

CBD COP11 CEPA Fair
Side Event 10/10/2012



Best practices of the 5 Actions of “My Declaration”



CEPA JAPAN



What is CEPA JAPAN ??



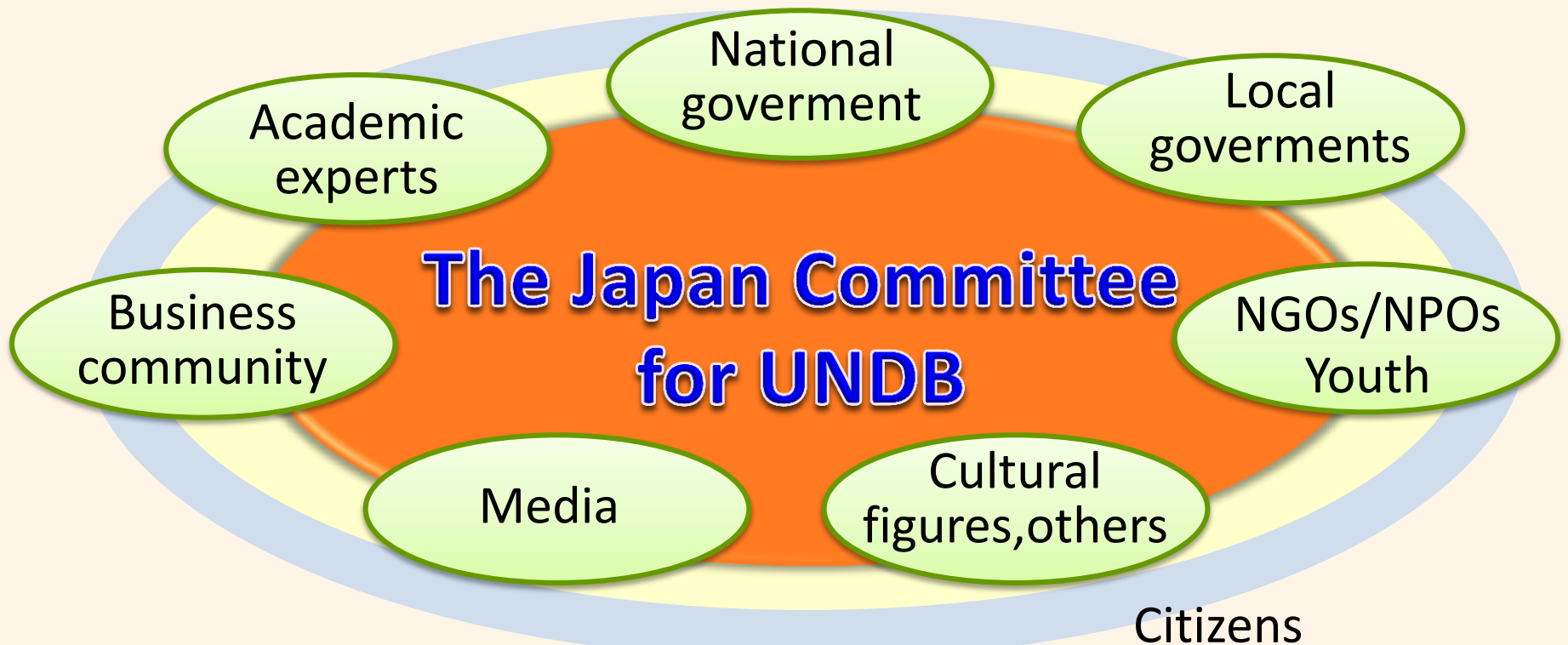
- 1, Established by **IUCN-CEC** Japanese Members after CBD-COP10
- 2, Groups of experts in **Communication Design** on Biodiversity in Japan
- 3, Signed **MOU** with the Secretariat of the **CBD**
- 4, Engaged in planning and producing of the **Japan Committee for the UNDB**
- 5, Engaged in producing of the Japanese private sectors initiatives for **Green Wave**
- 6, Supporting the **Tohoku Green Renaissance** disaster restoration project

Establishment of The Japan Committee for United Nations Decade on Biodiversity



2011.9.1

UNDB-J has established and aims to the mainstreaming of biodiversity ,focusing the promotion of all stakeholder participation and cooperation for the achievement of Aichi Targets.



“MY Declaration” to conserve Biodiversity

Act **1**  **Eat** I enjoy locally produced food in season.

Act **2**  **Feel** I go out in the nature, visit zoo and botanical gardens to feel it through my five senses.

Act **3**  **Show** I express my feelings for wonder of nature with photos, paintings, writing and any way I can.

Act **4**  **Conserve** I join the activities for conserving harmony among living things and its connection with humans and cultures.

Act **5**  **Select** I buy green products.

Act

1



Eat I enjoy locally produced food in season.



Achievement level of local production for local consumption is;

- more than 50% -> 1 star
- more than 60% -> 2 stars
- more than 70% -> 3 stars
- more than 80% -> 4 stars
- more than 90% -> 5 stars

“MY Declaration” to conserve Biodiversity



Act

2



Feel I go out in the nature, visit zoo and botanical gardens to feel it through my five senses.



“MY Declaration” to conserve Biodiversity



Act

3



Show I express my feelings for wonder of nature with photos, paintings, writing and any way I can.



天地始めて寒し (てんち、はじめてさむし)

41 Heaven and earth begins to chill

“MY Declaration” to conserve Biodiversity



Act 4



Conserve I join the activities for conserving harmony among living things and its connection with humans and cultures.



“MY Declaration” to conserve Biodiversity



Project 04



Project 07



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Select I buy green products.



- ✓ **Establishing a multi-stakeholder platform and sharing knowledge are the key for mainstreaming Biodiversity to achieve the Aichi Target.**
- ✓ **Promote your own “My Declaration” through multi-stakeholder platform.**
- ✓ **“My Declaration” can be useful tool for business sector when they collaborate with their own stakeholders to conserve biodiversity of their business operating area.**



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Thank you !

