

Japan's Biodiversity Initiatives based on Private Sector Engagement



Ministry of the Environment
Government of Japan





*Japan's Biodiversity Initiatives
based on Private Sector
Engagement*

Contents

<i>1 Overview of Initiatives to Date</i>	<i>1</i>
<i>1.1 Trends in private sector engagement in biodiversity in Japan and overseas</i>	<i>1</i>
<i>1.2 Initiatives to date by the Ministry of the Environment of Japan</i>	<i>2</i>
<i>2 Initiatives by Business</i>	<i>3</i>
<i>2.1 Method of ascertaining the state initiatives by businesses</i>	<i>3</i>
<i>2.2 Awareness and recognition of the biodiversity issue by businesses</i>	<i>3</i>
<i>2.3 Current state of initiatives on biodiversity by businesses</i>	<i>4</i>
<i>2.4 Initiatives according to business activity</i>	<i>5</i>
<i>3 Major Trends to Promote Private Sector Engagement</i>	<i>10</i>
<i>3.1 Major initiatives by trade associations</i>	<i>10</i>
<i>3.2 Initiatives by local governments</i>	<i>13</i>
<i>4 Initiatives by the UNDB-J Business Sector</i>	<i>14</i>
<i>4.1 Initiatives by various groups</i>	<i>14</i>
<i>4.2 Initiatives in the private sector</i>	<i>17</i>



1 Overview of Initiatives to Date

1.1 Trends in private sector engagement in biodiversity in Japan and overseas

Since the birth of our planet, over the ages a variety of life forms, including humans, have been born and lived on the earth connected to each other. The bounty brought about by biodiversity has supported our lives and livelihoods.

In order to enjoy the bounty of biodiversity into the future, all stakeholders that make up our society must cooperate to ensure that this bounty is used sustainably, and not used up. In particular, businesses are expected to actively engage in the preservation and sustainable use of biodiversity in cooperation with various stakeholder groups including consumers, as evidenced in the decisions adopted internationally and listed below.



2006	At the Eighth Meeting of the Conference of the Parties to the Convention on Biological Diversity (CBD-COP8), the first ever decision related to private sector engagement was adopted “Private-sector engagement (Decision VIII/17)”.
2008	At the Ninth Meeting of the Conference of the Parties (CBD-COP9), the “Promoting business engagement (Decision IX/26)” was adopted.
2010	At the Tenth Meeting of the Conference of the Parties (CBD-COP10), agreement was reached on the “Aichi Targets”. Individual target number 4 set the goal that, “business and stakeholders at all levels have taken steps to achieve or have implemented plans for sustainable production and consumption”. A decision was also reached that recommended the establishment of private sector engagement initiatives at the national and regional levels, as well as recommended the establishment of a “Global Partnership for Business and Biodiversity” to promote private sector participation at the global level.

The CBD-COP10, held in Nagoya, Aichi Prefecture, wielded considerable effect on the business sector in Japan, stimulating many businesses to get involved in the preservation and sustainable use of biodiversity. Since then, businesses in particular, as well as business groups and governmental organisations, have carried out leading initiatives. The following examples display the very pioneering nature of initiatives in Japan.



2008	Nine companies from Japan participated in the “Leadership Declaration” of the Business and Biodiversity Initiative (B&B Initiative) . The Japan Business Initiative for Biodiversity (JBIB) was formed as a group of companies actively involved in biodiversity. As of September 2014, 36 companies were participating as official members, and 19 companies as networking members in this organisation.
2009	The “Guidelines for Private Sector Engagement in Biodiversity” released by Ministry of the Environment lists specific examples of activities reaching 23 in number. The Japan Business Federation formulated the “Declaration of Biodiversity by Keidanren” to promote further active engagement aimed at preservation of biodiversity, the sustainable use of biological resources, and the fair and equitable sharing of benefits arising out of utilisation of genetic resources.
2010	The business sector led in the establishment of the “Japan Business and Biodiversity Partnership” in an aim to promote engagement by businesses in biodiversity.
2011	The Japan Committee for UNDB (UNDB-J) was established based on the participation of diverse stakeholders, including the domestic business sector, non-governmental and non-profit organisations, youth, academia, and local governments.

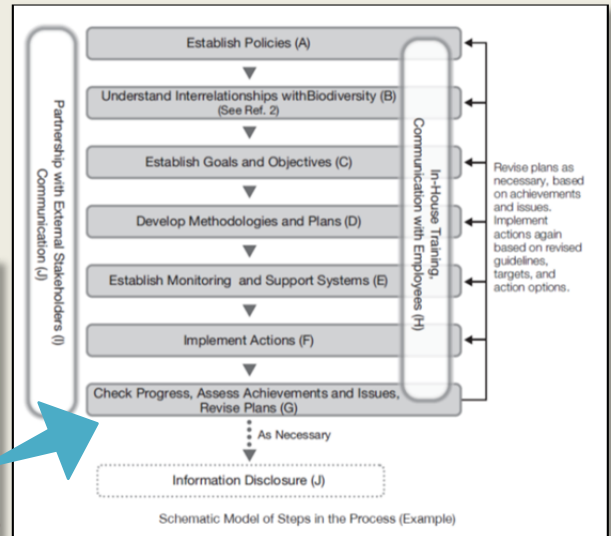
1.2 Initiatives to date by the Ministry of the Environment of Japan

To date, the Ministry of the Environment of Japan has carried out activities as shown below to promote the preservation and sustainable use of biodiversity by businesses.

This report will include initiatives related to the preservation and sustainable use of biodiversity carried out by business as described above, as it introduces trends in private sector engagement in the field of biodiversity.

■ Publication of the Guidelines for Private Sector Engagement in Biodiversity (2009)

The “Guidelines for Private Sector Engagement in Biodiversity” were issued in 2009 compiling necessary foundational information and concepts. Furthermore, these guidelines are not regulatory ones that establish the details of legal regulations. Rather they provide guiding principles for voluntary initiatives by businesses. The guidelines are made up of an Executive Summary at the beginning, followed by “Section I: A Shared Understanding of the Situation”, “Section II: Policies”, and “References: Implementation Advices”.



URL: http://www.biodic.go.jp/biodiversity/private_participation/guideline/

■ “Factual Investigation on Initiatives by Businesses in the Field of Biodiversity” (2013)

A survey based on a questionnaire, entitled “Factual Investigation on Initiatives by Businesses in Biodiversity”, was carried out to compile foundational materials for the development of measures to promote initiatives on the part of businesses related to the preservation and sustainable use of biodiversity (see p.3-9 for details).

■ “Call for Example Initiatives Related to the Preservation and Sustainable Use of Biodiversity” (2013)

A call for example cases was made via an application form on the website, where businesses themselves provided information on initiatives they wished to highlight. This was carried out to compile foundational materials for the development of measures to promote initiatives on the part of businesses related to the preservation and sustainable use of biodiversity (see p.3-9 for details).

※Ministry of the Environment website (Japanese only)

The “Biodiversity and Economic Activities” website provides information that serves as a reference for initiatives, divided into the four areas of, 1) Guidelines for Private Sector Engagement in Biodiversity, 2) State of private sector initiatives, 3) Relationship between business activities and biodiversity, and 4) International trends. Details on the results of the above questionnaire and collected example cases are available in the “State of private sector initiatives” area.

http://www.biodic.go.jp/biodiversity/private_participation/trend/



2 Initiatives by Business

In order to ascertain the state of initiatives on the preservation and sustainable use of biodiversity in the business world in Japan, as well as to ascertain key issues related to the mainstreaming of the biodiversity issue, the Ministry of the Environment conducts a number of surveys targeted at businesses. The current state of initiatives by the private sector in Japan is introduced below, based on the results of three types of surveys.

2.1 Method of ascertaining the state initiatives by businesses

■ Questionnaire

In order to ascertain the state of initiatives on the preservation and sustainable use of biodiversity on the part of businesses in Japan, the Ministry of the Environment conducted a survey in January 2013. The targets of the questionnaire were businesses around the country with over 500 employees (over 50 employees for the agriculture, forestry, fisheries, mining and crushed stone industry, and gravel mining industries). Valid responses numbered at 2,601 companies with a response rate of 40.5%.

■ Collection of case studies

Parallel to the questionnaire, calls for examples of initiatives related to the preservation and sustainable use of biodiversity on the part of businesses (companies, foundations and incorporated bodies, non-profit organisations, private organisations and individuals) resulted in a total of 360 examples being registered online. These examples were organised into categories according to the type of business activity setting (procurement of raw materials, production/processing, use of biological resources, loans and investments, sales, research and development, transport, land use and development, etc.), and scoring was carried out from a number of perspectives to select pioneering and exemplary initiatives for each type of setting.

