にじゅうまる
プロジェクト
for Life on Earth 2011 – 2020

10 YEAR REPORT

The Outcomes and Lesson Learned from multi-stakeholder engagement platform in Japan

Japan Committee for IUCN

Introduction

The Aichi Targets are twenty global goals set to be achieved by 2020. Whilst being conscious of our planet, we should aim to deliver successes in meeting these targets, rather than failures, to the people working hard on the ground.

The 'Nijumaru Project' was started in the hope of accomplishing this. Over the past 10 years, it has worked towards these goals and taken action with the support of the Global Environment Fund, the Keidanren Nature Conservation Fund, the Ministry of Environment, various corporations, NGOs and research institutes.

However, Aichi Target achievements are assessed very strictly in the international community. Therefore, we believe it is the responsibility of those involved in this project to seriously evaluate our progress over the past 10 years and share what we have learnt.

I would like to conclude this book with my sincere thanks to all those who have been involved in the UN Biodiversity Decade project so far, and hope that our current determination will continue into the next decade.

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Nijumaru Statement

We want to protect because we are protected.
All life on this planet.

The creatures of the earth have evolved by exerting
their creativity over the course of 3.8 billion years.
All of that was a beautiful answer to adapting to the environment.
Ecosystems, species, genes that connect and draw a circle.
From these lives, people continue to benefit in everyday-life,
industry, medicine, culture, and other fields.
People were always protected by living creatures.

But in just a few hundred years, people are greatly undermining their rich diversity.
In a damaged environment, there are many creatures that cannot be born and raised.
For the biodiversity that supports all living things including humans, we must act now.

What we value is gratitude.
This should by no means be a human-centered hubris that "controls" creatures and nature.
It is the joy, anger, sorrow, enjoyment, and the awe of all living things and nature.
For example, floods are not only disasters,
but also natural systems that carry fertile soil and revitalize the earth.
Nature and creatures continue to be bigger existences than human beings.
When we think of the benefits that are in this, we can often unite over interest.

Nijumaru Project.
This is a project that unites one team for biodiversity.

In 2010, we worked with people around the world
to make 20 commitments for biodiversity to be achieved by 2020.
At the same time, it is a promise for the future of humanity.
The Nijumaru Project was made to keep these 20 promises in Japan.
The name includes the willingness of the members to send each other
"Nijumaru" (double circle showing approval).
Each time they contribute to the promise, they give a ◎ and celebrate each other.
◎ for everyone.
◎ to you who participates.
Imagining that by 2020, 20 promises have been met all over the world.
Envisioning such a dream.

There are plenty of things to do. Our roles and what we can do differ.
But with the same feelings, we can connect with no limits.
It is a strong connection because we are different.
Those who have already taken action, and those who are about to- let's join together.
Ten years later, we would like to say this to our children.
"This world you were born into keeps their promises."

Let's combine forces and keep our promise for biodiversity.

October 8th, 2011.
Just one year after the 10th Conference of the Parties to the Convention on Biological Diversity (COP10) was held; IUCN Japan launched the Nijumaru Project.
10 years later.
Through trial and error, the private sector has worked towards supporting the 'Aichi Targets' created during COP10. Here we will present the results, as well as the lessons learnt through the process.

Part 1

10 years of Support for the Aichi Targets from the Private Sector

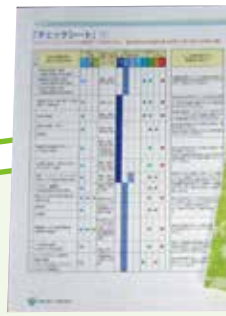
Background of Nijumaru

Achieving the Aichi Targets

Nearly 10,000 people from across the world gathered at the 10th meeting of the Convention on Biological Diversity. In the week following its historic success, IUCN-J began to prepare its next steps.
The IUCN's European office began building a system based on 'Countdown 2010' , a project developed to support the 2010 goal of reaching the Aichi Targets. In January 2010, we hosted a workshop to discuss what was necessary to achieve this goal.
Following this, the impact of the 'Great Earthquake of Japan' was felt across the nation. Through resulting discussions within IUCN-J, a deeper understanding of the significance of achieving the Aichi Target of a "society in which humans and nature co-exist" was gained.

There are a lot of goals to take action on, requiring world cooperation and everyone playing a leading role in helping to achieve them.

The major Japanese conservation organizations participating in IUCN-J have discussed the importance of the Aichi Targets and their effectiveness in nature conservation. At the same time, the difficulties of effective communication and achieving these set goals, as well as challenges that cannot be overcome by just NGOs or Japan alone, were also brought to light. Therefore, in order to make the 20 goals easier to understand and convert them into on-site actions that can be accomplished, we created the 'Nijumaru Project' . This project was designed to enable everyone to take part in achieving the Aichi Targets, as well as playing a role in connecting Japan and the rest of the world.
The project is a joint scheme which Thinks about the relationship between people and the Aichi Targets, Declares a plan of action connected to the Aichi goals, and promotes individuals and organizations Acting Together and the formation of connections in order to achieve these targets.



What we tackled during the 'Nijumaru Project'

Niju means 20 and double in Japanese. Maru means circle which implys good and harmony in Japan.
So "Nijumaru" means "make extra good for 20 Aichi biodiversity targets by 2020 and achieve living in harmony with nature. "

INFORMATION

The latest information gathering and transmission

In order to connect domestic actions with global movements, we continued to participate in relevant meetings, such as the Convention on Biological Diversity and the International Union for the Conservation of Nature (IUCN). We also shared the Convention on Biological Diversity' s decisions and their implications throughout the country in a clear and easily understood form. In addition to a dedicated website, this was achieved through various means including SNS, community debriefing, and written articles. A character called 'Nijumaru Sensei was also developed. Moreover, in order to further raise awareness, the project was introduced to the world at the side events of all Party meetings.

DECLARATION

Collecting declarations

In order to connect our actions and the declarations of the Nijumaru Project with those of the Aichi Targets, we have been undertaking various activities over the past ten years. These include regional seminars and cooperation with a variety of networks such as the Rice Paddy Biodiversity Enhancement Decade project, four electric and electronics organizations, and a bio-diversity group. Ambitious goals were also set at a national level, with the 2020 declaration included in the roadmap for future development.
Based on results from the mid-term evaluation, we constructed a database and web-based system to support achieving our goals, as well as accelerating the collection of declarations from various organizations.

ACTION

Effective action proposals

In order to support the achievement of the Aichi Targets, we introduced initiatives which can be implemented using an approach through the private sector. There have also been recent developments in the latest methods of conservation, such as the establishment of Private Protected Areas. In addition, through cooperation with the Japan Zoo and Aquarium Association, we created an educational facility version of the 'Biodiversity MY Action Declaration'.
Together with the 'Origami Action' project developed after COP10, various schemes in zoos and aquariums throughout Japan have enabled us to expand the number of activities contributing to biodiversity conservation which can be performed in our everyday lives.

NETWORK

Network support

We also supported activities by networks which contributed towards achieving the Aichi Targets. These included regional networks such as the Shikoku Biodiversity Network, thematic networks such as the Rice Paddy Biodiversity Enhancement Decade Project, and corporate networks including four electric and electronics organizations. In addition, at the Eco-Products Exhibition, we worked on collaborations between the 'Nijumaru Project' and various exhibitions such as the 'Biodiversity Knowledge Square' stamp rally, which was linked to the Aichi Targets.

ASSESSMENT

Creating a space for evaluation/assessment

In the fiscal year between Conference of the Party (COP) meetings, we hosted a project partners meeting for the Nijumaru Project (Nijumaru COP) to discuss and evaluate the current situation, and explore our proposed plan of action over the next two years with our partners. Through various schemes including poster exhibitions, the formation of nearly 10 thematic subcommittees, commemorative forums, and social gatherings, we successfully established connections across the country.

10 year History of Nijumaru

2020

2020
Promote Biodiversity Youth Ambassador 2020 Project

2020.10
UNDB-DAY COP15

2019

2019
Post 2020 Working Group

2019
Propose Biodiversity Relay

2019
EPOC Practices Collaboration

2018

2018.10 **Held IUCN 70th Anniversary Symposium**

2018.6
JNPS Satoyama Practice Collaboration

2018.10
UNDB-DAY COP14

2017

2017
The Four Electrical and Electronic Industry Associations Collaboration

2016

2016.1 **Nijumaru 2020 Declaration set as the UNDB-J 2020 Goal**

2016.12
UNDB-DAY COP13

2015

2015
Creating and disseminating My Action Declaration Spreading Education Version

2015
Publish Private Protected Area Guidebook

2014

2013～5
Exhibit at EcoPro
+
Open the Biodiversity Knowledge Square

2014.10
UNDB-DAY COP12

2013

2013.7 **Agreement with National Institute for Environmental Studies, Japan**

2013.2
Start of Rice-paddy Decade Project

2013
Aichi Target Guide Published

2012

2012
Regional Seminar

2012.2
Aichi Target Icon presented

2012.9
UNDB-J Certified Collaborative Activities Started

2011

2011.1 **WS held in response to COP10 Concept presented**
2011.9 **Initiated from 28 Declaration**
2011.12 **Agreement with CBD Secretariat**

2011
Regional Seminar

Period of Initiation

2010

2010.10 **CBD-COP10. Agreement of Aichi biodiversity Targets and United Nations Decade of Biodiversity 20**

2020.1
Nijumaru COP4
Nagoya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2018.2
Nijumaru COP3
Tokyo

2018.11
COP14
Egypt

2017.9
IUCN Tripartite
Partnership Meeting
(Japan, China.
South Korea)

2016.2
Nijumaru COP2
Nagoya

2016.9
IUCN-WCC
Hawaii

2016.12
COP13
Mexico

2014.2
Nijumaru COP1
Osaka

2014.10
COP12
South Korea

2014.11
IUCN World
Parks Congress
Sydney

2013.10
IUCN Asia
Parks Congress
Sendai

2012.09
IUCN-WCC
Jeju

2012.10
COP11
India

Spread of Declarations by Corporations

Expanding from local governments such as Aichi and Okayama City

Revising IUCN-J Long-term plans in response to SDGs conferences

Database Development

Consideration of Private Protected Areas (AT11)

Spread to Paddy field Declaration (AT7)


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11-2020

The 10-year Accomplishments of the Nijumaru Project

Actions of private organizations
Linking distant events, such as international conference decisions, to our own actions10 years of hard work

We declared that both individuals and various organizations will work towards achieving the Aichi Targets. Throughout the 10-year project, we have expanded the scope of the global awareness of biodiversity conservation activities.

Japanese Guidance for Aichi Biodiversity Targets, based on the official explanatory documents issued by CBD

1 Creating Aichi Target Icon and a Shortened version

Through icons and shortened summaries, we made the communication of the Aichi Targets easier, and worked to raise awareness of the targets. The idea of devising an easy-to-understand visual aid, such as creating an icon, also influenced the CBD Secretariat and had an impact on the subsequent global version of the icons.

With the support of the Hakuhodo CSR (Corporate Social Responsibility), up-and-coming copywriters and designers created icons and shortened summaries of the targets for the Nijumaru Project. Initiatives like these are not taking place in other countries.
The Convention on Biological Diversity explanation booklet created by IUCN-J introduces the Aichi Targets and is used by the Ministry of Environment as well as local governments as part of their regional strategies. We have also developed dissemination tools, such as the Aichi Target Guide, based on official material from the Convention on Biological Diversity.

2 Visualizing Aichi Target Measures

Activities were developed to support Aichi Target initiatives, such as the Rice Paddy Biodiversity Enhancement Decade project and collaboration with the biodiversity database of four electric and electronics organizations.

Through declarations made in the Nijumaru Project, we have been able to understand where, by whom, and what types of initiatives are being undertaken with respect to Aichi Target related activities. This is an example of another approach that is not taking place in other countries. With the Nijumaru Project becoming accessible as a general database, it has become possible to link activity declarations made in rice fields to those of corporate groups.

Aichi biodiversity target illustration which includes icons and shorten version for communication.

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for Life on Earth 2011－2020

(LEFT)
The booklet on the CBD, Aichi biodiversity targets and Key stakeholder and initiatives

(RIGHT) The Collaborative Exhibition on biodiversity Program at EcoPro 2013-2015

3 Utilizing Nijumaru Declaration Cooperative Organizations as a Network-creation Tool

Nijumaru Project declarations were used as a tool to build a network of cooperating organizations, such as Okayama City, Aichi Prefecture, and the SATOYAMA Initiative Promotion network.

Some local governments and organizations have used registration for the Nijumaru Project as an indicator for the mainstreaming of biodiversity as well as to set a target biodiversity value, thereby promoting activities based upon local connections and shared actions.

4 A Tool for Finding Best Practices and Grasping Progress

The project will include various tools for finding cases of good practice as well as grasping the progress made. These include the establishment of UNDB-J certified cooperative projects, target values set for the UNDB-J roadmap, and mainstreaming projects for participation by the private sector.

In addition, cooperation between the Nijumaru Project, the government' s National Biodiversity Strategy (2012-2020) and the United Nations Decade of Biodiversity, with the Ministry of Environment serving as the general secretariat, have all increased over the past 10 years. New initiatives are also being developed, such as the use of private businesses as tools to measure the progress of the activities of the whole country.

5 Providing Biodiversity Commitment Examples and Know-how

Providing case examples and know-how for biodiversity commitments that are focused on the post-2020 framework

Over the past 10 years, the Nijumaru Project has acted as a valuable learning experience. The 'Biodiversity Commitment' approach, similar to the approach adopted by the Nijumaru Project, is being considered for the post-2020 framework.
he results of the project and activities of declared organizations will form the cornerstone of the next decade.

Logos of partners, joining to "Biodiversity Knowledge Square(collaborative exhibition program)" at EcoPro

Campaign material for "MY Five Actions Declaration for Biodiversity" supported by Daifuku Co., Ltd

Communication character "Master Nijumaru"

Results of the Nijumaru Project in Numbers

DECLARATION

1054

Number of Nijumaru Declarations gathered by 2018

The Nijumaru project, which started with 28 declarations in October 2011, initially increased the number of declarations centered on NGOs. In 2012, the number of declarations in agriculture was increased through the Rice-paddy Biodiversity Enhancement Decade project. Since 2016, a number of companies such as the Environmental Partnership Organizing Club (EPOC) have made declarations in conjunction with the biodiversity conservation activity example database of four electrical and electronic organizations. Looking at each regional block, Kanto has the largest number, followed by the number of declarations for the Chubu block, including Nagoya City, Aichi Prefecture which held COP10. The existence of an organization that acts as a contact point for regional partnerships is considered to have a significant impact on regional differences.

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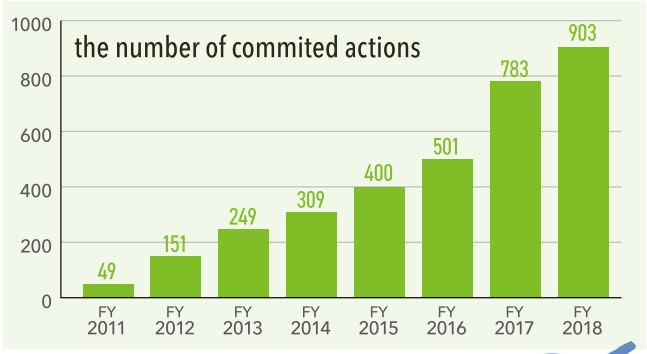
The Scope of Activities (2019.8.1現在)

＊When projects are conducted overlapping several prefectures, they are counted once in each prefecture.

