

Outcomes of private sector
activities after COP10

CASEBOOK ON BIODIVERSITY ENGAGEMENTS BY PRIVATE SECTOR

References for business operators



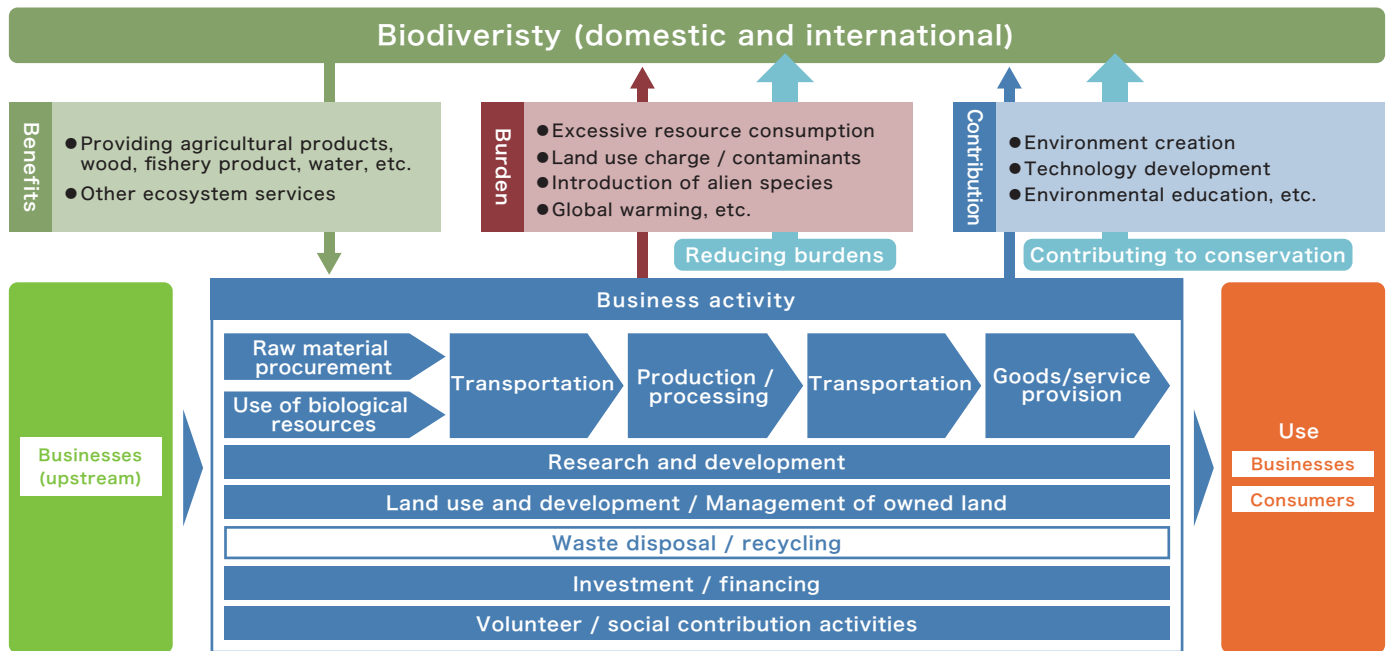
Ministry of the Environment
Government of Japan

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Introduction

“Mainstreaming Biodiversity” is a concept that the importance of conservation and sustainable use of biodiversity is broadly recognized by, and incorporated into activities of, various sectors including national and local governments, private sector, NPOs/NGOs, citizens and other sectors. Business entities, in the course of their activities, provide goods and services by utilizing, processing and distributing benefits from biodiversity as raw materials. Conversely, they put burden on biodiversity by land-use change, discharging contaminants, introducing alien species and so on. Since business activities highly depend on, and make impact on biodiversity, proactive efforts to ease the burden on biodiversity and to conserve it are required.



Relations between business activities and biodiversity

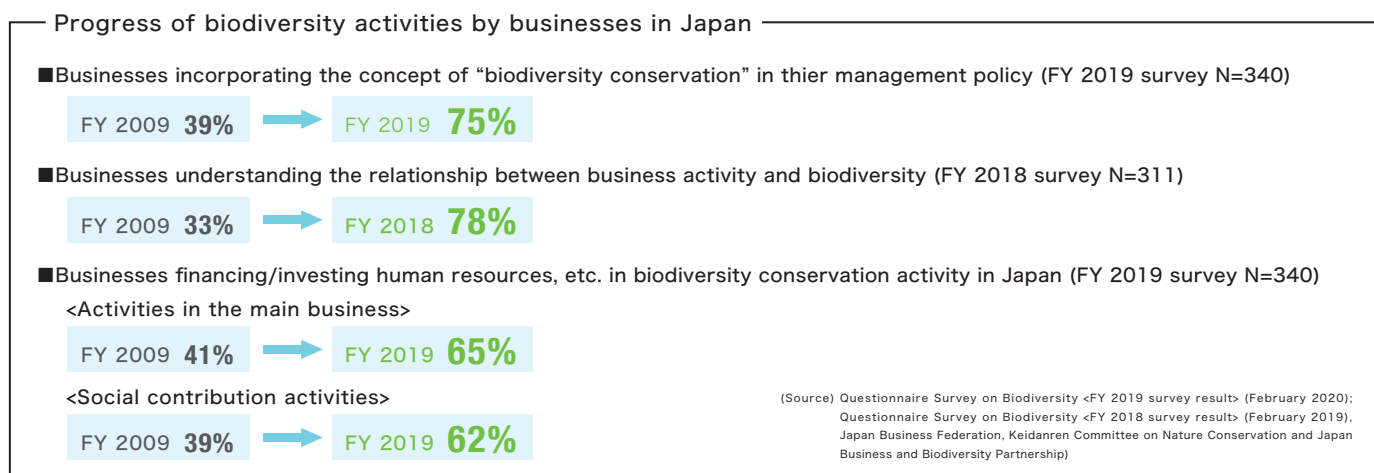
(Industry)	Stages of business process								
	Raw material procurement	Use of biological resources	Production / processing	Investment / financing	Sales (goods / services)	R&D	Transportation	Land Use / Development	Management of owned land
Primary industry	Agriculture, Forestry	●	●		●	●	●	●	
	Fishery	●	●	●		●	●		
Secondary industry	Mining industry			●		●	●	●	
	Construction industry	●	●	●		●	●	●	
	Manufacturing industry	●	●	●		●	●	●	●
Third industry	Energy, water supply industry	●		●		●	●	●	●
	Information and communication industry					●	●	●	●
	Transportation industry, postal service	●				●	●	●	●
	Wholesale and Retail	●				●	●	●	●
	Finance, insurance				●	●		●	●
	Real estate industry, rental business				●	●	●	●	●
Service industry	●	●			●	●	●	●	

The relationship of business activity per industry

Private sector engagement was adopted during the eighth meeting of the Conference of the parties to the Convention of Biological Diversity (COP) held in 2006 for the first time. At the COP 9 held in 2008, Germany as the host country led to advocate the Business and Biodiversity Initiative, and the Economics of Ecosystems and Biodiversity (TEEB) Interim Report was presented. Since then, the international community has initiated a range of activities to encourage business entities. Aichi Biodiversity Targets were then adopted at the COP 10 held in Nagoya City, Aichi Prefecture, in 2010. Those targets include: “People are aware of the values of biodiversity and the steps they can take” (Target 1), and “Stakeholders at all levels

have implemented plans for sustainable production and consumption” (Target 4). Subsequently, mainstreaming biodiversity in agriculture, forestry, fishery and tourism sectors was requested at the COP 13 in 2016. At the COP14 in 2018, mainstreaming biodiversity in energy and mining, infrastructure, manufacturing and processing and health sectors among others was addressed. And the Sharm El-Sheikh Declaration (ministerial declaration) was adopted, emphasizing that mainstreaming biodiversity in these sectors is indispensable to achieve the Aichi Biodiversity Targets.

In response to these international trends, private sector engagement in “Mainstreaming Biodiversity” has been promoted in Japan. In 2009, the Japanese Ministry of the Environment published the first edition of the Guidelines for Private Sector Engagement in Biodiversity (followed by a second edition in 2017) while the Japan Business Federation (Keidanren) released the Declaration of Biodiversity by Nippon Keidanren (later revised in 2018). In 2010, the Japan Business and Biodiversity Partnership was established as a forum where economic associations, businesses, NPOs/NGOs, national and local governments and other relevant entities promote private sector engagement with sharing information and experiences. Moreover, following the United Nations General Assembly in 2010, which declared the period 2011-2020 as the United Nations Decade on Biodiversity, the Japan Committee for the United Nations Decade on Biodiversity (UNDB-J) was established, aiming to achieve the Aichi Biodiversity Targets and to promote participation and collaboration of all domestic sectors. Under the UNDB-J, mainstreaming efforts - including private sector activities - have been developed. According to these results, numerous business entities have striven in the field of biodiversity via the United Nations Decade of Biodiversity. Many of them have been honored with awards under the biodiversity-related award systems. As shown in the questionnaire survey result of the Japan Business Federation, mainstreaming biodiversity in the private sector has progressed significantly over the past decade.



As described, both Japan and overseas efforts on mainstreaming biodiversity have steadily achieved significant progress. However, the global assessment report, published in 2019 by the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES), pointed out that direct and indirect drivers of change in nature have been accelerating over the past half-century with triggering overall decline in natural assets, and that targets for nature conservation and biodiversity cannot be achieved without social transformation across economic, social, political and science and technology sectors. During the United Nations Decade of Biodiversity, the 2030 Agenda for Sustainable Development, including Sustainable Development Goals (SDGs), was adopted at a UN summit, followed by the adoption of the Paris Agreement in 2015. To limit the global temperature increases to well below 2 degrees Celsius above pre-industrial levels, global decarbonization efforts are sought to achieve net-zero greenhouse gas emissions at least in the latter half of the 21st century. Accordingly, an international trend seeking a paradigm shift toward a sustainable society has been strengthened more and more. Although the Aichi Biodiversity Targets and the United Nations Decade of Biodiversity are set until 2020, this does not signal an end of efforts made by business entities toward mainstreaming biodiversity. Rather, such efforts should be further extended and deepened, taking this decade as a starting point.

This Casebook has been prepared to introduce representative activities of business entities as part of results achieved by private sector engagement under the United Nations Decade of Biodiversity, as well as benchmarking further business activities going forward. Please refer to this Casebook together with the Guidelines for Private Sector Engagement in Biodiversity (second edition).

Biodiversity Engagement by Private Sector: Progress to Date

1995

- The 1st National Biodiversity Strategy was formulated (by the Ministry of the Environment)

2006

- A decision on private sector engagement was adopted for the first time at the 8th Conference of the Parties (COP8) to the Convention on Biological Diversity (CBD)

2008

- The Business and Biodiversity Initiative was advocated at the COP 9; led by the government of Germany
- In Germany, the Biodiversity in Good Company Initiative was established; led by private sector
- The Japan Business Initiative for Conservation and Sustainable Use of Biodiversity (JBIB) was established

2009

- The Declaration of Biodiversity by Nippon Keidanren (Japanese Business Federation) was released (by the Nippon Keidanren Committee on Nature conservation)
- Guidelines for Private Sector Engagement in Biodiversity was published (by the Ministry of the Environment)

2010

- "Aichi Targets" for global biodiversity were adopted during COP 10 (held in Nagoya City, Aichi prefecture)
- The Economics of Ecosystem and Biodiversity (TEEB) report was published, and a framework for international partnership among business and biodiversity initiatives which were launched at national and regional levels was considered
- The Japan Business and Biodiversity Partnership was launched; led by Nippon Keidanren

2011

- The Japan Committee for United Nations Decade on Biodiversity (UNDB-J) was established (Secretariat: Ministry of the Environment)
- The 1st Meeting for the Global Partnership for Business and Biodiversity was held in Tokyo

2012

- The United Nations Conference on Sustainable Development (Rio +20) was held and "Green Economy" was cited in the Outcome Document as a key tool for achieving sustainable development.
- The National Biodiversity Strategy of Japan 2012-2020 was formulated (by the Ministry of the Environment)

2013

- The 1st assembly of the Intergovernmental science-policy Platform on Biodiversity and Ecosystem Services (IPBES) was held
- The International Integrated Reporting Council (IRC) proposed reporting the 6 capitals including natural capital, under the International Integrated Reporting Framework.

2014

- Global Biodiversity Outlook 4 (GBO4) was published (by the CBD Secretariat)

2015

- ISO 14001 was revised (to include a biodiversity consideration)
- The 2030 Agenda for Sustainable Development was adopted and the Sustainable Development Goals (SDGs) were published as its specific goals (by the United Nations)

2016

- Japan Biodiversity Outlook 2 (JOB2) was published (by the Ministry of the Environment)
- A (draft) Handbook for Business Operators on Conservation and the Sustainable Use of Biodiversity was published (by the Ministry of the Environment)
- Natural Capital Protocol was published (by the Natural Capital Coalition)
- Discussion for various sectoral/cross-sectoral mainstreaming of biodiversity, including agricultural, forestry and fisheries and tourism industries, was intensified during the COP 13

2017

- The Guidelines for Private Sector Engagement in Biodiversity (2nd edition) were published (by the Ministry of the Environment)
- The Government Pension Investment Fund (GPIF) started stock management linking with the ESG index

2018

- The Declaration of Biodiversity by Nippon Keidanren was revised (by the Nippon Keidanren Committee on Nature conservation)
- COP14 was held under the theme of mainstreaming biodiversity in the energy and mining, infrastructure, manufacturing and processing sectors

2019

- The summary for policymakers of the global assessment report on biodiversity and ecosystem services was adopted during the Plenary of the IPBES 7th Session

2020~

- The post-2020 global biodiversity framework and related implementation methods are discussed

How to Use this Casebook

This Casebook aims to benchmark specific activities together with Guidelines for Private Sector Engagement in Biodiversity (2nd edition) (published in December 2017).

- It introduces representative private sector engagement cases during the United Nations Decade on Biodiversity, as such ones which were honored for major biodiversity-related award systems several times.
 - * For details of such major award systems, please refer to the information below. There are also a number of private sector's biodiversity engagement activities commended by other award systems, including those of local governments, green space certification or award, and environmental technology-related award.
- It introduces the cases according to the stage of their business activity process. Casebook users are also recommended to refer to the concept of biodiversity engagement for each process, shown in the Guidelines.
 - * Please note that practical activities involve several business activity processes. This Casebook classifies those stages by major business activity process.
- Each case shows its relevance to the Aichi Targets as the international biodiversity targets between 2011 and 2020, and the Sustainable Development Goals (SDGs) as the international goals to realize a sustainable society by 2030.
 - * This Casebook presents relevance to targets which each activity directly aim to achieve, or on which business operators focus as important.
 - * Please refer to the list on the next page of an outline of the individual targets/goals of the Aichi Targets and the SDGs.

Major Awards for Biodiversity Engagements

Contest for Corporate Activities on Biodiversity



[Outline] This contest aimed to promote further extension of private sector engagement in biodiversity conservation and its sustainable use by continuously honoring and broadly publicizing outstanding activities both in and outside Japan. Organizers launched this competition focusing on the fact that such activities became activated with COP10 in 2010 as a turning point.

[Organized by] Earth, Water & Green Foundation National Land Afforestation Promotion Organization Arom Environment Association of Japan Global Environmental Action (GEA)

[Award year] From 2009 to 2017 (six times in total)

[URL] <http://mizumidori.jp/ikimono-nigiwai/>

The Japan Awards for Biodiversity (Domestic Prize)



[Outline] The domestic prize was established in 2009 ahead of COP10 in 2010. The international prize, "Midori Prize for Biodiversity," was also established. And these awards are held every other year. The domestic prize aims to disseminate, and to raise awareness of corporate efforts related to biodiversity conservation and its sustainable use by honoring their outstanding activities.

[Organized by] AEON Environmental Foundation

[Award year] Every other year since 2009

[URL] <https://www.aeon.info/ef/en/prize/>

Biodiversity Action Award



[Outline] To discover and shed light on community activities toward biodiversity conservation and its sustainable use, this award collects and commends those nationwide activities aligning with the 5 actions in My Action Declaration.