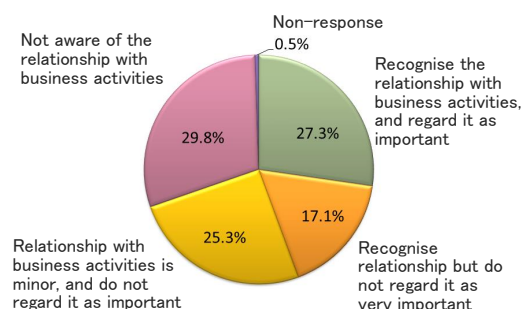
■ Interviews with businesses

Taking into consideration the type of industry and setting within business activities, ten companies were selected from the businesses carrying out pioneering initiatives of the collected examples described above based on the criteria that, 1) the initiative was highly relevant to the company's main business and had aspects of CSV (Creating Shared Value), and 2) the initiative corresponded to international trends. Interviews were carried out on the background of initiatives and their outcomes. The initiatives of these companies are introduced in section 2.4 "Initiatives according to business activity". (Period of interviews: Aug. to Sept., 2014)

2.2 Awareness and recognition of the biodiversity issue by businesses

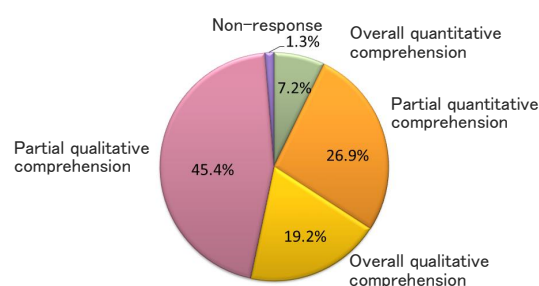
1) Recognition of the relationship between business activities and biodiversity, and its importance in business activities

Regarding recognition of the relationship between biodiversity and business activities and of the importance of biodiversity in business activities, 27.3% of companies responded that they, "recognise the relationship with business activities, and regard it as important". Even when including the response, "recognise relationship but do not regard it as very important", the figure is less than half, or 44.4%, revealing that at present recognition of the importance of biodiversity is not very high.



2) State of comprehension of the relationship between business and biodiversity

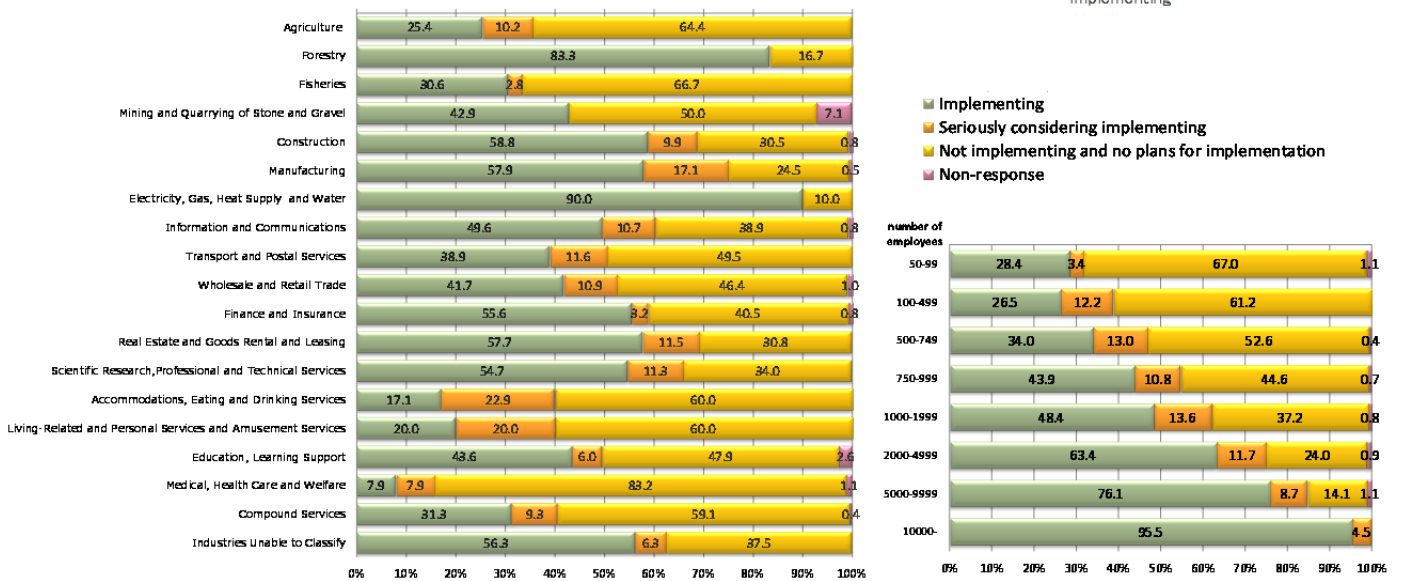
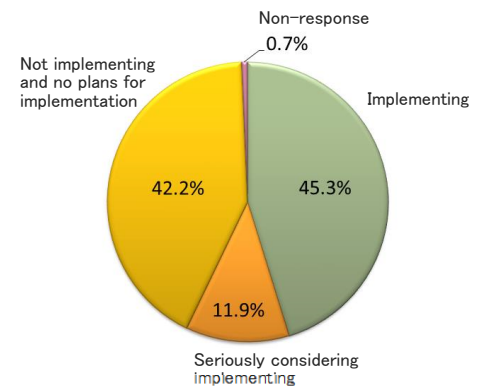
Regarding the relationship between business and biodiversity, 7.2% responded, "overall quantitative comprehension", while including "partial quantitative comprehension" and "overall qualitative comprehension" bring the figure to about half. An established method of ascertaining the relationship between business and biodiversity does not exist; there is a pressing need to develop and disseminate a simple method in order to promote initiatives by businesses.



2.3 Current state of initiatives on biodiversity by businesses

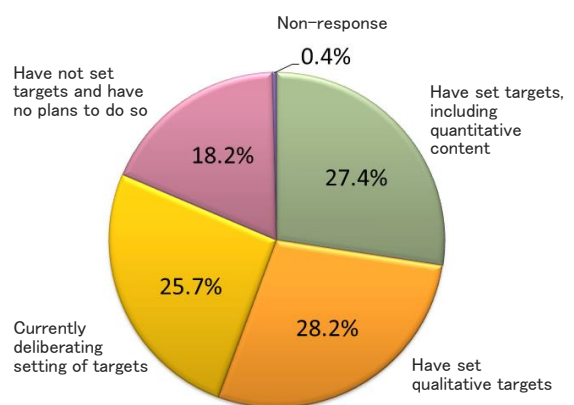
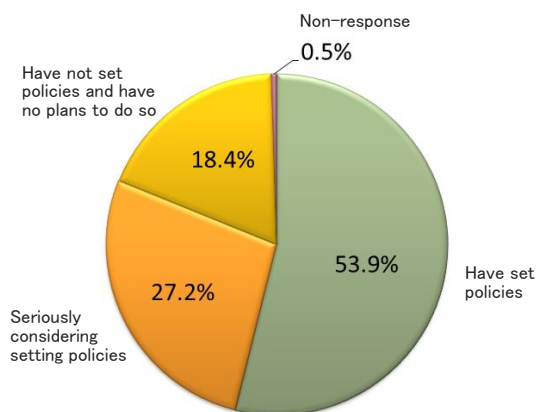
1) State of implementation of initiatives

A total of 57.2% of respondents stated that they are “implementing” or “seriously considering implementing” initiatives related to the preservation and sustainable use of biodiversity. When examined by industry, over half of businesses in the forestry, electricity, gas and heat supply companies, construction and manufacturing industries are engaged in initiatives. Also, the greater the number of employees, the greater the ratio of “implementing” responses. Stimulating initiatives on the part of small to medium-sized enterprises is an issue that requires addressing in the future.



2) Setting of policies and targets

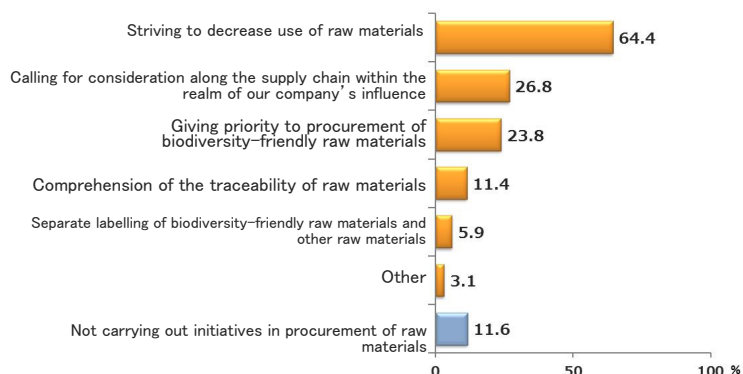
About 80% of all businesses responded that they “have set policies” or are “seriously considering setting policies” regarding the preservation and sustainable use of biodiversity. Moreover, of businesses that have established policies, 55.6% have set “quantitative” and “qualitative” targets for implementing biodiversity initiatives. When “currently deliberating setting of targets” responses are included, this figure rises to 81.3%, raising expectations for the effectiveness of initiatives based on the setting of various types of targets.



