



Nijyu-maru: involving multi stakeholder in Japan in achieving Aichi Targets

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Japan Committee for IUCN

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The time to Discuss to Implementation

Aichi Targets was adopted by CBD-COP10

The effective and urgent action to halt the loss of biodiversity by 2020

Big Challenges in Communication and Implementation

20 “much number” to remember

Difficult to understand.
“Good Targets but how act?”

Need multi stakeholder involvement





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

Double 20 Campaign

 3004 days left for Aichi Targets



Nijyu-maru easy and positive message

- Niju means 20 or Double
- Maru means ○ circle.
- The circle is the symbol of good, harmony in Japan.

Niju-maru implies

- good achieve in 2020
- good achieve in 20 targets,
- achieve the living in harmony with nature.



Participatory-campaign

Simple Scheme, know-think-declare

Know

- importance of Aichi target and concept of Nijyu-maru project

Think

- their action/project and the relation between action and targets

Declare

(register action)

- and take actions, showing Logo and Icons

Become the Nijyu-maru member

20 icons has developed for visualizing the effort.



Project 01



Project 02



Project 03



Project 04



Project 05



Project 06



Project 07



Project 08



Project 09



Project 10



Project 11



Project 12



Project 13



Project 14



Project 15



Project 16



Project 17



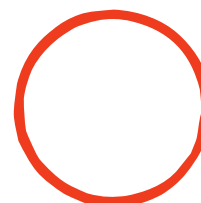
Project 18



Project 19



Project 20



Project 21

2020 3004 days left for Aichi Targets

2020

IUCN member in Japan take the leadership to show how to translate Aichi Targets into Actions

Nature Conservation Society of Japan

“way to Biodiversity programme”



Ramsar network

“wetland green wave”.



Conservation International Japan

“Key Biodiversity Area(KBA) conservation project”



Other sector (Business, Museum, Youth..)

Sompo Japan Insurance Inc.

“SAVE JAPAN Project”



Project 20



Project 12



Project 05

Natural History Museum and Institute, Chiba

“Ecology Park promoting local biodiversity conservation and public awareness”



Project 09

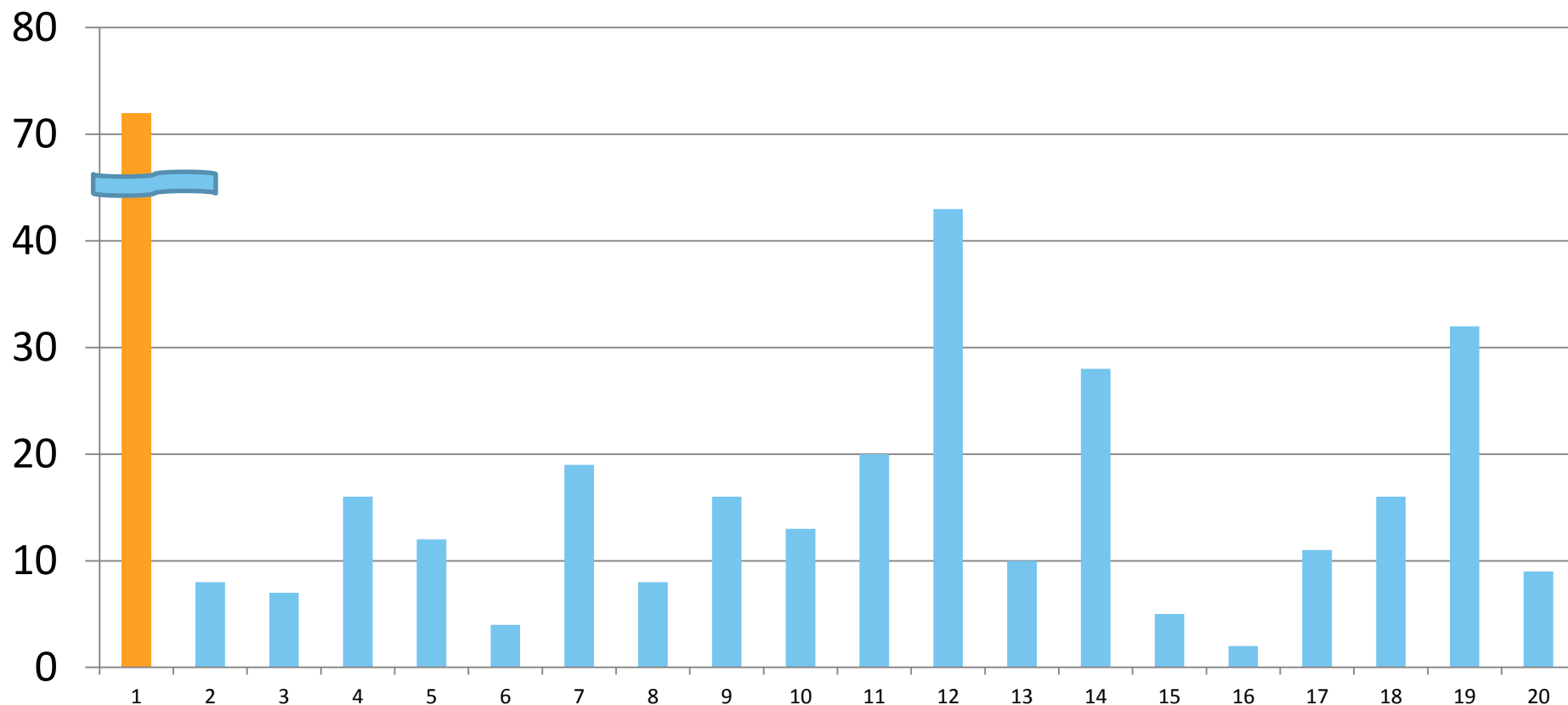
Japan Biodiversity Youth Network

“Youth Conference on Biodiversity”