World-wide Initiatives 124

Nation-wide Initiatives 213

Hokkaido Region 26



Tohoku 63

Chubu 289

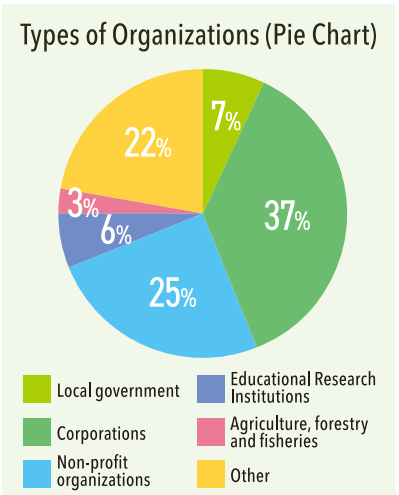
Kanto 299

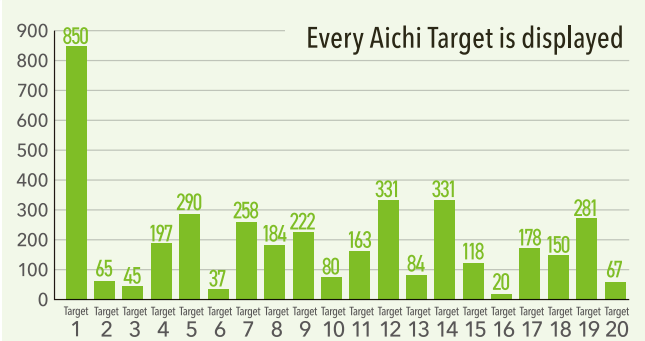
Chugoku 61

Kinki 161

Shikoku 80

Kyusu/ Okinawa 133





ACTION

Number of Visitors to Nijumaru Project Collaborative Exhibitions 8350

Titled the "Biodiversity Knowledge Square (Street corner where biodiversity knowledge gathers)", this was exhibited at Japan's largest environmental exhibition EcoPro where Nijumaru partner organizations and corporations held activities such as stamp rallies at collaborative exhibits.

920 Number of participants in the 3 Nijumaru COP

ASSESSMENT

The biannual Nijumaru Partners Conference (Nijumaru COP) is a valuable place where through various programs such as plenary sessions, exhibitions, subcommittees, and exchange meetings, people who are active in this field looked back on the past two years and think about the direction for the next two years.

INFORMATION

Number of participants in international conference report 840

Over the past nine years, 75 people have been sent to 24 international conferences, of which 25 were youth. The dispatched experts will also enthusiastically transmit the latest movements in the world. It has created a state where the world movement is always kept up to date.

1440 Number of participants in biodiversity study sessions

NETWORK

In addition to international conferences, 32 study sessions were held inviting experts on biodiversity in Japan and the world. For many people, the study session was also a place to build knowledge and network with people, and all the meetings were highly valued.

INFORMATION

Number of outgoing blogs at international conferences 330

While participating in the international conference, the latest information from the field was sent out. Publishing an average of 13 articles per conference attendance. The Nijumaru Project is probably the first in Japan to continue to disseminate as many quantities of information on the movement of international treaties, which can feel like a distant event.

Post Aichi Targets "Learning about the Nijumaru Project" over the Next Decade

The project has not been smooth sailing over the past ten years.
Over the course of the project, IUCN-J, the body responsible for running it, has carried out various discussions and multiple trial and error attempts.

Challenges faced by the Nijumaru Project

1. Securing funds to enable effective management
2. Maintaining incentive for network expansion (Nijumaru declarations)
3. Ensuring opportunities are available for declared businesses to improve (e.g. fostering initiatives which raise the level of efforts made after a declaration)
4. Constructing a sub-network to enhance the implementation of each Aichi Target
5. Although we could grasp the number of biodiversity initiatives, the inability to distinguish existing efforts from new ones meant that it was impossible to grasp the additionality of projects
6. It isn' t possible to measure the cumulative effect of the project or the degree to which it contributes to Aichi Target goals because the project is not linked to any Aichi Target numerical target values (for example, expanding the protected area of land by 17% (Aichi Target 11), or expanding restored nature areas by 15% (Aichi Target 15)
7. Encouraging the development of international projects similar to the Nijumaru Project
8. Creating a common strategy for people involved in the Aichi Targets, as well as opportunities for policy recommendations as part of this strategy
9. There is no/cannot be a meaningful target value set (what reaching a certain number of declarations means)

The following points summarize suggestions for the global framework for the next decade, based on past initiatives, achievements, and challenges during the Nijumaru Project.

Biodiversity Commitment Implications

The Effectiveness of Activity Declaration as a System for Participation

1. Developing the system resulted in the dissemination of the Aichi Targets, improvement in the understanding of the targets and biodiversity, and the establishment of guidelines for organizations operating in the field. This highlights the efficacy of this system as a tool for communication.
   We cannot obtain a commitment from the central government, and thus we cannot judge the effectiveness of the government as a tool.

2. In Japan, commitments to "actions" (such as the conservation of endangered species) are declared; however commitments to "action outcomes" (such as an increase in the number of endangered species) are not. This current system is effective as a means of expanding commitments made to just actions.
   Whether the hurdle to committing to action outcomes instead is high, and whether or not it is effective, is not clear from Japanese cases. The presence of an organization (e.g. the IUCN), which advises on how to achieve conservation targets, will play an important role in enhancing the role of the system in meeting these goals.

3. The presence of the multi-stakeholder platform, the "UN Decade on Biodiversity" , made up of NGOs, research institutes, youth groups, and companies from relevant government agencies, was a major factor in improving the outcomes of our actions. This organization also played a role in mainstreaming conservation in order to promote action taken by government bodies other than the Ministry of Environment (such as Green Wave, Agriculture and Water MY Action Declaration, promotion of guidelines for voluntary participation by private companies at night, etc.).

Costs of Constructing the System

1. The cloud-type database and business management tool Salesforce can be linked to the Web and is often used free of charge within the NGO support framework. If a similar tool can be used when managing declarations (commitments), economic and technical hurdles can be reduced.
2. In order to maintain and improve the system, permanent staff members are essential. In addition, due to the nature of the project, having a secretariat with well-developed communication skills would be highly beneficial.

Increasing the Effectiveness of the System

1. Ten years of continuous communication is essential. As the interests of the international community have been changing over the past ten years, it is important to sustain communication over this period going forward. Maintaining this is one element determining the success or failure of the project.
2. Following-up after a commitment is made will increase the likelihood that it will contribute to the post-2020 framework. For example, expanding declarations, improving the quality of declared businesses, calling for better quality/more influential commitments, and confirmation that commitments are being implemented.
3. Commitments should be linked to Aichi Target values and biodiversity indexes. If the post-2020 framework incorporates the Science-based Target perspective proposed by the IUCN and others, biodiversity commitments will become more effective tools.
4. The project should be linked to an award system in order to motivate implementation of commitments, as well as help to reduce promotion costs. For example, awarding the 'best' commitments, linking applications from businesses which have applied for awards to Nijumaru commitments, etc.
5. Encouraging the establishment of sub-groups would also be effective. For example, in Japan we were able to implement activities that could not be achieved by the secretariat alone. This was done through setting targets for conservation of rice-paddy fields which were adapted from Aichi Targets concerning habitat protection, as well as organizing Aichi Targets so that they could be applied across specific business sectors, such as the electrical and electronic industries.

October 8, 2011. Just one year after the 10th Conference of the Parties to the Convention on Biological Diversity (COP10), IUCN-J launched its Nijumaru project.
It has been 10 years since. We repeated trial and error to create a mechanism to support the "Aichi Target" created by COP10 with the private sector. Here are the results and the lessons we have learned.

Part 2
Our 10 Years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Mainstreaming of natural capital into corporate activities

Conservation International Japan

10-year Goals

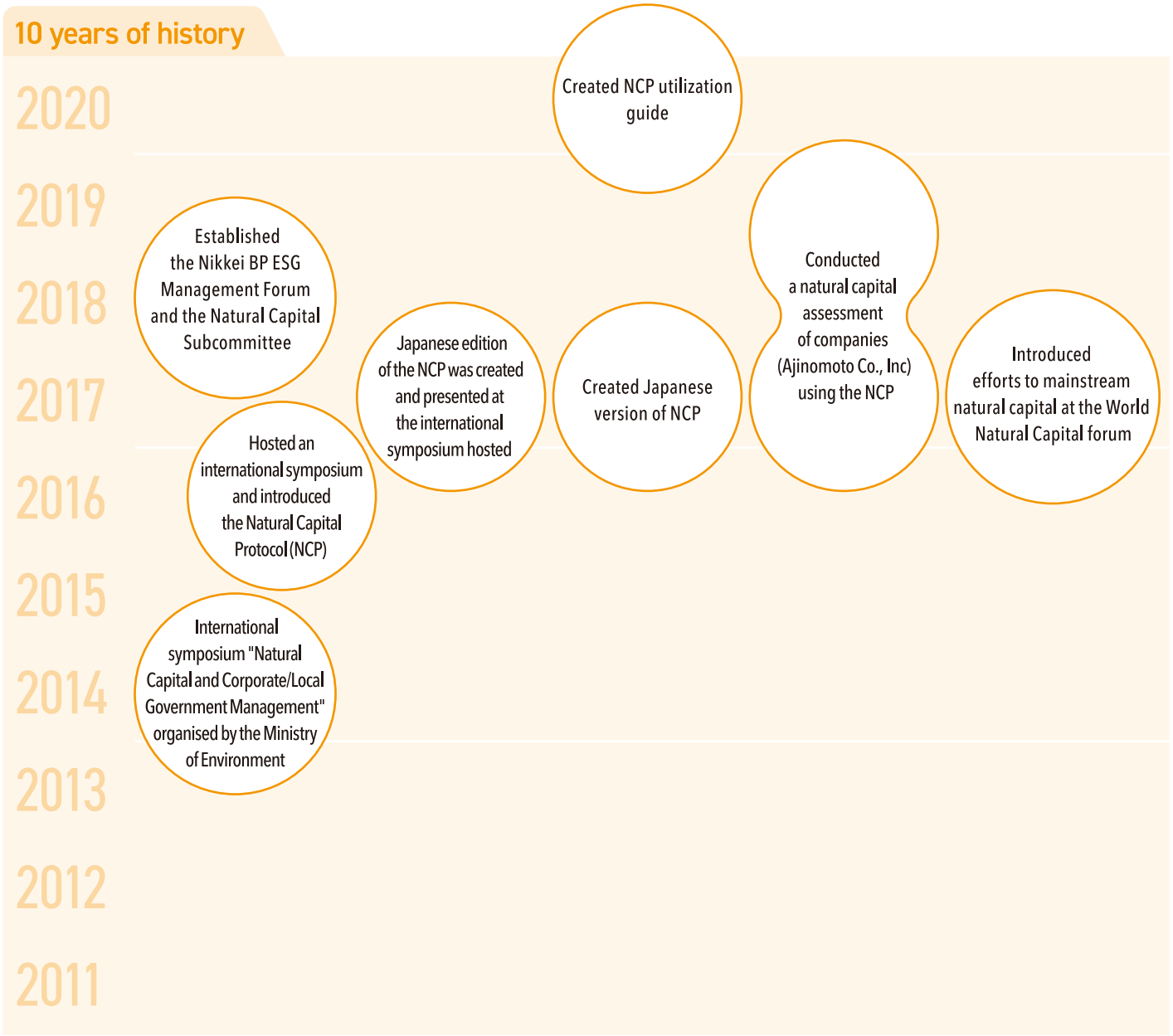
Business is the frontier of conservation

Whilst Aichi Targets and SDGs require changes in society as a whole, we placed companies at the forefront of conservation efforts and aimed to mainstream natural capital, such as biodiversity, in corporate decision making. In Japan, 6% of food and 9% of energy is dependent on foreign countries. Therefore, we believed it would be possible to contribute to global biodiversity through understanding and responding to the global environmental impact of the economic activities of domestic companies through their supply chains.

Summary "Cooperation with international networks Promoting the mainstreaming of natural capital to companies"

Natural capital is a concept which considers all natural resources, including biodiversity, as a resource for the benefit of human activity. Until now, handling natural capital as part of the main business of a company has not been the mainstream of conservation activities. However, we believe it is extremely important to change the way companies treat natural capital in order to achieve international commitments to the global environment. Initiatives which incorporate natural capital materiality into corporate decision-making should be promoted. In collaboration with the Natural Capital Coalition, a global network in this field, we hosted an international symposium aimed at raising awareness of this. We introduced advanced overseas initiatives whilst supporting the evaluation of the natural capital of domestic companies, and created a model that can be transmitted from Japan to overseas. In addition, the Natural Capital Protocol, published in 2016 by the Natural Capital Coalition, was disseminated and implemented as an effective tool for the evaluation of natural capital in companies.

10 years of history



Results Focusing on activities which raise public awareness in order to form a core set of initiatives for natural capital

- An international symposium was organised with the Ministry of Environment in order to present global movements related to natural capital, and introduce advanced cases in domestic and foreign companies.
- Participated in the creation of the Natural Capital Protocol (NCP) with CI researchers (through holding symposiums and workshops)
- After completion of the NCP, a Japanese edition was quickly created and distributed in Japan
- In accordance with the NCP, we conducted natural capital assessments with two domestic companies
- Established and managed a natural capital subcommittee in cooperation with the Nikkei BP/ESG Management Forum and the Global Environmental Strategic Research Institute
- Initiatives in Japan were announced at the World Natural Capital Forum and the NCC Collaboration Day

Challenge Mainstreaming natural capital and the need to expand the field

Through actions carried out so far, there have been several cases of incorporating natural capital assessment into decision-making. It is thought that the motivation for these efforts stemmed from the fact that they were "precedent cases". However, this is far from the 2020 target set in 2010. Natural capital evaluation among companies must become common practice in society. In order to change the attitude that "natural capital is important, but not the highest priority", and spread recognition that "business cannot continue with peace of mind unless we can understand and respond to the problem of natural capital", it is necessary to develop the cooperation between industry, academia, the public, and the government.

Expanding Marine Reserves Nijumaru 10-year Report

Nature Conservation Society Japan (NACS-J)

10-year Goals

Expand Marine Biodiversity Reserves

- Expand coastal marine reserves, and aim to achieve the Aichi Target of protecting at least 10% of marine areas.
- Encourage a review of the current Marine Protected Areas (MPA).
- Work towards not only protecting some marine resources, but the entirety of marine biodiversity, resulting in the creation of MPA which will support future generations through the provision of marine ecosystem services.

In order to achieve this, we must:

- Check and release information on the current status of MPA.
- Investigate the current state of vulnerable marine areas, such as sandy beaches and coral reefs.
- Stop development in coastal areas, a major issue causing the degradation of marine biodiversity.