2.4 Initiatives according to business activity

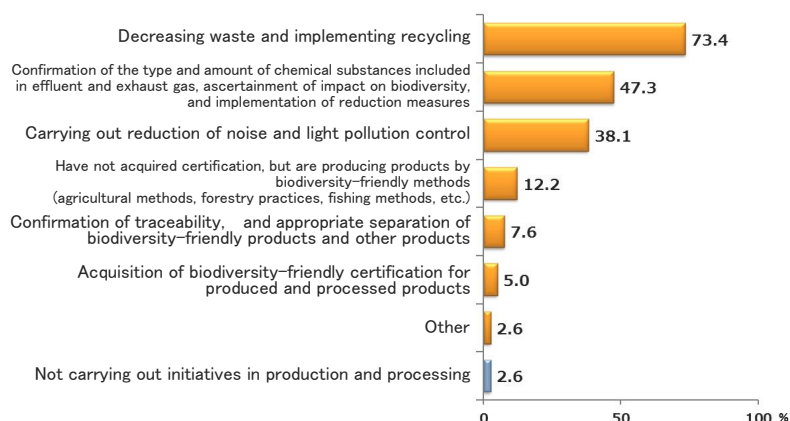
1) Initiatives in procurement of raw materials

For businesses engaging in procurement of raw materials, those that replied they are implementing some sort of initiative accounted for 86.9%. The response most often given regarding the specific content of initiatives was “Striving to decrease use of raw materials”. The next most often given response was “Calling for consideration along the supply chain within the realm of our company’s influence”.



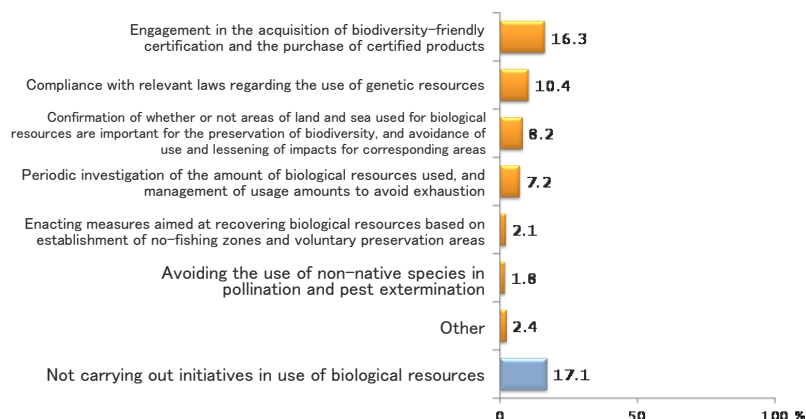
2) Initiatives in production and processing

For businesses engaging in production and processing, those that replied they are implementing some sort of initiative accounted for 96.9%, or nearly all businesses. The response most often given regarding the specific content of initiatives was “Decreasing waste and implementing recycling”. The next most often given response was “Confirmation of the type and amount of chemical substances included in effluent and exhaust gas, ascertainment of impact on biodiversity, and implementation of reduction measures”.



3) Initiatives in use of biological resources

For businesses engaging in use of biological resources, those that replied they are implementing some sort of initiative accounted for 65.8%. The response most often given regarding the specific content of initiatives was “Engagement in the acquisition of biodiversity-friendly certification and the purchase of certified products”. The next most often given response was “Compliance with relevant laws regarding the use of genetic resources”.



Case Study

Ajinomoto Co., Inc.

In order to mark its 100th year anniversary in 2009, Ajinomoto Co., Inc. established a new corporate philosophy called “Working for Life”, recognising biodiversity as one of the most important issues for its business that depends on various biological resources. The company created Supplier CSR Guidelines in 2013, which clearly state that supplier companies are required to consider biodiversity and ecosystems in their procurement of raw materials. Nearly all suppliers were informed of the guidelines, and a questionnaire survey on CSR was conducted for some of them. Later, the companies were informed of the survey results in order to raise awareness of CSR including biodiversity throughout the whole supply chain. Furthermore, the company is focusing on sustainable procurement verification for its main materials. Initiatives include: subscribing to RSPO (Roundtable on Sustainable Palm Oil) membership; switching to certified palm oil for all supplies by 2018; contributing to establishment of an international agreement on the conservation of skipjack through carrying out a tagging survey of skipjack which is the company’s main raw material; and development of environmentally responsible procurement guidelines for paper.



Source: Ajinomoto Co., Inc.

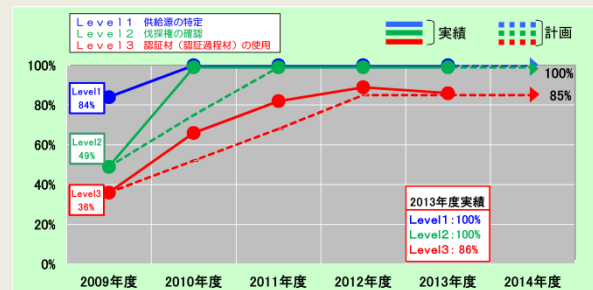
(URL : <http://www.ajinomoto.com/en/>)

Case Study

Misawa Homes Co., Ltd.

Misawa Homes Co., Ltd. established lumber procurement guidelines in 2010 to protect biodiversity in view of the fact that it consumes lumber in large quantities for its core business of home building. The guidelines set numerical targets in three levels. The most stringent Level 3 requires the company to use certified, or certification-bound, lumber for no less than 70 percent of its whole consumption by fiscal year 2015, ending March 2015. In fiscal year 2012 Misawa Homes achieved this Level 3 target, and raised the target upward.

The company uses the checklist of an environmental NGO for verification of lumber qualification and has an in-house system to implement its green lumber procurement policy.



Source: Misawa Homes Co., Ltd.

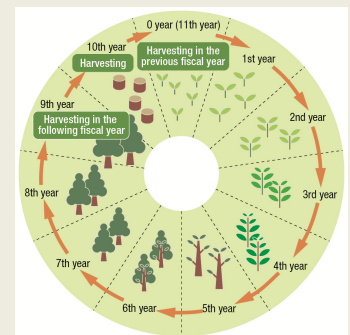
(URL : <http://www.misawa.co.jp/en/info/>)

Case Study

Nippon Paper Industries Co., Ltd.

Nippon Paper Industries Co., Ltd. conducts its forest resource-based business activities in line with the basic philosophy of its Environmental Charter of “carrying out its corporate activities in recognition of the importance of biodiversity.” More specifically, Nippon Paper Industries attaches importance to “sustainable forest management” that takes biodiversity into consideration in its procurement of wood raw materials, and also actively uses third-party “forest certification programs” as a tool for evaluating sustainability as part of its supply chain activities.

Nippon Paper Industries is also committed to the creation of forest resources and, as part of this, operates tree-planting projects based on its 'Tree Farm Initiative'* in four countries overseas. Besides procuring raw materials from its own forests, Nippon Paper Industries also aims to achieve sustainable forest management, and all of its forests both in and outside Japan have acquired forest certification.



Source: Nippon Paper Industries Co., Ltd.

(URL: <http://www.nipponpapergroup.com/english/>)

Case Study

Sumitomo Forestry Co., Ltd.

Sumitomo Forestry Co., Ltd. formulated its Green Procurement Guidelines in 2002 which established product procurement standards from two aspects: “Supplier’s Attitude to Environment (Evaluation of Corporate Activities)” and “Environmental Impact of the Product in its Life Cycle (Evaluation of Product)”. For timber, which is essential to its business, the company developed “Timber Procurement Standards” separately and examines the legal compliance of suppliers within its Timber Procurement Committee. Furthermore, it has implemented “CSR surveys” for all suppliers of timber and timber products directly imported from overseas as a reference for the screening of suppliers. In addition to the legality and environmental aspect of timber, the company also ensures responsible procurement from a social perspective by confirming the status of human rights and appropriate labour practices.

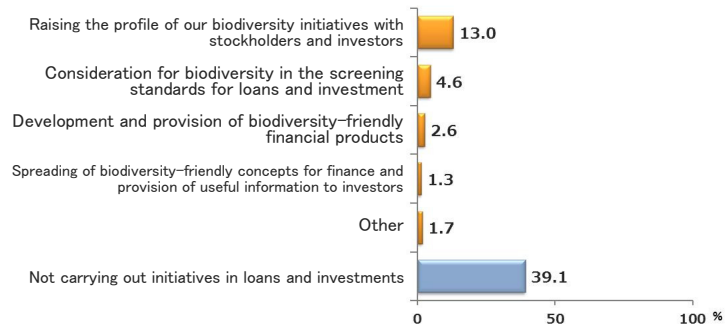


Source: Sumitomo Forestry Co., Ltd.

(URL : <http://sfc.jp/english/>)

4) Initiatives in loans and investments

For businesses engaging in loans and investments, those that replied they are implementing some sort of initiative accounted for only 32.0%, revealing that initiatives in this area are few compared to other areas. The response most often given regarding the specific content of initiatives was "Raising the profile of our biodiversity initiatives with stockholders and investors". The next most often given response was "Consideration for biodiversity in the screening standards for loans and investment".