[Organized by] The Japan Committee for United Nations Decade on Biodiversity (UNDB-J)

[Award year] From 2013 to 2019 (seven times in total)

[URL] <http://5actions.jp/>

Certification of the Best Collaborative Activities by the UNDB-J



[Outline] To achieve the Aichi Targets adopted at the COP10 in 2010, the UNDB-J certifies and introduces its recommended projects from the perspectives of "partnership of diverse entities," "importance of activity," "effect of publication of activity" and other elements to promote participation and partnership in multiple sectors (government, business operators, private organization, citizens, etc.).

[Organized by] The Japan Committee for United Nations Decade on Biodiversity (UNDB-J)

[Award year] From 2012 to 2019 (16 times in total)

[URL] <https://undb.jp/authorization/>

Engagements involving partnerships with multiple business operators and industry groups

Relatively many cases involve activities via networking and a consortium of multiple business operators and industry groups. Such partnerships/cooperating entities are also commended.

Partnerships of relevant industries

(Case) The Biodiversity Working Group, The 4 Electrical and Electronic Industry Associations*

Outline: Preparation of handbooks for mainstreaming biodiversity in industries.

Award: Biodiversity Action Award: "Let's Communicate" Section (2018)

* Japan Electrical Manufacturers' Association (JEMA), Japan Electronics and Information Technology Industries Association (JEITA), Communications and Information Network Association of Japan (CIAJ), Japan Business Machine and Information System Industries Association (JBMA)

Partnerships rooted in regional ecosystems

(Case) Biodiversity the Biwa Lake network

Outline: Sharing of survey data and activities among corporates to help conserve a symbolic species: the dragonfly.

Award: The 12th Recognition of good cooperation projects by the UNDB-J (2018)

Cooperation between conservation groups and industries

(Case) Animal Pathway Research Society

Outline: Development of "Animal-Pathway", migration pathways of arboreal wild animals and implementation of demonstration experiments.

Award: Good Life Award 2015 Minister of the Environment Award (2015)

Aichi Biodiversity Targets

Strategic Plan for Biodiversity 2011-2020

- A ten-year framework for action by all countries and stakeholders adopted in COP 10 to implement the objectives of the Convention of Biological Diversity
- 20 individual targets (Aichi Targets) were defined as action to achieve its Vision and Mission.

Long-term target (Vision) 2050
A world of "Living in Harmony with Nature"

Short-term target (Mission) 2020
To take effective and urgent action to halt the loss of biodiversity.

Individual Targets (Target) <Aichi Targets>

<p>Target 1 People become aware of the values of biodiversity and the steps they can take.</p> <p>Target 2 Biodiversity values have been integrated into national and local development and other policy planning processes and are being incorporated into national accounting, as appropriate, and reporting systems.</p> <p>Target 3 Incentives, including subsidies, that are harmful to biodiversity are eliminated, or reformed, and positive incentives will be developed and applied.</p> <p>Target 4 Stakeholders at all levels have taken steps to achieve or have implemented plans for sustainable production and consumption.</p> <p>Target 5 The rate of loss of all natural habitats, including forests, is at least halved and where feasible brought close to zero, and degradation and fragmentation is significantly reduced.</p> <p>Target 6 All fish and invertebrate stocks and aquatic plants are managed and harvested sustainably.</p>	<p>Target 7 Areas under agriculture, aquaculture and forestry are managed sustainably.</p> <p>Target 8 Pollution has been brought to levels that are not detrimental to ecosystem function and biodiversity.</p> <p>Target 9 Invasive alien species and pathways are identified and prioritized, priority species are controlled or eradicated.</p> <p>Target 10 The multiple anthropogenic pressures on coral reefs, and other vulnerable ecosystems impacted by climate change or ocean acidification are minimized.</p> <p>Target 11 17 per cent of terrestrial and inland water areas, and 10 per cent of coastal and marine areas are conserved.</p> <p>Target 12 The extinction of known threatened species has been prevented and their conservation status has been improved and sustained.</p> <p>Target 13 The genetic diversity of cultivated plants and farmed and domesticated animals is maintained for minimizing genetic erosion and safeguarding their genetic diversity.</p>	<p>Target 14 Ecosystems that provide essential services, including services related to water, and contribute to health, livelihoods and well-being, are restored and safeguarded,</p> <p>Target 15 Contributions are made to mitigation and adaptation of climate change through restoration of at least 15% of degraded ecosystems.</p> <p>Target 16 The Nagoya Protocol on ABS is in force and operational, consistent with national legislation.</p> <p>Target 17 Each Party has developed, and commenced implementing an effective, participatory and updated national biodiversity strategy and action plan.</p> <p>Target 18 The traditional knowledge is respected and made mainstream.</p> <p>Target 19 Knowledge, the science base and technologies relating to biodiversity are improved.</p> <p>Target 20 The mobilization of financial resources for effectively implementing the Strategic Plan for Biodiversity 2011-2020 from all sources should increase substantially from the current levels.</p>
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Sustainable Development Goals (SDGs)

Sustainable Development Goals (SDGs)

- Universally shared common global goals from 2016 to 2030 as presented in the 2030 Agenda for Sustainable Development (adopted by the September 2015 UN summit).
- 17 goals and 169 targets have been defined.

<p>1 NO POVERTY End poverty in all its forms everywhere</p>	<p>7 AFFORDABLE AND CLEAN ENERGY Affordable and clean energy Ensure access to affordable, reliable, sustainable and modern energy for all</p>	<p>13 CLIMATE ACTION Climate action Take urgent action to combat climate change and its impacts</p>
<p>2 ZERO HUNGER End hunger, achieve food security and improved nutrition and promote sustainable agriculture</p>	<p>8 DECENT WORK AND ECONOMIC GROWTH Decent work and economic growth Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all</p>	<p>14 LIFE BELOW WATER Life below water Conserve and sustainably use the oceans, seas and marine resources for sustainable development</p>
<p>3 GOOD HEALTH AND WELL-BEING Good health and well-being Ensure healthy lives and promote well-being for all at all ages</p>	<p>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE Industry, innovation and infrastructure Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation</p>	<p>15 LIFE ON LAND Life on land Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss</p>
<p>4 QUALITY EDUCATION Quality education Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all</p>	<p>10 REDUCED INEQUALITIES Reduced inequalities Reduce inequality within and among countries</p>	<p>16 PEACE, JUSTICE AND STRONG INSTITUTIONS Peace, justice and strong institutions Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels</p>
<p>5 GENDER EQUALITY Gender equality Achieve gender equality and empower all women and girls</p>	<p>11 SUSTAINABLE CITIES AND COMMUNITIES Sustainable cities and communities Make cities and human settlements inclusive, safe, resilient and sustainable</p>	<p>17 PARTNERSHIPS FOR THE GOALS Partnerships for the goals Strengthen the means of implementation and revitalize the global partnership for sustainable development</p>
<p>6 CLEAN WATER AND SANITATION Clean water and sanitation Ensure availability and sustainable management of water and sanitation for all</p>	<p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION Responsible consumption and production Ensure sustainable consumption and production patterns</p>	

Ajinomoto Co., Inc.

Joint Tagging Survey of Skipjack off the Pacific Coast of Japan and a Series of Cooperative Projects and Enlightenment Activities

● Overview

Ajinomoto Co., Inc. has conducted a basic study on skipjack tuna in collaboration with a national research institute to help maintain stable resources of skipjack that is an ingredient in its major flavor seasoning product, *HON-DASHI*® and ensure sustainable fishery.

Aiming to understand skipjack ecology such as migratory behavior and route in greater depth, Ajinomoto Co., Inc. has collaborated with the Japan Fisheries Research and Education Agency to conduct a skipjack tagging survey in the Nansei Islands sea area on an ongoing basis. The study has delivered important outcomes to academia, fishery administration and international fishery management, including the initial success of identifying detailed data on long-term migration activities in the Kuroshio Current headwater, in which approximately 10,000 tagged skipjacks have been tagged since 2009. Since 2015, the Company has introduced the latest model of ultrasound tagging system, featuring cooperation by the Tokyo University of Marine Science and Technology and initiated a joint survey with a Taiwanese fishery research institute since 2016.

As well as helping establish international resource management rules by reporting the study result in various academic societies, fishery stakeholders' meetings and the Western and Central Pacific Fisheries Commission, the Company has committed itself to raising awareness on the conservation and sustainable use of fishery resources via exhibitions at tour facilities, various events, lectures, educational classes for children and other activities.



Survey Team

● Features

As a Company developing a food manufacturing business, Ajinomoto Co., Inc has contributed to basic studies focusing on fishery resources that constitute a key ingredient in its major flavor seasoning product. The feature involves committing to a basic study to shed light on skipjack ecology and maintain, manage and use fishery resources sustainably, rather than research and development focusing on food ingredients alone.

The activity stands out in that an ongoing focus on fishery resources citing its major flavor seasoning product, rather than merely focusing on research and development or social contribution, has helped promote sustainable use of resources, contributed to academia, administration and domestic and overseas fishery management and boosted awareness among consumers and future generations via its study.

The basic study has developed, not as temporary support for research support but on an ongoing basis and for an extended period, underpinned by collaboration with public research institutes and universities. This is also a notable point, given the lack of examples.



A pinger tag fixed to skipjack tuna

● Major awards

- Excellence Award, the 3rd Japan Awards for Biodiversity (2013)
- Judges' Special Award, the 3rd Contest for Corporate Activities on Biodiversity (2014)

Relevance to the Aichi Targets

Target 1

Target 4

Target 6

Target 14

Target 19

Applicable SDGs



ALEPH INC.

Procurement of sustainable rice bearing biodiversity in mind

● Overview

ALEPH INC. is an enterprise managing "Bikkuri Donkey", a hamburger steak restaurant chain. To serve safe and quality rice stably, it has concluded contracts with farmers to produce *Shou-nou-yaku-mai*, less agrochemical rice, with only a single application of herbicide based on ALEPH's strict specifications. Following discussions with farmers since 1996, ALEPH successfully introduced the rice into all their restaurants in 2006, including franchises (annual usage exceeding 5,500 tons). By restricting the use of chemical fertilizers and encouraging the application of organic fertilizers, the company has helped enhance biodiversity in rice paddies.

In the annual farmers' conference meeting since 2010, the outcomes of activities and targets of each farmer groups were shared. A total of 785 customers within 25 times from 2011 to March 2019 participated in the "The Bikkuri Donkey's Living-thing monitoring" at contracted farms' rice paddies.

Other than the above, their employees have practiced rice farming in the *Fuyumizu-tambo*, winter flooded rice paddy, in Eco-ring Village (Eniwa City, Hokkaido. opened 2006) They provided programs since 2006 whereby over 10,000 people have experienced agriculture and observed organisms in rice paddies via public visits and school excursions. The company has created opportunities to boost awareness of the relations between enriching organisms, agriculture, the environment and its importance via various activities such as "Fuyumizu Tango" dancing which is an animation and dance created by employees.



A Rice Paddy Living-things Monitoring

● Features

The company has sought to agree on criteria with contracted farmers to secure sufficient production volume with an appropriate price range for consumers. The 16 farmer groups (over 500 farming families) produce rice for 337 outlets, including 128 directly managed restaurants (as of January 2020), in approximately 1,700 ha of rice paddies following the criteria by production records and shipping farmer certification. The company has designated the prohibition of chemical components for even allowable herbicide. Insecticide and germicide are not permitted also in rice paddies and the ridge between them. These rules help preserve the migration, habitat and breeding grounds of organisms and enhance and conserve the rice paddy environment through long term contract farming.

Farmers' living-thing monitoring included in rules is an opportunity to increase their interest in organisms and recognize the significance of the rice paddy environment in *Satoyama*. These biodiversity-friendly criteria will be also introduced to producers for franchise companies, in the hope of raising awareness and unifying criteria from 2020. To achieve this, the priority will be to communicate and explain the practical methods friendly organisms, while employees provide technical support for the monitoring. As "Fuyumizu Tango" has been on YouTube for dissemination, it can be utilized in external activities.

The Eco-ring Village is a center for verifying agricultural technology and experiencing biodiversity activities operated under the concept of "reducing environmental load and helping build a sustainable society".

Each opportunity has also been adopted as an introduction of internal education where participants learn the bigger picture behind the appeal of biodiversity and consumers can realize the safety of ingredients.



Dancing "Fuyumizu Tango" on the event

● Major awards

- Minister's Prize, Ministry of Agriculture, Forestry and Fisheries, for the 1st Contest for Corporate Activities on Biodiversity Award (2010)
- Green.TV Prize for the Biodiversity Action Award 2013
- The 4th Recognition of good cooperation projects by the UNDB-J (2014)
- Corporate Prize for the 1st Link to the Future! Biological Conservation in the Northern Provinces (2018)
- Excellent Prize for the 6th Biodiversity Japan Award (2019)

Relevance to the Aichi Targets

Target 1

Target 4

Target 7

Target 14

Target 19

Applicable SDGs



* Cases for "Products/Service Provision (positive contribution)" are also introduced.

Sekisui House, Ltd.

Implementation of the "Wood Procurement Guidelines" / promotion of native tree species planting under the *Gohon no Ki* landscaping project

● Overview

In April 2007, Sekisui House, Ltd. formulated its Wood Procurement Guidelines comprising ten policies in consultation with international environmental NGOs and other entities to address forest issues in Japan and overseas as a housing manufacturer using wood in bulk.

As well as confirming legality, the Guidelines serve as substantial due diligence, including the perspective of considering social issues such as the lives of local residents in lumbering areas, as well as taking biodiversity into consideration, such as confirming whether the procurement does not lead to the destruction of precious ecosystem and/or involve any endangered tree species. The company classifies procured wood into four ranks numerically based on the Guidelines and encourages their suppliers to reduce the proportion of this low-ranked wood while increasing the supply of the high-ranked varieties.

The company also considers biodiversity in terms of the products and services they provide. Given their position as one of Japan's largest landscaping contractors planting trees in accordance with housing services, they have specifically planted a total of 15.02 million trees, centered on indigenous tree species under the *Gohon no Ki* landscaping project since its launch in 2001 until FY 2018. By greening detached housing and condominiums, the company engages in gardening and urban development that take the ecosystem into consideration by mainly planting native tree species from the region, under approval of residents. This has helped form urban ecosystem networks by building habitats and migration corridors for living creatures by increasing the number of urban settings where insects, wild birds and other creatures visit, even on a smaller scale.

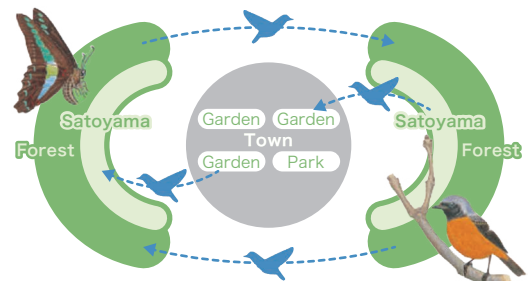
1	Source wood products from areas with relatively low risk of illegal logging.
2	Source wood products from areas without sensitive ecosystems.
3	Do not source wood products from areas where local ecosystems are seriously damaged due to large-scale logging of natural forests.
4	Do not use endangered species for wood products.
5	Minimize CO ₂ emissions when producing, processing, and transporting wood products.
6	When logging wood products avoid conflict with local communities and refrain from unfair labor practices.
7	Source wood products from areas of controlled logging, so as not to exceed the recovery rate of the forest regeneration.
8	Source wood products from domestic forests where well-planned forest management is in place to conserve ecosystems.
9	Source wood products from plantation forests that are managed so as to promote conservation and ecosystem development.
10	Use recyclable wood building materials.

The Wood Procurement Guidelines of Sekisui House Ltd.