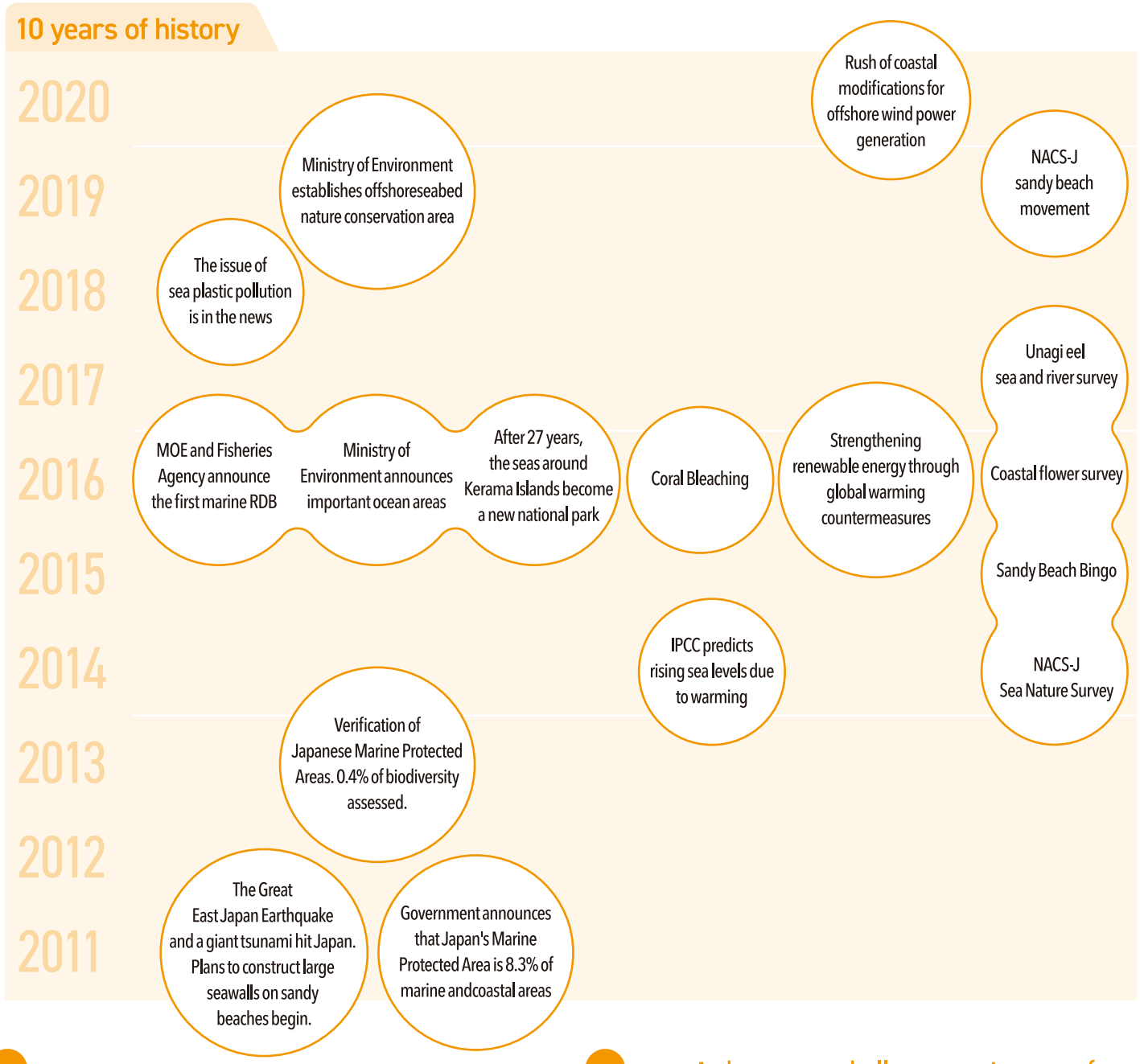
Summary One step forward, Two steps back.

The year after the major Aichi Target of protecting at least 10% of marine and coastal areas was set, a tsunami flooded the coast of Tohoku. As a result, people began to distance themselves from the sea and became more aware of its dangers, leading to the construction of huge seawalls on many of Tohoku' s sandy beaches.

Despite being in the midst of a large-scale coral bleaching crisis, major land reclamation is advancing on coral reefs. In addition, global warming and a shift towards environmentally friendly energy sources is resulting in the rapid expansion of offshore wind power generation. A lack of knowledge has meant that development on the coast and seabed has begun without any consideration for the impact it will have.

Over the past 10 years, there have been efforts to establish new MPA, increase the size of current ones, sample important marine areas for the first time, and publish a marine and coastal Red List. However, the impact of new developments and climate change are approaching at a rate which exceeds that of these efforts.

10 years of history



Results A Little Step Forward!

- For the first time in 27 years, a new national park was established. With an area exceeding 90,475ha of ocean, the Kerama Islands National Park surpasses the Iriomote Ishigaki National Park as the largest in Japan. The Natural Environment Conservation Law was also partially revised, and new seabed and coastal protected areas were established (to be specified), along with the expansion of current marine reserves. In addition, the new Koshiki Island Quasi-National Park (with an increased area of 25,000ha of sea) and the Minami Sanriku Kinkasan Quasi-National Park were incorporated into the Sanriku Fukkō National Park.
- On the Kadoku Coast of Amami Oshima, the construction of a new seawall was reduced to a 1/3 of the planned size.
- Fundamental information about the sea was published, including the sampling of important sea and coastal areas and the publication of a marine Red List.
- As the impact of global warming and ocean plastic waste become more pressing, the number of individuals and organisations interested in combatting marine environmental problems has slightly increased.

Challenge As huge new challenges arrive one after another, we need to change the way we think about the ocean.

- With less knowledge on the oceans than the land, developmental pressure is growing. In order to stop development in vulnerable sea areas, such as the construction of setbacks, as well as restore coastal ecosystems, it is essential to share knowledge and information.
- Most current MPA were established for the purpose of protecting fishery resources. It is necessary to regulate these protected areas, including OECMs, and establish protected areas where the multi-functionality of ecosystems can be conserved for fishery resources, as well as for biodiversity.
- The impact of global warming on the oceans is worsening, with offshore wind power development rapidly advancing in response. As a result, there is an urgent need to develop the knowledge and technology required to evaluate the environmental impact of large wind turbines and deep-sea mining, both of which have been made possible by advances in marine technology.
- Over the past half century or so, a surge in the amount of plastics produced has resulted in ocean plastic waste becoming a serious problem.
- New governmental emissions targets need to be pushed forward, and we urgently need to find a solution to the seemingly-impossible task of tackling the accumulation of microplastics in the ocean.

United Nations Decade on Biodiversity Citizen-Focussed Inter / Intra-Sector Collaboration

United Nations Decade on Biodiversity Citizen Network (UNDB Citizen Network)

10-year Goals

Expanding citizen-focussed intra and inter-sector cooperation in order to contribute towards achieving the Aichi Targets

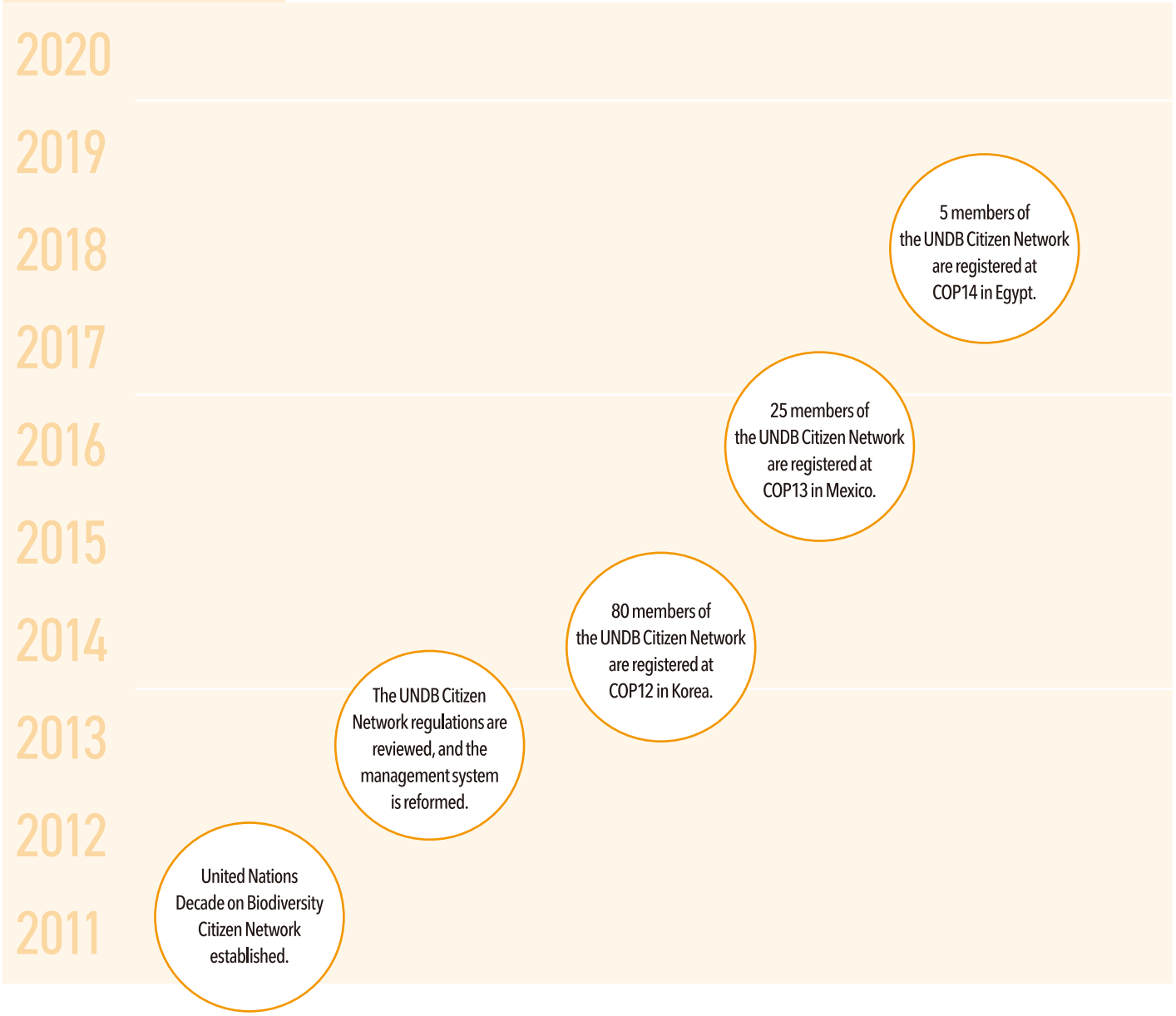
At COP10, various civil sectors across Japan gathered to establish the Convention on Biological Diversity Citizen Network (CBD Citizen Network), as well as make various proposals and carry out awareness-raising campaigns. Based on these efforts and the resolutions set at COP10, the United Nations Decade on Biodiversity established this network in order to maximize contributions towards achieving the Aichi Biodiversity Targets during 2011-2020. The aim was to create, operate and expand a platform which could collaborate with both domestic and international civil sectors, as well as various other sectors.

Summary

Promoting cooperation through the UNDB Citizen Network

In addition to members of the CDB Citizen Network, some new civil organisations and individuals joined the platform, and in 2011, the UNDB Citizen Network was established as a new platform for the civil sector. After operating for two years, the UNDB Citizen Network reviewed its management system and organised a group to discuss any issues related to each Aichi Target, as well as establishing a regional network to accelerate local biodiversity conservation. Through this, it was able to strengthen collaboration amongst members, as well as use hearings to promote cooperation with non-member civil sectors in Japan. They also participated in COP, subsidiary meetings, overseas symposiums, and various other activities, and collaborated with the international civil sector and the "Indigenous Peoples and Regional Network (IPLC)" . Furthermore, the network participated as a member of the UN Decade on Biodiversity Japan Committee (UNDB-J), established by the Ministry of Environment, and sought opportunities for collaboration with other sectors.

10 years of history



Results Expanding collaborations with domestic and overseas civil sectors

By utilising the Global Environment Fund and individual donations, and conducting several hearings each year, members were able to build relationships with the organisations and individuals involved in biodiversity conservation in Japan. Overseas, members participated in international conferences such as the CBD/COP/SBSTTA/SBI(WGRI)/8j WG/Post-2020, Rio+20, the Ramsar Convention (COP), the World Wildlife Conservation Conference, the Japan-Korea NGO Wetland Forum, the International Marine Protected Area Conference, and the World Ocean Summit, etc, where they interacted with representatives of the civil sector from other countries, the IPLC and youth members. In particular, collaborations were able to be formed with the CBD Alliance, the IPLC, and the Global Youth Biodiversity Network on planning workshops and actions carried out at international conferences.

Challenge Developing intra and inter-sector collaborations which contribute towards achieving the Aichi Targets

In order to accomplish the UNDB Citizen Network' s aim to achieve the Aichi Targets, it is essential to strengthen collaborations with the civil sectors in both Japan and overseas, as well as establish relationships with other sectors, and carry out more effective and efficient biodiversity conservation.

However, in practise, it has only been possible to maintain ties within the civil sector, with collaborations in other sectors only developing at the individual level. A major challenge has also been securing the human resources and funding to support the operation of the network.

The UNDB Citizen Network has established an organisational structure within the civil sector which can tackle these challenges, even if its secretariat function can no longer be maintained due to a depletion of donations, and there is a significant decline in the number of activities carried out as a result of a lack of grants. This organisational structure is essential for the maintenance and strengthening of collaborations both within and between sectors. In addition, in regards to establishing inter-sector collaborations, it is also necessary to have a mechanism which promotes mutual understanding, the first step towards a collaboration.

10 years of biodiversity in Shikoku

Shikoku Biodiversity Network

10-year Goals

Raising awareness of biodiversity in Shikoku

Our project aims to promote the collaboration of various groups for biodiversity conservation, share scientific knowledge and experience, support efforts such as raising public awareness and research activities, and preserve the rich natural environment of the Shikoku region by constructing a social foundation in which nature and society are in harmony.

Summary Looking back on 10 years of the Shikoku Biodiversity Network

1. Meetings for network members to exchange opinions
2. Explanation and use of mailing lists for members to exchange opinions and share information
3. Support for public awareness lectures, study sessions, and collaborations
4. Support for and collaboration on activities requiring cooperation in the Shikoku region and research activities
5. Other projects to achieve the network's purpose

10 years of history

Results Expanding collaborations with domestic and overseas civil sectors

Looking back over the 10 years, including the preparation period, we believe that it was an achievement that we were able to maintain the connections we established within Shikoku. The Shikoku Biodiversity Conference was held every year, as well as various lectures and study sessions at the same time. Through focusing on biodiversity, we were able to establish connections in each prefecture and across various regions, participate in the formulation of regional biodiversity strategies in the three prefectures, and become a major participant in subsequent activities. In addition, we were able to create a bridge between activities related to biodiversity, or biodiversity-related SDGs, and activities related to the region's biosphere.

Challenge Insufficient action as a wide area network

- Functioning as a network which could cover the entire Shikoku region was challenging.
- Efforts to collaborate and plan with the younger generations were insufficient.
- The establishment and use of information sharing platforms, especially SNS, was insufficient.
- Due to a lack of budget and administrative resources, there was a lack of effective information collection and dissemination.

10 years of Youth Activities in the Field of Biodiversity

COND (Change Our Next Decade)

10-year Goals

Youth Goals between 2011 and 2020

Events at the 10th Conference of the Parties to the Convention on Biological Diversity (COP10) have accelerated youth involvement in the field of biodiversity. This includes both domestic and international efforts to help achieve the Aichi Targets.

In addition, many organisations have included "preservation of the local ecosystem" and a desire for "children to experience the beauty of the natural environment" as part of their long-term goals.

The youth movement has grown significantly over the past 10 years leading up to COP15 in 2020, and is aiming to develop even further.