Case Study

Sumitomo Mitsui Trust Holdings, Inc

As the only Japanese financial institution that signed the "Natural Capital Declaration" proposed by UNEP-FI at Rio + 20 in 2012, Sumitomo Mitsui Trust Holdings, Inc., has developed a progressive approach to loan and investment. In 2013, it launched its Environmental Rating Loans with Evaluation of Natural Capital Preservation, which is an environmental-rating evaluation process for companies that incorporates both the impact of a company's activities on natural capital and its positive environmental initiatives. For evaluation of natural capital, the company utilises a tool called ESCHER (Efficient Supply Chain and Environmental Reporting) developed by PricewaterhouseCoopers to quantify impact on natural capital, such as water, air and land, for each region. Calculation of impact on natural capital is done retracing the supply chain, based on the data of procured raw materials. The results enable companies to identify, for example, the amount of water usage in areas with high risk of water depletion, obtain information on business operational risk that has not yet been identified, and utilise information regarding dependency and impacts on natural capital in a company's environmental report. With these advantages, companies that receive financing have been gradually increasing.

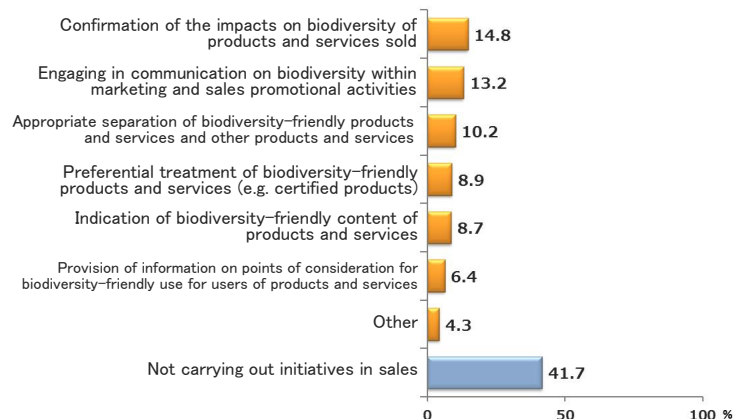


Source: Sumitomo Mitsui Trust Holdings, Inc

(URL : <http://smth.jp/en/>)

5) Initiatives in sales

For businesses engaging in sales, those that replied they are implementing some sort of initiative accounted for 47.6%, or less than half, leaving much room for improvement in initiatives down the supply chain. The response most often given regarding the specific content of initiatives was "Confirmation of the impacts on biodiversity of products and services sold". The next most often given response was "Engaging in communication on biodiversity within marketing and sales promotional activities".

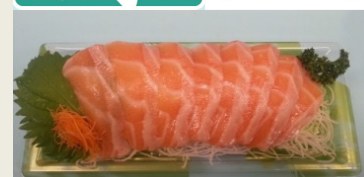


Case Study

AEON Co., Ltd.

AEON Co., Ltd. developed the "Aeon Biodiversity Principle" in March 2010 and the "Aeon Sustainable Procurement Principle" (consisting of five principles, including elimination of illegal trading, collection, fishery, etc., of natural resources) in February 2014. Specifically, the company focuses on the sale of certified products.

Regarding its MSC (Marine Stewardship Council) certified products, it was the first Japanese retailer to obtain the MSC Chain of Custody standard (MSC-CoC) and sells an extensive lineup of products. In addition, the company contributes to sustainable fisheries and launched the "TOPVALU raw Atlantic salmon" in February 2014, which was the first product to receive ASC (Aquaculture Stewardship Council) certification in Asia.

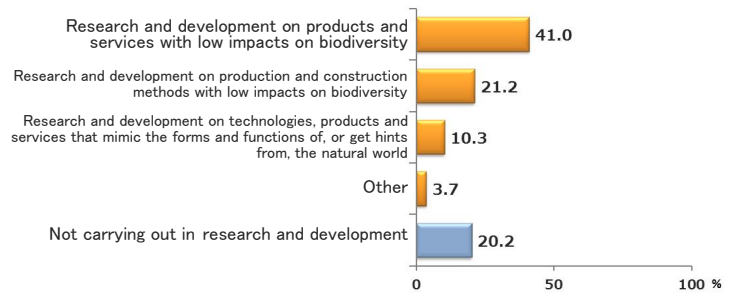


Source: Nippon AEON Co., Ltd.

(URL : <http://www.aeon.info/en/>)

6) Initiatives in research and development

For businesses engaging in research and development, those that replied they are implementing some sort of initiative accounted for 72.0%. The response most often given regarding the specific content of initiatives was “Research and development on products and services with low impacts on biodiversity”. The next most often given response was “Research and development on production and construction methods with low impacts on biodiversity (e.g. agricultural methods that use less chemical fertilizers, technologies to predict catch of fish resources).”



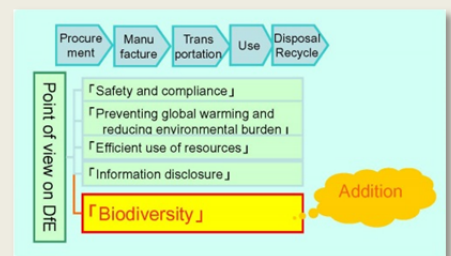
Case Study

FUJIFILM Corporation

In 2010, the FUJIFILM Corporation incorporated the perspective of “biodiversity conservation” into its existing “Rule for Design for Environment (DfE)”, guidelines for considering environmental impacts from the product design phase, with the following evaluation criteria:

- I. Prevention and minimisation of the impact of products on ecosystems to conserve the natural environment and biodiversity (Initiatives in Production)
- II. Risk management concerning the sustainable supply of biological resources from a long-term view (Initiatives in procurement of biological resources)

In this system, environmental goals that take into consideration the product’s total life cycle are set at the early stages of product development, using the Environmental Quality Target Sheet, and the degree of achievement of those goals is examined when development is completed. Products that do not meet standards of environmental quality are not commercialised.

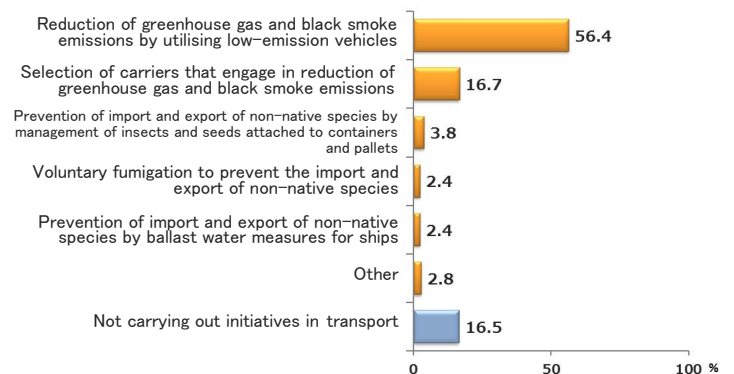


Source: Nippon FUJIFILM Corporation

(URL: <http://www.fujifilm.com/>)

7) Initiatives in transport

For businesses engaging in transport, those that replied they are implementing some sort of initiative accounted for 79.9%. The response most often given regarding the specific content of initiatives was “Reduction of greenhouse gas and black smoke emissions by utilising low-emission vehicles”. The next most often given response was “Selection of carriers that engage in reduction of greenhouse gas and black smoke emissions”.



Case Study

Nippon Yusen Kabushiki Kaisha

Nippon Yusen Kabushiki Kaisha (NYK) first installed a ballast water management system on its car carrier "Emerald Leader," and the company currently has the system installed on around 50 vessels.

The International Convention for the Control and Management of Ship's Ballast Water and Sediments has not been ratified yet, so even though these installations take time and are costly, they are not mandatory. They do, however, contribute to the conservation of marine biodiversity. While monitoring the progress of the convention's ratification, NYK will continue to equip all vessels that it owns and manages with the ballast water management system to prevent ballast water from negatively impacting biodiversity.

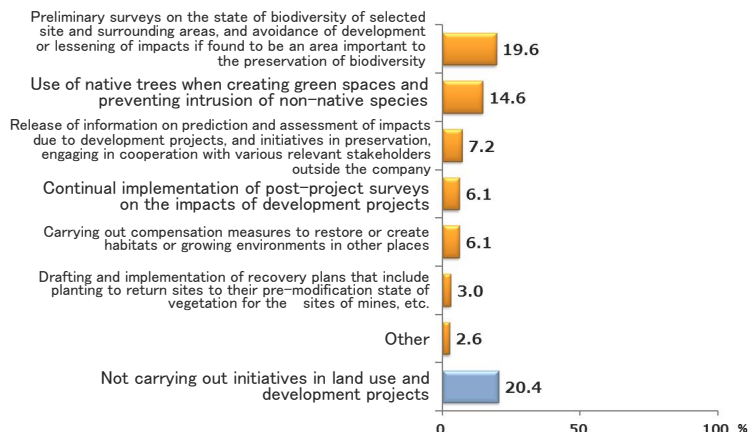


Source: Nippon Yusen Kabushiki Kaisha

(URL: <http://www.nyk.com/english/>)

8) Initiatives in land use and development projects

For businesses engaging in land use and development projects, those that replied they are implementing some sort of initiative accounted for 61.0%. The response most often given regarding the specific content of initiatives was “Preliminary surveys on the state of biodiversity of selected site and surrounding areas, and avoidance of development or lessening of impacts if found to be an area important to the preservation of biodiversity”. The next most often given response was “Use of native trees when creating green spaces and preventing intrusion of non-native species” .