● Features

Efforts to achieve sustainable wood use under the Wood Procurement Guidelines have led suppliers to subjectively improve their procurement methods and other practices by presenting transparent and objective criteria. The proportion of woods ranked the highest "S" and the second "A" among the varieties procured by the company rose 47% in FY 2006 before operating the Guidelines to 94% in FY 2018. The Guidelines are characterized by the fact that absolute procurement criteria are not set merely by adopting forest certification materials. This is because, reflecting the difficulties faced by small- and medium-sized manufacturers in covering the certification cost, the company considers it necessary to develop community forestry that promotes sustainable forestry, such as agroforestry under expert supervision, even without obtaining the certification. Eventually, although the certification can be an evaluation factor, 97% of structural materials only and 63% of wooden materials, including interior equipment, are certified materials (including those under the certification process). Regarding the planting efforts, with the ecosystem taken into consideration under the *Gohon no Ki* landscaping project, the company has proceeded with its activity in collaboration with environmental NGOs and landscaping contractors nationwide which supply indigenous tree species. Moreover, the scope of their activity has expanded to include scientific verification of the effort of the activity by wildlife monitoring or leveraging knowledge and insights accumulated via efforts for hands-on education programs. Further, these efforts not only make things more convenient for residents and the housing styles and attachments via "beautification over time" and boost product value by standing out from competitors' properties, they also help improve the environment of building areas.

■ The Satoyama network linking nature



An ecosystem network formed by the *Gohon no Ki* landscaping project

● Major awards

- Excellence Prize (Product Category) for the 1st Biodiversity Japan Award (2009)
- President's Prize, the Earth, Water and Green Foundation, for the 2nd Contest for Corporate Activities on Biodiversity Award (2011)

Relevance to the Aichi Targets

- Target 1
- Target 14

Applicable SDGs



Tsubame Towel Co., Ltd.

Permanent replace of raw material to organic cottons ongoing

● Overview

Tsubame Towel Co., Ltd. strives for environmental conservation in cotton farms and on its land by switching its raw materials to organic cotton. This reflects perspectives of global environmental conservation and fair trade as well as efforts to promote eco-friendly manufacturing. This activity has been implemented consistently, striving to use a certain quantity of organic cottons (10% of use) regardless of market trends, which is equivalent to 3 million m² in agricultural land area. The organic cottons used are grown on farms in Yavatmal, the Maharashtra State, and Coimbatore, constituting the largest cotton production areas in India. The company staff visits the farms and directly checks their cultivation on an ongoing basis.



An organic cotton farm



A local farmer working for an organic cotton farm

● Features

As well as procuring eco-friendly raw materials, this company adopts YOU-KI SEIREN (eco-refined bleaching) which applies starch glue made from potato instead of chemical starch. It takes people and the environment into consideration over all value chains, such as raw material procurement, manufacturing, and commercialization, by applying ecological manufacturing, i.e. organic refined bleaching.

As they focus on increasing consumers' interest in organic cotton, they have striven to raise awareness of environmental issues by promoting a movement under the slogan of "using a face towel made of organic cotton to free 1m² of land from agricultural chemicals".

● Major awards

- Aroma Environment Association of Japan Prize for the 1st Contest for Corporate Activities on Biodiversity Award (2010)

Relevance to the Aichi Targets

- Target 1
- Target 4
- Target 7
- Target 14

Applicable SDGs



Panasonic Corporation

Introduction of MSC-/ASC-certified seafood as an ingredient in their corporate cafeteria for the first time in Japan

● Overview

For about two decades since 2001, Panasonic Corporation has collaborated with WWF Japan to promote their activity to “protect marine life”. As part of this effort, the company has been deeply involved in MSC and ASC certification processes, including the first ASC certification obtained in Japan, as part of efforts to support the rebuilding of the eco-friendly oyster farming industry in Minamisanriku. Moreover, Panasonic is an Official Worldwide Olympic Partner for the Olympic and Paralympic Games Tokyo 2020, which is the focus of sustainable considerations and for which the procurement of certified seafood is expected.

Under such circumstances, Panasonic started introducing MSC-/ASC-certified seafood in their corporate cafeteria in March 2018. As of the end of February 2020, this seafood has been served at 36 locations and the company has striven to introduce it in all corporate cafeterias at around 100 locations nationwide by the end of FY 2020.

By introducing sustainable seafood into their corporate cafeteria as a first in Japan, this initiative is to raise awareness of the importance of sustainable seafood and MSC/ASC certifications, a major certification system and in so doing, help achieve Goal 14 of the SDGs, “Life Below Water” by “changing the consumer behavior” of their employees, both within and outside the company.



<https://channel.panasonic.com/jp/contents/26317/>
A corporate cafeteria

An introductory video:
Protect Marine Life with Corporate Cafeterias
<https://channel.panasonic.com/contents/26318/>

● Features

One major reason why this initiative marked a first case in Japan was because food service providers and distributors had to obtain CoC certification to introduce MSC-/ASC-certified seafood. Upon explaining the importance of such efforts, Panasonic requested their cooperation, which prompted AIM SERVICES to become the first company to obtain the certification, followed by a further 12 companies as of the end of January 2020. As seven food distributors also obtained the certification via this initiative, Panasonic has also helped improve the chance of sustainable seafood being introduced in corporate cafeterias of other companies.

To further enhance the social impact of this initiative, the company has supported the efforts of seven companies to introduce sustainable seafood, including Denso, ENEOS(JXTG) and Mitsui Sumitomo Insurance. It has also supported many other companies in the process of reflecting on or considering the introduction.

Furthermore, to spread their effort to introduce sustainable seafood in more companies, Panasonic is striving to launch a business network for user companies (scheduled for June 2020), actively responding to consultations and inquiries from those companies interested in introducing the same.



A menu using certified seafood

● Major awards

- Let's Choose Award for the Biodiversity Action Award (2018)
- The 15th Recognition of good cooperation projects by the UNDB-J (2019)
- Winner of Initiative Award for the 1st Japan Sustainable Seafood Award (2019)

Relevance to the Aichi Targets

Target 1

Target 4

Target 6

Target 14

Applicable SDGs



KOKUYO Co., Ltd.

Collaborative forest management with the community and productization of office furniture / stationery made of thinned wood

● Overview

Since 2006, KOKUYO Co., Ltd. has cooperated with the Shimanto Town Forestry Association (originally named the Taisho Town Forestry Association) to promote the Yui-no-Mori Project, which aims to establish a virtuous cycle of the environment and the economy by productizing office furniture and stationery made of thinned wood while properly managing forests via thinning. The Yui-no-Mori Project was started in 2006, originally targeting 106 ha of forests and has expanded its thinning areas every year (the overall target area is 5,425 ha, of which cumulative area of 1,789 ha have been thinned, as of 2019).

As well as successfully obtaining FSC® certification for Yui-no-Mori and other thinning products, KOKUYO has cooperated with Kochi Prefecture, Shimanto Town, the Shimanto Town Forestry Association and Kochi Prefectural Shimanto High School to verify the effect of thinning to conduct regular monitoring surveys on vegetation, clear stream standards of the Shimanto River, aquatic organisms and other elements and these survey results are publicized. (FSC® C004748)



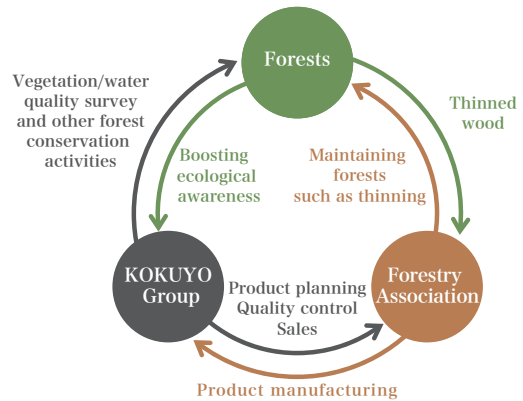
Yui-no-Mori



A product made of thinned wood

● Features

As a manufacturer of stationery and office furniture, KOKUYO has initiated proper forest management by collaborating with the forestry association, established a mechanism that could conserve forest biodiversity and circulates and activates the regional economy by developing and distributing products utilizing thinned wood. As well as striving in the areas of thinning and forest management, KOKUYO provides products/services which help enhance biodiversity by productizing office furniture and stationery made of thinned wood. It should also be noted that the monitoring involves the participation of KOKUYO's employees, local government and high school students, which has led to hands-on environmental education of the employees and rediscovering of local resources. In addition, a CO₂ absorption certificate has been issued by Kochi Prefecture since 2007 and the CO₂ absorbed in FY2018 amounted to 6,689 tons, raising the cumulative total to 56,314 tons. It is a key activity in terms of biodiversity conservation but also mitigation of climate change.



A mechanism of Yui-no-Mori Project

● Major awards

- Japan Wood Design Award 2017
- Green Wave Award for the Biodiversity Action Award (2018)
- Excellence Prize for the Zero Carbon Challenge Cup 2019
- Minister of the Environment Prize (Corporate Category) for the 7th Ministry of the Environment Good Life Award (2019)

Relevance to the Aichi Targets

- Target 1
- Target 4
- Target 5
- Target 7
- Target 14

Applicable SDGs

- 4 QUALITY EDUCATION
- 12 RESPONSIBLE CONSUMPTION AND PRODUCTION
- 13 CLIMATE ACTION
- 14 LIFE BELOW WATER
- 15 LIFE ON LAND
- 17 PARTNERSHIPS FOR THE GOALS

Raw material procurement
Use of Biological Resources
Production / Processing
Investment and Loans
Goods / Service Delivery
Research and Development
Transportation
Land Use / Development Project
Property Management
Volunteer Activity / Social Contribution

Takeda Pharmaceutical Company Limited

Conservation activities for medicinal plants and the “WAKUWAKU SHIZEN FUREAI TAI” program

● Overview

Takeda Pharmaceutical Company Limited established the Kyoto Takeda Herbal Garden in 1933 as a basic research facility for medicinal plants. Even after it was renamed the “Takeda Garden for Medicinal Plant Conservation, Kyoto”, it has striven to collect, conserve and grow medicinal plants. The medicinal plants owned by the company are provided to medical practitioners and students for their pharmaceutical educational activity.

Since its establishment, the facility has gathered approximately 2,800 flora species including around 2,000 medicinal plants from all over the world. Recognizing them as precious genetic resources, the company has grown and exhibited those plants, including endangered species (227 species, including 109 medicinal plants). The facility operates as one of the medicinal plant conservation bases designated by the Japan Association of Botanical Gardens and helps conserve biodiversity.

Since 2011, the facility has implemented the “WAKUWAKU SHIZEN FUREAI TAI” project, an environmental education support activity targeting elementary school children and their parents. Aiming to foster a high level of awareness of the “importance of biodiversity conservation” and “consideration of the natural environment”, this program provides an opportunity for school children to grow, collect and process plants and learn about them with all five senses throughout the year (nine months).



Takeda Garden for Medicinal Plant Conservation, Kyoto

● Features

As a pharmaceutical manufacturer, the company collects and conserves medicinal and other useful plants for their business in Kyoto while conserving and bequeathing those plants for future generations.

Another unique feature is that they provide medicinal plants they collected/conserved for pharmaceutical educational support activities and also leverage them for environmental educational support activities to nurture human resources who will spearhead themes and areas related to their business in future. The “WAKUWAKU SHIZEN FUREAI TAI” program also focuses on the use of biological resources. It should be noted that the company leverages its resources to raise awareness of biodiversity conservation and its importance by providing the opportunity to feel the benefits of biodiversity and blessings of nature.



A Wakuwaku Shizen Fureai Tai program

● Major awards

- Aroma Environment Association of Japan Prize for the 2nd Contest for Corporate Activities on Biodiversity Award (2011)
- Judging Committee’s Encouragement Prize for the Youth Experience Promoting Corporation Award (2015)

Relevance to the Aichi Targets

Target 1

Target 13

Target 14

Target 16

Applicable SDGs

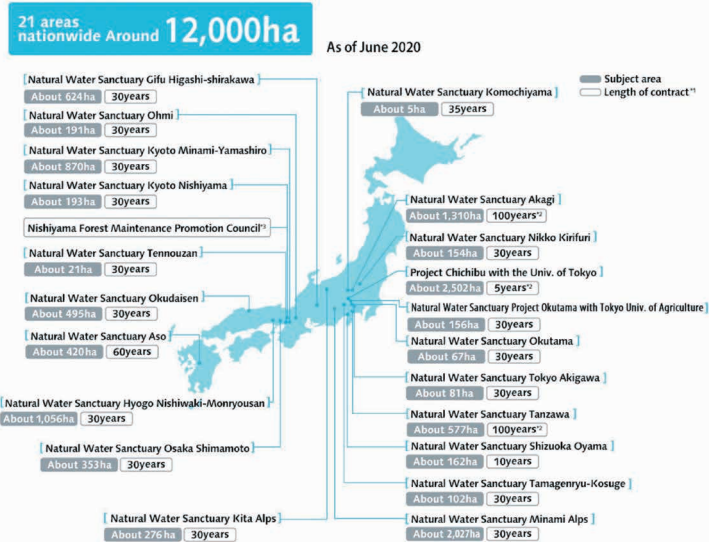


Suntory Holdings Limited

Water resource cultivation / preserving biodiversity:
Natural Water Sanctuary activities

● Overview

The Suntory Group has concluded long-term agreements, generally over 30 years, with local governments and forest owners to maintain the safety/reliability and sustainability of groundwater in the forest located in the Group's plant water resource protection areas, and established the Natural Water Sanctuaries. Since its initiation in 2003, 21 locations in 15 prefectures, around 12,000 ha in total, have been established as the Natural Water Sanctuaries, as of June 2019, which has led to more than double the volume of groundwater pumped up at the Group's domestic plants being cultivated. The Natural Water Sanctuaries set out the following five development targets: (1) Forests with a great capacity to cultivate water resources; (2) Forests rich in biodiversity; (3) Forests able to withstand flooding and landslides; (4) Forests with great CO₂ absorption capabilities, and; (5) Beautiful forests where visitors can encounter nature in all its abundance. The Group promotes their forest development by looking 50 and 100 years ahead by leveraging the R-PDCA cycle: based on scientific-based field surveys, researching the characteristics, status and issues of each forest area (Research), creating a vision (development plan) suited to each forest (Plan), conducting maintenance work by professionals (Do), verifying results (Check) and considering measures for improvement/conducting re-examination (Action).

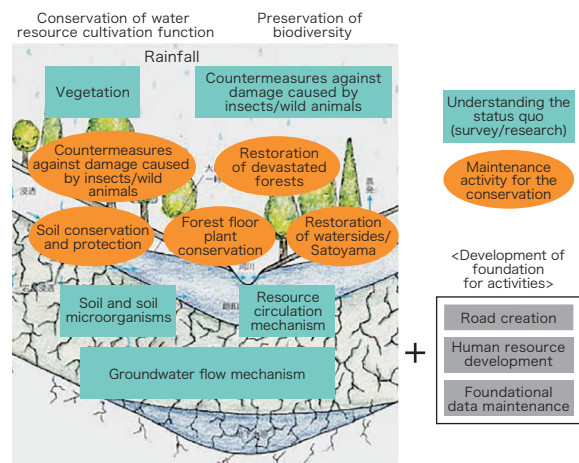


Natural Water Sanctuaries nationwide

*1 When there contracts and agreements with different durations, the longest duration is given.
*2 Automatically renewed every 5 years.
*3 In Nagaokakyo, Kyoto, we are a member of the Nishiyama forestry development promotion committee and we are cooperating in local forest preservation activities with people in the community. The area of the forests subject to this activity is not counted as part of our total Natural Water Sanctuary area.

● Features

Based on field surveys/research projects involving researchers in various fields/areas such as hydrology, topography/geology, meteorology, vegetation and birds/insects, this activity is promoted from a long-term perspective leveraging all the Natural Water Sanctuaries as a joint research base with universities and research institutions. With agreement with the community, the Group also proceeds with other activities aiming to enrich ecosystems throughout the basin by filling fallow paddies over winter with water (wet paddies in winter) and fishway and conducting biological research downstream. The knowledge and insights gained through such activities are published on the website to help develop the Natural Water Sanctuaries but also forests nationwide. Furthermore, the Group has promoted various forms of environmental education, including "Mizuiku" to bring home the importance of both water and forests, hands-on forest development by their employees and volunteers and endowed courses established for universities. Ultimately, their corporate and product values have increased.



