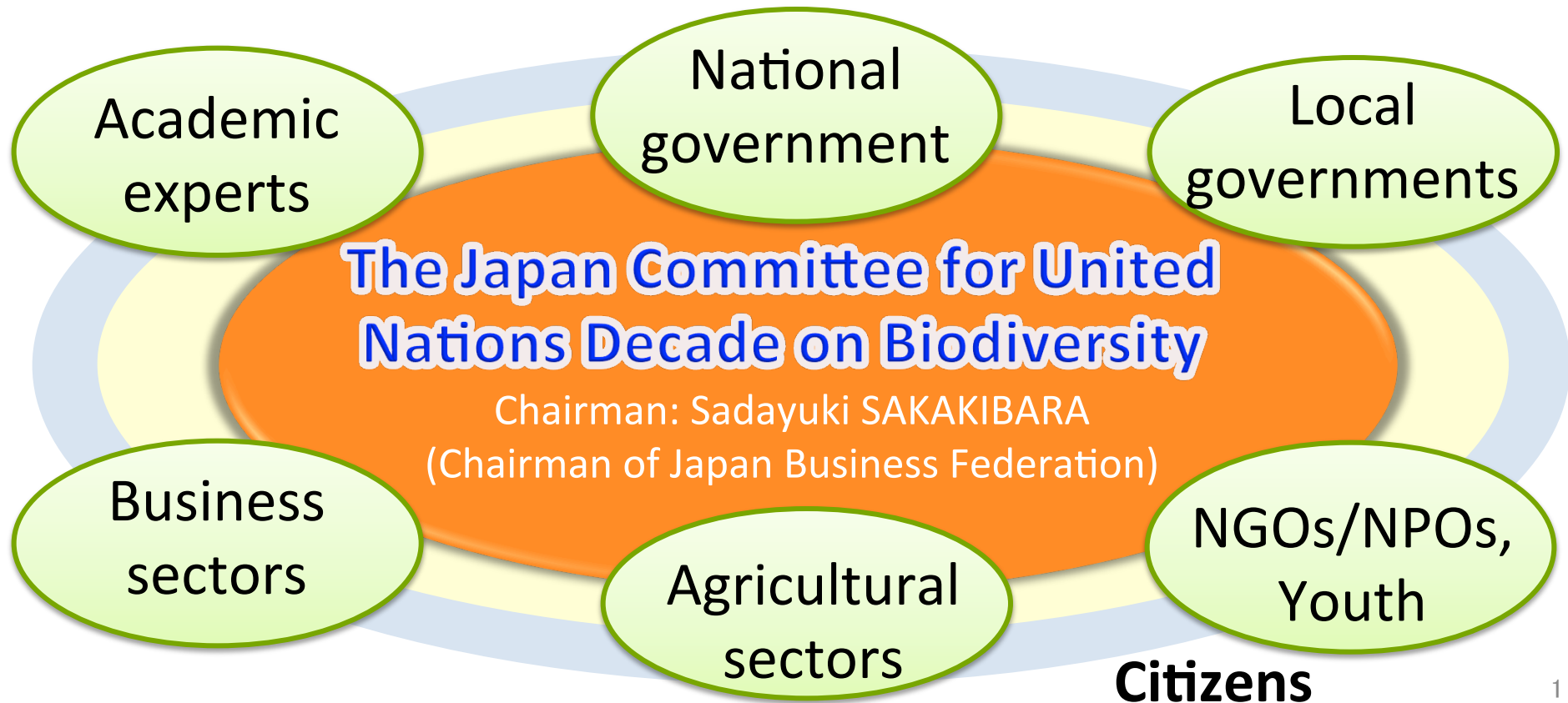




# Japan Committee for United Nations Decade on Biodiversity (UNDB-J)

With an aim of promoting of concrete action through engagement and collaboration of various sectors to achieve the Aichi Target, UNDB-J was established in **September 2011**.