Case Study

Taisei Corporation

Taisei Corporation was involved in planning the construction of the Sapporo Dome, and conducted an environmental survey within a 10 km radius of the planned site. In the survey, the company quantitatively analysed the avian species observed in the area and proposed planning conditions to create an environment that can be use by diverse organisms.

In addition, it conducted a monitoring survey of fauna and flora for over 10 years beginning from construction planning and continuing on after construction completion to confirm that the created environment has been functioning as an environment that hosts a variety of organisms. Taisei Corporation was able to verify the positive effects of its initiative over the long-term based on the understanding and cooperation of the dome-facility management company. In addition to monitoring, they also carried out proper management practices, as a result increasing the number of species that have been recorded in a variety of biomes such as birds, butterflies, and dragonflies.



Source: Taisei Corporation

(URL : <http://www.taisei.co.jp/english/>)

Case Study

Sumitomo Corporation

Sumitomo Corporation participated in the world’s largest nickel mine development project in Madagascar, the “Ambatovy Project”, together with Sherritt International, Korea Resources Corporation and SNC-Lavalin. Various comprehensive conservation programs have been implemented to mitigate impacts and conserve the remaining pristine natural environments in Madagascar. These include establishing a buffer zone around the mine footprint for forest conservation and safe migration of animals into adjacent areas, plants propagation for future restoration of the footprint, and avoidance of critical habitat by rerouting or tunneling the pipeline. The project is dedicated to the highest environmental standards in collaboration with the Madagascar government and other local and international experts such as Conservation International, Duke Lemur Center, Missouri Botanical Garden and domestic NGOs. In addition, as the first pilot project of the Business and Biodiversity Offsets Programme (BBOP), the implementation of offset activities is also underway to achieve “No Net Loss and preferably a Net Gain of biodiversity” by conserving areas of land up to 10 times the size of the mining footprint that contains similar biodiversity. This initiative has been attracting attention from all over the world.

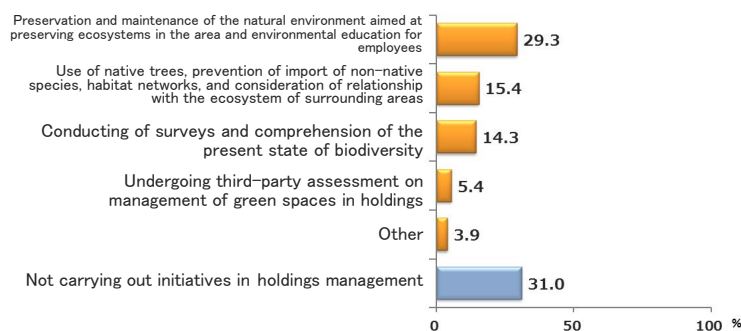


Source: Sumitomo Corporation

(URL : <http://www.sumitomocorp.co.jp/english/>)

9) Initiatives in holdings management

For businesses engaging in holdings management, those that replied they are implementing some sort of initiative accounted for 57.2%. The response most often given regarding the specific content of initiatives was “Preservation and maintenance of the natural environment aimed at preserving ecosystems in the area and environmental education for employees”. The next was “Use of native trees, prevention of import of non-native species, habitat networks, and consideration of relationship with the ecosystem of surrounding areas”.



3 Major Trends to Promote Private Sector Engagement

3.1 Major initiatives by trade associations

Trade associations in Japan are in a position to organise businesses in each industry (in many cases they are referred to as industry associations). Trade associations in Japan possess the following characteristics and play an important role in encouraging businesses to engage in initiatives for the preservation and sustainable use of biodiversity.

- In some industries, connections among businesses are strong, and most businesses earnestly engage in the policies and action plans of the trade association.
- In the past, trade associations have played a central role in climate change mitigation and resource conservation initiatives, and have successfully created voluntary standards and rules for industries.

Japan Business Federation, general incorporated association

In 2009, the Japan Business Federation established the “Declaration of Biodiversity by Keidanren” to promote further active engagement aimed at preservation of biodiversity, the sustainable use of biological resources, and the fair and equitable sharing of benefits arising out of utilisation of genetic resources. The Japan Business Federation wields considerable influence in the business sector of Japan. At present, many businesses and business groups adhere to the declaration and have taken concrete actions.

The specific work for the “Declaration of Biodiversity by Keidanren” is carried out by a special committee of the Japan Business Federation, the “Keidanren Committee on Nature Conservation”, a consignor of the public trust, “Keidanren Nature Conservation Fund”. This committee is also the secretariat for the below-mentioned “Japan Business and Biodiversity Partnership”, playing a vital role in the business sector in Japan.

Declaration of Biodiversity by Keidanren

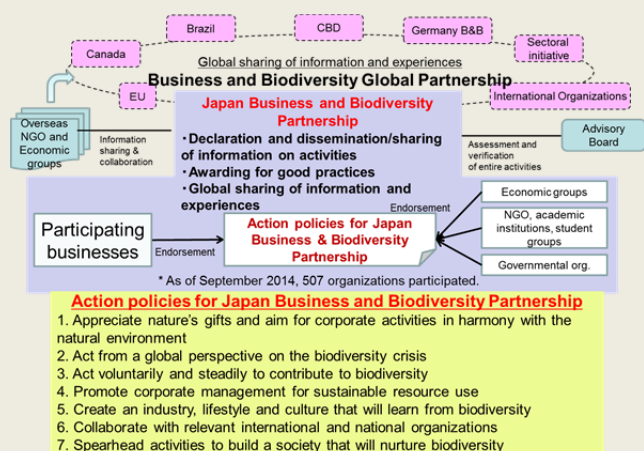
1. Appreciate nature's gifts and aim for corporate activities in harmony with the natural environment
2. Act from a global perspective on the biodiversity crisis
3. Act voluntarily and steadily to contribute to biodiversity
4. Promote corporate management for sustainable resource use
5. Create an industry, lifestyle and culture that will learn from biodiversity
6. Collaborate with relevant international and national organisations
7. Spearhead activities to build a society that will nurture biodiversity

(URL : <http://www.keidanren.or.jp/en/>)

Japan Business and Biodiversity Partnership

This initiative was established in 2010 in an aim to promote engagement by businesses in biodiversity. The Partnership is made up of businesses that support the aims of the “Japan Business and Biodiversity Partnership Action Policy” and have the intent to engage in activities according to the action policy (one or more items), as well as business associations, NGOs, researchers, local governments and governments with the intent to support the initiatives of such businesses. As of September 2014, 507 organisations are participating.

To date, activities have included information sharing and exchange among businesses and related parties via a periodical newsletter and other activities. Further, in 2011 a survey was conducted for member companies to monitor the state of member activities. Example initiatives were compiled and released on the website.



(URL : <http://www.bd-partner.org/english/>)

Japan Business Initiative for Biodiversity (JBIB)

Japan Business Initiative for Biodiversity (JBIB) is a group of Japanese corporations committed to biodiversity conservation that was established in April 2008. JBIB has been actively promoting the conservation of biodiversity in the private sector through initiatives such as the development of tools and guidelines which includes the JBIB Guidelines for Sustainable Business Sites. JBIB's objectives are as follows:



Source: Japan Business Initiative for Biodiversity

1. To explore links between business and biodiversity and to use that knowledge in our business practices
2. To promote dialogue and cooperation with stakeholders
3. To share good practices within Japan and abroad
4. To advocate and undertake educational efforts for the promotion of biodiversity conservation
5. To conduct projects to fulfill the aforementioned objectives

(URL : <http://www.jbib.org/en/>)

When examined from the regional level, there are very few examples of contribution to biodiversity preservation by the business sector in specific areas. As such, the initiatives of the Nagoya Chamber of Commerce and Industry are an example of pioneering activities on the part of a regional business sector.

In order for the preservation and sustainable use of biodiversity to become mainstream, promoting the initiatives among small to medium-sized enterprises is an issue, and one in which regional business communities can play a critical role. Expectations exist for more regional business communities to actively engage in the preservation and sustainable use of biodiversity in the manner of the Nagoya Chamber of Commerce and Industry.

Nagoya Chamber of Commerce and Industry

In Nagoya city, the host city of COP 10, the Nagoya Chamber of Commerce and Industry has been making efforts to mainstream biodiversity conservation in industry. In 2012, it created a practical guide book that describes how to comprehend the interdependency between biodiversity and business activities, and how to conceptualise initiatives. The guidebook is mainly aimed at small and medium-sized enterprises to help them understand how their business activities are linked with biodiversity and to what extent biodiversity risks, benefits, or opportunities exist.

One of the features of the guidebook is that it demonstrates the relationship between the twenty Aichi Targets and company initiatives, with many ideas for companies on how to evaluate their progress on achieving the Aichi Biodiversity Targets.



Source: Nagoya Chamber of Commerce and Industry

(URL : <http://www.nagoya-cci.or.jp/eng/>)

Past deliberations have shown that the impacts of business activities on biodiversity are similar for businesses in the same industry. Thus, the importance of trade organisations in organising businesses in each industry has been recognised.

Trade organisations have made considerable contributions in the past in the realm of creating low-carbon and recycling societies through creating plans for each industry, and compiling and releasing reports. There are high expectations for trade organisations to play a similar role in contributing to society in regards to the preservation and sustainable use of biodiversity.