Research/maintenance activities in Natural Water Sanctuaries

● Major awards

- Minister's Prize, Ministry of Environment: International Year of Forests Special Prize, for the 2nd Contest for Corporate Activities on Biodiversity Award (2011)
- Grand Prize for the 21st Global Environment Award (2012)

Relevance to the Aichi Targets

Target 1

Target 14

Applicable SDGs



Raw material procurement

Use of Biological Resources

Production / Processing

Investment and Loans

Goods / Service Delivery

Research and Development

Transportation

Land Use / Development Project

Property Management

Volunteer Activity / Social Contribution

* Cases of "Volunteer activity/social contribution (positive contribution)" are also introduced

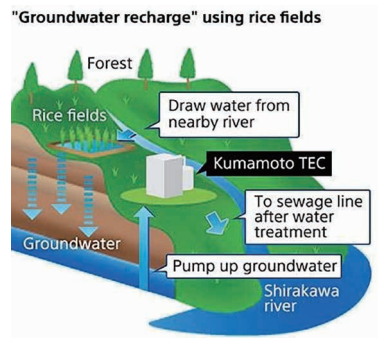
Sony Semiconductor Manufacturing Corporation Sony Corporation

Groundwater recharge with rice paddy fields /
biodiversity initiative in cooperation with NGOs

● Overview

The Kumamoto Technology Center of Sony Semiconductor Manufacturing Corporation (Kumamoto TEC), which functions as a design, development, production and customer service venue for the semiconductor business of Sony's group companies, consumes considerable amount of groundwater in the course of producing semiconductors. It was originally located in a spot with abundant groundwater, but acreage reduction and housing development in recent years have intensified concern over declining groundwater levels. The company recognizes groundwater as a key natural resource and has cooperated with local NGOs to recharge it continuously using neighboring paddy fields. Groundwater is replenished by filling paddies before planting or after harvesting rice with water drawn from the river, which penetrates via the fields.

Sony Corporation also cooperates with the Nature Conservation Society of Japan (NACS-J) to implement "Wow! Wow! Biodiversity Project". "Wow!" expresses concepts of enjoyment and wonderment at nature and encompasses two in particular: "experiencing" nature through observation and conservation activities and "sharing" discoveries and impressions via a photo contest and posting on SNS.



A groundwater recharge initiative in the Kumamoto Technology Center

● Features

In the groundwater recharge activity, the actual amount of groundwater recharged by this initiative is quantified and compared with the annual water consumption at the factory. This is also appreciated from the perspective of payment for ecosystem services (PES). It is also commendable that the efforts have continued for a long period of 17 years.

In the Wow! Wow! Biodiversity Project, as well as organizing and supporting nature conservation and observation activities, the company strives to promote mainstream biodiversity by sharing discoveries and impressions via SNS. By introducing their products as equipment for taking photos and recording sounds to share, the project attributes to the principle of the Group Environmental Vision: "actively promoting maintenance and recovery of natural capital and biodiversity through both our business and local contribution activities".



Participants taking photos in an event of the Wow! Wow! Biodiversity Project

● Major awards

[Groundwater Recharge Initiative]

- The 12th Recognition of good cooperation projects by the UNDB-J (2018)
- The 2nd Grand Prize for the Kumamoto Groundwater Foundation Groundwater Conservation Honoring System (2019)

[Wow! Wow! Biodiversity Project]

- A Prize for the Biodiversity Action Award (2016)
- the 12th Recognition of good cooperation projects by the UNDB-J (2018)

Relevance to the Aichi Targets

Target 1

Target 4

Target 5

Target 14

Applicable SDGs



The Shiga Bank, Ltd.

Original environmental rating system under the Shiga Bank Principles for Lake Biwa (PLB)

● Overview

In 2005, the Shiga Bank established its own unique "Shiga Bank Principles for Lake Biwa" (PLB) to protect Lake Biwa and the global environment and is enlisting support for these principles. Based on the requests of customer who have agreed with the PLB, the Bank rates the customer using an environmental rating (PLB rating) while funding those customers who develop products and services that are practically useful in conserving the environment or introducing energy-saving facilities, etc. under the "Principles for the Lake Biwa support fund" (PLB Fund). Moreover, in 2009, the Bank established the Biodiversity Rating (PLB Rating BD) to support customers spearheading business activities to protect biodiversity. Measuring and rating customers who have agreed with the goal of the rating — "Inheriting rich biodiversity and building a society in harmony with nature" — and those seeking to obtain the rating, the Bank offers a discount of up to 0.6% on annual loan interest rates depending on the degree of environmental commitment shown in the rating.

(1) We compile standards for production, marketing and services that are useful for environmental protection.
(2) We aim to ensure environmentally-friendly corporate conduct without missing business opportunities.
(3) We reduce environmental risk and realize a sustainable regional society.

Three principles in Shiga Bank Principles for Lake Biwa (PLB)

PLB rating	Rating result	Discount of loan interest	PLB rating DB	Discount of BD loan interest	Total discount
L1	Advanced activities	0.5%	L1+	0.1%	0.6%
L2	Sufficient activities	0.4%	L2+	0.1%	0.5%
L3	Normal activities	0.3%	L3+	0.1%	0.4%
L4	Expecting future activities	0.2%	L4+	0.1%	0.3%

Discount of interests on the PLB rating and PLB rating DB.

● Features

These activities raise "awareness" to the environment and biodiversity conservation to customers, and raise incentives to environmental and biodiversity conservation efforts through preferential interest rates at the time of financing. In particular, the PLB rating BD is a pioneering service among financial institutions nationwide. As of the end of March, 2019, 11,259 customers agreed with the PLB (business ratio: 60.3%), 10,874 customers obtained the PLB rating (business ratio: 58.2%), 5,953 customers offered PLB rating BD (business ratio: 31.9%) and a total of 37.1 billion yen (1,883 loans) was disbursed as loans under the PLB fund, showing These figures have had a ripple effect on many industries.

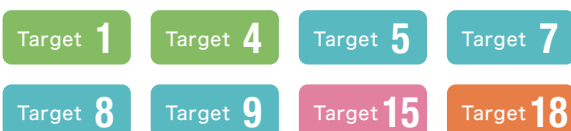
Rating item	Rating criteria (outline)
Management policy	1. Formulating policy for "Biodiversity Conservation"
Promotion/management system	2. Establishing a promotion/management system
Activities implementation	3. Existence of impacts consideration and actions to reduce and mitigate the impacts
	4. Status of integration into business
	5. Degree of contribution to nature restoration and traditional culture conservation activities
	6. Collaboration with research institutes, etc. with expertise
Awareness-raising / disclosing activities	7. Setting out opportunities for employees and customers to deepen their understanding
	8. Disclosing activities and outcomes

Evaluation index of "Biodiversity Rating (PLB rating BD)"

● Major awards

·Regional Finance Prize for the Sustainable Finance Awards (2016)

Relevance to the Aichi Targets



Applicable SDGs



Raw material procurement

Use of Biological Resources

Production / Processing

Investment and Loans

Goods / Service Delivery

Research and Development

Transportation

Land Use / Development Project

Property Management

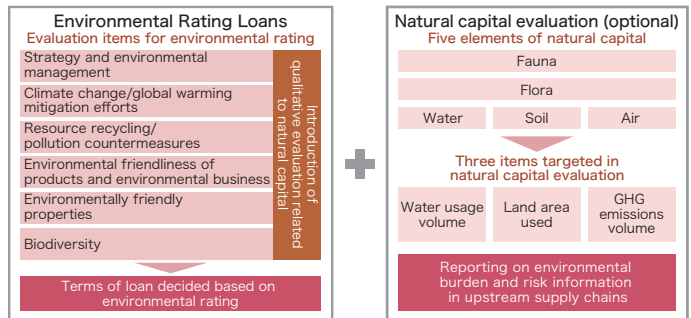
Volunteer Activity / Social Contribution

Sumitomo Mitsui Trust Bank, Limited

Provision of “Environmental Rating Loans with Evaluation of Natural Capital Preservation” and “Positive Impact Finance”

● Overview

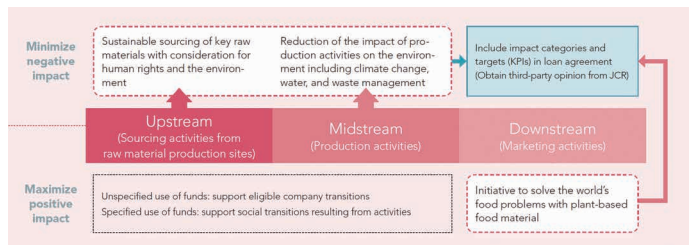
Since 2013, Sumitomo Mitsui Trust Bank, Limited has offered the Environmental Rating Loans with Evaluation of Natural Capital Preservation, which adds evaluation of impact and efforts to conserve natural capital to the environmental rating process. It is an option of the environmental rating loan, to provide the risk analysis on the negative impacts and dependence on natural capital in the upstream supply chain of a business, with leveraging the Efficient Supply Chain Economic & Environmental Reporting (ESCHER) model, a natural capital evaluation tool provided by PricewaterhouseCoopers (PwC) Sustainability LLC. In 2019, the Bank started offering the Positive Impact Finance. This service involves evaluation of clients' activity in terms of economic, social and environmental impacts (both positive and negative) as part of support for their efforts to achieve SDGs based on the Principles for Responsible Banking and implementation guidelines provided under the United Nations Environment Program Finance Initiative (UNEP FI). The loan agreement with FUJI OIL HOLDINGS INC. was a world-first case of the Positive Impact Finance, in which the Bank evaluated the company's effort to maximize positive impact and minimize any downsides upstream, midstream and downstream of the supply chain, respectively. In terms of biodiversity, the Bank identifies activities improving the supply chain, sourcing palm oil certified by the Roundtable on Sustainable Palm Oil (RSPO) and other efforts targeting “no deforestation, no peat, no exploitation” in procuring major raw materials and helps bring them to fruition.



Note: These options are provided by PricewaterhouseCoopers Sustainability Co., Ltd. and are not available without loan products

● Features

The Bank's activity helps clients enhance their consideration of natural capitals by incorporating the concept of natural capital and conservation of biodiversity and ecosystem services into their loan service. The Bank's global perspective stands out, amid increasing recognition in recent years of the crucial need to manage the risks involved in procuring natural capital as part of corporate management strategy. As for the Environmental Rating Loans with Evaluation of Natural Capital Preservation, the Bank provides useful information for corporate risk management by quantitatively analyzing water consumption, land use and greenhouse gas emissions in the upstream supply chain by country/region and procuring items. In the Positive Impact Finance, the Bank sets out key performance indicators used to manage impact and requests that clients disclose their achievement to help them smoothly shift to a sustainable society via their supply chain. Moreover, both the Environmental Rating Loans with Evaluation of Natural Capital Preservation and the Positive Impact Finance are world-first initiatives, particularly the former, which was a pioneering effort cited in a report of the European Committee.



Outline of Positive Impact Finance offered to FUJI OIL HOLDINGS INC

● Major awards

- Excellence Price for the 5th Sustainable Finance Award hosted by the Research Institute for Environmental Finance (2019)
- Gold Prize (Minister of the Environment Prize) for the Ministry of the Environment ESG Finance Award Japan (2020)

Relevance to the Aichi Targets



Applicable SDGs



Saraya Co., Ltd.

Conservation of tropical rainforest in cooperation with various stakeholders

● Overview

Yahinomi detergent is a product that has been distributed by Saraya Co., Ltd. since 1971; pioneering a detergent using plant materials that are both people- and environment-friendly. Producing one of its raw materials - palm oil - has exacerbated serious environmental pressure on the tropical rainforest due to excessive plantation development, which, in turn, is triggered by increasing global demand for cooking oil.

Focusing on these issues, the company has striven to protect biodiversity and procure sustainable palm oil in Borneo Island since 2004.

Efforts to protect biodiversity include the "Green Corridor Project", aiming to form a green corridor connecting divided forests, by purchasing land which was formerly tropical rainforest and a "Wildlife Rescue Project" to rescue elephants, orangutans and other wild animals forced out from their habitat and injured by traps set by local hunters and bring them back to the forest. The Green Corridor Project is supported by the Borneo Conservation Trust (BCT) established by Saraya, the Japan International Cooperation Agency (JICA), the Sabah Wildlife Department, NGOs, and other stakeholders. (*1)

Since no appropriate forest habitat for rescued animals was found in the rescue project scope, the company cooperated with the BCT, Sabah Wildlife Department, Asahiyama Zoo in Asahikawa City and various businesses to establish the Borneo Elephant Sanctuary (Borneo Elephant Rescue Center).

As a company procuring sustainable palm oil, Saraya was the first Japanese company to have joined in the round table discussion on Sustainable Palm Oil (RSPO), striving to procure and disseminate eco-friendly palm oil by working with farm owners, farmers, trading companies and other stakeholders. In 2019, the company obtained an RSPO certification for all their products distributed in Japan.

(*1) Currently, Saraya support local activities via BCT Japan.



A suspension bridge for orangutan



An opening ceremony of the Borneo Elephant Rescue Center

● Features

Ever since day one, the company has manufactured products using natural materials and taking the impact on people and the environment into consideration. They have understood the environmental impact caused by raw material procurement from an early stage and striven to balance environmental conservation and raw material procurement through comprehensive and wide-ranging activities. Efforts which today have become a driving force to enhance their corporate brand.

In implementing projects, while the company takes the initiative, local governments, NGOs, other Japanese companies, and other stakeholders are also involved in work to establish a large implementation system.

● Major awards

- Excellence Communication Award for the 1st Japan Awards for Biodiversity (2009)
- Jury's Award for the Biodiversity Action Award 2016
- Deputy-chiefs' Award (by Foreign Minister) for the 1st Japan SDGs Award (2017)
- Sumatra Rhino Award for the Sustainable Palm Oil Best Practice Award 2018

Relevance to the Aichi Targets

Target 5

Target 11

Target 14

Target 19

Target 20

Applicable SDGs



Raw material procurement

Use of Biological Resources

Production / Processing

Investment and Loans

Goods / Service Delivery

Research and Development

Transportation

Land Use / Development Project

Property Management

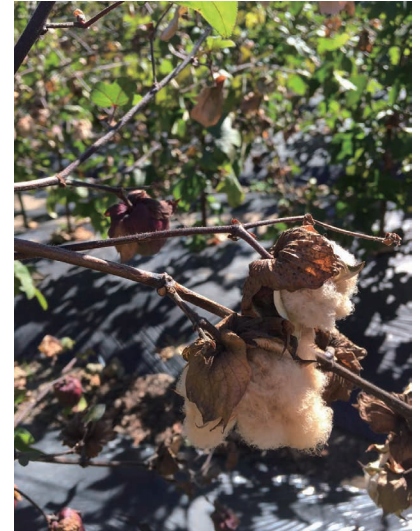
Volunteer Activity / Social Contribution

JTB Corp.

JTB Brighter Earth Project

● Overview

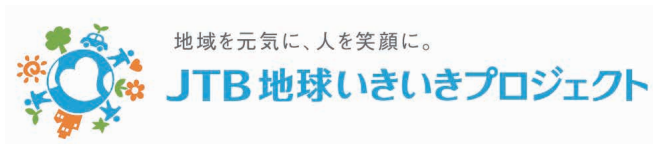
In 1982, the JTB Corp. started tourist destination cleanup campaigns, which were then collectively renamed under the umbrella term “JTB Brighter Earth Project” since its centenary in 2012. Local governments, NPOs, universities, regions (including the private sector), customers and the JTB Group employees all come together to operate various programs that utilize regional features, including conservation of the natural environment and biodiversity and learning experiences on local history and culture. As part of these activities, the company supports the Fukushima Organic Cotton Project, which aims to restore agriculture and reconstruct regional communities affected by the Great East Japan Earthquake via cotton harvesting experiences in Iwaki City, Fukushima prefecture. The JTB Group employees and customers come together to jointly carry out tours to harvest cotton. At the same time, a tour with local storytellers to the northern part of Iwaki City which was seriously affected by the disaster helps reconstruct the region on an ongoing basis. Moreover, in Onna-son in Okinawa prefecture, the company plans a program to carry out hands-on efforts to raise coral seeding and a beach cleanup campaign working with fisheries cooperatives. Around 30 participants, including children, participated from Okinawa Island learning about marine conservation while experiencing such activities.