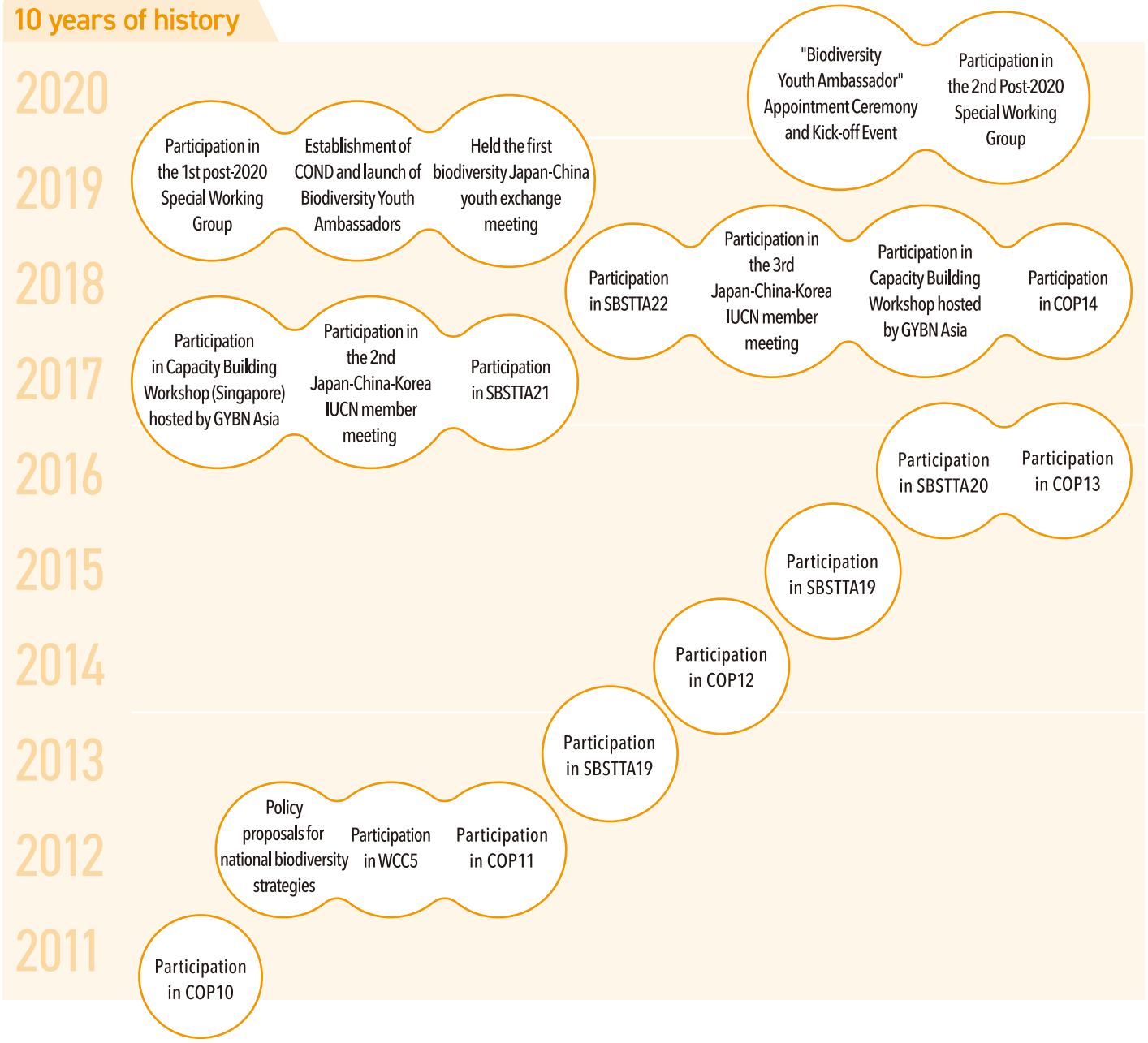
Summary 10 years of Youth Activities

There have been a wide range of youth initiatives carried out, both domestically and internationally.

Firstly, in Japan, activities were carried out which focused on the conservation of local nature and living organisms. This was achieved through the management of Satoyama and biotopes, as well as research into wildlife growth and habitat conditions. In addition, we carried out activities related to raising awareness of biodiversity conservation, served as lecturers for special classes at elementary and junior high schools, hosted events which enabled participants to experience conservation in areas closely related to them, and contributed to conservation activities by voluntarily adopting a biodiversity-conscious, sustainable approach to agriculture.

At the same time, international activities were also carried out. For example, we promoted policy proposals at the Conference of the Parties to the Convention on Biological Diversity, as well as international collaborative projects, including a collaboration with Chinese youth.

10 years of history



Results 10 years of Youth Achievements

The first result was the launch of a new project in which youth formed the main constituent. The large number of youth active at COP10 led to the establishment of a network of organisations which connect youth groups who are engaged in biodiversity-related activities, as well as a rise in the number of organisations working to promote the spread of MSC certification.
The second achievement was an increase in youth participation in international conferences. Prior to 2010, youth participation in international conferences related to the Convention on Biological Diversity was almost non-existent. However, after the successful efforts and participation of Japanese and international youth in COP10, youth participation in subsequent international conferences was established as common practise.
Thirdly, the "Biodiversity Youth Ambassador" project was created. This project, which collaborates with youth across various parts of Japan for CBD-COP15, is a major achievement, taking advantage of 10 years of experience participating in international conferences.

Challenge Challenges so far, and going towards the future

Youth-led group activities are flexible and adaptable, with these groups' goals dependent upon their current members. This fluidity of youth group activities is considered an issue. Sustainable and non-member dependent activities are likely to be required in the future. In addition, another issue is that social movements and youth activities are not necessarily linked. While science and technology have made dramatic progress over the past 10 years, and government and corporate efforts have changed accordingly, this has not been reflected in the activities of some youth groups.
This is relevant to cases where activities that were considered "new and good" 10 years ago have become inherited as convention for organisations. It is important to keep track of the latest information and doubt tradition once in a while, and not get caught up in the success stories of past generations.

Wetland Green Wave

Ramsar Network Japan

10-year Goals

Contributing to the mainstreaming of wetland biodiversity

Wetlands store and purify water. However, despite being biodiversity hotspots, due to development and environmental pollution they are disappearing and deteriorating. In order to stop this trend continuing and to promote their conservation, many participatory activities have taken place across various parts of Japan to raise awareness and educate people on the charms and richness of wetland biodiversity. This organization is involved in a wide range of activities in collaboration with local NGOs and local governments. These include observation meetings, biodiversity surveys, and wetland management, as well as contributing to the mainstreaming of wetland biodiversity conservation and sensible use of wetlands, and publishing this information throughout the country.

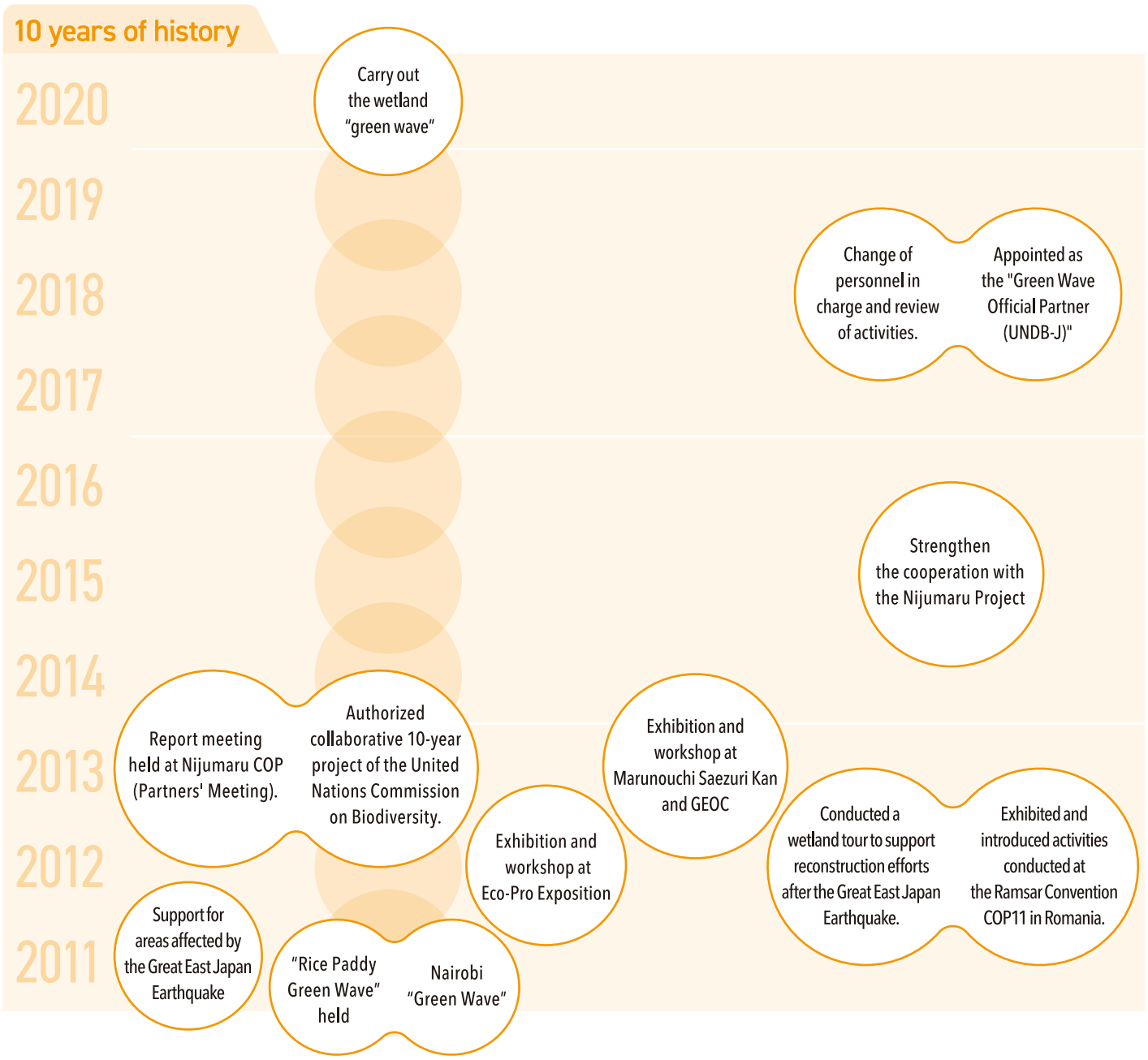
Summary

Disseminating information nationwide and collaborating with other organizations

Ramsar Network Japan recruited its member organizations and also participated itself in the "Green Wetland Wave" at the "Green Wave" (sponsored by UNDB-J), held on May 22nd to commemorate the International Biodiversity Day.

In January, recruitment of participating organizations began on its website and newsletter, with organizations wishing to participate beginning to carry out activities across various locations. Ramnet-J disseminates information on each activity carried out in a national flyer and on a specialized website, as well as registering them in the "Green Wave" . A report meeting was then held at Nijumaru COP, and a collection of reports created. In addition, an exhibition was also held at the Ramsar Convention and CBD COP. We are also working in collaboration with the IUCN-J on their Nijumaru Project.

10 years of history



Results Drainage basin plans, and spreading across to various wetlands / subjects

In 2010, we first participated in "Green Wave" as "Rice Paddy Green Wave", with it being held instead as "Wetland Green Wave" since 2011. Up until 2019, we took part in 30-60 events each year. Exhibitions and workshops were held at the Ramsar Convention/CBD COP and the Global Environmental Partnership Plaza Eco-Pro Exhibition, where various wetland conservation activities across the country were introduced. We were supported by Airbus, the Seven Eleven Foundation, Patagonia and Aleph Co., Ltd.

This project provided incentive for a variety of biodiversity-related activities as part of the tree-planting "Green Wave" . In addition, areas such as the Yoshino River Basin expanded their activities throughout the catchment water basin, rice paddies, and estuary tidal flats, with participation in efforts at Ramsar Convention wetland sites also increasing.

Challenge Achieving participation number targets and mainstreaming goals

Between 2016-2017, there were times when the number of participating organizations decreased. In order to re-examine how to set and hold targets, and in anticipation of a new expansion, there was a change in the personnel in charge.

We believe it is necessary to clarify the benefits and significance of participation for local NGOs. This is a problem shared by the 10-year Rice Paddy Project and Nijumaru project activities.

In order to promote and mainstream the concept of conservation and sensible utilization of wetlands to local residents, it is necessary to support the activities of local NGOs and create benefits to participation by strengthening the ongoing budget allocation of governments and local governments, as well as by engaging with influential subjects such as education, business and the media. In addition, we need to create a strategy for effective expansion, and further advance our post-2020 activities.

Rice-paddy Biodiversity Enhancement Decade (Rice-paddy Decade)

Ramsar Network Japan (RNJ)

10-year Goals

Support for activities aimed at improving biodiversity in rice fields and mainstreaming them

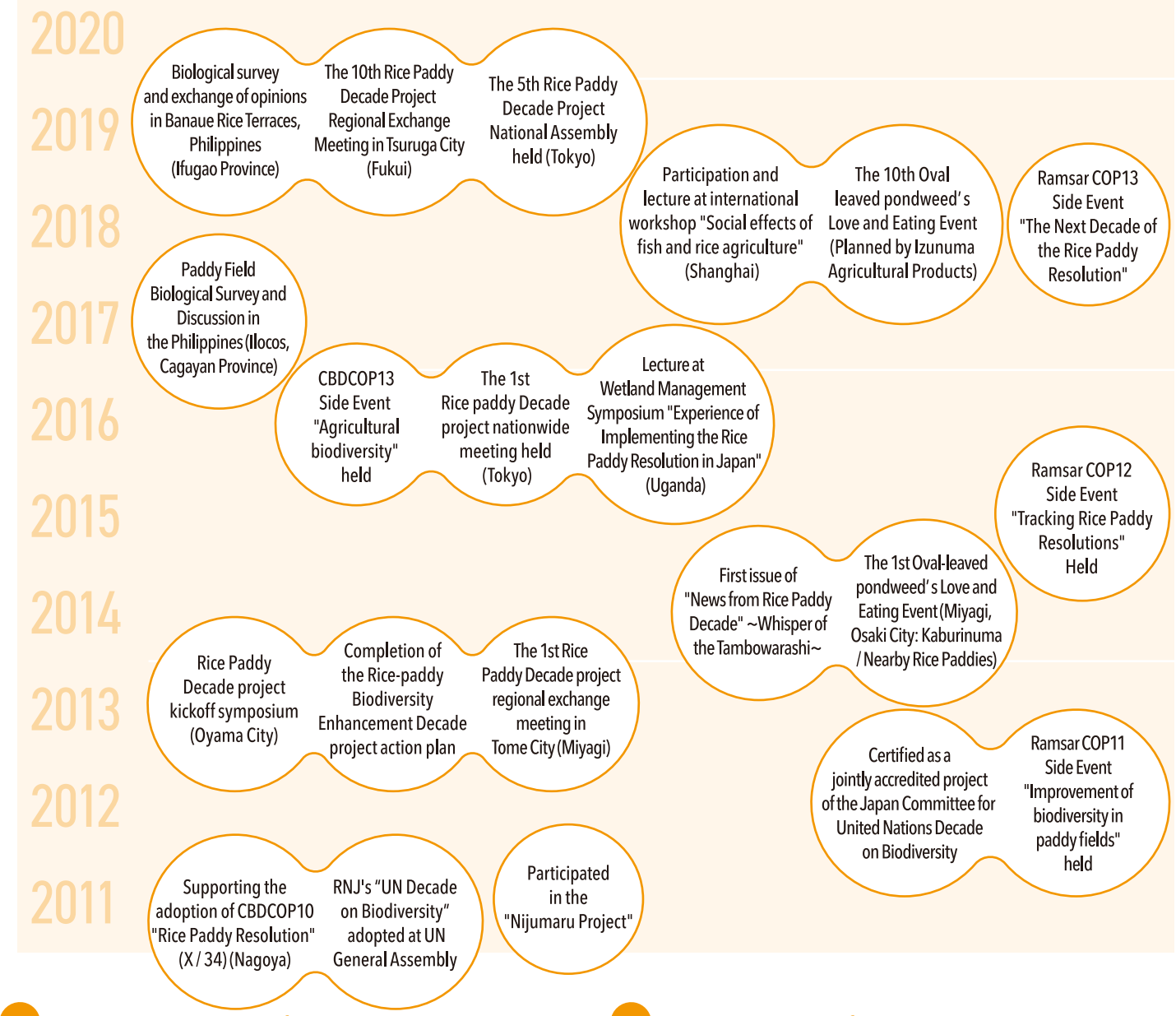
The Ramsar Network Japan with others supported the implementation of the "Rice Paddy Resolution" and the "United Nations Decade on Biodiversity" adopted by the Ramsar and the Conference of the Parties to the Convention on Biological Diversity in rice paddies. Launched the "Rice Paddy Decade" project and started activities to support biodiversity in rice fields in Japan and overseas. An action plan was formulated in 2013, set goals at agreed paddy fields corresponding to the Aichi targets in 2010, and aims to achieve these targets and mainstream biodiversity in rice fields by 2020.