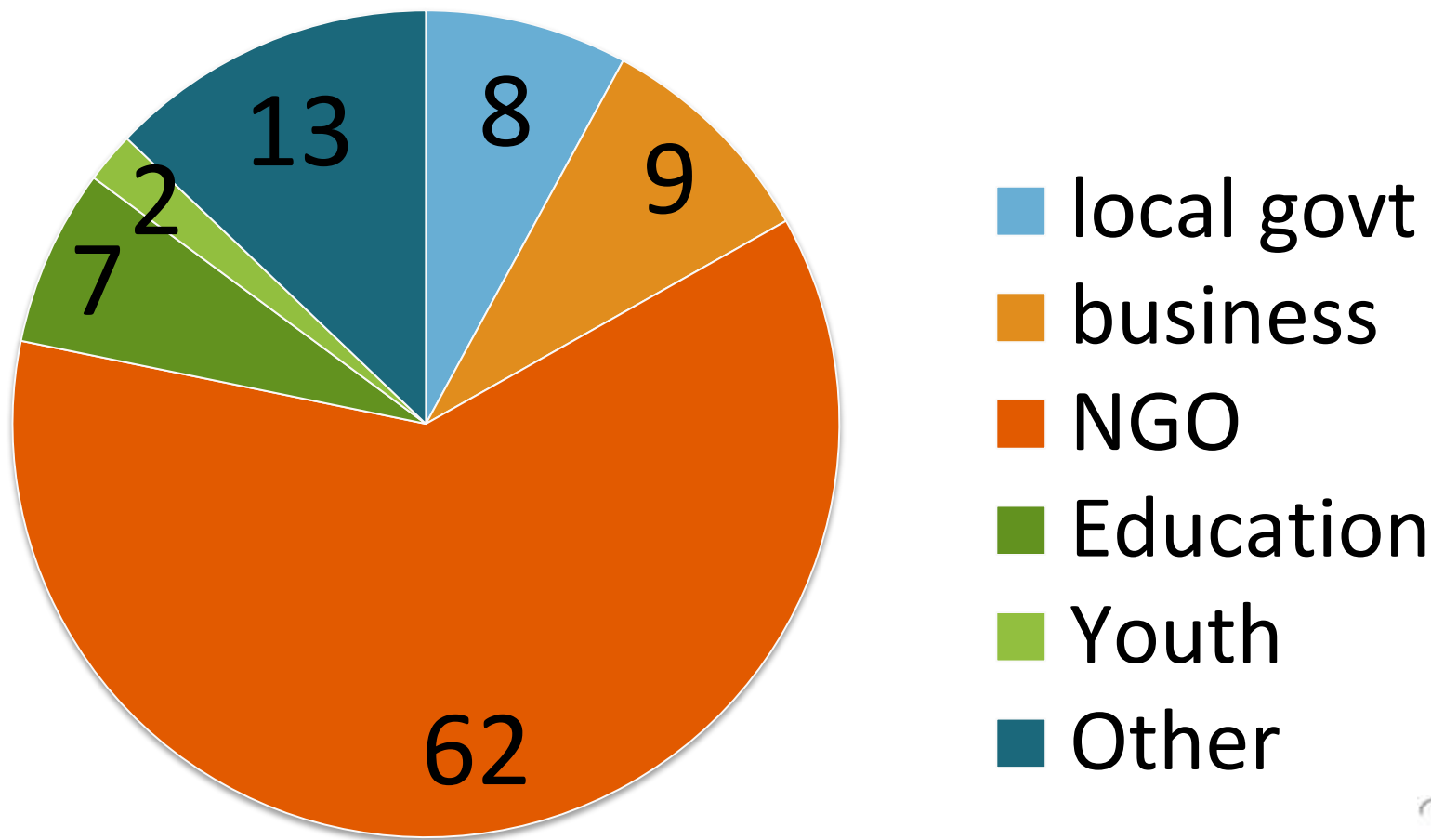
Project 01

64 members declare the 106 actions for implementing Aichi Target



3004 days left for Aichi Targets

Comparing number contributions from sector



Conclusion: benefit of our approach

- Promote translation from target to actions
- Monitoring “status of actions for Aichi Targets” and revealing well addressed and not well addressed targets.
- Help Nijyu-maru member to make various network for Aichi target
- Stimulate actions
- Ownership and Confidence for member (Local groups can show that their action is contributing global target)
- Applicable to Global



Let's take effective and urgent action to
halt the loss of biodiversity for the future



Thanks

3004 days left for Aichi Targets