Fukushima Organic Cotton Project

● Features

Utilizing the strength of their community-rooted features, the JTB cooperates with various regional sectors to maintain uniqueness and a wider-reaching program, which helps their main business thrive. They have also extended the scope of activities to include Hawaii, the Philippines, Thailand, Brazil, and other countries with 130,000 or more participants in total since 1985. In recent years, the JTB has implemented 50 to 60 programs with approximately 2,000 participants annually.



A cotton harvesting experiencing activity

● Major awards

- The 4th Recognition of good cooperation projects by the UNDB-J (2014)
- KAICA Awards 2015
- Let's Feel Award for the Biodiversity Action Award (2018)

Relevance to the Aichi Targets

- Target 1
- Target 14

Applicable SDGs

- 11 SUSTAINABLE CITIES AND COMMUNITIES
- 14 LIFE BELOW WATER
- 15 LIFE ON LAND
- 17 PARTNERSHIPS FOR THE GOALS

SC Foods Co., Ltd. SUMITOMO CORPORATION

Promotion of the Bird Friendly® Coffee – A cup of coffee for migratory bird conservation

● Overview

The "Bird Friendly® Coffee" is a certification program established by the US Smithsonian Migratory Bird Center in 1999 presenting sustainable coffee production. To obtain this certification, applicants must meet the following two criteria: (1) to farm organically and (2) to maintain an environment similar to natural forests. As for (2), as well as the number of species, the size and proportion of trees are also included in the criteria and applicants are strictly reviewed to ascertain whether their forest structure actually resembles natural forest. SUMITOMO CORPORATION promptly focused on this certification and started importing/distributing the relevant coffee in 2004. In 2014, SC Foods Co., Ltd. took over the distribution and has striven to disseminate the product in collaboration with coffee shops ever since with the slogan "starting global environmental conservation from a cup of coffee".



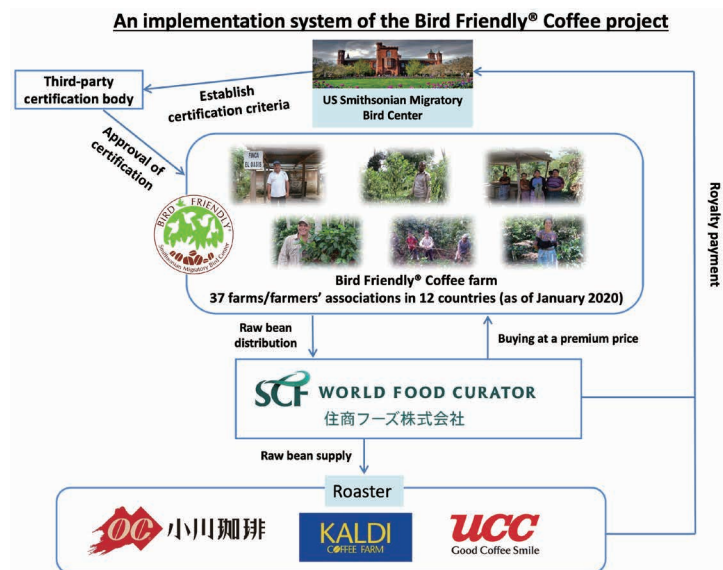
A coffee farm certified by Bird Friendly® (Colombia)



A bird nest on the coffee tree in a Bird Friendly® certified coffee farm (Honduras)

● Features

This company promptly focused on the certification system of coffee. It has developed its environmental conservation activities beyond the boundary of the company, to cooperate with an NGO (US Smithsonian Migratory Bird Center) as this company's own conservation activities. This company also has greatly helped mainstream biodiversity by involving consumers via a fair in "KALDI COFFEE FARM" operated by Camel Coffee Group, a tasting event at department stores nationwide organized by Ogawa Coffee and other efforts.



An implementation system of the Bird Friendly® certified coffee project

● Major awards

- Special Prize, the Judging Committee, for the 5th Contest for Corporate Activities on Biodiversity Award (2016)
- Jury's Special Award for the Japan Nature Conservation Award (2017)
- The 15th Recognition of good cooperation projects by the UNDB-J (2019)

Relevance to the Aichi Targets

- Target 1
- Target 4
- Target 7
- Target 14

Applicable SDGs



Raw material procurement

Use of Biological Resources

Production / Processing

Investment and Loans

Goods / Service Delivery

Research and Development

Transportation

Land Use / Development Project

Property Management

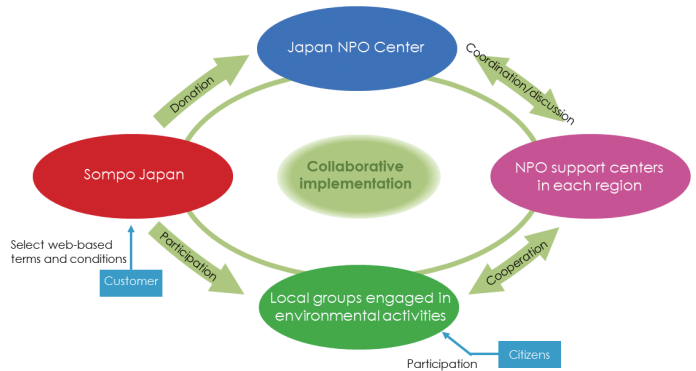
Volunteer Activity / Social Contribution

Sompo Japan Insurance Inc.

SAVE JAPAN Project to save rare species and the natural environment in Japan!

● Overview

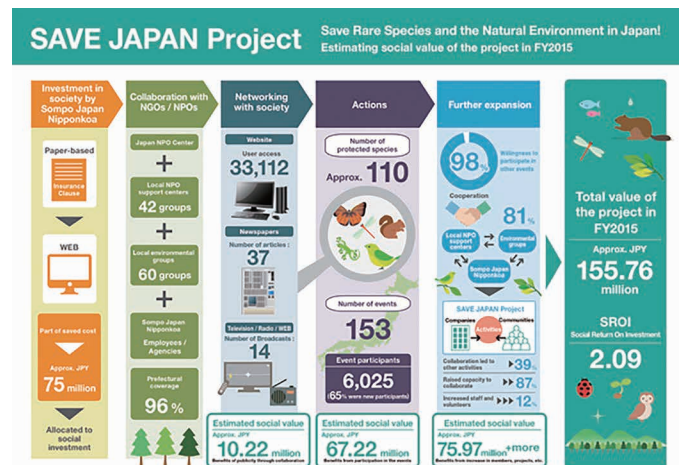
Since 2011, Sompo Japan Insurance Inc. has carried out the SAVE JAPAN Project, aiming to open up opportunities for citizens to become interested in the regional natural environment and understand biodiversity. When Sompo Japan's customers select web-based insurance policy or terms and conditions, or choose recycled parts for vehicle accident repairs, part of the cost savings are used to fund projects to conserve the environment in Japan, and achieve sustainable society while inspiring future leaders. The project cooperates with regional NPO support centers, environmental groups and the Japan NPO Center to provide biodiversity conservation activities for citizens. From April 2011 to the end of September 2019, Sompo Japan Insurance organized 859 events in which over 45,000 citizens participated. These included nature observation, hands-on planting, river cleanup campaigns, public meetings on natural environmental conservation in the community and more.



An implementation mechanism of SAVE JAPAN Project

● Features

This activity can be evaluated as innovative in that donations to biodiversity conservation activities are linked to business activities by selecting "web-based insurance service" option. As well as securing ongoing activity, it is expected to encourage other companies' new initiatives. Another stand-out feature is how business operators, the Japan NPO Center, regional NPO support centers, regional NPOs, citizens and various other entities collaborate to help roll out biodiversity conservation activities nationwide across the sectors. The company has also quantified the social value of this project by analyzing the return on investment (social value generated / costs required).



Social value estimation of SAVE JAPAN Project

● Major awards

- Incentive Award for the Eco Mark Award 2011
- Chairperson's Award, Eco-Products Award Steering Committee (Eco-Service Award) for the 8th Eco-Products Awards (FY 2011)
- The 1st Recognition of good cooperation projects by the UNDB-J (2012)
- Jury's Prize for the Biodiversity Action Award 2013
- Minister's Prize, Ministry of the Environment, for the 3rd Contest for Corporate Activities on Biodiversity Award (2014)
- Chairperson for the Ecological Life and Culture Organization Prize for the FY 2017 Sustainable Society Building Activity Award

Relevance to the Aichi Targets



Applicable SDGs

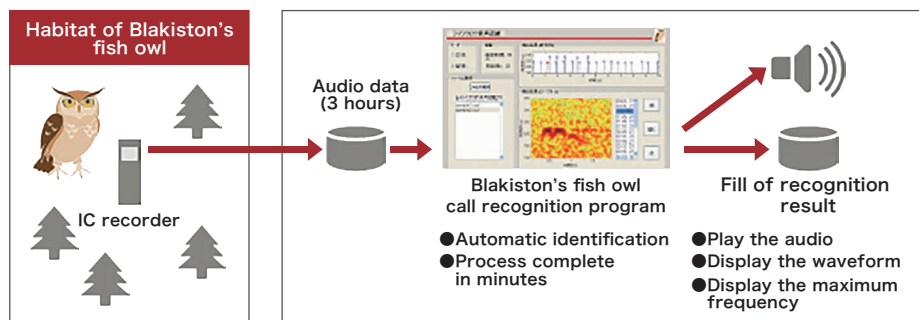


FUJITSU LIMITED Fujitsu Kyushu Network Technologies Limited

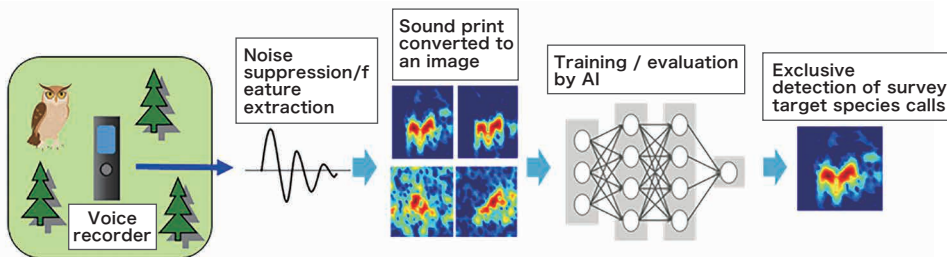
Support of conservation of Blakiston's fish owl with the owl call recognition software

● Overview

Fujitsu Kyushu Network Technologies Limited provides the bird call recognition software to the Wild Bird Society of Japan to help them research more efficiently and accurately. The Wild Bird Society of Japan conducts the habitat research to protect Blakiston's fish owl, an endangered species in Hokkaido. Conventionally, Blakiston's fish owls were identified by visually inspecting the audio spectrum and listening to the actual sounds. By harnessing Fujitsu's ICT however, as well as introducing AI technology, this software substantially shortens the time required to analyze the audio data and allows calls of Blakiston's fish owl to be accurately detected by extracting the calls from recorded audio data automatically. This paves the way to expand the research areas and survey frequency and boosts the owl conservation activity in the process.



Analysis of Blakiston's fish owl call by the call recognition software (Source) Fujitsu



A mechanism of extracting calls harnessing AI technology (Source) Fujitsu Kyushu Network Technologies Limited

● Features

As an ICT company, the Fujitsu Group provides goods and services that help conserve biodiversity. Noteworthy is how the Group utilizes digital technology and know-how directly for biodiversity conservation.

This activity is carried out on an ongoing basis, targeting Blakiston's fish owl and other rare species by providing an audio analysis service and software to those companies and groups conducting a biological survey as part of their environmental assessment.

It should be highlighted that the Group has established a collaborative system utilizing their strength in which the Group helps conserve biodiversity by providing solutions based on their goods/services to environmental organizations conducting habitat research to protect endangered species.



A Blakiston's fish owl
Photo courtesy of the Wild Bird Society of Japan

● Major awards

- Jury's Special Award for the Japan Nature Conservation Award (2016)
- Excellence Award for the 28th Nikkei Global Environmental Technology Awards (2018)

Relevance to the Aichi Targets

- Target 1
- Target 11
- Target 12
- Target 14

Applicable SDGs



Raw material procurement
Use of Biological Resources
Production / Processing
Investment and Loans
Goods / Service Delivery
Research and Development
Transportation
Land Use / Development Project
Property Management
Volunteer Activity / Social Contribution

The Yamato Shinkin Bank

Provision of “Yamatogawa River Time Deposit” to promote improvement of river water quality

● Overview

Since 2006, the Yamato Shinkin Bank has offered the Yamatogawa River Time Deposit service, which supports efforts to improve the water quality in Yamatogawa River, a Class A river traversing the region. This product raises its interest rate if the Biochemical Oxygen Demand (BOD) of Yamatogawa River improves from the previous year. Among Class A rivers in Japan, the water quality of Yamatogawa River was the ranked the worst for three consecutive years from 2005, earning it the title of worst-polluted river in Japan in 2006. Domestic wastewater was considered the major culprit. Thanks to the Bank’s awareness-raising activity among local residents via the Yamatogawa River Time Deposit as well as efforts initiated by Nara prefecture to boost quality, the average BOD of the river decreased from 6.4mg/ℓ in 2005 before selling the Deposit to 4.7mg/ℓ in the following year and 2.4mg/ℓ in 2019.



A promotional flyer of “Yamatogawa River Time Deposit”

● Features

The Yamatogawa River Time Deposit has a unique and understandable feature, whereby river water improvement is linked to the deposit interest rate. It has become a popular product, attracting higher deposits than the annual target. And linking finance and the environment via an initiative is unique among regional financial institutions. In explaining the product, the Bank also paves the way for local residents to participate in water improvement activities by encouraging them to reduce domestic wastewater and distributing a gift of a locally manufactured drainer net. Moreover, the Bank established and contributed to the Yamatogawa River Fund (equivalent to 0.01% of all deposits held as Yamatogawa River Time Deposits) and the Bank’s officers and employees. The Fund cooperates with Nara prefecture and NPOs to organize the “Furusato Yamatogawa River Headwater Experiencing Tour” and donates the “Nara Prefecture Regional Contribution Support Fund” to support NPO activities designed to boost the quality of the Yamatogawa River system. The Bank has got involved in water improvement efforts, not only by providing a financial product but also initiating the aforementioned activities.

More than 80% of the cause of pollution is Domestic Wastewater

We can reduce domestic wastewater by the following efforts, for example:

Do not leave

Prepare meals as much as you eat to ensure no meals left!



Wipe off

Wipe off dirt on dishes and pans before washing them!



Do not throw down the drain

Do not throw leftovers and food waste down the drain but put them in sink tidy or garbage box!



Please put these into practice to reduce domestic wastewater.

Raising awareness of reducing domestic wastewater in the description of Yamatogawa River Time Deposit

● Major awards

- FujiSankei Business I Prize for the 16th Global Environment Award (2007)
- Environmental Project Prize for the 5th Japan Environmental Management Award(2007)
- Global Environment Prize for the 5th Corporate Philanthropy Awards (2007)
- Encouragement Prize for the 10th Japan Water Award (2008)
- Mayor’s Prize for the FY 2008 Nara Prefecture Environmental Conservation distinguished Service Award (2008)
- Jury’s Special Award for the 1st Contest for Corporate Activities on Biodiversity Award (2010)

Relevance to the Aichi Targets

- Target 1
- Target 8
- Target 14

Applicable SDGs

- 6**
CLEAN WATER
AND SANITATION

- 14**
LIFE
BELOW WATER

- 15**
LIFE
ON LAND


KAJIMA CORPORATION

Research and practice of the ecological network

● Overview

In July 2009, KAJIMA CORPORATION established the Kajima Biodiversity Guidelines and strives to conserve biodiversity and use it sustainably via its construction business. Under its "Japanese Honeybee Project", the company has developed technology to evaluate urban green spaces using the native Japanese honeybee as its indicator species. In addition, the company also strives to raise awareness via environmental education on honeybee ecology at the children's center annexed to the company housing where a honeybee laboratory is installed and the "Honeybee Café", in which local residents enjoy honeybee observation and experience honey extraction.

The company also cooperated with the Urban Renaissance Agency and the Organization for Landscape and Urban Green Infrastructure to develop ecological network evaluation technology using Japanese pygmy woodpeckers as the benchmark species. The potential of their existence is visualized using remote sensing and a geographic information system (GIS) targeting a quality green space.