Several examples have been confirmed of trade organisations creating action policies and action plans for their respective industries. Of these, the three examples described below were found to have high potential to have a ripple effect on other industries. There were also found to represent industries in which engaging as an industry is considered to be highly effective and efficient. Interviews were thus conducted.

Case Study

Japan Federation of Construction Contractors, general incorporated association

The Japan Federation of Construction Contractors started various initiatives from 2009, with the Environmental Subcommittee playing a central role. In 2011, it conducted a questionnaire for 148 member companies to obtain an overview of initiatives in the construction industry concerning the conservation and sustainable utilisation of biodiversity (e.g. wildlife corridors, fish passes, symbiosis revetments). Another aim of the questionnaire was to distribute an educational brochure and raise awareness on the importance of biodiversity in member companies.

Furthermore, the fifth edition of the "Environmental Voluntary Action Plan of the Construction Industry", provided a new chapter entitled, "Society in Coexistence with Nature", in which goals to develop technologies, methods, and programmes for the conservation and sustainable use of biodiversity in the construction industry and its member companies were established.

(URL: <http://www.nikkenren.com/>)

Case Study

Japan Pharmaceutical Manufacturers Association

With the goal to raise awareness in the pharmaceutical industry, the Japan Pharmaceutical Manufacturers Association published the "JPMA Guideline for Conduct Concerning Biodiversity" (global warming prevention/sustainable use of resources/reduction of environmental risks caused by chemical substances/creation of a favorable environment for biodiversity conservation) in 2012.

JPMA considers the "creation of a favorable environment for biodiversity conservation (increased awareness of biodiversity in the whole society through proactive communication and employee education)" as the most important issue, and holds workshops on biodiversity to raise the level of awareness in the pharmaceutical industry. Furthermore, in 2013 the association conducted a questionnaire survey and invited submission of initiatives from companies in the environmental safety committee. Results of the survey were provided with feedback to each member company. The survey was undertaken with the aim of understanding the status of initiatives at pharmaceutical companies and to promote further action within the industry.

(URL: <http://www.jpma.or.jp/english/>)

Case Study

Japan Paper Association

The Japan Paper Association is composed of paper, paperboard and pulp manufacturing companies. Based on requests from member companies to gain information on the need for biodiversity conservation at overseas plantations, the association conducted a survey on biodiversity in overseas tree plantations. Following the survey, it launched a committee consisting of academics, civil society organisations and member companies and formulated the "Guidelines for Action on Biodiversity Conservation" in 2014 to demonstrate the paper industry's willingness to work on biodiversity issues.

In the guidelines, the association specifies the actions it encourages member companies to take, such as the creation of organisational structure within companies for initiative implementation, implementation of criteria for sustainable forest management (acquisition of forest certifications, e.g. FSC, PEFC, or SGEC), and responsible procurement (e.g. submission of traceability reports from suppliers and implementation of field surveys).

(URL: <http://www.jpma.gr.jp/en/>)

3.2 Initiatives by local governments

In order for the preservation and sustainable use of biodiversity to become mainstream, the range of initiatives must expand to include not only major corporations, but also small to medium-sized enterprises. Furthermore, a stronger link with primary industries is advisable. Here, local governments with their strong local connections could play a bigger role in the future. Already a number of local governments are engaged in pioneering initiatives utilising the information exchange mechanism of the Network of Local Governments for Biodiversity*.

This research focused on local governments that have formulated policy on biodiversity, such as local biodiversity strategies, and have enacted (or have explicit plans for future enactment) measures to promote biodiversity-friendly business that is not necessarily considered CSR. Specifically, local governments engaging in initiatives such as those described below were found to be leading other local governments in carrying out pioneering, exemplary initiatives. Accordingly, interviews were conducted.

- Promotion of voluntary activities by businesses based on independent certification systems, indicators and establishment of subsidies
- Active transmission of information on existing schemes and certifications, and promotion of their utilisation by businesses
- Transmission of reference information and establishment of a public relations forum to introduce good practices
- Promotion of biodiversity-friendly purchasing behavior by consumers

Aichi Prefecture

- ◆ Introduced the Aichi Mitigation Policy to make use of the green spaces created/protected by businesses in development projects for the formation of local ecological networks. It evaluates the quality of green spaces by points and encourages activities to improve the quality of green spaces

(URL: <http://www.pref.aichi.jp/global/en/>)

Shiga Prefecture

- ◆ Businesses that are conducting biodiversity initiatives pertaining to Shiga Prefecture in collaboration with other organisations are awarded the “Shiga Biodiversity Award” (cosponsored by the Shiga Committee for Economic Development)
- ◆ Prefectural certification of agricultural produce that is environmentally friendly

(URL: <http://www.pref.shiga.lg.jp/multilingual/english/>)

Sapporo City

- ◆ Periodic survey of companies on their business activities related to biodiversity
- ◆ Production of a practical handbook on lifestyles that consider biodiversity

(URL: <http://www.city.sapporo.jp/city/english/>)

Yokohama City

- ◆ Creation of a “Biodiversity Special Award” in 2011 within the Yokohama Environmental Activity Awards, which were set up to recognize individuals, children/students, organizations and businesses that actively carry out environmental sustainability initiatives in the region

(URL: <http://www.city.yokohama.lg.jp/kankyo/kyoudou/katsudosyou/>)

Niigata City

- ◆ Support of business CSR activities, business participation in the “Niigata Civil Environment Conference” and cooperation with citizens and NPOs
- ◆ Promotion of biodiversity protection in large-scale development, public works, and agricultural land consolidation

(URL: http://www.city.niigata.lg.jp/multilingual/e_index/)

Shizuoka City

- ◆ Held a Citizens Forum for Biodiversity with the aim to build capacity and promote networks/information exchange for organizations that are carrying out three leading projects
- ◆ Close collaboration of citizens, businesses, and government towards the development of a society that coexists with nature based on the principles of the Minami-Alps Biosphere Reserve registered in June 2014

(URL: <http://www.city.shizuoka.jp/>)

Nagoya City

- ◆ Creation of an information leaflet for businesses (distribution to companies by Energy Efficiency Advisors)
- ◆ Addition of a biodiversity criterion in the “Eco-Oriented Business Certification Program” which is preferential treatment for submitting bids for public works

(URL: <http://www.city.nagoya.jp/en/>)

Minato City, Tokyo Metropolitan Government

- ◆ Held the Minato City Business Forum for networking and exchange of information between businesses, including SMEs

(URL: <http://www.city.minato.tokyo.jp/multilingual/>)

*Network of Local Governments for Biodiversity

This organisation was established in 2011 to carry out information exchange among local governments on initiatives related to the preservation and sustainable use of biodiversity and their outcomes. The organisation, as a constituent of the Japan Committee for UNDB, also aims to promote partnerships and cooperation among other sectors and to contribute to realisation of the Aichi Targets. The network is made up of 138 local governments around the country that support its aims, including prefectural, designated cities and municipal governments (as of September 2014).

Local governments in the network exchange information and engage in a variety of areas, including continuation of the outcomes of CBD-COP10, propagation and mainstreaming of biodiversity, strengthening links with diverse stakeholders, drafting and revision of local biodiversity strategies, creation of ecosystem networks and promotion of environmental education.

4 Initiatives by the UNDB-J Business Sector

The Japan Committee for United Nations Decade on Biodiversity (UNDB-J) was established in September 2011 with the aim of promoting initiatives related to the preservation and sustainable use of biodiversity by facilitating participation and cooperation from all sectors in Japan, including national government, local governments, businesses, citizens and private organisations in contributing to achieving the Aichi Targets. As of September 2014, numerous sectors participate, including five experts, 25 relevant organisations (11 business sector organisations, 13 conservation and public awareness groups, and the Network of Local Governments for Biodiversity), and six relevant government agencies, as well as cooperating and supporting organisations.

In order to promote the mainstreaming of the biodiversity issue, UNDB-J holds annual meetings and engages in the following types of initiatives, garnering the support of a variety of businesses including the Sekisui Jushi Corporation.

- I. Information and opinion exchange on biodiversity (national meetings, regional seminars, and workshops, as well as transmission of information to the international community)
- II. Certification of best practice examples from the Nijyu-maru(Double 20 Campaign) project
- III. Recommendation of books and communication materials on the importance of Biodiversity
- IV. Commendations based on the Biodiversity Action Award
- V. Public relations activities and mainstreaming by the Mainstreaming Promotional Team (A public awareness group of celebrities, appointment of "Biodiversity leaders" and PR activities based on the "Biodiversity Character Team", and calls for participation on Facebook)
- VI. Development of public awareness and education tools and items (promotion of "My Biodiversity declaration - 5 Actions", calls for participation in the Green Wave, Issuance of the "Iki Tomo" magazine on biodiversity, etc.)



 **SEKISUI JUSHI CORPORATION**

4.1 Initiatives by various groups

Organisations participating in UNDB-J as part of the business sector are engaged in a variety of initiatives related to the preservation and sustainable use of biodiversity, such as those described below. These organisations promote initiatives in biodiversity in the business community and exhibit leadership in their respective areas.