# UNDB-J' s Activities-My Action Declaration-


1. My Action Declaration
2. Biodiversity Action Award
3. Nijumaru Project and Recognition of Good Cooperation Project
4. Selection and Recommendation of Biodiversity Related Books
5. National Biodiversity Meeting and Local Fora




# UNDB-J's Activities-My Action Declaration-

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

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


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

---

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

---

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

---



# UNDB-J Activities – Biodiversity Action Award –

- Good practices collection scheme established in 2013
- 4<sup>th</sup> Biodiversity Action Award 2016

Host: Japan Committee for UNDB

Co-host: Seven-Eleven Foundation

Sponsor: Maeda Cooperation and Sekisui Heim

Support: National Land Afforestation Promotion Organization,  
Keidanren Committee on Nature Conservation  
and Fuji Film

Secretariat: CEPA Japan





# UNDB-J Activities – Biodiversity Action Award –

## Winners of the “Awards for excellence” in 2016

### Act1: Eat

Various partnership spreading from local cooperation through raising plants to make fruit syrup  
(Dongri Club for Natural Life in Forest Ltd.)



### Act2: Feel

Summer camp for “Little farmers”  
(Heroes and Heroines for Rural Support)



### Act4: Conserve

Investigation of Roadkill around Mount Fuji  
(Mt.Fuji Outdoor Museum)



### Act5: Select

Substitution for imported plywood that contributes to biodiversity  
(Quadrant Plastic Composites Japan Ltd.)





## Winners of the “Awards for excellence” in 2016

### Act3: Show

Itoshima regional calendar (Itoshima calendar group)

- This group creates page-a-day calendars that introduce Itoshima's nature and culture, traditional events, and living thing.
- These calendars help people rediscover and share traditions unique to the region and to see the region through fresh eyes.



**Grand Prix**



# UNDB-J Activities

## -Recognition of good cooperation projects-

### Recognition of good cooperation projects by the UNDB-J Committee

#### Recognition of good cooperation projects

Recognize good cooperation projects recommended by UNDB-J committee from the list of “Niju-maru (double-circle or 2020) project”

Niju-maru (double-circle or 2020) project is...

A project of IUCN-J to promote and visualize efforts implemented for achieving the Aichi Biodiversity Targets



# Visualizing 20 Icons of Aichi Biodiversity Targets



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



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



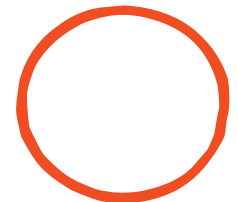
Project 18



Project 19



Project 20



Project 21





# UNDB-J Activities

## -Recognition of good cooperation projects-

### Recognition of good cooperation projects by the UNDB-J Committee

#### Recognition of good cooperation projects

Recognize good cooperation projects recommended by UNDB-J committee from the list of “Niju-maru (double-circle or 2020) project”



Rice Paddy Field  
Decade Project  
by Ramsar Network  
Japan



Let's Study  
Biodiversity Project  
by Electric and  
Electronical Industry  
Association of Japan

### Selection and recommendation of biodiversity related books

A selected list of recommended books, films, and goods which contribute to raising awareness on biodiversity





# UNDB-J Activities

## -Exchange of views and information-

### Exchange of views and information across various sectors

#### National Biodiversity Meeting

Exchange of information among various sectors across the country every year



#### Local Biodiversity

#### Fora

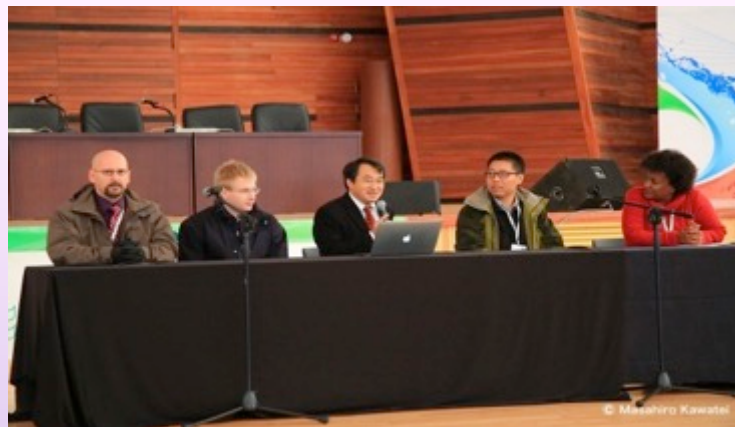
Presentation of various activities in local areas and exchange of views