Japanese honeybees (*Apis cerana japonica*) and a beehive

● Features

A questionnaire survey for local residents revealed that this project substantially improved the negative image of honeybees, which sparked a change in awareness (the proportion of those who answered "I fear honeybees because they sting" decreased from 44% (before the project) to 7% (after it)). The company also considers Japanese tit, crab (*Sesarmops intermedium*) and goat as further benchmark species, over and above the Japanese honeybee and Japanese pygmy woodpecker. They also leverage environmental assessment technologies developed for actual construction projects, such as the Mitsui Sumitomo Insurance Surugadai Building, to accommodate both economic activity and conservation. As well as conserving green space and coastal areas, the company has expanded its activity in various ways, including consideration of raw material procurement centered on wood materials, management of 11 company-owned forests nationwide and participation in symposia and lectures related to biodiversity.



Honeybee Cafe

● Major awards

- Excellence Research Award for the 1st Japan Awards for Biodiversity (2009)
- Good Design Frontier Design Award (2010)

Relevance to the Aichi Targets

- Target 1
- Target 4
- Target 5
- Target 14
- Target 19

Applicable SDGs

- 11 SUSTAINABLE CITIES AND COMMUNITIES
- 15 LIFE ON LAND

SHABONDAMA SOAP Co., Ltd.

Development / dissemination of firefighting foam made of environmentally friendly soap

● Overview

Since 2013, SHABONDAMA SOAP Co., Ltd. has implemented a research and development/verification project featuring fire-extinguishing agent for peat land in Indonesia; supported by the Japan International Cooperation Agency (JICA) to develop and disseminate firefighting form which is made from more environmentally-friendly soap and has a higher fire-extinguishing capacity. Peat wildfires occur in layers of peat in which plants have been accumulated without fully decomposed. Since such fires keep smoldering under the ground surface, they are very difficult to extinguish and are likely to last a considerable time and expand. The company's soap-based firefighting foam generates less environmental burden for use, permeates deeper underground in peat areas and allows such fires to be extinguished immediately with minimal water volume. The company contributes to biodiversity conservation through reducing forest loss caused by peat wildfires.



Extinguishing peat wildfire in Indonesia

● Features

The main component of the soap-based firefighting foam is a soap using vegetable materials. This is not only decomposed quickly but also has a small impact on ecosystem, as its surfactant is inactivated when natural minerals are reacted with its components. Moreover, given its high permeability into the peat and its ability to block the oxygen for incineration, it allows such fires to be extinguished effectively with a small volume of water. The development of such products utilizes manufacturing technology for additive-free soaps without chemicals or synthetic compounds which the company has developed since 1974. The company recognizes research/development of soap-based firefighting foam as its focal environmental activity, while promoting such efforts as their contribution toward SDGs.



SHABONDAMA SOAP's initiatives to achieve SDGs

● Major awards

•The Minister of the Environment Prize (Private Sector) for the 7th Good Life Awards (2019)

Relevance to the Aichi Targets



Applicable SDGs



Chuetsu Pulp & Paper Co., Ltd.

Contribution to conservation of forests and Satoyama by development of "TAKEGAMI" (bamboo paper) and commercialization of donation-attached print paper made from thinned wood

● Overview

Since 1998, Chuetsu Pulp & Paper Co., Ltd. has developed and productized "TAKEGAMI (100% Bamboo Paper)" which is made from domestic bamboos, which was previously remained unused. Through this activity, the company has established a commercial business involving felling of abandoned bamboo and management of bamboo forests to boost the regional economy and employment while helping conserve biological diversity by preventing abandoned bamboo from encroaching on Satoyama and forests.

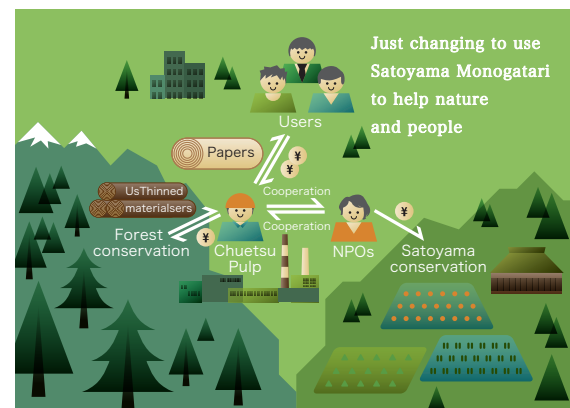
Since 2009, the company has helped conserve forests by productizing "Satoyama Monogatari", a print paper which fully utilizes thinned wood, which was not originally composed as raw material of paper but was made the most under the carbon credit scheme. At the same time, the company has donated part of its paper sales to Satoyama conservation groups to help conserve/regenerate Satoyama. Cooperating with the Satoyama Conservation Regeneration Network, a donation has been made to groups initiating socially meaningful activity activating Satoyama.



Cutting abandoned bamboos in managing bamboo forest to effectively utilize domestic bamboo

● Features

As a paper manufacturing company, Chuetsu Pulp & Paper establishes a mechanism of raw material procurement, product development and sales linked to biodiversity conservation of forests and Satoyama and provides products and services that boost biodiversity. Focusing on decreasing biodiversity due to abandoned bamboo plantations and forests, the company procures domestic bamboo and thinned wood as raw materials and develops and productizes products. Noteworthy is the fact that this mechanism encourages felling of abandoned bamboo, management of bamboo forests and thinning in forests with economic and commercial motives, not merely through production but procuring such under-used resources as raw materials. Moreover, other companies and consumers can help conserve biodiversity even indirectly by choosing these products. The print paper product with donations made by thinned wood, in particular, allows consumers to join in Satoyama conservation efforts by selecting the product. Moreover, the process is visualized in collaboration with NPO, which is also an aspect of the company's effort that stands out.



A mechanism of Satoyama Monogatari, a print paper with donation utilizing thinned wood (Source) Chuetsu Pulp & Paper Co., Ltd.

● Major awards

- Special Award, the Judging Committee, for the 1st Contest for Corporate Activities on Biodiversity Award (2010)
- Minister's Prize, the Ministry of Agriculture, Forestry and Fisheries for the 8th Eco Products Awards (2011)
- Excellence Award for the 3rd Japan Awards for Biodiversity (2013)
- Excellence Award for the 15th Green Purchasing Award (2013)
- Grand Prize (Enterprise/Organization Leadership) for the Japan Nature Conservation Award (2014)*Akiyoshi Kato, President, Executive Officer, was awarded
- The 4th Recognition of good cooperation projects by the UNDB-J (2014)
- Jury's Special Award for the Biodiversity Action Award (2019), and more

Relevance to the Aichi Targets

Target 1

Target 4

Target 5

Target 7

Target 14

Applicable SDGs



NIPPON STEEL CORPORATION

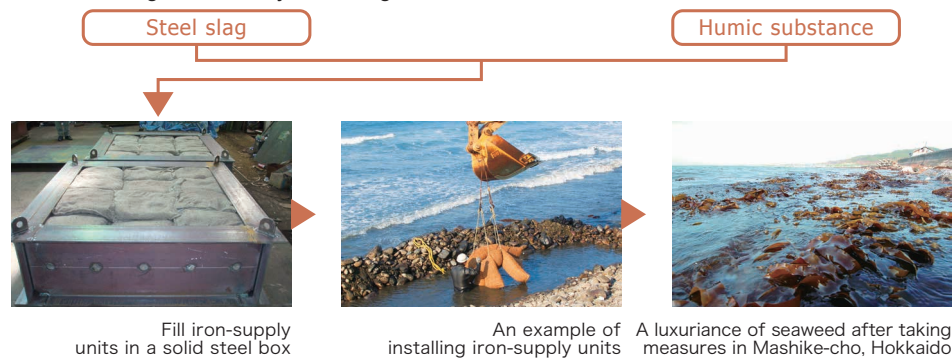
Regeneration of seaweed beds by utilization of steel slag

● Overview

To improve the sea desertification due to iron shortages, NIPPON STEEL CORPORATION develops and practically implements the seaweed bed regeneration technology which artificially regenerates the iron-supply mechanism of the natural world; delivering humic acid iron to the sea via a unit made of steel slag, a by-product of steel making and humic substance originated from fermented waste wooden chips.

After clarification of the seaweed breeding mechanism by iron supply and verification of the effect of technology that allows analysis of very small amount of iron contained in coastal seawater, the company implemented its seaweed bed regeneration technology at 38 spots nationwide. In the sea areas where the sea forests (seaweed) were regenerated, it has been confirmed that ecosystems comprising various organisms had been recovered, fishery resources boosted and other benefits observed.

Seaweed bed regeneration by steel slag and humic substance

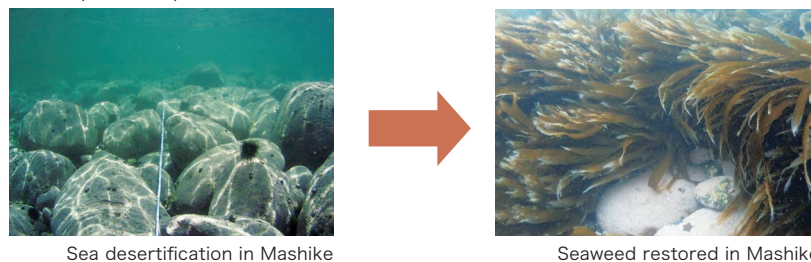


● Features

As a steel manufacturer, Nippon Steel develops and practically applies technologies that help conserve biodiversity and regenerate biological resources. Leveraging their technology and expertise in iron, the company uses by-products of their steel making process to address recovery of iron shortage, thereby helping practically conserve biodiversity and fishery resources.

The company does not only develop a seaweed regeneration activity but also focuses on how best to practically apply it via a verification test and research and development. In doing so, they also help maintain/regenerate fishery resources. As well as the unit of iron-supply steel slag and humic substance, the company also realizes the technology to produce artificial stones and blocs for seaweed to grow naturally from iron-supply steel slags, and proceeds with activities regenerating a rich marine environment in sea areas surrounding steelworks in collaboration with local fishery associations and government.

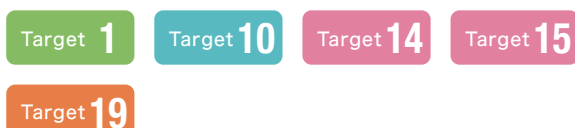
Sea forests (seaweed) restoration



● Major awards

- Chairman's Prize, Keidanren Committee on Nature Conservation, for the 1st Contest for Corporate Activities on Biodiversity Award (2010)
- The 13rd Hotta Memorial Encouragement Award hosted by the Advanced Marine Science and Technology Society (2015)
- Excellence Prize for the 2nd EcoPro Awards hosted by the Japan Environmental Management Association for Industry (2019)
- Contribution Prize for the 52nd Ichimura Awards Ichimura Global Environmental Industry Award (2020)

Relevance to the Aichi Targets



Applicable SDGs



* Cases for "Volunteer Activity/Social Contribution (positive contribution)" are also introduced.

SHIMADZU CORPORATION

Countermeasures to prevent alien species in imported freight / the Eco-Club, an on-site lecture on the environment

● Overview

In 2012, Shimadzu Corporation developed a procedure detailing how to respond to alien species when discovered, as a countermeasure to prevent penetration of them accidentally brought via imported freight. This procedure is posted at the workplaces, including place of receiving freight, from which it is possible for alien species to penetrate. In 2013, the company started using certified woods for transport packing materials and has continuously collated and confirmed the procured woods on the certificate provided by suppliers. As such, the company has extended its efforts to include all products coming into and leaving from the company. The Eco-Club team was established in 1999, comprising mainly female employees of this company. The "Eco" in its title derives from the Kyoto dialect "Ee-ko" meaning "good boy/girl". Eco-Club team created environmental educational teaching tools and conducts on-site lecture on the environment, making the most of female employees' unique perspectives and senses. The company also promoted a number of active efforts, including the maintenance of the "Shimadzu Forest", consisted of *Castanopsis sieboldii* (Japanese blue oak) and other native species in the Head Office/Sanjo Works constructed in 2014.



A biodiversity card game "bidi"

● Features

Among each phase of business, Shimadzu Corporation promotes activities related to "transportation", making it a rarity among other businesses. This company also address biodiversity at the level of whole supply chain, by providing lectures on biodiversity to client companies, organizing tours to show maintenance of forest by the company and other activities. Until 2019, the Eco-Club has provided awareness-raising activities to 9,088 children in 122 schools with a remarkable consistency and scale. As they also distribute the original card games and SUGOROKU (Japanese traditional board game) for learning biodiversity, further expansion of the activity is expected.



A lecture on biodiversity



A visiting tour of Shimadzu Corporation Forest

● Major awards

- Let's Communicate Award for the Biodiversity Action Award 2013
- Award (Environmental Report) for the 18th Environmental Communication Awards (2014)

Relevance to the Aichi Targets



Applicable SDGs



Raw material procurement
Use of Biological Resources
Production / Processing
Investment and Loans
Goods / Service Delivery
Research and Development
Transportation
Land Use / Development Project
Property Management
Volunteer Activity / Social Contribution

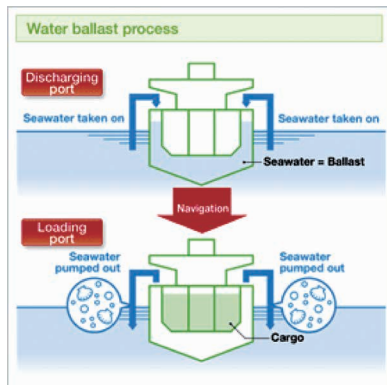
Nippon Yusen Kabushiki Kaisha

Conservation of Marine Environment engaged by a shipping company

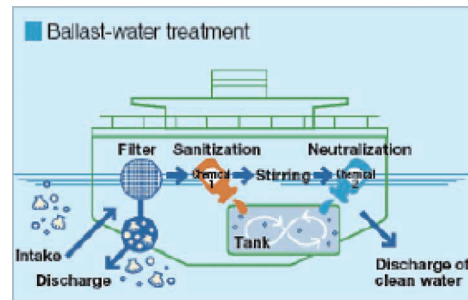
● Overview

Nippon Yusen Kabushiki Kaisha is a shipping line striving to boost conservation efforts in business areas across the board, from procurement, operation and disposal of vessels. In 2010, the company started installation of a ballast water treatment system, which had been successfully installed in 100 vessels as of the end of March 2019. Ballast water is seawater loaded into a vessel and deliberately weighing down the vessel body for stability, which is taken and discharged according to cargo loaded when anchoring at a port. Since the ballast water moves together with the vessel, the plankton it contains are discharged in the destination and may have an adverse impact as introduction of alien species on ecosystems. Accordingly, the treatment system boosts marine conservation by disinfecting plankton and bacteria to prevent cross-border movement of them. At the same time, the company frequently cleans the bottom of the ships to prevent marine organisms adhering to the vessel and moving around sea areas.

In addition, Nippon Yusen operates their vessels taking biodiversity into consideration. The Santa Barbara Channel adjacent to Los Angeles on the US west coast is a major navigation route for many vessels. However, after a vessel collided with a blue whale in 2007, navigating operation taking whales into consideration has been promoted. The company strives to reduce its navigation speed on a voluntary basis in the designated sea areas of this Channel. With an evaluation of distance its vessels traveled through that channel at speeds of 10 knots or less, the company was honored with an award from the National Marine Sanctuary Foundation, an American environmental organization, in 2019.



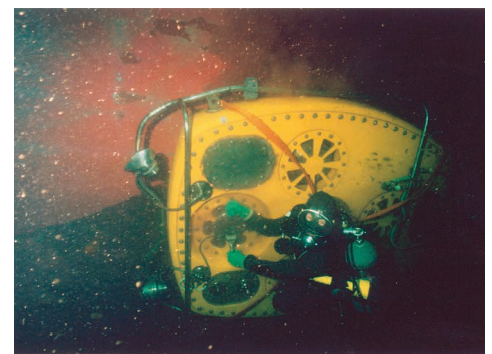
Movement of aquatic organisms by ballast water



Ballast water treatment system

● Features

According to estimates from the International Maritime Organization (IMO), 300 to 500 million tons of seawater are moved as ballast water annually and countermeasures for the same are critical, given reportedly up to 10,000 marine species moving as ballast water. Although the so-called Ballast Water Management Convention was adopted by the IMO in 2004, it only came into force in 2017. This is because the number of ratifying countries did not increase to as many as expected due to a delay in development of a ballast water treatment system. However, Nippon Yusen started installation of the system on its vessels in 2010. As for cleaning the bottom of the ships, the company utilizes a system jointly improved by Yusen Navtec, a group company, to ensure that this cleaning process meets the company criteria, even if it is conducted outside Japan. The company actively engages in cleaning the bottom of the ships. This not only boosts marine environmental conservation by preventing the cross-border movement of marine organisms, it also helps cut greenhouse gas emissions.



