



# How Japanese Business Initiates Mainstreaming Biodiversity?

October 13, 2014

Akira Ichikawa

Keidanren

Committee on Nature Conservation

# Introduction of KCNC

- Launched in 1992 under KEIDANREN (Japanese Business Federation) for nature conservation
- Over 110 members
- 4 Major Activities + Partnership
  - 1) Operating Fund (KNCF)
  - 2) Networking with NGOs
  - 3) Developing Awareness
  - 4) Supporting Restoration of Tohoku
  - 5) Operating Japan Business and Biodiversity Partnership



# Japan Business and Biodiversity Partnership

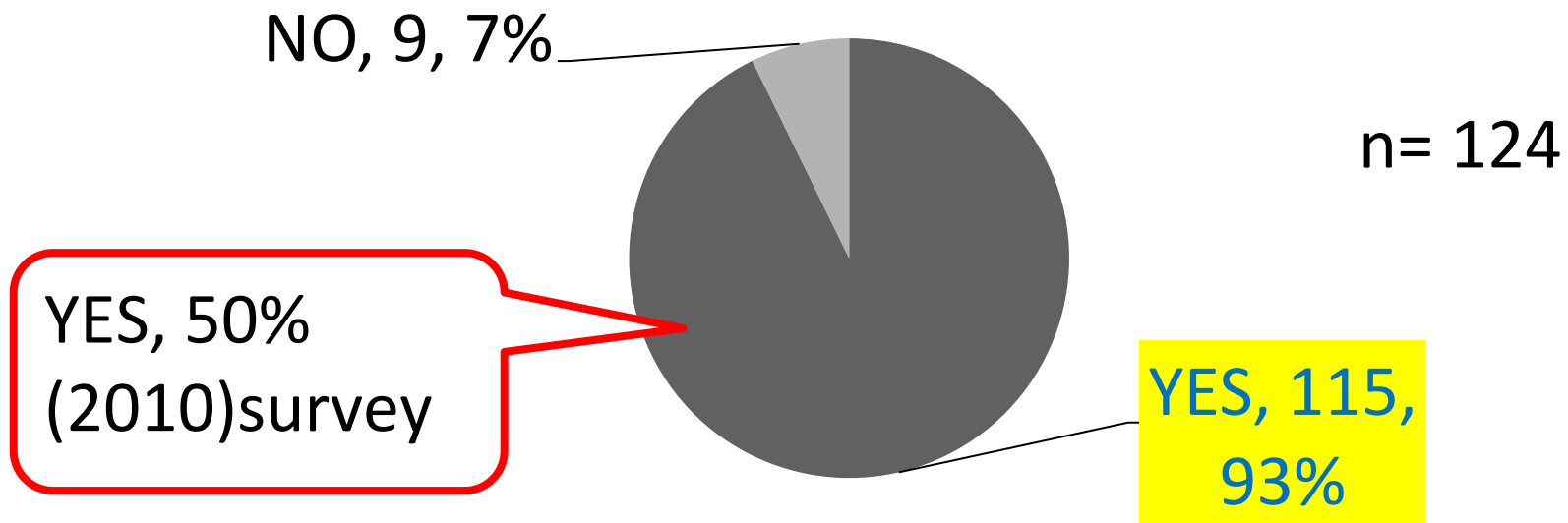
- A multi-stakeholder partnership launched at the COP 10
- Major Business Organizations supported and it started over 400 members in 2010 and over 500 in 2014
- Secretariat is hosted by Keidanren Committee on Nature Conservation and IUCN Japan Project Office
- Major activities
  - 1) Annual Member Assembly
  - 2) Annual Questionnaire Survey for Biodiversity