Summary

Practicing biodiversity improvement through an action plan that leverages the rice paddy resolution and Aichi Target

Formulated an action plan in 2013 and invited various actors to start activities for 2020.
A leading project aiming at mainstreaming biodiversity in rice paddies.
Continuation of the Round Table meeting to discuss the use of the "Rice Paddy Resolution" agreed upon at Ramsar COP10 and CBDCOP10 with relevant ministries and agencies.
Regional exchange meetings and national competitions aimed at raising awareness, spreading the project and increasing participation.
Incorporate "Rice Paddy Decade" into the biodiversity regional strategy.
Awareness spreading activities using exclusive HP and newsletter.
Expansion of efforts to use organisms living in rice paddies as food.
Creating an international network of rice paddies focusing on biodiversity.
Spread the value of biodiversity in rice paddies at international conferences.
Collaborate and exchange opinions with organizations such as JICA, FAO and other foreign related organizations.
Preparing for the launch of the "New Decade (2021-30)" from 2021.

10 years of history



Results A wide variety of people participated, government and foreign stakeholders joined, expanding the field of activities

More than 270 individuals and organizations in various fields participate.
A leading project that aims to mainstream biodiversity in paddy fields.
The Government of Japan and the Rice Paddy Resolution Roundtable Conference preparatory meeting were held 75 times.
Developed and implemented "Action Plan" corresponding to "Rice Paddy Resolution" and Aichi Target.
Held 10 regional exchange meetings and 5 national competitions to raise, spread awareness and increase participants.
The "Rice Paddy Decade" is included in the regional biodiversity strategy of local governments.
Spreading awareness by utilizing exclusive HP and "News from Rice Paddy Decade" Issues (~ 16 Issues).
Held more than 20 times the "Oval-leaved pondweed' s (aquatic plant) Love and Eating Event" focusing on organisms living in rice paddies.
Conducted biodiversity surveys and exchanged opinions on rice paddies in the Philippines and Uganda.
Held side events on biodiversity in paddy fields with the Japanese-South Korean government, FAO, JICA, etc. during the Convention on Biological Diversity and Ramsar Convention and exhibited many booths.

Challenge Necessity of developing methods to evaluate the general condition of various rice paddies and their organisms

We have called on various actors in Japan and overseas to unite efforts and have set a goal of mainstreaming biodiversity in rice fields with the goal of achieving them. Although certain results were obtained, many were not achieved, such as the goals to reach a certain number of participants and the level of publicity.
Rice fields are extremely diverse, and the scenery, structure, and consciousness of the citizen' s knowledge of creatures vary by country and region. Particularly in rice fields such as Japan, Asia, and Africa, the differences are large. It turned out to be difficult to evaluate and understand these differences with previous methods.
In order to solve this problem, a new method is needed to respond to various rice fields and initiatives in each country and region.
As a first step, a simple method that can evaluate the general status of "biocultural diversity" in rice fields in each country using the same method has been developed, and its adoption in a new 10-year project from 2021 is being considered.

Mainstreaming biodiversity conservation: From the point of view of a collaboration between research and civil activities

National Institute for Environmental Studies (NIES)

10-year Goals

Strengthening the partnership between science and civil activities

In 2013, the National Institute for Environmental Studies (NIES) and IUCN Japan signed a basic agreement to collaborate and promote biodiversity conservation efforts, thus deepening the collaboration between science and civil activities. It aims to build and operate a framework to promote the implementation of the Strategic Plan for Biodiversity (2011-2020) and the achievement of the Aichi Targets, with regular exchange meetings and active participation in the Nijumaru Project.

Summary

Regular discussion meetings were conducted and activities were carried out regarding Private Protected Areas

- Regular discussion meetings
  So far, two meetings have been held to discuss the collaboration between science and civil activities. The latest information on biodiversity in both Japan and overseas was exchanged, as well as opinions on future biodiversity conservation in anticipation of climate change adaptation and population decline.
- Activities in Private Protected Areas created by citizens
  With the goal of recognizing the "Private Protected Areas" protected by civil society organizations and companies, and registering a database of protected areas around the world, IUCN-J is playing a central role by reviewing Japanese definitions and compiling a booklet to report on these activities, as well as translating international guidelines.
- Participation in the Nijumaru Project
  We participated in the annual Nijumaru Project management meeting in Japan and cooperated on activities such as the coordination of subcommittees and giving lectures at forums during the Nijumaru COP.

10 years of history

Results The creation of various forms of collaboration and cooperation

Based on opinions expressed during exchange meetings, we are promoting activities such as those related to the connectivity of green spaces in research institutes in Tsukuba City, those related to Private Protected Areas, as well as work on understanding the status of donations through behavioral economics.

Regarding Private Protected Areas, IUCN-J has played a central role in the publication of the booklet "New Trends in Biodiversity Conservation – the Present and Future of Private Protected Areas" , which summarizes previous accomplishments. In addition, surveys and questionnaires are planned in order to assess the condition of potential Private Protected Areas.

So far, Nijumaru COP has coordinated subcommittees with themes such as "Connect! Utilize! Regional information on local activities and biodiversity (COP1)" and "Where, and how to protect nature? Creating effective protected areas (COP2)" . The subcommittee results are summarized and published as opinion pieces.

Challenge In favor of strengthening further collaborations

Setting up a place for people to gather, such as an opinion exchange meeting or subcommittee, is not difficult. However, in order to achieve a real sense of cooperation and collaboration, it is important to coordinate activities at the field level, take discussions one step further, and exchange information on a daily basis. As the required results are similar, we feel it is necessary for research institutes and NGOs to cooperate in sharing information, the collection and transmission of data, and establishing a time axis, and that this process should continue to be studied and more cooperation implemented.

A new post-2020 international framework for biodiversity is about to be decided. However, we want to continue to seek opportunities for collaboration and opinion exchange throughout the planning process, and during the development of a new framework for future implementation.

Improving agricultural and riverside biodiversity

NPO Orizanet

10-year Goals

Full utilization of the law and regulations concerning agricultural and riverside biodiversity

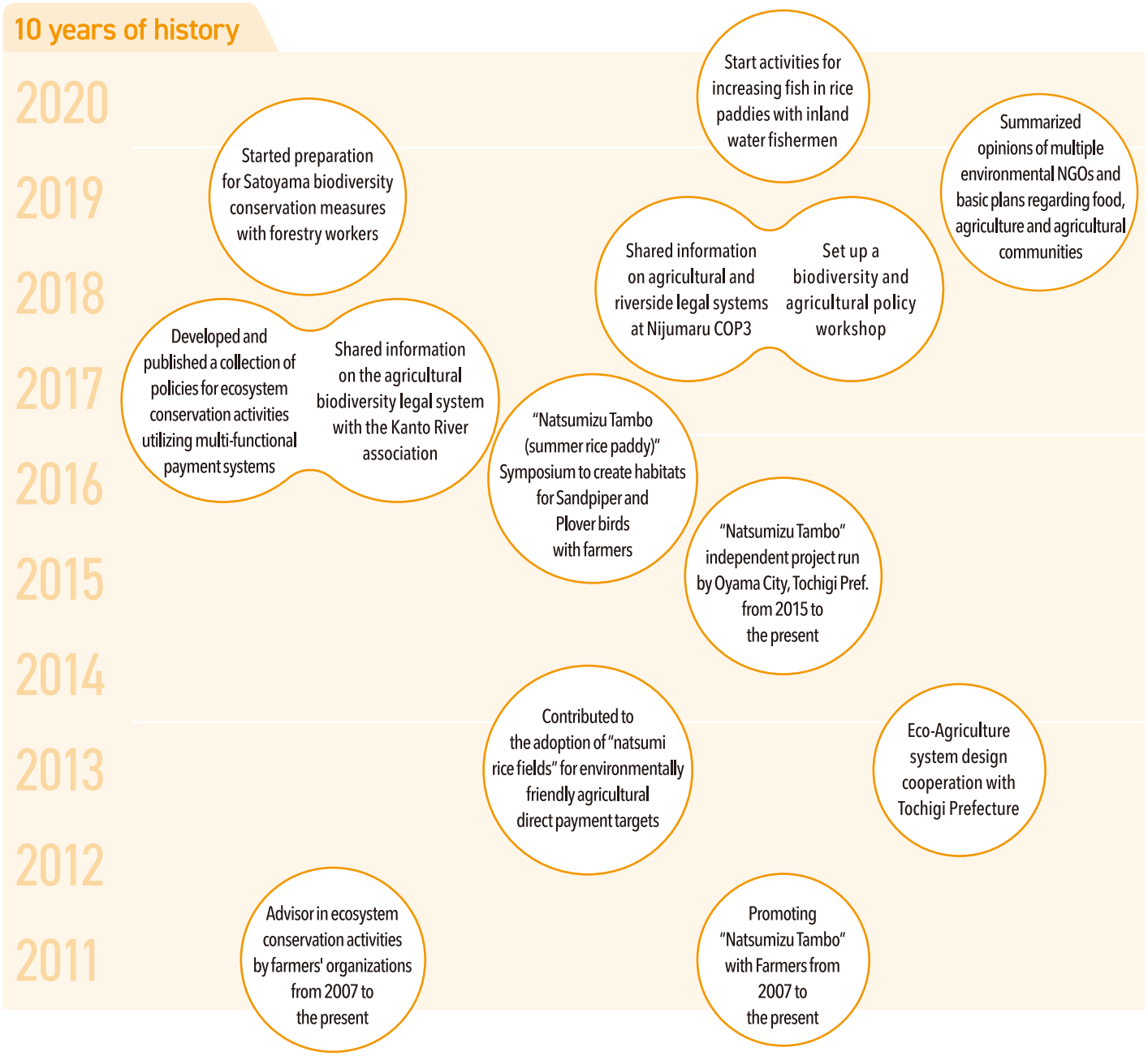
We aim to achieve positive outcomes regarding agricultural and river biodiversity through the active participation of environmental groups. This involves a development of a Japanese direct payment system for agriculture (with "the payment system for agriculture-related ecosystem services", direct payment system for areas such as mountainous regions, and a direct payment system for environmental conservation in agriculture), a collaborative organization based upon river regulations, basic guidelines for creating natural rivers, the Fisheries Agency' s and Forestry Agency' s forest and mountain village multi-functional demonstration projects, and the active involvement of environmental organizations in the proper implementation of the Land Improvement Act.

Summary

Promoting action in cooperation with agricultural and forestry companies, inland fishermen, river managers and environmental organizations.

Around 2010, several legal systems contributing to the achievement of Aichi Target 7 were established. The Japanese direct payment system agricultural budget for the demonstration of the multi-functions of agriculture and rural areas currently exceeds 150 billion yen nationwide every year. Inland water measures in the Fisheries Agency' s and Forestry Agency' s forest and mountain village multi-functional demonstration projects can be implemented to help improve biodiversity. Even in Land Improvement projects, which can cause large-scale destruction of nature, there are environmental consideration regulations in place. There are also basic guidelines for the creation of natural rivers which place an emphasis on biodiversity in order to develop rivers which connect areas where agriculture, aquaculture, and forestry operate. We will also promote the understanding and dissemination of these laws and regulations, and work with local agricultural and forestry workers, inland fishermen, and river managers in order to obtain positive results. At the same time, we will aim to identify the advantages and disadvantages of projects, and outline points where they can be improved.

10 years of history

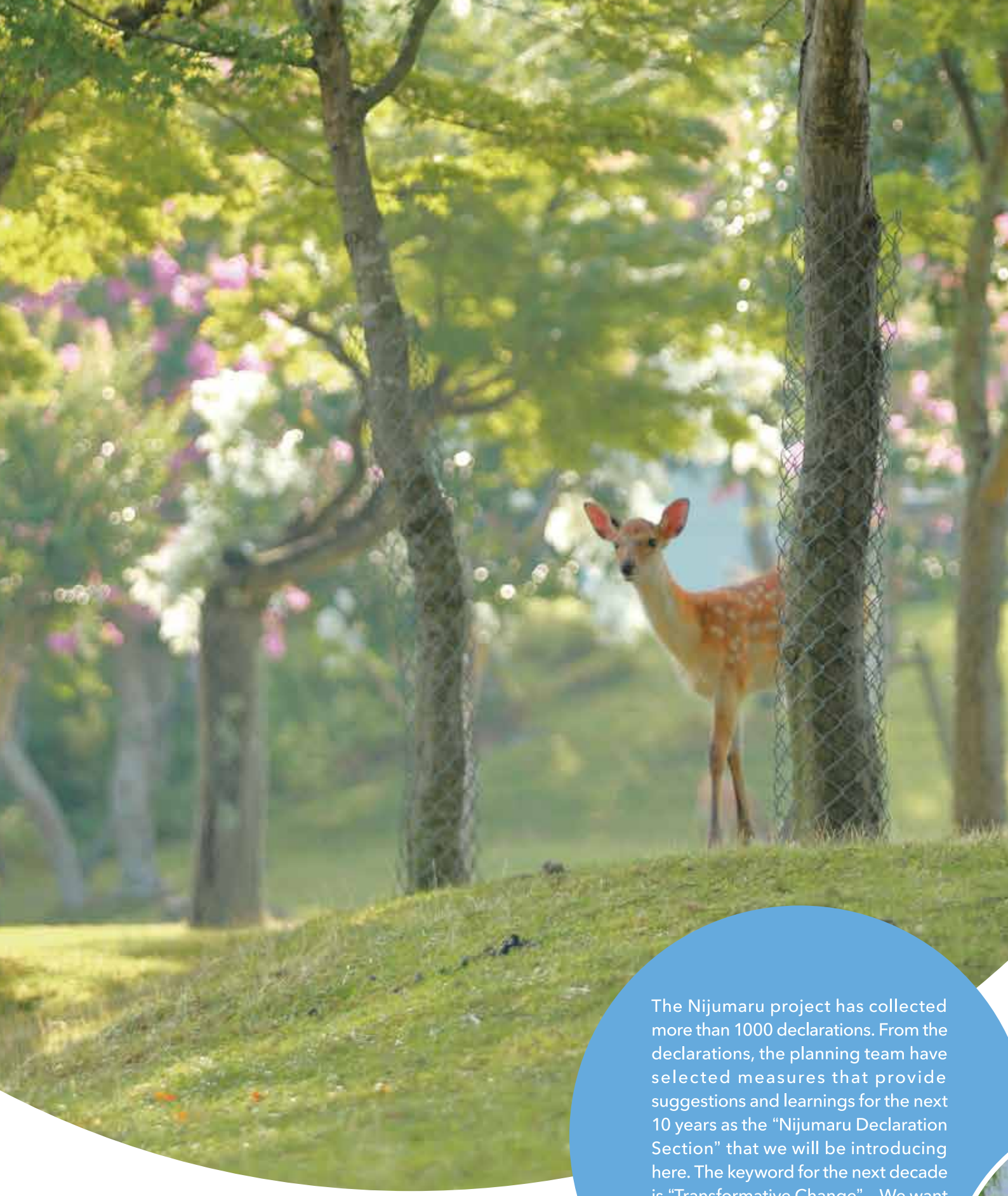


Results Awareness of biodiversity has been deepened through the involvement of environmental groups, however it is still insufficient.