Japan Business Federation, general incorporated association

Other than initiatives on p.10, the Japan Business Federation carries out initiatives as follows.

■ Support for nature preservation activities via the public trust, Keidanren Nature Conservation Fund

The nature preservation projects of NGOs both in Japan and abroad are provided with financial support through the Keidanren Nature Conservation Fund, a public trust. The principal for the fund is made up of donations collected from companies and individuals by the Keidanren Committee on Nature Conservation. Last fiscal year, 169 million JPY was provided to support 61 nature preservation projects in Japan and abroad.

■ Support for recovery in the Tohoku region through nature regeneration projects

The Japan Business Federation supports the recovery of the Tohoku region that suffered from the Great East Japan Earthquake through projects in nature regeneration and promotion of understanding on biodiversity. Symposiums have been held and donations made of UNDB-J recommended reading (see p.19).

(URL:<http://www.keidanren.or.jp/kncf/>)

Japan Chamber of Commerce and Industry

■ Receipt of applications for the containers and packaging recycling scheme

Based on the Containers and Packaging Recycling Law, the Japan Chamber of Commerce and Industry is entrusted by the Japan Containers and Packaging Recycling Association, a public interest incorporated foundation, to carry out receiving of applications for commissions to recycle from businesses conducting containers and packaging recycling work. Likewise, promotional activities are carried out on the containers and packaging recycling scheme within the network of chambers of commerce and industry around the country.

■ Eco Test (Certification Test for Environmental Specialists) (<http://www.kentei.org/eco/>)

The Eco Test is a certification examination that encourages the acquisition of a broad range of foundational knowledge on the global environment. As an “environmental education tool”, it enables acquisition of knowledge on diversified environmental issues. The Tokyo Chamber of Commerce and Industry leads in the administration of the Eco Test in cooperation with chambers of commerce and industry around the country. (*See the following website for details. <http://www.kentei.org/eco/>)



(URL : <http://www.jcci.or.jp/>)

Japan Fisheries Association, general incorporated association

■ Marine Eco-Label Japan

This scheme certifies fishers that actively engage in resource management activities aimed at the sustainable use of marine resources and ecosystem preservation, and attaches the Marine Eco-Label (MEL) to their products. The objective of the scheme is to foster a movement whereby fishers communicate to consumers regarding their resource management activities and the natural environment of their respective areas, leading like-minded consumers to select MEL products. Certification is effective for a five-year period and is of two types, production stage certification and distribution and processing stage certification, with 21 and 50 registrations respectively (as of September 2014).



(URL : <http://www.suisankai.or.jp/>)

Nationwide Federation of Japan Fisheries Cooperatives (JF Zengyoren)

■ Measures to bring out the multifarious functions of fisheries (Environmental and Biodiversity Conservation Initiatives)

Since long ago, the fisheries industry and fishing villages have fulfilled a variety of roles. From fiscal year 2009, JF Zengyoren has assisted an activity group consisting mainly of fishers by providing technical support for conservation and monitoring initiatives, and carrying out public awareness activities. These measures work towards the preservation and recovery of seaweed beds, tidal flats, shoals, reed zones and coral reefs, that benefit the public through functions such as ecosystem preservation and water purification.

■ Fishers' forestry activities

Since ancient times, fish-breeding forests have been preserved, and they have also been developed since the 1990s along with a rise in environmental awareness. By planting trees in an effort to create fishing grounds, fishers are simultaneously contributing to the preservation of biodiversity by preventing erosion of river bases and coastal areas, preventing landslides, and improving the river and marine environment.

(URL : <https://www.zengyoren.or.jp/>)



Japan Forestry Association, general incorporated association

■ Investigative research on regeneration methods through sustainable use of local woodlands

In recent years, local woodlands have been neglected, resulting in problematic impacts on forest ecosystems due to loss of forest functions and scenery, as well as plant succession. As cyclical use of local woodlands can promote the regeneration of bountifully functioning woodlands, research was conducted on issues including, 1) woodlands management and forestry management for hardwoods from the perspective of ecology, 2) energy use and woodlands resources and mountain village revitalisation measures, 3) regeneration methods and utilisation measures through sustainable use of local woodlands, and 4) new management bodies for local woodlands and future directions.

■ Public lecture on “Biodiversity and Preservation of Forests”

Opinion exchange sessions are carried out on the type of initiatives and actions that are necessary for the preservation of biodiversity and forests.

(URL : <http://www.j-forestry.or.jp/>)

National Federation of Forest Owners' Co-operative Association

■ Expanded use of domestic timber and forest and forestry regeneration movements

The total area of forests in Japan owned by forest owners' cooperative members is 11 million hectares, accounting for over 40 percent of total forest area. This organisation is aware of the fact that appropriate preservation and management of forests leads to the preservation of biodiversity and of the various functions of forests that contribute to public interest. Forestry management planners take a lead role in working to carry out proposal-based forestry practices, appropriate management of forests including logging based on consolidated forestry practices, placement protective fences to prevent damage from birds and animals, and the stable supply of domestic timber. In recent years, an increase in the deer population has resulted in damage to vegetation and landslides due to trampling. Concern for the loss of valuable plants and the destruction of the forest ecosystem has led to deliberation on the installation of protective fences and population management.



(URL : <http://www.zenmori.org/>)

Central Union of Agricultural Co-operatives (JA-Zenchu)

■ Information transmission in Japan and overseas on the initiatives of Japanese agricultural cooperatives and the JA Group

Initiatives by various organisations of the JA Group around the country are introduced internationally to raise awareness and promote new ones. Specifically, good practices are communicated within Japan such as initiatives that were awarded in the "Environmentally-friendly Agriculture Contest". In addition, JA-Zenchu has argued for the importance of sustainable agriculture and food culture at international conferences and events such as the General Assembly of WFO (World Farmers' Organisation). It is also planning to promote the importance of agriculture in the Expo Milano 2015 next year.



(URL : <http://www.zenchu-ja.or.jp/>)

National Federation of Agricultural Cooperative Associations (Zen-Noh)

■ Support for local biodiversity preservation activities

In order to support activities in local communities that contribute to biodiversity preservation, Zen-Noh conducts "Surveys on Rice Paddy Creatures". Both producers and consumers come in contact with the rice paddies and gain a better understanding of the multifarious functions of rice paddies and their contribution to environmental preservation, as well as the value of agriculture. These surveys are conducted as environmental preservation activities in cooperation with the public and non-profit sectors and include food, agriculture and environmental education, as well as direct exchanges with producers of co-operatives.



(URL : <http://www.zennoh.or.jp/>)

Japan Association of Travel Agents, general incorporated association

■ Environmental preservation activities including extermination of non-native species

JATA works to raise awareness of the environment within tourism by continuing its efforts to exterminate non-native species and come close to Japan's native vegetation. Initiatives are carried out at the eight locations of the association around the country.

■ Promotion of eco-tourism

JATA carries out initiatives to raise awareness of the environment within tourism. It holds trainings in Oze aimed at getting to know nature and raising awareness on protecting it.



(URL : <http://www.jata-net.or.jp/>)

4.2 Initiatives in the private sector

The initiatives of UNDB-J are carried out not only by organisations participating in UNDB-J, but also based on the support and cooperation of a variety of businesses. A few examples are introduced herein.

1) Certification of best practice examples

In order to promote more participation and cooperation and to actively promote activities, UNDB-J comprehensively judges projects registered as Double 20 Campaign (Nijyu-maru) projects by the Japan Committee for IUCN (IUCN-J) from the perspectives of “cooperation among diverse stakeholders”, “importance of initiative” and “effective public relations of initiative” and endorses them to be certified as best practice examples. Numerous activities by businesses have been registered, a select few of which are introduced herein.

Save Japan Project to protect the rare species and rich nature of Japan

[Sompo Japan Nipponkoa Insurance Inc.]

This project involves contributing to environmental non-profit groups a portion of the costs saved when customers select an online certificate, online contract, or to repair cars in accidents with recycled parts when purchasing automobile insurance. Participatory biodiversity conservation activities for citizens are conducted with the collaboration of local NPO centers, environmental groups, and the Japan NPO center. Since the start of this initiative in 2011, over 18,000 citizens have participated. (URL : <http://savejapan-pj.net/>)

Promotion of next-generation environmental education for children utilising ICT and visual learning materials

[Tree, Inc.]

This project utilises ICT (information and communications technology) and visual learning materials to conduct a next-generation environmental education programme in which teachers and children watch a number of videos as they engage in dialogue. Facilitation-style visiting workshops are also offered that include visual curriculum on the “realise—understand—act” process. (URL : <http://www.tree.vc/>)

Support for nature preservation activities by the public trust, “Keidanren Nature Conservation Fund”

[Keidanren Committee on Nature Conservation]

This project supports natural resource management related to biodiversity preservation, the protection of endangered animals and plants, as well as reforestation and environmental education activities. Since this fund and committee were established in 1992, over 1,000 projects have been supported both in Japan and overseas, with financial support totalling over 3 billion JPY. (URL : <http://www.keidanren.or.jp/kncf/>)

Food and agriculture environmental programme*



["Council For Spreading the Bounty of Izunuma Around the Country", Izunuma-Nousan]

This project is aimed at fostering children to build a future community, and promoting biodiversity for a healthy water cycle and regeneration of local woodlands, utilising the special characteristics and resources of a local area. The project carries out education programmes on food, agriculture and the environment in rice paddies in winter. (URL:<http://www.izunuma.co.jp/>)

Creating communities in harmony with nature where storks can live*

[Noda Natural Symbiotic Farm Co.]

