



**Keidanren ( Japan Business Federation )  
Committee on Nature Conservation**

## **Japanese business community's approach towards the “Post-2020 global biodiversity framework”**

**15 August 2019**

**Keidanren (Japan Business Federation) Committee on Nature Conservation Secretariat**

The following is a response by the Keidanren Committee on Nature Conservation to 27 (f) indicated in the discussion paper (CBD/POST2020/PREP/1/1) relating to Notification 2019-008.

Since the adoption of the Aichi Biodiversity Targets in 2010, Japan has been promoting various actions related to biodiversity. For example, in 2011, a multi-stakeholder forum entitled the “Japan Committee for United Nations Decade on Biodiversity (UNDB-J)” was established. The UNDB-J committee was a major driving force for “mainstreaming biodiversity” in Japan, through the exchange of information among participating entities and the development of collaborative projects. This is considered to be an outcome that could actively appeal to those concerned in the international community.

In addition, the Japanese business community has been working proactively on “mainstreaming biodiversity”, encouraging companies and business groups to implement the “Declaration of Biodiversity by Keidanren” compiled in 2010. The business community launched the “Japan Business and Biodiversity Partnership” in 2010, encouraging participation from not only companies and business groups, but also NGOs, researchers, and national and local governments which has resulted in the sharing of various information and experience among the more than 500 participating members<sup>1</sup>.

Ahead of the final year of the Aichi Biodiversity Targets next year, international discussions are accelerating to formulate the “post-2020 global biodiversity framework”. With this in mind, we have summarized below the current approach of the Japanese business community, based upon which, some recommendations are made for the international community (including the government of Japan) to consider.

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<sup>1</sup> According to the “Questionnaire for biodiversity – Relationship between nature’s gifts and corporate activities (FY2018)” (February 2019), in the nine years since 2009, there has been a change in awareness and actions by Japanese companies, including twice as many companies that are incorporating the concept of “biodiversity conservation” into their corporate management philosophy and policies. <https://virtual-kiosk.cbd.int/items/show/54>



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**1. Aiming to realize a sustainable society (contribute to achieving the SDGs) through building a society in harmony with nature**

Following the adoption of the “SDGs” and the “Paris Agreement”, for stakeholders, bearing in mind the integration of decarbonized society and a recycling-based society, it is important “to realize a sustainable society through building a society in harmony with nature”. For companies too, aiming to contribute to the SDG goals, it is important to voluntarily promote “Integrated Environmental Corporate Management” that integrates corporate activities with a wide range of environmental countermeasures including those related to climate change, resource circulation, and biodiversity.

Aiming to realize a sustainable society through building a society in harmony with nature, and from the viewpoint of promoting voluntary actions by various entities including the business community, each entity should be encouraged to declare their basic stance and policies regarding biodiversity.

**2. Continuing to promote “mainstreaming biodiversity” as a core principle**

Biodiversity is the basis for all human activities, and it is important for all people and organizations to engage in everyday actions being mindful of both our gratitude for nature’s gifts and our awe in the face of its threats. In considering the “post-2020 global biodiversity framework”, based on the awareness and actions accumulated over this past decade, expanding the range of proactive entities and deepening the content of their actions (mainstreaming biodiversity) should be promoted as a core principle.

**3. Promoting local-level actions, based on the principle of multi-stakeholder collaboration**

Biodiversity is a global issue faced by the international community in much the same way as climate change, but at the same time it is a local challenge that requires different solutions in each region. Furthermore, it is difficult to set uniform goals for biodiversity as compared to the reduction of greenhouse gases emissions set for climate change. Therefore, it is important to promote biodiversity-related actions rooted fully in local conditions in even more regions. At that time, collaborative actions among various entities familiar with local situations such as NGOs, local governments, local residents, those with relevant knowledge and academic experts as well as companies with deep connections to the region<sup>2</sup>, will be useful in coming up with effective solutions.

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<sup>2</sup> It will be required to recognize the relationship between “nature’s gifts” and corporate activities, from a broad perspective including raw material procurement, not just for companies that have factories and offices located in the region.



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Being aware of the connections between corporate activities and nature's gifts, companies are required to carry out multi-stakeholder collaboration and thereby strategically promote local activities.

**4. Putting emphasis on practical activities on the ground, rather than a compulsory approach**

The factors surrounding biodiversity are often complicated and not fully elucidated, thus there are many cases where progress does not follow scenarios envisaged beforehand. Given this situation, it is not appropriate to use techniques such as unified numerical targets to manage progress and measure the degree of achievement. It is important to take concrete measures fully incorporating national and local situations through enhancing environmental education and capacity building while fully respecting the voluntary actions of each entity.

Many entities including the business community are required to work voluntarily on practical activities on the ground, while making use of their various strengths, searching for local challenges themselves, and promoting collaboration to find solutions. Moreover, it is important to deepen the content of actions through sharing outcomes of activities among entities and regions concerned. It should be stressed that the various challenges surrounding biodiversity can be overcome only through providing solutions to issues faced by different regions all around the world.

**In conclusion**

Keidanren announced its “Declaration of Biodiversity by Keidanren and Action Policy” (Revised Edition) in October 2018<sup>i</sup>, making use of the knowledge and know-how gained from actions aiming at achieving the Aichi Biodiversity Targets. The Japanese business community, in accordance with the purpose of the Declaration, will take part in local actions according to local characteristics, while aiming to extend these actions across national borders to include the global supply chain. In addition, we will continue to proactively take actions for realizing a sustainable society including development of support and funding projects to globally active NGOs and others.<sup>ii</sup>

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<sup>i</sup> [http://www.keidanren.or.jp/en/policy/2018/084\\_pamphlet.pdf](http://www.keidanren.or.jp/en/policy/2018/084_pamphlet.pdf)

<sup>ii</sup> <https://virtual-kiosk.cbd.int/items/show/52>