Based upon a multi-functional payment system, Tochigi Prefecture conducted a biodiversity survey across approximately 350 organizations, such as farmers in Tochigi Prefecture. Environmental groups, including our association, were involved as advisors. Through this, interest in local biodiversity was successfully increased in groups such as farmers who had little interest previously. A citizen-led river development group shared information on the mechanisms and practicalities of biodiversity-related measures in agriculture, and were able to provide a course of action for the improvement of agricultural biodiversity and river development. Through our various activities, such as increasing the number of fish in paddy fields, we were able to help Saitama Prefecture' s inland fishermen to recognize the relationship between river-water fish and those in paddy fields. The conservation of biodiversity is closely related to the state of agriculture, forestry, inland fisheries, and river development in the same region, and it could create an opportunity for a common understanding to be reached among the respective parties. However, so far it has not yet reached even the half-way point in terms of success.

Challenge Expanding the utilization of legal systems and implementing measures for improvement

Legal systems have been developed in order to help achieve Aichi Target 7, however they are not fully utilized across the nation. These systems include subsidies for biodiversity conservation, as well as support for unrelated activities, with most of the subsidies directed at these. The main reasons for this include a lack of understanding regarding biodiversity conservation, and a lack of information on the means and methods involved. In addition, some activities supported by legal systems may have negative impacts on biodiversity and thus need to be improved. In the future, environmental groups should work with agricultural and forestry traders, inland fishermen, and river managers across the country to ensure that biodiversity is conserved through utilization of the legal system. There are many issues which need to be overcome, including how to proceed with the creation and distribution of explanatory materials, reviewing improvement measures, and promoting actions for the proposal and implementation of these.



The Nijumaru project has collected more than 1000 declarations. From the declarations, the planning team have selected measures that provide suggestions and learnings for the next 10 years as the “Nijumaru Declaration Section” that we will be introducing here. The keyword for the next decade is “Transformative Change” . We want to learn and pass on the hints not limited to just this section but also from the other declarations.

Part 3

Nijumaru Declaration Section

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AKAYA Project

The Nature Conservation Society of Japan

A young golden eagle leaving its nest in the Akaya forest in 2017. Named "Kibo (meaning Hope)" by a local elementary school student.

Project Summary

Overcoming resort development and creating a forest and community that makes use of nature

A biodiversity restoration and sustainable community development project set in the Akaya Forest, a national forest of about 10,000 hectares spread north of Minakami Town, Gunma Prefecture. Starting in 2003, various companies have also participated in the activities during the United Nations Decade on Biodiversity (2011-2020). Continuing to take on many of Japan's first initiatives, such as forest restoration based on scientific monitoring, protection of endangered species of golden eagle, community development utilizing nature, and low-density deer management- it has developed from national forest management to community development utilizing forests.

CHECK! Collaborative management by the government, local residents and NGOs

Set in a publicly owned forest that used to be mainly managed, the government is implementing joint management based on a three-party agreement between the government, NGOs and local residents as Japan's first attempt. Adaptive forest management based on scientific monitoring is being implemented.

CHECK! Pioneering the forefront of forest management

The Akaya Project is boldly challenging the many initiatives required for nature conservation and forest management. Natural forest restoration that maximizes natural transition, removal of check dams, logging tests to create golden eagle hunting grounds, and low-density management of Japanese deer are being carried out.

CHECK! Collaboration with corporations

Many companies support the Akaya Project, with the Nature Conservation Society of Japan serving as a bridge. Various collaborations have been created, including efforts to utilize the blessings of nature in the procurement of raw materials, and the development of monitoring and survey technology by providing IT technology.

POINT 1 Creating a system to connect the richness of nature with the richness of the region

Set in the Akaya Forest, a 10,000 hectare national forest, spread over Minakami Town, Gunma Prefecture, the "Akaya Project Regional Council" organized by local residents, the Forestry Agency's Kanto Regional Forest Office, and the Nature Conservation Society of Japan have reached an agreement, decided to make decisions among the three parties, proceeded with their efforts, and aimed to create "a new relationship between people and nature" to serve as a model nationwide. In order to scientifically advance efforts, a conference led by various experts, including the Natural Environment Monitoring Conference, to build a system for promoting scientific monitoring.
In 2017, Minakami Town was registered as a UNESCO Eco Park, a global program promoted by UNESCO that records regions that protect nature, utilizes it and aims for sustainable development. The Akaya Project's efforts were also highly evaluated in this registration.

POINT 2 Creating a hunting ground for the endangered golden eagle

In 2014, the first test site (Cryptomeria plantation, around 2 hectares, clear cut) was set up as a hunting ground to improve the habitat of the endangered golden eagle, which has decreased to less than 500 birds and which the breeding success rate has dropped to about 20%. The second test site (Cryptomeria plantation, about 1 hectare, clear cut) was created November 2017, and the third test site is being created from November 2019. The golden eagles have been seen and confirmed to be searching for prey at the test site.

POINT 3 Aiming for the first low density management of Japanese deer in Japan

While the increase of Japanese deer and the its resulting problems with the natural environment have been pointed out has nationwide, this project explores methods and systems for maintaining low density of the deer before the problem becomes more serious as the deer increase.

POINT 4 Numerous corporate collaborations

Companies are a huge part of our society. At the Akaya Project, initiatives to promote the sustainable and renewable use of natural resources together with companies have begun, and conservation of nature and preservation of biodiversity have also led to improvements in corporate value. We procure the blessings of nature from the Akaya Forest and local communities as wrapping paper and raw materials. We are promoting initiatives to circulate the economy and developing systems that utilize AI technology to improve the efficiency of monitoring surveys.

Revive the Cackling Goose! In the Japanese sky-

Japanese Association for Wild Geese Protection

February, 2012 Miyagi Prefecture (Photo: Toshio Ikeuchi)

Project Summary

Cackling goose revived from extinction through international cooperation led by NGOs

A nearly 40-year effort to revive the endangered cackling goose. Led by NGOs, Japan, Russia and the United States collaborate, based on scientific research, to develop a steady effort to breed on the Kuril Islands and revive flocks that migrate to Japan. In Japan, in addition to research institutes and zoos, a farming method that coexists with water birds called "Fuyumizu Tambo (meaning winter water rice-paddy)" to establish them in society and contribute to conservation and regional revitalization. The number of cackling geese, which was close to extinction, increased from the target of 1,000 to 5,000. Achieved through a nationwide network also involved in the early removal of a specific alien species, the Canada goose, which was causing concern to crossbreed etc.

Keyword 1 Association members take initiative and operate voluntarily

Under the leadership of NGOs, stakeholders from breeding areas, transit points, and wintering grounds are connected to build long-term cooperative relationships. In Japan, cooperation with zoos and research institutions for population expansion, building a network for alien species control at the initial stage of invasion, collaboration with farmers and agricultural administrations to expand habitat in wintering areas and the "Fuyumizu Tambo" was established and spread. Strong collaboration to conserve the cackling geese with domestic, US and Russian stakeholders with the same aspirations is great!

Keyword 2 Pioneer in migratory bird conservation

Ex-situ conservation efforts, such as oriental stork and crested ibis, are now well known, but this project can be said to have been the pioneer. Based on scientific research, it has steadily produced conservation results, affecting local economies, related governments, and sometimes international treaties. As a related operation, the early measures against invasion of alien species of Canada goose became Japan's first field extermination example of alien species control.

POINT Recovered from three birds to 5,000 over half a century

The cackling goose was breeding on the Kuril Islands and the Aleutian Islands, but a worldwide fur boom occurred in the early 20th century, and the fur traders in the Aleutian Islands as well as the Japanese government in the Kuril Islands, which was a Japanese territory at the time had released many foxes. Was released. As a result, the geese fell prey and the cackling geese which came to Japan in large numbers, became almost extinct, as did the Aleutian flocks.

From 1970 onwards, with the emergence of 1-3 birds every winter in Izunuma, Miyagi Prefecture, the proposal to bring back the cackling goose population to the sky in Japan was brought up by the "Japanese Association for Wild Geese Protection" . In February 1980, a conservation program was launched in Asia with the cooperation of the US Fish and Wildlife Service, which was working to restore the Aleutian Islands geese population. In 1982, a "geese ecosphere" was opened at Yagiyama Zoological Park (Sendai City) to return geese to the wild. In 1983, parent birds arrived in the geese ecosphere from the United States and baby birds hatched two years later. Later, efforts to return the growing number of young birds to the wild began.

In 1989, Dr. Gerasimov of the Soviet Union Hunting Research Institute (at that time) came to Japan and agreed to release birds in the Kuril breeding area. In 1991, the Soviet Union collapsed and the political barriers disappeared. In 1992, US, Russian and Japanese officials agreed to the recovery project in Asia, establishing a breeding ground release system.

In the same year, a breeding facility was completed in Kamchatka, and parent birds were transported from the United States and Japan. From 1995, the young birds born there were transported by helicopter to Ekarma Island, a former breeding ground in the Central Kuril Islands, where no predators were found. A total of 551 cackling geese were released 13 times during the 15 years up to 2010.

Initially, no results were obtained, but in the winter of 2007/8, a family flock flew down to Japan. Since then, 141 geese (2010/11), 1744 geese (2014/15), and by 2017/18, it had exceeded 5,000 geese.

Additionally, in August 2018, a flock of 26 birds, including many young birds, were observed around Shashkotan Island near Ekarma Island, and in June 2019, 7 birds were observed on Ekarma Island, confirming breeding on Kuril Island.

Cackling geese released on breeding ground Kuril Ekarma Island September 2010 (Japanese Association for Wild Geese Protection)

A flock of cackling geese that flew down on a winter water paddy-field in the wintering area December 2019 Miyagi Prefecture (Photo: Satoru Arano)

Increase Cackling goose, decrease Canada goose Awareness poster

Challenge Bringing back breeding groups of cackling geese on the Kuril Islands and reviving the scenery of cackling geese in the sky of Japan

The goal of the Cackling Goose Recovery Plan is to " Bring back breeding groups of cackling geese on the Kuril Islands and to revive the scenery of cackling geese in the sky of Japan" . To that end, the following goals must be achieved. (1) Increase the population to at least 1000 birds. (2) Preserve and restore wintering areas. (3) Create a movement to bring the flocks back to their historic habitat in the Sendai Plain. (4) Expand and distribute breeding grounds. (5) Have awareness-raising activities that seek understanding and cooperation for the revival of cackling geese. (6) Alien species countermeasures.

Of these, (1) and (2) have already been achieved, (2) has been partially achieved, (2) and (4) are in progress, and (3) has just started, and the goal has become visible.

Cackling goose flying before the full moon January 2019 Miyagi Prefecture (Photo: Jun Tojima)

Rice-paddy Biodiversity Enhancement Decade

Ramsar Network Japan

Nijumaru certificate at first regional meeting

Project Summary

Focusing on the importance of biodiversity in rice paddy fields, aiming for promoting and mainstreaming this in Japan and overseas

Focusing on the potential of rice paddies to foster biodiversity, we launched the rice-paddy biodiversity enhancement decade project in 2013 that aims to bring out their functions and make them mainstream. People involved in or interested in the biodiversity of rice fields in various parts of the country declare their own goals and participate in the project, uniting them and mainstreaming the topic. We have set up 18 items corresponding to the Aichi Global Targets (20 items) and have created and distributed booklets illustrating possible actions for each item. The project will involve more than 280 diverse groups and individuals, including farmers at production sites, distribution industries and consumers, related municipalities, NPOs and researchers related to biodiversity to which newsletters, mailing lists, community gatherings, etc. are held to exchange opinions.
Outside of Japan, the network is being enhanced while expanding exchanges with stakeholders from countries in Asia, Africa and Latin America, which are closely involved in rice paddies.

Keyword 1 Making "Tambo (meaning rice paddies)" a universal word

The Aichi Target and the Ramsar Convention Rice Paddy Resolution were translated into Paddy Field Goals and translated into words (actions) that are supported by farmers. Activities have been developed with various actors such as people engaged in agriculture, citizens, companies, and government.

Keyword 2 Nijumaru Project rice paddy version

We have achieved a new approach with many people, working on a project to increase the number of people working on the ground while keeping in mind the international goals. Nationwide and regional gatherings are also active.

Keyword 3 Involvement of various actors

While involving a wide range of stakeholders, including agricultural cooperatives, restaurant companies, and consumer groups, a system for individual participation (and support) was also established. One-quarter of the number of declarations in the Nijumaru project were registered from the Rice-paddy Biodiversity Enhancement Decade Project.

POINT 1 Approaches on international treaties

At the Ramsar-COP10 (2008) held in South Korea, a proposal for a biodiversity resolution of paddy fields that characterize Asia was made in collaboration with Korean NGOs and suggested to the government of Japan and South Korea resulting in the adoption of the rice paddy resolution (X.31: Enhancing biodiversity in rice paddies as wetland systems).
In order to reflect this new mechanism in on-site efforts, a decision on paddy field biodiversity was made at the 10th Conference of the Parties to the Convention on Biological Diversity (hereinafter called CBD-COP10) held in Nagoya in 2010. We made approaches to the Japanese government to make proposals and worked to connect the two international treaties with the rice paddy resolution, and elaborated the "Regular Civil-Government Meetings in Japan on Biodiversity in Rice Paddies" launched by Ramsar Network Japan calling on the Japanese government. This was able to connect the CBD-COP10 adopted decision with the Ramsar rice paddy resolution (X.31) to encourage the Parties to fully implement the resolution (X/34: Agricultural Biodiversity).

CEPA at exhibition booth in Ramsar COP13 (Dubai, Oct. 2018)

POINT 2 UN Decade of Biodiversity Proposal, Implementation, and Utilization

The CBD-COP10 adopted the Aichi Target, which declared the mainstreaming of biodiversity, but called for a mechanism to encourage active action so that efforts to improve biodiversity would not decrease after COP10. In response to the decision proposed and adopted by the Government of Japan at COP10, Ramsar network Japan initiated a resolution at the 65th General Assembly of the United Nations to designate the time until 2020 as the "UN Decade of Biodiversity" . Ramsar network Japan's Rice-paddy Biodiversity Enhancement Decade Project is an effort that is aware of this framework.

