sri Lanka as a Great Green Destination to the rest of the world.

Irangani Serasinghe, the patron for the project said, "The Jetwing Eternal Earth Project is a fine chance for you – whether you are old or young, big or small – to help this beautiful world to stay that way forever, and to enable you to go on living in it comfortably. The J.E.E.P. tells you what you can do and how you can do it."

The efficacy and capacity building of the project will solely depend on availability of funds and efficient management of the project based on the *voluntarism, transparency and ethical leadership*. The strong Jetwing core value system will remain as a key factor in the successful management of the project.

### NOTE

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