Cleaning the bottom of the ship

● Major awards

·Gold Prize for the Protecting Blue Whales and Blue Skies (2019)

Relevance to the Aichi Targets

- Target 1
- Target 9
- Target 12
- Target 14

Applicable SDGs

- 9**
INDUSTRY, INNOVATION
AND INFRASTRUCTURE
- 13**
CLIMATE
ACTION
- 14**
LIFE
BELOW WATER

Kato Construction Co., Ltd.

Eco Meeting - Environmental activities by the construction sector -

● Overview

Kato Construction Co., Ltd. carries out an “Eco Meeting” activity, in which they consider and implement environmental considerations/arrangements in their construction project, focusing on the following three considerations on: (1) natural environment, (2) residential environment and (3) community building. Among them, the company is particularly focusing on (1) natural environment. Their activities include environmental surveys, protection and conservation activity. If necessary, they will consider changing the design, taking natural environment into consideration. In initiating the activity, the company encourages all employees to obtain a licence of the “Biotope Planners and Builders” as part of upskilling and to improve the measures taken on the construction site. Currently, 171 employees, more than half the entire workforce, have obtained the licenses (as of February 2020). The company also focuses on activities to raise the awareness of the general public about the importance of nature via nature observation and environmental events as well as disseminating to and enlightening for construction sectors, national organizations, and local governments.



Protecting living creatures



An ecological survey



A nature observation event

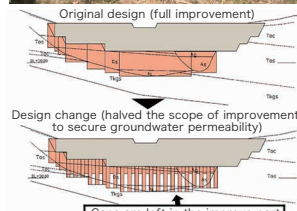
● Features

In the company's construction project, employees overseeing sales and administrative work, as well as the site manager and engineering staff, participate in the activity to extract/consider opinions from various perspectives (Photo 1). When water scorpion (*Nepa hoffmanni*), a rare species, emerged at the site of soil improvement work, the company changed the ground design to secure groundwater permeability as well as protecting the living organism to conserve wetland, which is the habitat of the species (Photo 3).

For reed beds divided by leftover cobblestones at the site of bridge pier reinforcement work, the company removed the stones after proposing to a client a means of ensuring the reed bed continuity. Such efforts also help expand the growing area of *Penthorum chinense* an endangered species and reuse cobblestones for constructing revetments (Photo 3). Maintaining these activities on an ongoing basis, Kato Construction aims to be an engineer protecting nature and an entity the community relies on to renew the image of the construction industry.



A scene of “Eco Meeting”



An example of water scorpion (*Nepa hoffmanni*) conservation



An example of securing reed bed continuity

● Major awards

- Chairman's Prize, the Judging Committee, for the 5th Contest for Corporate Activities on Biodiversity Award (2016)
- The Minister of the Environment Prize (Grand Prize) for the Environmental Human Resources Development Corporate Awards 2016 (2017)
- The Minister of the Environment Award/Let's Conserve Award for the Biodiversity Action Award 2018
- Grand Prize (Conservation Practice Award) for the Japan Nature Conservation Award 2020

Relevance to the Aichi Targets

Target 1

Target 2

Target 5

Target 9

Target 12

Target 19

Applicable SDGs



Tanaka Sangyo Corporation

Regeneration of the company's former stone quarry to Satoyama

● Overview

Tanaka Sangyo Corporation exploited mountains and forests in the suburbs of Joetsu City, Niigata prefecture to quarry gravel and sand used for civil engineering and construction work, during several decades. The company promotes the regeneration of satoyama, home to rich ecosystems, by repairing the terrain and planting trees on a forestry model, with imagining how the former 30 ha stone quarry would be regenerated in the 100 years after the cease of the gravel quarry. Tanaka Sangyo restores and redevelops the terrain by relaxing the gradient of excessively steep slopes and consulting with experts to plant more than 1,000 trees annually, mainly including Japanese zelkova, *Quercus acutissima* and other trees naturally grown in the surrounding satoyama.

The employees maximize their skills to handle the restoration of steep slopes, planting, mowing and other maintenance work. They use wooden chips to cure the soil. They process those chips by themselves in the curing site with introducing a foreign self-propelled wood chipping machine.



Before and after the regeneration

● Features

Quarries exist nationwide but exert a significant burden on the environment, leaving steep slopes behind. Accordingly, how former quarries should be used after the gravel quarry stopped has become a national issue. In general, the level of effort required legally to restore the environment for stone quarries is relatively low. And its main purpose is to prevent disasters rather than recover ecosystems. Under such circumstances, this will be a remarkable model, in which a local construction company engaged in unprecedented forest regeneration looking forward to the next century.



A wood chipping machine introduced

● Major awards

Minister of Agriculture, Forestry and Fisheries Prize (Private Sector Award) for the 6th Good Life Award (2018)

Relevance to the Aichi Targets

Target 1

Target 4

Target 5

Target 14

Target 19

Applicable SDGs



Noda Natural Symbiotic Farm Co.

Acquisition of land whose development is suspended, and nature restoration of that land

● Overview

In the Egawa district in Noda City, Chiba prefecture, a large-scale residential land development was proposed as part of the development of the Tsukuba Express Railway, but the plan was thwarted due to the collapse of the bubble economy and other causes. Accordingly, the project was withdrawn and the disposal of the land was decided. Given the risks of abandoning the land, including illegal landfilling and random development, as well as the need to protect nests of goshawk and grey-faced buzzard found there, as endangered species, Noda City proposed a regional development harmonizing with nature, which would promote efforts to conserve the animals and plants inhabiting the area in and around the Egawa district, and to protect Satoyama to utilize this environment sustainably.

Noda Natural Symbiotic Farm Co. was founded in 2006, funded by Noda City to acquire farmland in the district from developers to restore paddies and manage agriculture, with prioritizing conservation. Specifically, the company acquired 32 ha of land owned by a developer, restored 8 ha for paddies and promoted rice production using organic fertilizers and leveraging reduced agrochemicals and land fertility. The harvested rice is shipped as brand-named rice. Moreover, portions of wet paddies are used as a citizens' urban wet-paddy farms, which also host planting, rice harvesting and other events to give citizens an opportunity to experience nature and agriculture. Further, the land functions as a platform to provide experiences of agriculture and nature in the region by organizing nature observation with experts invited.

Noda City has striven to build a sustainable community in harmony with nature and ensure a positive living environment for people and storks alike. In 2012, they started breeding storks. Moreover, in 2015, they released storks on a pilot basis as a first case in the Kanto region. The Noda Natural Symbiotic Farm also manages "Kounotori no Sato", a stork releasing facility.



A stork released in Kounotori no Sato

● Features

Various entities collaborate in this activity, including local governments, nature conservation groups, academic experts, local agricultural stakeholders and participants in the citizens' wet-paddy farm to properly maintain and manage the segmented district as well as reducing agrochemicals, irrigating paddies in winter and installing fishway in wet paddies. Accordingly, concrete outcomes for biodiversity conservation/enhancement and its sustainable use are expected.



A rice planting event

● Major awards

- Minister of Agriculture, Forestry and Fisheries Prize for the Rural Nature Restoration Activity Competition (2010)
- Excellence Award for the Japan Awards for Biodiversity (2011)
- The 3rd Recognition of good cooperation projects by the UNDB-J (2013)

Relevance to the Aichi Targets

- Target 1
- Target 4
- Target 7
- Target 12
- Target 14

Applicable SDGs

- 2 ZERO HUNGER
- 12 RESPONSIBLE CONSUMPTION AND PRODUCTION
- 15 LIFE ON LAND

Raw material procurement

Use of Biological Resources

Production / Processing

Investment and Loans

Goods / Service Delivery

Research and Development

Transportation

Land Use / Development Project

Property Management

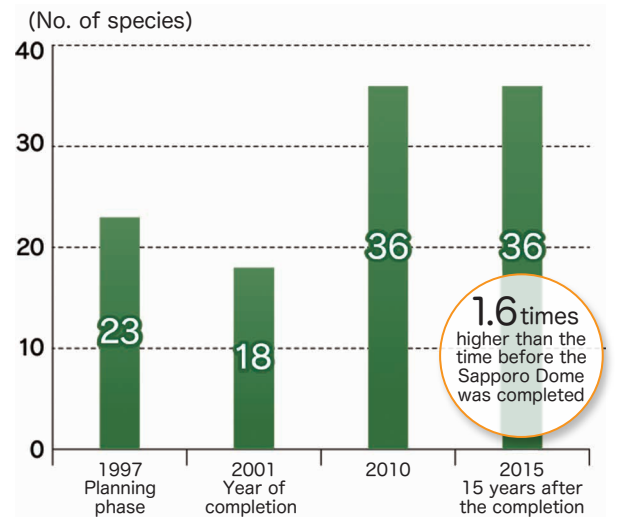
Volunteer Activity / Social Contribution

Sapporo Dome Co., Ltd. Taisei Corporation

Sapporo Dome ECO MOTION – creation of biodiversity-rich areas and environmental awareness-raising for the next generation –

● Overview

To realize the slogan, “Sapporo Dome ECO MOTION – each of us is an Eco Player –”, Sapporo Dome Co., Ltd. set four environmental goals for 2021, the 20th anniversary of its founding. The first one was to “promote biodiversity conservation and environmental awareness-raising activities” which involved setting the following numeric targets: (1) to maintain an environment inhabited by 30 or more bird species, and (2) to receive a total of 100,000 participants to environmental awareness-raising events. In constructing the Sapporo Dome, Ecological Planning, a construction method of Taisei Corporation incorporating awareness of biodiversity was introduced. Subsequently, Taisei Corporation also oversaw regular monitoring. This monitoring saw the number of species of birds, butterflies and dragonflies were increased by 1.6, 3.5 and 6 times, respectively, compared with before the construction. Sapporo Dome also summarizes their activities in a booklet as well as collaborating with elementary schools in Sapporo City to carry out environmental awareness-raising activities for schoolchildren on an ongoing basis.



Changing number of bird species observed in the Sapporo Dome

● Features

The company manages and operates the Sapporo Dome taking the natural environment into consideration by installing a botanical zone and biotope around the premises and refraining from cutting trees unless any safety issues apply. Conservation activities within a sport-related facility represent a rare and unique case. Another stand-out feature is the consistent involvement of a construction company in activities, ranging from planning, design and construction to long-term monitoring over the subsequent 15 years. Taking advantage of the large sport base in the region, attracting some three million visitors each year, the company’s awareness-raising efforts in collaboration with local elementary schools should be acclaimed. In addition, since 2015, the company has organized the “Sapporo Dome Biological Exploration!” initiative, including nature observation during summer and birdwatching in autumn.



A nature observation event

● Major awards

- The 6th Recognition of good cooperation projects by the UNDB-J (2015)
- Minister’s Award, Ministry of the Environment for the 5th Contest for Corporate Activities on Biodiversity Award (2016)

Relevance to the Aichi Targets

Target 1

Target 14

Applicable SDGs



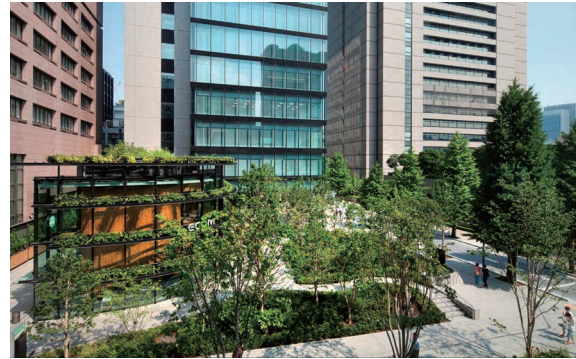
Mitsui Sumitomo Insurance Company, Limited

Creation of green space bearing biodiversity in Surugadai HQ Building, and collaborative activities utilizing the green space

● Overview

Mitsui Sumitomo Insurance has been engaged in creating biodiversity - green space (7,179m²) in Surugadai Building and the Annex where its head office exists. Since the building – the former Taisho Kaijo head office – was completed in 1984, the company has covered over 40% of its total area with greenery. When renovating Surugadai Building in 2013 and completing the Annex in 2012, they started planting indigenous trees and fruit trees alongside evergreens to renew its green space as a venue considering the vegetation of native species and reflecting the concept of a “green space harmonizing living species and the city”. Installing a birdbath and paddies have helped the company create an environment habitable for birds, insects and other species in a space continually monitored by an automatic camera and other equipment. They have also helped establish an ecological network as a green base connecting the Imperial Palace and Ueno Park as well as collaborating with local communities and government to select street tree species with biodiversity in mind.

Aiming to become a green space open for the community as a venue to bring home the blessings of nature to urban residents, the Mitsui Sumitomo Insurance building appeals as a place to celebrate biodiversity-aware green space and the wonders of nature by opening the rooftop garden, including a vegetable garden in the corner and an environmental communication space, “ECOM Surugadai”.



Green space of Surugadai Building and the Annex of Mitsui Sumitomo Insurance

● Features

The activity involves exploring collaboration and environmental communication, utilizing greenery to open up new green space in Surugadai Building in an approach reflecting awareness of biodiversity. Having maintained a green space within its central Tokyo head office building for over 30 years, the company now helps establish an ecological network linking the surrounding communities by focusing on both the quantity and quality of green space and constructing and renovating in a way that takes biodiversity into consideration. It should be noted that the company not only creates such environment but also monitors it on an ongoing basis. Moreover, as a non-life insurance company, Mitsui Sumitomo Insurance focuses on the potential for greenery to reduce the heat island phenomenon and mitigate urban flood damage by introducing a system to purify and permeate rainwater via planting ground, as another stand-out aspect of their efforts as well as preserving biodiversity.

To promote greening from tangible and intangible aspects alike, the company establishes a collaborative organization comprising inhouse/external members to promote various activities, including birdwatching participated in by employees and neighboring residents, an environmental education program for children, planting native species with neighboring elementary school children and free use of the rooftop vegetable garden for community residents and employees. All these constitute prominent ways in which to use urban green space.



ECOM Surugadai

● Major awards

- Special Award, the Judging Committee for the 5th Contest for Corporate Activities on Biodiversity Award (2016)
- SEGES Green Legacy (2017)
- The 5th Green Social Contribution Award (2017)
- Grand Prize for the Chiyoda Biodiversity Award (2016)

Relevance to the Aichi Targets

Target 1

Target 14

Target 19

Applicable SDGs



Raw material procurement

Use of Biological Resources

Production / Processing

Investment and Loans

Goods / Service Delivery

Research and Development

Transportation

Land Use / Development Project

Property Management

Volunteer Activity / Social Contribution

Canon Marketing Japan Inc.

“FURUSATO Project Paving the Way for the Future”

● Overview

Since 2010, Canon Marketing Japan Inc. has implemented the “FURUSATO Project” with the aim of “leaving a beautiful, lush and green furusato (hometown); nurturing biodiversity for children’s future”. The project collaborates with NPOs and regional residents to promote environmental conservation, such as rice terrace conservation, forest maintenance and restoration of abandoned cultivated land, tidal flats and lakes/marshes and environmental learning centered on “natural environment, living things and agriculture”. The company also accumulates donations according to the volume of used toner cartridges collected and PPC papers sold to support partner NPOs, thereby actively promoting the project. They have also further striven to raise awareness of and conserve biodiversity by renewing the project in 2016 as follows: inviting partners from the public, reconfiguring the target from employees to citizens, expanding support to partners beyond subsidies and enhancing the project effectiveness by collaborating with experts.