Logo for RICE-BED

Challenge Strengthening cooperation between fields

Mainstreaming biodiversity requires the involvement of experts who can evaluate biodiversity in all projects. In the case of hardware development such as field development, it is essential to work with engineers who can evaluate biodiversity and to share a vision from the design stage of facility development.
In terms of software, if there is always a viewpoint of consciously using the creatures of rice fields as resources, it will be possible to control "weeds" and "pests" by utilizing their power, and they will be useful as resources in emergencies such as disasters and reconstruction. There is also a strong need for a system and support that allows farmers to evaluate their field environment. The Rice-paddy Biodiversity Enhancement Decade Project aims for these practices. For this purpose, coordination and consultation work will increase, but through these tasks, it will be possible to make the most of the power of rice paddy fields and contribute to the formation of local communities that will last for thousands of years.


The "weeds" tasting event in Osaki, July 2014

Promoting low-cost, labor-saving, recycling-based organic farming which fosters biodiversity

NPO Non-Governmental Rice Research Institute (NPO Inasaku)

Demonstration of work saving method for rice paddy

Project Summary

Technological development / promotion of recycling-based organic agriculture that fosters biodiversity

Farmers who grow major crops such as rice, wheat, and soybeans are central to the cultivation of biodiversity. As long as farmers in the Japanese rural environments continue to practice conventional agricultural cultivation methods involving large amounts of pesticides and chemical fertilizers, neonicotinoid pesticides, fipronil insecticides, roundup herbicides, and butachlor, the rich biodiversity in rural areas will not recover.

In order to solve this important and challenging issue, we have developed technology for recycling-based organic farming which fosters biodiversity. It is widely used, and has spread to Toyooka City in Hyogo Prefecture, Isumi City in Chiba Prefecture, and the Kingdom of Bhutan.

Keyword 1 Challenges of organic agriculture -(1)weed control

It is widely acknowledged that organic farming, without the use of pesticides and chemical fertilizers, is the ideal farming method to foster biodiversity. However, due to the reduced crop yield and labor required for weed control, it has spread to only a small number of farmers. The spreading of management methods to overcome these problems is necessary.

Keyword 2 Pest control by utilizing biodiversity

Developing management techniques to increase chironomid numbers and enrich biodiversity through installing biotopes, mowing levees, and spreading out rice bran, as well as preventing the occurrence of pests and disease.

Keyword 3 Rice, wheat and soybean rotations increase crop yield

Cultivating soybeans to utilize their nitrogen-fixing ability and the positive effect on growth of defatted soybean nitrogen-fixing bacteria in order to achieve higher yields than with chemical fertilizers, thus promoting the shift from conventional cultivation methods.

POINT 1 To restore the former rich biodiversity to Japanese farming rural areas

Japan' s diverse rural villages have nurtured a rich array of organisms. However, in the post-war period, biodiversity has significantly declined due to infrastructure development and the heavy use of agricultural chemicals and chemical fertilizers. In particular, the development of long-lasting and penetrating neurotoxic pesticides, which have been used in Japan since 2000, have resulted in a significant loss of rural biodiversity. In order to improve the current situation, we have developed a labor-saving technique which doesn' t use pesticides or chemical fertilizers and doesn' t require entry into rice fields for weed control. In addition, we carry out low-cost fertilizer management using organic fertilizers such as soybean oil by-products and rapeseed oil cake instead of chemical fertilizers.

Developping biotope around rice paddy

POINT 2 Pest control utilizing biodiversity, development of crop rotation technology

Integrated Pest Management (IPM) is also used to prevent pest invasion whilst increasing biodiversity. This includes measures such as biotope installation at water sources and weeding levees.
In addition, we have developed and been promoting a crop rotation technique for cultivating rice, wheat, soybeans, and oil crops, which achieves yields that exceed that of conventional cultivation methods. This technique has been adopted in Toyooka City, Hyogo Prefecture, and Isumi City, Chiba Prefecture, and has played a key role in stopping the increase in the number of children affected by developmental disorders, for example through the use of 100% organic rice in school lunches.
In 2016, this technique was implemented in the Kingdom of Bhutan under commission by JICA Tsukuba. Through creating ponds and switching to organic farming methods without the use of the herbicides butachlor and urea, species of frogs, dragonflies, and water scorpions were able to recover. In addition, crop yields increased by a factor of 1.5.

Supporting organic rice paddy

Challenge For the bright future for children

In 2019, in response to requests from large-scale rice farmers suffering from health problems such as atopic dermatitis, and schools that want lunches to include organic agricultural products, we will work on spreading the practice of recycling-based organic farming, focusing in particular on farmers who are active throughout the country, and promote the implementation of organic agriculture which responds to these social demands.
We also would like to develop a business which enables local children to look forward to a bright future through not only providing food for school lunches, but also through agricultural experiences which put children in contact with farms rich in biodiversity.

Group photo at nature watching event

Mainstreaming Biodiversity in the Electrical and Electronic Industry

The four electrical and electronic industry associations Environmental Strategy Communication Meeting Biodiversity Working Group

Project Summary

Developing supporting tools for biodiversity measures for corporate members of the four electrical and electronic industry associations

For the purpose of promoting and supporting biodiversity conservation on electrical and electronic industry, the four electrical and electronic industry associations (JEMA: The Japan Electrical Manufacturers' Association, CIAJ: Communications and Information Network Association of Japan, JEITA: Japan Electronics and Information Technology Industries Association, JBMIA: Japan Business Machine and Information System Industries Association) established the Biodiversity Working Group in May 2011 which is developing and promoting the spread of biodiversity conservation tools.

Keyword 1 Formulating a guideline for action in the Electrical and Electronic Industry

A guideline for action and Eight Aichi Targets (Aichi Target 1, 4, 5, 8, 9, 11, 14, 19) that can be expected to make a significant contribution through active promotion by the strong relationship in the electrical and electronic industry were created and selected.

Keyword 2 Use educational materials for employees and executives

We have developed a biodiversity education and awareness tool, "Let's Study Biodiversity," which is used to understand the relationship between corporate activities and biodiversity, and to promote conservation activities.

Keyword 3 Published a guide to activities that anyone can do

For companies in the electrical and electronics industries who want to start initiatives for biodiversity conservation, we have created the "The first corporate measure for biodiversity, Let's Try Biodiversity!" guideline.

POINT 1 Expanding and updating tools for mainstreaming biodiversity in the electrical and electronics industry

The Working Group first collected and analyzed the biodiversity initiatives of the four electrical and electronic industry associations and clarified the relationship between the industry and biodiversity.
Based on that, the relationship with the Aichi Target is organized, and the contents to be addressed are summarized in 2015 in the "Guidelines for the Conservation of Biodiversity in the Electrical and Electronics Industry" (SDGs added in 2018). In the meantime, we published a "Biodiversity Activity Casebook" in 2013 and published "Let's Study Biodiversity!" in 2014.
In 2016, we released a case database that lists the activities of member companies.

Develop tools for education and awareness of biodiversity and utilize them for employees and executives

POINT 2 Utilize "The first corporate measure for biodiversity, Let's Try Biodiversity! (LTB)" to Expand Biodiversity Conservation in Members

In a questionnaire on biodiversity conducted annually by member companies, many small and medium-sized businesses in particular said, "I do not know what to do." In response, we created LTB in 2017.
Among the various activities of biodiversity, we explain activities that are relatively easy to do and specify the methods, and also show the relationship with the Aichi Targets and SDGs that can contribute through those activities.
In addition, it is a system that allows you to search for the most suitable activities from both the "activities you want to do" and the "activities you can do" that you can determine from the place.
In addition, we hold seminars to deepen understanding of LTB and to see and practice actual examples of the activities posted.

Utilizing LTB to support member companies that want to start biodiversity conservation initiatives

Challenge Further accelerate efforts in the electrical and electronics industry to expand contributions to biodiversity conservation

The four electrical and electronic industry associations , which consist of about 500 member companies, have a long supply chain and believe that they will have a significant impact on biodiversity conservation. We will continue to expand and utilize tools.
In particular, with regard to LTBs that publish simple initiatives that can be started immediately, several member companies have commented that they want an English translation version that can be used by overseas affiliates, and a similar response was received when example measures were presented at COP 14 of the Convention on Biological Diversity.
At COP15 in 2020, we will publish an English translation of the LTB and call on companies around the world to utilize it. We will also address marine plastic issues that we have been working on since 2019.

Partial English version was created at COP14. All contents will be translated into English by COP15

Promotion of natural environment protection activities by the "Hasu Club" Natural Environment Protection Committee

Fuji Xerox Hasu Club

Project Summary

Supporting and holding environmental protection activities around the country

Fuji Xerox's volunteer organization, "Hasu Club" , founded in 1991, hosts nature conservation activities around the country and co-hosts with donation receiving organizations. We hold nature observation meetings and other events, as members believe that understanding the importance of preserving the natural environment will lead to the first step toward protecting the irreplaceable nature for future generations. In addition, by visiting donation recipient destinations in each region and interacting with local organizations, we reaffirm and share issues related to the protection of the natural environment.

Keyword 1 Members manage voluntarily and take initiative

Approximately 3,300 Fuji Xerox employees and retirees are members of the club. In addition, it is an advanced company initiative since the steering committee members selected by the members decide on the donation recipients and activities.

Keyword 2 The company matches donations by members

The membership fees decided on by the members are donated to various NPOs and voluntary organizations recommended by the members and approved by the steering committee. The company is also expanding its support by contributing matching gifts of the same amount.

Keyword 3 Members participate in environmental protection activities in the field

With the membership fees, we organize and co-sponsor nature observation events and visits and exchanges at the activity sites of donation recipient organizations, so that members can easily participate and deepen their understanding and empathy for the protection of the natural environment.

POINT 1 Actively support members' natural environmental protection activities

Based on the desire to provide continuous support, Hasu Club places importance on "how members are involved in the activities of the organization" when deciding where to donate. This starts with whether the member applying for a donation started with "coincidentally happening upon a good activity" , and "participates as a volunteer," "joins / donates," "participates in management," " hosts the organization" which is a mechanism that encourages efforts to be expanded.
While there are many natural environmental protection activities that have been undertaken for many years, members who are involved in those activities involve other members and family members to expand understanding and support, so that organizations that are active in the local community can continue to be supported.

Members participate in local nature conservation activities with family (Example: underwater cleaning at Ishigaki Island)

POINT 2 Experience and share the importance of the natural environment by participating in local activities

Interaction with nature is the basis for nature conservation. The words "Nature observation meeting that can be done with anyone, anytime, anywhere " advocated by the Nature Conservation Society of Japan is held mainly by the Hasu Club in the suburbs of Kanto or co-sponsored by donation recipient organizations. We believe that understanding the importance of protecting the natural environment through participating in nature observation tours will lead to the first step toward leaving the irreplaceable nature for future generations.
In addition, while visiting support sites around the country and interacting with organizations working on the ground, members gain the opportunity to see the issues related to the protection of the natural environment in a new light and come in contact with the enthusiasm of these groups, which will make the activities of Hasu Club even more high-quality.

Experience the importance of familiar nature at a nature observation session (Example: Nature mountain nature observation event)

Challenge Continuing local support and contributing to nationwide natural environmental protection activities

The Hasu Club Natural Environment Protection Committee has been supporting activities closely related to the natural environment unique to the local community for many years. We believe that the importance of these efforts has not changed in recent years and will continue to provide support. On the other hand, there are issues that need to be tackled on a nationwide scale in Japan, and we realize that it is necessary to address them. For example, by working with donation recipient organizations such as the Nature Conservation Society of Japan' s Akaya Forest that are working on the golden eagle project, the Hasu Club seeks to be able to have activities nationwide.
We will continue to promote members taking initiative, improve the quality of our activities, and further contribute to the protection of the natural environment.

Promoting nature conservation with donated group.

Biodiversity-conscious sustainable rice farming

Aleph Co., Ltd.

Project Summary

Spreading the contract cultivation of rice based on our farming criteria limiting the use of agricultural chemicals to less than one application

In order to guarantee a stable supply of safe and high-quality rice in our restaurants, we have a cultivation contract. Under the farming criteria we have set ourselves, we aim to improve the biodiversity of agricultural land through reducing the use of agricultural herbicides to less than one application and have also prohibited the use of insecticides and fungicides. In addition, we endorse measures aimed at improving biodiversity, such as biological surveys and the fuyu-mizu-tanbo cultivation method (a method involving flooding winter paddies with water). In our own fields and contracted production areas, we have been able to observe first-hand the impact of farming for safe food ingredients through the increased richness and abundance of organisms in our paddy fields. So far, more than 10,000 people have successfully experienced this.

Keyword 1 Enhance biodiversity in main business

In an industry where price competition is intense, this company strives to tackle the issue of improving biodiversity. We are contributing to the conservation of biodiversity in paddy fields by maintaining a biodiversity-conscious rice supply to Aleph Co., Ltd stores (Bikuri Donki), a famous hamburger chain.

Keyword 2 Contributing to the conservation of biodiversity in rice paddies

We are contributing to the conservation of biodiversity in rice paddies through maintaining the contract cultivation method (the use of agricultural chemicals is limited to no more than one application, insecticide and fungicide use is prohibited, and measures are taken to improve farmland biodiversity).

Keyword 3 Multiple activities in spreading awareness of biodiversity

Continued activities such as conducting surveys in contracted rice-cultivation areas with citizen and employee participation, making use of the internet and stores to spread awareness, and holding demonstrations and talks with producers on sustainable cultivation technology with a low environmental impact. In addition, the theme song and dance "Fuyumizu Tango" has had a wide impact, helping to successfully spread awareness of activities in both Japan and overseas.

POINT 1 Providing safe and high-quality rice to Hamburger restaurant chain "Bikuri Donki" by contract cultivating with original "pesticide-saving rice" standard

Aleph Co., Ltd. is a restaurant company founded in 1968 with its head office in Sapporo, Hokkaido whose main development is the hamburger restaurant chain "Bikuri Donki". The 'Hamburger Dish' is its main product, made up of a hamburger, salad, and portion of rice on one plate. Approximately 50 million people visit its 339 stores, with 135 under direct management (as of October 2019).

In order to provide a stable supply of safe, high-quality rice to our restaurants, we have established our own "pesticide-saving rice" farming standards (①The use of agricultural chemicals is limited to no more than once (insecticides, fungicides, and herbicides are prohibited) ②Chemical fertilizers are restricted (less than 50% of local standard levels), and organic fertilizer use is endorsed.) and have contracted the cultivation of our rice. Currently, more than 500 contracted growers in 16 production groups cultivate pesticide-saving rice over about 1700ha, with over 5,500 tons shipped annually to stores nationwide.

Hamburger restaurant 'Bikuri Donki' and the hamburger dish

POINT 2 Since 2006, all stores have been offering "pesticide-saving rice" and promoting activities in consideration of biodiversity in paddy fields at contracted production areas

In 1996, after discussions with producers, Aleph Co., Ltd established a set of standards for growing "pesticide-saving rice" , which can produce sufficient amounts in a sustainable manner, despite a reduction in pesticides and chemical fertilizers. Since 2006, it has been used in all the company' s restaurants, including franchises.

Through cultivation histories and exportation certificates submitted by our contracted growers, we have been able to confirm that these standards are being met.