In order to prevent the destruction of nature due to landfills on land where a housing development project had been canceled, the city of Noda contributed the funds to start up an agricultural production corporation and purchase the about 32 ha of agricultural land. The rice paddies that had been abandoned for many years were restored. Rice production is carried out using as little chemicals as possible and prioritising environmental preservation. (<http://www.nodafarm.jp>)

Paper to foster forests and living things, “Satoyama Monogatari”

[Chuetsu Pulp & Paper Co., Ltd.]

This project is a sales project for printing paper based on two major concepts: 1) advancing preservation of forests based on a credit method for use of lumber from thinning based on the idea that “lumber from thinning must be used more often to protect forests”, and 2) promotion of links with local woodlands preservation by supporting groups working to discover new values for local woodlands with financial donations. (URL : <http://www.chuetsu-pulp.co.jp/>)

Creating livable environments for fireflies



[Kumagai Gumi Co., Ltd.]

This project focuses on the firefly, a symbol of lost nature. The initiative promotes the creation of environments where fireflies can live (firefly biotope technology) based on creating ideal soil and water environments for the breeding of fireflies from egg to adult emergence states.

(URL : http://www.kumagaigumi.co.jp/tech/tech_s/environment/ev_8.html)

*Part of the “Ten-year Project to Enhance Biodiversity in Rice Paddies”

JTB Brighter Earth Project

【JTB Corp.】

This project is based on activities to build a healthier future carried out by JTB Group employees together with customers and community members. In addition to activities to clean tourist spots since 1985, this project contributes to the revitalisation of communities and the creation of new opportunities for exchanges by combining programmes that promote understanding on biodiversity, the study of the traditional culture of communities and the creation of new tourist spots.

(URL : http://www.jtbcorp.jp/jp/csr/social_contribution/clean/)

"Living Rice Paddies" Initiative*

【Aleph Inc.】



This project aims to preserve the biodiversity of rice paddies in cooperation with diverse stakeholders, including farmers and customers. The project involves the procurement and provision of rice for restaurants grown by cultivation methods that contribute to the preservation of biodiversity, provision of experiential opportunities in the "winter rice paddy" located within the company site, and verification of agricultural methods that contribute to biodiversity in Hokkaido.

(URL : <http://www.aleph-inc.co.jp/>)

Muji Campground "Enjoying the bounties of nature without excessive services"

【Ryohin Keikaku Co., Ltd.】



This project is based on the concept of "enjoying nature as is". This campground preserves the abundant nature of the land for the future, and is a place where visitors can enjoy a comfortable and safe outdoor experience. (URL : <http://www.muji.net/camp/>)

Rice paddies in balance with nature and living things*

【Kujyu Furusato Nature School (Seven-Eleven Foundation)】



This project focuses on the "rice paddy" as a part of nature. Activities work to promote awareness on the role of rice paddies in fostering living things, and to promote the preservation and expansion of rice paddies. Since 2009, activities have been continued from the organic-farming rice paddy near which a biotope was created. (URL: <http://www.7midori.org/kokonoe/>)

Biodiversity monitoring surveys in the Marunouchi district and publication of the "Handbook on Marunouchi Creatures"

【Mitsubishi Estate Co., Ltd.】



This project is carried out by Mitsubishi Estate Co., Ltd. in cooperation with a non-profit organisation in the Marunouchi district (Otemachi, Marunouchi and Yurakucho districts of Chiyoda Ward in Tokyo), where biodiversity monitoring and surveys were carried out on local organisms. In June 2013, a handbook, entitled "Handbook on Marunouchi Creatures", was published compiling the results of surveys. The handbook was distributed to people working in the area and visitors. (URL: <http://www.m-nature.info/>)

MS&AD Ramsar Supporters

【MS&AD Insurance Group】

This project is carried out by MS&AD Insurance Group and involves biodiversity preservation of wetlands registered with the Ramsar Convention. Employees and their families participate in activities involving the extermination of non-native species, clean-ups and surveys of organisms. The Ramsar Convention promotes environmental education. From fiscal year 2013, this project launched a 45-minute on-site video course.. (URL: <http://www.ms-ad-hd.com/ramsar/>)

On-site environmental classroom "Living with just one Earth" Project

【Fujitsu Limited】



This project, carried out around the country, uses one tablet computer per child to conduct on-site environmental education classes designed to get children to think about what actions they should take to "live with just one earth" (developed in cooperation with WWF Japan).

(URL : <http://jp.fujitsu.com/about/kids/pc3r/education/>)

Environmental preservation activities including extermination of non-native species

【Japan Association of Travel Agents, general incorporated association】

This project is implemented by the travel industry as a whole and involves environmental preservation activities of a wide variety of content. These activities include going to locations where nature is a tourist attraction to engage in extermination of non-native species and carry out clean-up and beautification activities, with the aim of preserving natural resources and raising awareness. (URL: http://www.jata-net.or.jp/about/contribution/protection/h25knkhzn_repo.html)

Electrical and electronics industry's "Let's Study Biodiversity (LSB) Project"

【Environmental Strategy Liaison Committee Biodiversity Working Group, Japan Electrical Manufacturers' Association】

This project aims to promote and support biodiversity preservation activities in the electrical and electronics sector. The project promotes preservation activities and understanding on the relationship between business activities and biodiversity through development of educational and awareness-raising tools (LSB), compilation of pioneering initiatives, and provision of direction on the relationship between the preservation activities of each company and the Aichi Targets.

(URL : <http://www.jema-net.or.jp/Japanese/env/biodiversity.html>)

*Part of the "Ten-year Project to Enhance Biodiversity in Rice Paddies"

2) Donation of recommended reading

In March 2013, 100 books for children recommended by the UNDB-J were selected to contribute to understanding and awareness on biodiversity, and these items are actively publicised.

Furthermore, the Keidanren Committee on Nature Conservation carries out initiatives, including the donation of books on biodiversity, as a part of recovery support for areas affected by the Great East Japan Earthquake in the Tohoku region. Book donation was made to the following two facilities:

- “a school of the earth” restaurant in Shichigahama, Miyagi Prefecture
- Jodogahama Visitor Center in Miyako City, Iwate Prefecture

*See the UNDB-J website for a list of books. (<http://undb.jp/recommend/list2012/>)



3) Biodiversity Action Award

In order to discover and highlight community activities linked to the preservation and sustainable use of biodiversity, and that use the “My Biodiversity declaration - 5 Actions” promoted by UNDB-J, the Biodiversity Action Award was established to commend activities carried out with the cooperation of various businesses in accordance with these actions.

A call is made for activities linked to the preservation and sustainable use of biodiversity being conducted around the country. The “Excellence Award” winner is selected from five categories: “Eating”, “Feeling”, “Communicating”, “Protecting”, and “Choosing”. Finally, the Grand Prize is selected. In fiscal year 2013, 19 activities from a total of 122 applications received awards.

From fiscal year 2014, the UNDB-J has taken the leading role in conducting the awards with the support of the Seven-Eleven Foundation.

*See the following website for details. (<http://5actions.jp/award/>)



Biodiversity Action Award 2014

Sponsor: UNDB-J

Co-sponsor: Seven-Eleven Foundation

Support: Maeda Corporation, Sekisui Heim, Mori Building Co, Ltd.

Special cooperation: National Land Afforestation Promotion Organization, Public Interest Incorporated Association, Keidanren Committee on Nature Conservation

Cooperation: Fujifilm Corporation

Assistance: Asahi Shimbun Company, Mainichi Newspapers Co., Eco goo

Secretariat: CEPA Japan, general incorporated association

My Biodiversity declaration - 5 Actions

Action 1: **Eat** ...**Enjoy** eating local, seasonal food.

Action 2: **Feel**... Experience nature, go to zoos and botanical gardens, and **feel** nature and living things.

Action 3: **Communicate** ... Feel the wonder of nature and the changing seasons, and **communicate** this wonder through photos, pictures and words.

Action 4: **Protect** ...**Participate** in local and national activities to protect living things, nature and the “connections” between people and cultures.

Action 5: **Choose** ...Choose and **buy** environmentally-friendly products with eco-labels.

*See the following website for details. (<http://undb.jp/committee/tool/action/>)



Japan's Biodiversity Initiatives based on Private Sector Engagement

Published in October, 2014

Edit and publish : Nature Conservation Bureau, Ministry of the Environment, Japan

1-2-2 Kasumigaseki, Chiyoda-ku, Tokyo 100-8975, Japan

Tel : +81-(0)3-3581-3351

URL : http://www.biodic.go.jp/biodiversity/private_participation/

Cooperative editor : IDEA Consultants, Inc. Institute for Global Environmental Strategies



Ministry of the Environment
Government of Japan



FOR ALL THE LIFE ON EARTH

Biodiversity