An activity in the Furusato Project

● Features

This initiative collaborates with MY Action Declaration, an awareness-raising tool of biological diversity promoted by the Japan Committee for the United Nations Decade on Biodiversity (UNDB-J), to link their participatory program and the website. The company strives to promote biodiversity awareness-raising understandable even for children via the website where the company posts contents with photos to show the actual activities. The company also provides multi-faceted support to partners utilizing Canon Group features, not limited in financial support via subsidies but also enhancement of expertise and organizational operational capacity on biodiversity, supervising and supporting activity program planning and operation, organizing a photography workshop and lending cameras and printers for the event. Moreover, the company strives to help the project reach new heights by jointly establishing an activity fund with the Public Resource Foundation, enhancing activities in collaboration with the Nature Conservation Society of Japan, conducting the third-party evaluation by the foundation and other efforts.

Declaration of MY Actions

Five actions we can do for biodiversity conservation!

- ACT 1 Let's eat**
Eat local productions and taste seasonal food.
- ACT 2 Let's feel**
Experience the actual nature, visit a zoo/botanical garden to feel nature and touch living things.
- ACT 3 Let's communicate**
Feel the greatness of nature and changing of the seasons and show them with photos, pictures or sentences.
- ACT 4 Let's protect**
To protect the connection between living things and nature and people and cultures, participate in regional and nationwide activities.
- ACT 5 Let's choose**
Select and purchase eco-friendly and Eco Mark products.

The Furusato Project website

● Major awards

- Special Prize, the Judging Committee, for the 2nd Contest for Corporate Activities on Biodiversity Award (2011)
- The 9th Recognition of good cooperation projects by the UNDB-J (2016)
- A Prize for the Biodiversity Action Award 2016
- Minister's Prize, Ministry of Environment, for the 6th Contest for Corporate Activities on Biodiversity Award (2017)

Relevance to the Aichi Targets

Target 1 Target 4 Target 5 Target 7
Target 8 Target 9 Target 15 Target 18

Applicable SDGs

7 AFFORDABLE AND CLEAN ENERGY 11 SUSTAINABLE CITIES AND COMMUNITIES 12 RESPONSIBLE CONSUMPTION AND PRODUCTION 13 CLIMATE ACTION
14 LIFE BELOW WATER 15 LIFE ON LAND 17 PARTNERSHIPS FOR THE GOALS

Sekisui Chemical Co., Ltd.

The Shiga Ritto Plant: Biodiversity conservation activities in Lake Biwa by effectively using components from this factory

● Overview

Sekisui Chemical is in cooperation with Shiga Prefecture on the Paddy Field Fish Nursery Project, to restore paddy fields attracting native fish species in Lake Biwa for spawning and nurturing young fish, while maintaining agricultural productivity. The company's Shiga Ritto Plant manufactures PVC pipes and various other plastic products. For the project, the plant provides Neo Lumber FFU remnants generated through its production as components of fishways, via which native fish species can run up to the paddy field. The plant manufactures and installs such fishways by working with Shiga Prefecture and local governments in the region. In FY 2014, this activity was initiated in three districts and the plant is currently extending the provision of components to nine districts.

Installing fishways is a costly and laborious task for farmers. Installed fishways require regular replacement, given that conventional wooden fishways become severely corroded within a few years. FFU is a light and highly durable product usually used for railway sleepers. Using highly durable FFU fishways eliminate the need to replace them so frequently, easing the farmers' burden. Another advantage is that the company can reduce waste generated, by utilizing these remnants. The company achieves a "win-win" by working with the prefecture and local government in the context of biodiversity conservation and promoting the activity as a feasible and ongoing initiative.

● Features

The company originally provided components for replacing the existing wooden fishway. After considering a change to a structure which would better facilitate running-up (changing the inclination angle and weir board interval) and boost workability (saving weight, for an easier installation) in cooperation with the Shiga Prefecture Fisheries Promotion Association, the company installs fishways that fish can run up more easily.

As well as providing fishway components, the factory borrows paddy fields as a "paddy field owner" and utilizes them as a venue for environmental education, mainly for new employees but also employees and their families, organizing rice planting, observing living things and engaging in rice harvesting.

The factory also carries out a "paddy field rice fair" where the harvested "Paddy Field Fish Nursery Rice" is served in the factory's canteen, provides sake using the rice at the employee club and organizes a rice-cake pounding event using sticky rice. By providing and promoting the rice and deepening friendship with local governments of the region, the company initiates biodiversity conservation in the region centered on the "Paddy Field Fish Nursery".



Installing fishway using FFU remnants and observing running-up fish



A living-things observation event after registered as a paddy field owner

● Major awards

- Grand Prize (Enterprise/Organization Leadership) for the Japan Nature Conservation Award (2015)
- Shiga Prefectural Governor Prize for the Shiga Biodiversity Award (2015)
- Minister's Prize, Ministry of Agriculture, Forestry and Fisheries, for the 6th Contest for Corporate Activities on Biodiversity Award (2017)

Relevance to the Aichi Targets

Target 1

Target 5

Target 14

Target 19

Applicable SDGs



* Cases for "Premise Management" are also introduced.

Toshiba Corporation

Global initiatives for biodiversity conservation / cooperative conservation activities using the sites of Toshiba Group and Dai Nippon Printing Group

● Overview

In FY 2017, Toshiba Group launched its "Sixth Environmental Action Plan" and cites conservation of biodiversity as one of its top priorities. Making the most of its global network, the company explores biodiversity conservation activities in all 66 production/business sites worldwide (64 sites at the time of winning an award in 2014). The wide-ranging scope of activities includes establishing ecosystem networks, conserving rare species, taking countermeasures for alien species and awareness-raising.

Toshiba cooperates with Dai Nippon Printing Co., Ltd. (DNP) to promote conservation activities utilizing premises in Kitakami, Iwate prefecture and Kawasaki, Kanagawa prefecture, where both company offices are adjacent. By jointly conducting conservation of rare species, biological surveys and observation events, the company strives to raise environmental awareness of both employees.

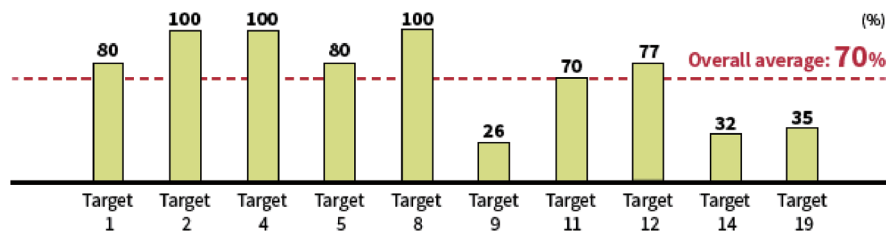


Ex-situ conservation of golden venus chub (*Hemigrammocypripis rasborella* : the Japanese Red List categories IB Endangered (EN)) in Toshiba Elevator and Building Systems Corporation(Himeji Operations) and Toshiba Elevator Products Corporation

● Features

Although cases of conserving biodiversity on a global scale are not uncommon, this one stands out for the rich content issued by the company. Their website compiling the Group's conservation activities (https://www.toshiba.co.jp/env/jp/biodiversity_database/index_j.htm) not only summarizes the activities of all 66 sites individually, but it also shows their details and publishes the Group's efforts to achieve the Aichi Biodiversity Targets (the ten targets particularly relevant to the Group's business activities: 1, 2, 4, 5, 8, 9, 11, 12, 14 and 19). Utilizing information on these efforts, the website also calculates the proportion of activity sites meeting targets and compares achievement ratios among the targets. What stands out here is how the company effectively uses the Aichi Biodiversity Targets as a benchmark against which to measure the achievement of their activities across the board.

Collaboration between Toshiba and DNP is a unique case, stepping up the phase from a conventional conservation activity by a single company or within a specific region to a business collaboration encompassing multiple regions with adjacent premises.



Implementation results for FY2018 by target (covering All 66 sites)*

*The percentage of total number of targets achieved by each site against the number of targets covering all sites (66 sites x 10 targets)

● Major awards

- Jury's Prize for the Biodiversity Action Award 2014
- The 13th Recognition of good cooperation projects by the UNDB-J (2018; Toshiba Lighting & Technology Corporation)
- A Prize for the Biodiversity Action Award 2018 (Toshiba Lighting & Technology Corporation)
- A Prize for the Biodiversity Action Award 2019 (Toshiba Electronic Devices & Storage Corporation)

Relevance to the Aichi Targets



Applicable SDGs



Toyota Motor Corporation

Forest of Toyota projects / "TOYOTA SOCIAL FES!!"

● Overview

Toyota Motor Corporation owns the Forest of Toyota extending around 45 ha in a hilly area just 8 km from the center of Toyota City where the company's headquarters are located and they are open to the public since 1997. Dedicated interpreters are stationed there, and the forest has been developed as a community-based environmental educational center. As well as measuring and publishing the effect of their forest maintenance entitled "Eco Monitoring" for a decade between 1998 and 2008, Toyota started an environmental learning program in 2015, through which participants consider harmonization of people and nature using the creatures of Satoyama as the subject.

Moreover, since 2012, the company has organized the AQUA SOCIAL FES!! in collaboration with local newspaper companies nationwide, NPOs and other groups as an activity to promote AQUA, a compact hybrid vehicle. This campaign explored waterfront conservation activities nationwide under the name of "AQUA" but was renewed as "TOYOTA SOCIAL FES!!" in 2018, which saw the scope of activities expand to conserve various aspects of the regional natural environment, including the waterfront. Accordingly, as the initiatives attracted nearly 90,000 participants during the eight years from 2012 to 2019, further expansion of the initiatives is expected.



Yamaguchi Forest, Countryside, River, and Ocean Environment Restoration Project (Yamaguchi Prefecture)

● Features

The forest of Toyota initiative is a representative conservation activity leveraging company-owned forests and featuring dedicated interpreters stationed on site. They try to make it easier for participants to observe Satoyama creatures by installing monitor cameras for boxes, etc. so that they can use all five senses to feel the charm of nature.

What really makes SOCIAL FES!! stand out is the fact that it is part of Toyota's product promotion activity. The goal is to establish "co-growth marketing" that brings benefits to society, companies, and individuals by encouraging participants to have fun while engaging in activities that will help conserve biodiversity, spread awareness, and gain support and sympathy for products and corporate activities from participants. Leveraging its network of 5,000 or so dealers nationwide, Toyota also expands its initiatives; highlighting regional characteristics by cooperating with local businesses, including local newspaper companies and universities and vocational schools, allowing students to earn credits via volunteer activities.



Dedicated interpreters of Toyota forests

● Major awards

- Chairman's Prize, the Judging Committee, for the 1st Contest for Corporate Activities on Biodiversity Award (2010)
- The 3rd Green Social Contribution Award (2015)
- Minister of Economy, Trade and Industry Prize for the 18th Japan Water Award (2016)
- * Toyota Marketing Japan Corporation (merged into Toyota Motor Corporation) was awarded.

Relevance to the Aichi Targets

Target 1

Target 5

Target 8

Target 9

Target 14

Applicable SDGs

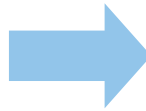


NEC Corporation (NEC Group)

Cooperation with NPOs to conserve ravine paddy field

● Overview

NEC Corporation (NEC Group) cooperates with the NPO Asaza Fund to start implementing the “NEC Paddy Making Project” in 2014, a biodiversity conservation activity in rice fields in the ravine in Ishioka and Ushiku Cities, Ibaraki Prefecture. Via this project, NEC Group employees and their families can experience the full range, from rice production to sake brewing all year round, in an effort to boost environmental awareness and conserve biodiversity. In initiatives such as “Return Japanese Crested Ibises to Nature in a Decade”, with time having elapsed since the release, former inaccessible and uncultivated swampy fields have now been restored as rice fields, attracting organisms and functioning as a playground for local children.



Paddy fields in the ravine before and after restoration

● Features

The initiatives encompass wet paddies at the bottom of a valley surrounded by hills, with over 1000 such places said to exist in the Kasumigaura region. The land was long used as wet paddies given the availability of water for irrigation, forming a unique ecosystem and including the surrounding forests. However, the lack of available land and unpopularity of firewood have seen both forests and farmlands increasingly abandoned, causing precious ecosystems to decline.

Asaza Fund is an organization promoting the Asaza Project since 1995 and incorporated as an NPO in 1999, which has actively striven to restore the environment around Kasumigaura and Kitaura. While they collaborate with many enterprises, this project is a particularly early case of collaboration.

This project develops and verifies solutions in which NEC’s main business, IT (network sensor measuring, accumulating and distributing meteorological data) is applied to observe ecosystems and conserve biodiversity. Specifically, the company installs a sensor system powered by solar cells for meteorological observation to monitor the rice-growing environment and utilize the data collected for surveying an environment for growing organisms.



A sensor system for meteorological data

● Major awards

- Jury’s Special Prize “Environment and Enterprise” for the 1st Good Life Award (2014)
- The 8th Recognition of good cooperation projects by the UNDB-J (2016)
- President’s Prize, the Earth, Water and Green Foundation, for the 5th Contest for Corporate Activities on Biodiversity Award (2016)
- President’s Prize, the Earth, Water and Green Foundation (2016)
- Judging Committee’s Encouragement Prize (Large Enterprise) for the Youth Experience Promoting Corporation Award (2017)

Relevance to the Aichi Targets

- Target 1
- Target 4
- Target 7
- Target 14

Applicable SDGs

- 6 CLEAN WATER AND SANITATION
- 13 CLIMATE ACTION
- 14 LIFE BELOW WATER
- 15 LIFE ON LAND
- 17 PARTNERSHIPS FOR THE GOALS

Raw material procurement
Use of Biological Resources
Production / Processing
Investment and Loans
Goods / Service Delivery
Research and Development
Transportation
Land Use / Development Project
Property Management
Volunteer Activity / Social Contribution

Fuji Xerox Co., Ltd.

Continuous support for biological conservation via the HASU Club

● Overview

Since 1991, Fuji Xerox Co., Ltd. established the HASU Club as a volunteer group spontaneously operated by employees. The club members comprise employees of Fuji Xerox and related companies, officers, part-time employees, and retirees on a voluntary basis. The club activity is funded by fractional contributions (less than 100 yen) with a unit (1 unit is 100 yen and from a unit to 99 units at maximum) from monthly salaries and seasonal bonuses, or the annual membership fee (2,000 and more). The major purpose of the activity fund is to donate to various NPOs and voluntary groups and promote voluntary program activities planned and operated by the club members. The Natural Environment Group supports efforts to donate to nature conservation groups nationwide, cooperates with local activities to promote the planting trees and prevention of coral bleaching, and plans and organizes nature observation and seminars, generating opportunities for members to collectively learn about the natural environment and conserve biodiversity.



A planting event in Mt. Fuji

● Features

The HASU Club has provided its supports to secure funds and biodiversity conservation activities on an ongoing basis by establishing a mechanism for collecting fractions, etc. of employees' salary to help fund social contribution activities. To date, the initiative has donated some 1.5 million yen in total for 20 activities annually for about 30 years while continuing to promote around ten conservation activities annually, even before the concept of CSR ever gained a hold in Japanese companies. Moreover, the initiatives were extended to include activities using similar mechanisms elsewhere and companies. It should also be highlighted that comprehensive collaboration among employees and their families, related companies, regional NGOs/NPOs, and other entities have been explored thanks to the initiative.



A nature conservation activity in Iriomotesima Island, Ishigaki

● Major awards

- The 11th Recognition of good cooperation projects by the UNDB-J (2017)
- Jury's Special Prize for the Japan Nature Conservation Award (2018)

Relevance to the Aichi Targets

Target 1 Target 5 Target 10 Target 14
Target 15 Target 19 Target 20

Applicable SDGs

14 LIFE BELOW WATER 15 LIFE ON LAND

Raw material procurement

Use of Biological Resources

Production / Processing

Investment and Loans

Goods / Service Delivery

Research and Development

Transportation

Land Use / Development Project

Property Management

Volunteer Activity / Social Contribution

CASEBOOK ON BIODIVERSITY ENGAGEMENTS BY PRIVATE SECTOR

Reference for business operators

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CASEBOOK ON BIODIVERSITY ENGAGEMENTS BY PRIVATE SECTOR

References for business operators



**Ministry of the Environment
Government of Japan**

FOR ALL THE LIFE ON EARTH

Biodiversity