In 2010, contracted farmers began conducting a "Rice Paddy Biodiversity Survey" , and in 2016, an annual survey was made mandatory for all contracted farmers who stocked directly managed stores. In addition, at the Rice Producers Council launched in 2010, a set of "Objectives for the Implementation of Biodiversity-focused Measures" was established and activity results and the goals of each production organization shared. In 2018, producers implemented biodiversity-focused measures in paddy fields and waterways across 1607 locations.


Example of a biodiversity-focused measure (fishway)

Challenge Spread the fun of paddy fields and aim to improve biodiversity in paddy fields through restaurants

Since 2011, we have invited restaurant customers to participate in a "Bikuri Donki Rice Paddy Biodiversity Survey" in contracted paddy fields, with about 1000 people taking part so far. In addition, we have opened our own farm in Hokkaido (Fuyu-mizu-tanbo in Ekorin Village, Eniwa City) as a place for people to take part in agricultural experiences and observe paddy field organisms, with nearly 10,000 people participating so far. In order to convey the enjoyable nature of paddy field biodiversity in an easy-to-understand form for children, we created the animation "Fuyumizu Tango" . From 2020, we are also planning to launch rice paddy biodiversity surveys in contracted production areas that Bikuri Donki will purchase.

Animation of paddy field organisms "Fuyumizu Tango"

Creating Villages Which Co-exist with Nature

Liaison Council for the Development of a Village Which Co-exists with Nature

(President: Isumi City Deputy Mayor, Secretariat: Isumi City Agriculture and Forestry Department)

Project Summary

Public-private cooperative project to balance the environment and economy

In 2012, a council was established including citizens, farmers, businesses, and NPOs in the city. We worked together with the public to create a city in which the environment and the economy could co-exist. Since 2014, we have been promoting and raising awareness of biodiversity-focused organic rice farming. Since 2017, all of the rice used for school meals in Isumi City has been supplied by local organic rice.

In the organic rice paddy fields, we conduct activities such as environmental learning, living organism surveys, food and agriculture experience, comprehensive learning, urban and rural exchange.

Keyword 1 Promotion of biodiversity-focused organic rice cultivation

The spread and promotion of biodiversity-focused organic rice cultivation in the paddy rice industry, which is the foundation of the city, to regenerate the paddy field ecosystem, realize a brand of organic rice, and improve farmers' income.

Keyword 2 Utilizing organic rice paddies for education and interaction

Utilizing organic rice paddies for food and agriculture education and environmental education for children, and rural exchange for urban residents, etc., has been successful in promoting education and expanding the number of interactions between people.

Keyword 3 School meals are 100% organic rice

The proactive use of organic produce for school meals is notable as an advanced example of green procurement by public institutions.

POINT 1 In addition to organic rice cultivation, develop a wide range of businesses through public-private collaboration

We implemented a cross-sector project with four divisions and 45 member organizations, including the environment, the regional economy, and both vegetable and rice paddy agriculture.
Determining organic rice cultivation as a leading project and holding training and demonstration projects on organic rice cultivation technology. Farming income is improved by branding organic rice, and the production of organic rice from zero is realized. Conducted a wide range of activities, including creature surveys for parents and children, environmental education for elementary school students, creating food, agriculture, and environmental learning (comprehensive learning) programs, and an organic rice owner system for urban residents (urban-rural exchange). In 2018, we hosted the 5th International Conference on Agriculture (ICEBA) to support and foster agricultural biodiversity.

The 5th International Conference on Agriculture (ICEBA)

POINT 2 Supporting Children's Health and Education by Using Organic Rice for the School Meal

Produced organic rice has been recognized for its value as a teaching material as well as its safety as a food ingredient and is 100% adopted for school meals in Isumi City.
The production of organic vegetables for school meals by member farmers has started since 2018, and this is an initiative to greatly improve the quality of school meals, local production for local consumption, and educational use.
Through the cultivation experience and organism surveys of familiar produce conducted by the children, children revealed their independence, and school lunch leftovers have been greatly reduced.


Child eating organic rice

Challenge To spread organic rice paddies full of life throughout Isumi City

Organic rice cultivation contributes to the regeneration of paddy field ecosystems, produces safe food, and contributes to the independent management by farmers. It is our mission to provide children with safe food and a place of learning that is full of life, and to spread organic rice paddies throughout Isumi City.


Stork that flew to Isumi City in 2019

Formulation and promotion of Okayama City Biodiversity Regional Strategy

Okayama City

A nature experience bus tour conducted with the theme of the watershed/ basin in collaboration with local governments and organizations upstream of the river.

Project Summary

Promoting an understanding and conservation of biodiversity by diverse subjects and perspectives

In order to systematically conserve biodiversity, Okayama City has formulated a Biodiversity Regional Strategy. We value the concept of protecting, preserving, and restoring important ecosystems, the concept of feeling, communicating, and utilizing various aspects of the natural environment, and the concept of collaborating with various fields and subjects. Based upon the current strategy, we are implementing the city' s own environmental impact assessment system, making efforts to visualize and collaborate on the initiatives of each member of the Nijumaru Project, and cooperate with local governments and businesses on a watershed collaboration.

Keyword 1 The Regional Strategy and its supporting projects

Regional strategies have been formulated and promoted in line with the characteristics of the natural environment and biota of the region. Through the "Familiar/Family Life Village" project (a project in which Okayama City supporting the conservation and utilization of biodiversity by certified residents' groups), ESD-related initiatives, environmental partnership projects, etc., efforts have been made to promote the discovery and networking of environmental conservation initiatives throughout the city.

Keyword 2 Utilizing the Nijumaru Project

We are also working on spreading awareness of the Aichi Targets by encouraging organizations engaged in biodiversity conservation efforts in the city to declare their projects as a Nijumaru Project. As of October 2019, about 25 organizations in Okayama prefecture have made declarations, with 23 of these from Okayama city. Their efforts have been widely recognized and have been selected for the UNDB-J's 13th Certified Partnership Project.

POINT 1 Approaches to protect, preserve and restore important ecosystems

The Okayama City Biodiversity Regional Strategy places importance on the concept of protecting, preserving, and restoring important ecosystems, the concept of feeling, communicating, and utilizing various aspects of the natural environment, and the concept of collaborating with various fields and subjects.
Among these, as an approach to "protect, preserve, and restore important ecosystems" , we have implemented the city' s own environmental impact assessment system with regional divisions so that the regional characteristics of Okayama City are accounted for. We are also continuing to promote the certification of the "Familiar/Family Life Village" project we have been working on. In addition, we are considering creating an Okayama version of the ecosystem Red Data book.
As an approach to "feel, communicate, and utilize various aspects of the natural environment" , we are promoting an understanding of nature through hands-on experiences. For example, in cooperation with the Okayama ESD Promotion Council and local shopping malls, we have conducted workshops which find products in actual shops which contribute to the SDGs and an awareness of biodiversity. In addition, we are collaborating with local governments in areas upstream of the river in Okayama City to conduct bus tours every year. These enable people to experience the nature of the watershed and its natural environment through 'river play'.

Activities of the Nijumaru Project Declaration Group - Yoyama Park Satoyama Centre (Observation session in Satochi Satoyama)

POINT 2 Approaches in collaborating with various fields and subjects

As for the concept of "collaborating with various fields and subjects" , we have been cooperating with and supporting all those involved. However, we are using the development of the Regional Strategy as an opportunity to call upon organizations involved in biodiversity-related initiatives in the city to participate in the Nijumaru Project, with the aim of visualizing their efforts and developing new collaborations. By taking advantage of the strengths of local governments, such as their close involvement with local organizations, their direct communication with them, and actually visiting their offices, we believe that there is an opportunity for groups who have no awareness of biodiversity (especially local companies), to realize that their efforts are linked to global goals and biodiversity conservation.
Going forward, we will continue to encourage biodiversity conservation efforts from diverse groups and perspectives, whilst also calling upon various groups to participate in the project.

Activities of the Nijumaru Project Declaration Group – Moya Preservation Society (Observation meeting with local adults and children)

"ESD shopping expedition" to find efforts and products which contribute to the SDGs in actual shops.

Nijumaru Project Declaration Group - Toyo Dalma Frog Watching Initiative (Protecting and raising awareness of the habitat of the endangered Nagoya Dharma Frog).

Nijumaru Project Declaration Company – Chutetsu Bus Co., Ltd. And Ryobi Holdings Co., Ltd. Ryobi Bus Company (Bus which runs on biodiesel fuel).

Developing measures for “People and Nature Living in Harmony” based on Biodiversity Strategy

Aichi Prefecture

Aichi/Nagoya Biodiversity EXPO (January 2020)

Project Summary

Implementation of various mechanisms and cooperation of various actors in the "Biodiversity Regional Strategy"

Based on the results from COP10, we reviewed the Aichi Environmental Conservation Strategy formulated in 2009 and formulated the Aichi Biodiversity Strategy 2020 in 2013. It is positioned as an action plan to achieve the Aichi Target and aims to “create an ecosystem network” that preserves, restores and creates habitats for living things through collaboration among various entities, and aims to harmonize development with biodiversity conservation which is called “Aichi mitigation” , the main pillar of the “Aichi method”.

Keyword 1 Various initiatives created by regional councils

The prefecture is divided into nine regions, and cooperative projects are developed by the Ecosystem Network Council. With their own unique approaches, various forms of cooperation and examples of conservation activities were created, such as cooperation between companies and students and collaboration with universities.

Keyword 2 Reverse thinking characteristic of an industrial prefecture

Developing "Aichi mitigation" which aims to create harmony between development and biodiversity conservation. Utilize checklists and quantitative assessments to link development mitigation measures with the creation of ecosystem networks.

Keyword 3 Collaborating with local governments around the world

With the world's leading local governments, launched the Group of Leading Subnational Governments toward Aichi Biodiversity Targets (GoLS) and worked to improve the role of local governments in the Convention on Biological Diversity. To strengthen the mainstreaming of biodiversity, propose the strengthening of coordination among countries, prefectures and municipalities.

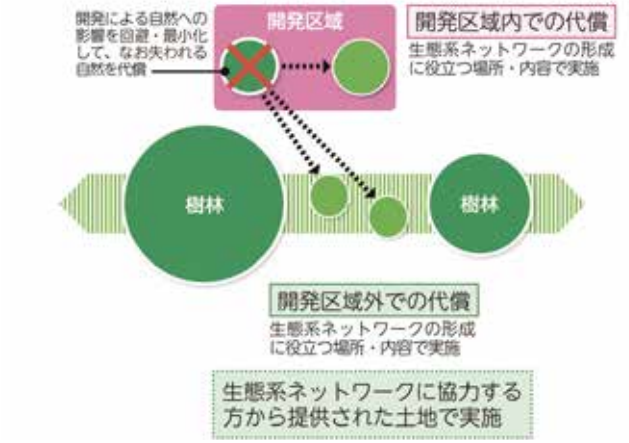
POINT 1 Organized Ecosystem Network Council in nine regions, promoting the formation of ecosystem networks through the cooperation of various actors

We promote the "creation of an ecosystem network" that connects nature that has been separated by development, etc. with green spaces and waterfronts, to preserve, restore, and create habitats for living creatures. For this reason, the "Ecosystem Network Council" was launched in nine regions within the prefecture in which various entities such as NPOs, companies, universities, and governments participate. Each of the projects are being conducted considering their regional characteristics such as students and companies in cooperation for the "Life-saving PROJECT" to connect corporate green tracts in the coastal industrial area with animal pathways, etc., "Nature Restoration College" being conducted in collaboration with universities, "Sapling development project" in which companies and communities cooperate, extermination of alien species, broadleaf tree planting tours in clear-cut plantation forests etc. Furthermore, by sharing the excellent results of the projects in the council, we aim to invigorate the council and promote network formation throughout the prefecture.

Ecosystem Network Council that spreads across the prefecture

POINT 2 Developing "Aichi mitigation" that leads to the formation of ecosystem networks through utilizing guidelines and quantitative evaluation methods

We have created the "Natural Environment Conservation and Restoration Guideline" and conduct mitigation measures called "Aichi mitigation" , which aim to avoid, minimize, and compensate for the effects of development and harmonize with biodiversity conservation. In development projects, we contribute to the formation of an ecosystem network by preserving, restoring, and creating a habitat for living things, such as arranging green spaces, selecting native trees, protecting rare species, and creating biotopes, etc.
Specifically, in development projects of 1 hectare or more, when submitting reports based on regulations, we promote developers to proceed with initiatives referring to a checklist, and quantitatively evaluate the effect on the natural environment using quantitative evaluation methods to further protect biodiversity.



Aichi mitigation concept

Challenge Development and establishment of "Aichi method" based on SDGs and formulation of new strategies

The Aichi Biodiversity Strategy 2020 has achieved certain results and will reach its target year in 2020. Based on the new global goals adopted at COP15, we will formulate a strategy for the next decade. In addition to the achievements so far, incorporating the ideas of the SDGs, linking the three aspects of the environment, society, and economy, and involving NPOs and companies with the youth generation at its core, developing "ecosystem network creation" initiatives in the prefecture, the evolution of Aichi mitigation through the matching of companies and NPOs and the quantification of out-of-bounds reimbursement measures will further develop and establish the Aichi method and will support the realization of "Aichi, where people and nature coexist in harmony".
Additionally, we would like to call on the world to further promote the efforts of local governments for biodiversity conservation together with the advanced local governments overseas.

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Acknowledgments

In October 2010, the 10th Conference of the Parties to the Convention on Biological Diversity was held. On the scheduled final day, negotiations were still continuing and it was only until dawn, entering the next day that the Strategic Plan for Biodiversity 2011-2020 including the Aichi Target were agreed upon. Without the numerous people going beyond their positions and coming together with similar motivations to create the Aichi Targets starting with the chairman at the time, Ryu Matsumoto whom passed away in 2018 and was unable to see the end of the Aichi target, the numerous cabinet ministers and negotiators of each nation negotiating between global interests and national interests, civil society such as youth, indigenous communities, research institutes, companies which continued to encourage consensus building, the Secretariat of the Convention on Biological Diversity which supported the conference, the Japanese government, Aichi Prefecture, and Nagoya City, which served as hosts to enliven and smoothly run the conference, local people and students who supported as volunteers – the "Nijimaru Project" of the Japan Committee for the International Union for the Conservation of Nature (IUCN-J) would not have been created and the efforts of the past 10 years, the learning, the growth would not have been possible. Our gratitude starts here.

Ten years felt both short and long. The new challenge of "connecting the goals of the international community to the private sector" would have been given up at some point without encountering, participating and cooperating with many people and organizations.

The United Nations Decade on Biodiversity Japan Committee (General Secretariat, Ministry of the Environment) has provided a number of projects with significant roles and opportunities for mainstreaming biodiversity.

Ramsar Network Japan, which cooperated with network creation in the form of the Rice-Paddy Biodiversity Enhancement Decade project, the four electrical and electronic industry associations Biodiversity Working Group, Okayama City, Aichi Prefecture, Environmental Partnership Organization Club (EPOC), and the Japan Network for Promoting the Satoyama Initiative and others also supported and cooperated with the Nijumaru project.

The National Institute for Environmental Studies has been providing scientific knowledge and support in parallel with business activities such as studying projects for private protected areas.

The Environmental Restoration and Conservation Agency Japan Fund for Global Environment, and the Global Environment Fund, and the Keidanren Nature Conservation Fund, have support the related projects from the start to 2020, as the core financer.

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IUCN-J is a network of IUCN member organizations, however, each organization provided many people, time and ideas for this operation. And there were many staff youth who supported the secretariat. I would like to heartily thank everyone involved in the project.

Japan Committee for IUCN

Secretary General Teppei Dohke

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