Best practices of the 5 Actions of “My Declaration”
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
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
Act 2

Feel  I go out in the nature, visit zoo and botanical gardens to feel it through my five senses.
Show I express my feelings for wonder of nature with photos, paintings, writing and any way I can.
Conserve I join the activities for conserving harmony among living things and its connection with humans and cultures.
“MY Declaration” to conserve Biodiversity

Act

5 ecol Select I buy green products.

Image: A group of people, including children, standing around a large pile of cocoa pods in a green, lush environment.
Conclusion

✓ 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.
Thank you!