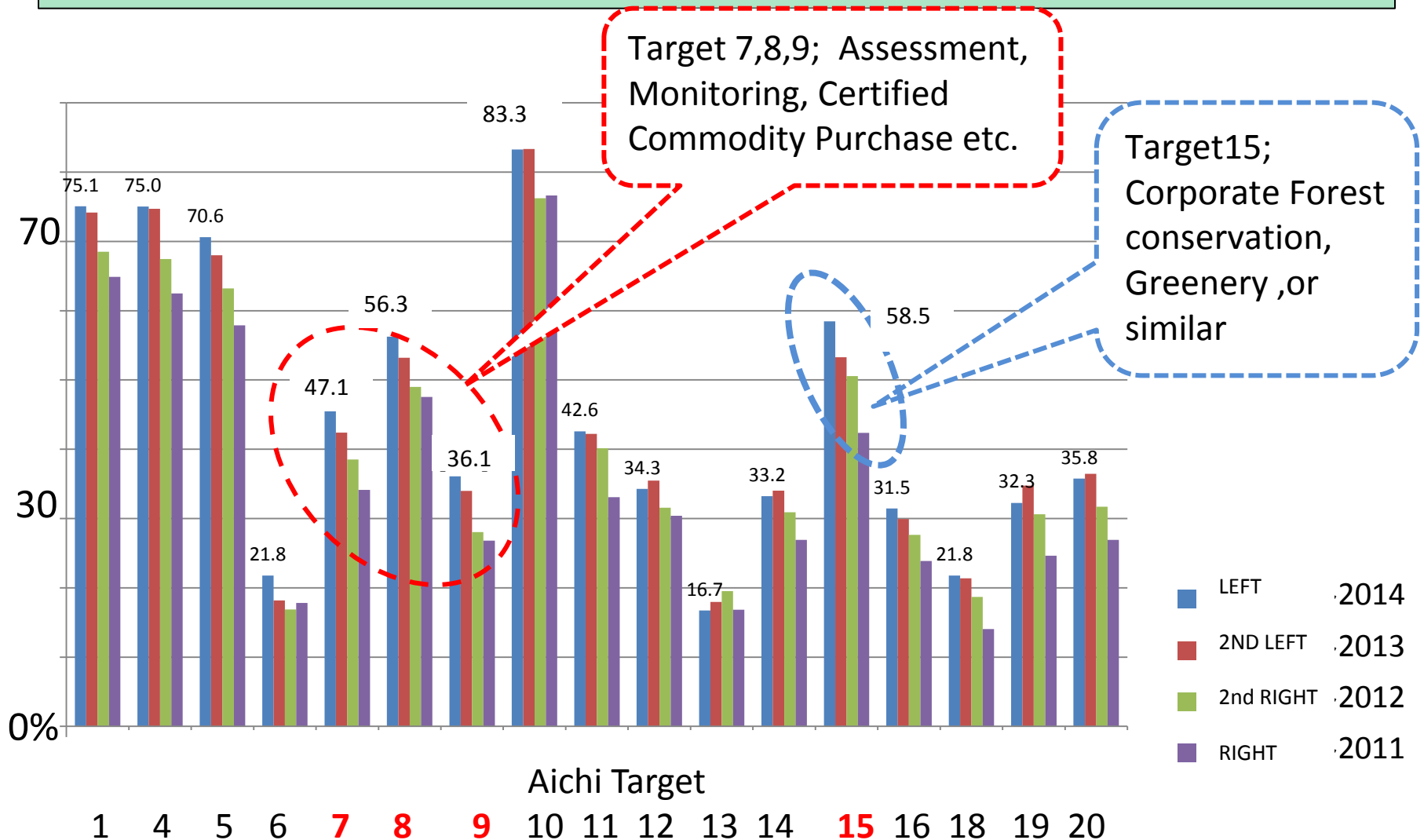
# How we see the progress in mainstreaming biodiversity? (from Questionnaire 2014)

Q. Is your company include following concept in your corporate mission, management/ environment policy ?

## Biodiversity Conservation (2014)



# Q. Which Aichi Target(s) does your company take actions? (from Questionnaire 2014)





TAISEI Corporation developed original ecological planning methodology



Their Planning Technology resulted to regenerate natural habitat

## Re-Generating Biodiversity



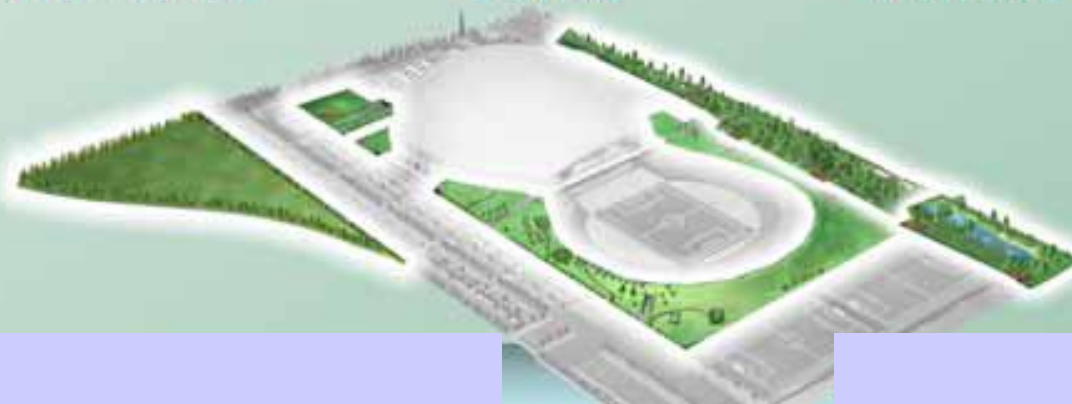
Grassland



Forest



Wetland



SANDEN

Corporation

Akagi

manufacturing  
plant started to  
be built on nature  
conservation  
philosophy



1998 Before Construction ©SANDEN

\*Construction completed in 2002



# Rich habitat generated on Neo Natural Construction method



Aerial View in 2013 ©SANDEN

# SUMITOMO FORESTRY

## Mt. Bessi regenerated through reforestation



1881, Copper Mining site

Photo: By Courtesy of Sumitomo  
Historical Archive

Wild animals living in  
owned forests



2003, after reforestation

## Summary

- Since 2010, Japanese business made a steady progress in biodiversity conservation.
- Typical area of their initiatives are generating forest, natural habitat to promote the conservation and the results are monitored.
- Resources to support the initiatives varies.  
But the technology and strong philosophy for conservation is essential.



# Thank you for your attention

<Further Information>

<http://www.keidanren.or.jp/kncf/english/>

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

Please visit our side event >>>

Oct.13(Mon.) 16:30-17:15; CBD Business Forum  
(@Convention Center)

Oct.14(Tue.) 16:25-17:10; CEPA Fair (@Music Tent)