



Together we can make it.....

Yes, things are different now. Remember we were so close to each other? I wonder whether you still have that love, care and respect you had for me then... I don't blame you dear! It is the ignorance, and then the selfishness of some people that came between us that is distancing you from me. They are destroying me. Things can be worse and the future will be very uncertain if you don't do the right thing now. Please, for the sake of you and me and for our little ones and their children.

I don't know why Katrina had to do such an evil thing. Then came Rita and Wilma. More and more of them are coming more frequently than they used to. They are devastating.

Then the floods! They are everywhere. They destroy crops, human and animal life and spread deceases and makes people poor.

Droughts! They are more regular now! Millions starve. A lot die.

What on earth is happening?

Yet a lot of people are ignorant, some like to be that way for selfish reasons, some are well aware but unmoved. How long can we go on this way?

Let's do something! Something meaningful, sooner than later!

*Have you heard about J.E.E.P? It is the **Jetwing Eternal Earth project**. A caring initiative that Jetwing has introduced as a responsible corporate citizen to contribute towards minimizing **GLOBAL WARMING** and its **effects** for the benefit of mankind. It's a model reforestation at Jetwing Hunas Falls, Elkaduwa, Sri Lanka to educate school children around the country on '**Good Earth Saving Practices**'!*

I understand that you can assist this attempt by way of a minimum investment of planting one tree to as many as you want, to help absorb earth's carbon emissions. You could even join as a Project Partner with a higher investment. More details are available on their website www.eternalearth.net

I wish and hope many such efforts and commitment is introduced, as they are needed to save me from being destroyed. It's the only way that in the future I will be able to take care of all of you, as lovingly as I used to.

Yours fondly,

Mother Earth



JETWING ETERNAL EARTH PROJECT (J.E.E.P.)

What is J.E.E.P. & its goal?

The project is a **JETWING** initiative taken as a responsible corporate citizen to contribute towards minimizing **GLOBAL WARMING** and its **effects** for the benefit of mankind.

What are its objectives?

Primary Objectives:-

- Create a model of re-forestation at Jetwing Hunas Falls land that can be replicated/adapted for many climatic zones as well as in small scale plots of land.
- Use the model and the process of its establishment and the outcome to educate especially the younger generation (at school level) to help secure a **safe earth** for them and for the generations to follow.
- School children to be key players and they in turn to influence and make parents responsible for their actions that contribute to global warming.
- Each Jetwing unit (such as a hotel) in a year to foster 2 schools in their respective area and educate children on good '**Earth Saving Practices (ESPs)**'.
- Involve hotel guests, staff and the local communities to make them involved and understand their expected level of responsibility and contribution needed to minimize global warming and its effects.
- Establish "The Earth Centre" (a **Knowledge centre**) at Jetwing Hunas Falls Hotel (JHFH) to easily make available knowledge we have researched/gathered to those who require it.
- The project at JHFH and its learning to be made available to any school in Sri Lanka in addition to foster schools of the project to visit and learn '**Earth Saving Practices (ESPs)**' through well structured presentations & education material.

Secondary Objectives:-

- To be associated to Sri Lankan Tourism's "**EARTH LUNG**" initiative as a responsible tourism partner
- To research/learn and help/educate to minimize/negate the carbon emissions due to tourism related activities
- Though the 'Pilot forest' will be located at Jetwing Hunas Falls, the project to be widespread to all Jetwing units (including Jetwing vehicles) and unify the whole company in a concerted effort to selflessly contribute towards the "GOAL"
- Involve local communities to educate themselves to economically self-help through "**Analog forestation**" or "**Forest Gardening system**" as well as make them learn good '**Earth Saving Practices**' (**ESPs**) (scientific waste disposal, minimum carbon emission, prevent harmful land clearing, prevent soil erosion, understanding importance and sustenance of bio-diversity etc.)
- Extension of **Jetwing Green Directory** for community education.
- The community involvement of the project is to be used to harness their relationship with the tourism industry. Make it a catalyst to create awareness among local communities of the value of the tourism industry to this country. This could also be used to continue Sri Lanka as a **Great Green Destination (GGD)** of the world to her visitors.
- Where possible establish composting of bio-degradable garbage to be used for nurseries at hotels and in foster schools. This is to teach hotel staff and school children practice of garbage management and the underlying reasons.
- Give Composting Bins to Children who successfully operate nurseries
- Research/establish a model bio-gas plant at Jetwing Hunas Falls Hotel that can be practical to be replicated at numerous locations.



How can I get more information on J.E.E.P?

You can contact any one of us on following telephone numbers.

Kumar – Project Leader – 0777 562 838

Angie - Publicity Officer – 0777 879 056

Hasantha – Project Coordinator - 0777 255 256

Hiran – Deputy Chairman, Jetwing Hotels – 0777 539 090

Shiromal – Managing Director, Jetwing Travels – 0777 287 777

Ruan – Managing Director, Jetwing Hotels – 0777 562 855

Gehan - CEO, Jetwing Eco Holidays - 0777 562 811

Sanjiva – Head of Marketing, Jetwing Hotels - 0777 900 880

Sanjiva – GM Finance, Jetwing Hotels – 0773 052 264

at Jetwing Hotels you can contact Earth Team Leaders as follows:-

Jetwing Beach, Negombo - Hycinth – 0777 772 068

Jetwing Blue Oceanic Beach, Negombo – Alex- 0773 116 778

Jetwing Ayurveda Pavillion, Negombo – Rookamani- 0773 116 779

Seashells Hotel, Negombo – Ravi – 0773 116 780

Seagarden Hotel, Negombo – Cheryl – 0312 279 000

The Blue Water, Wadduwa Roshan – 0777 804 477

Jetwing Lighthouse, Galle – Chamin – 0773 104 542

Jetwing Vil Uyana, Sigiriya – Tissa- 0773 679 893

Jetwing St. Andrews, Nuwara Eliya – Wester – 0773 116 781

Jetwing Hunas Falls, Elkaduwa – Gamunu – 0777 362 630

Or you can email us at eternalearth@jetwing.lk

Please visit our website www.eternalearth.net

Our generation has inherited an incredibly beautiful world from our parents and they from their parents. It is in our hands whether our children and their children inherit the same world.

Richard Branson