# Transmission of information for the international community

## COP12~UNDB DAY~ (Oct. 2014 Republic of Korea)

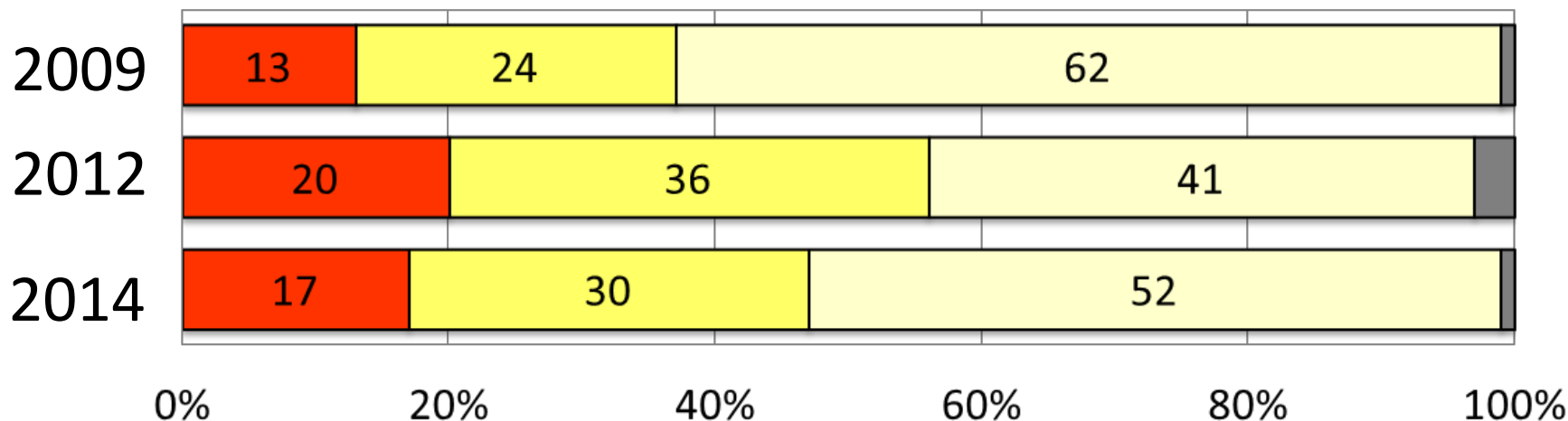
- One day event with CBD secretariat
- Introducing national case-studies for promotion of UNDB
- Introducing national case-studies of youth, citizens, local governments and business
- High level segment: delegations of each countries expressed decisions for promoting UNDB





# Awareness of the word “biodiversity” in Japan

## Awareness of the word “biodiversity” (public opinion survey in Japan)



- understand “biodiversity”
- doesn't understand, but has heard of “biodiversity”
- never heard of “biodiversity”
- don't know

The target level in the National Biodiversity Strategy of Japan 2012-2020:

**Awareness of biodiversity will be over 75% by the end of 2019 (fiscal year)**

※ understand “biodiversity” + doesn't understand but has heard of “biodiversity”





# Interim Assessment of UNDB-J

Having reviewed efforts made for mainstreaming biodiversity since the establishment of UNDB-J (November 2015, the mid-point of UNDB, )

## Outline of interim assessment

- Each members efforts for mainstreaming biodiversity and have produced results steadily.
- Awareness of word “biodiversity” has been declining, so we cannot achieve the Aichi target1 by current efforts alone.
- We will need to enhance collaboration among members as well as with non-members and so on.



# UNDB-J Road Map

Establishing a “UNDB-J Road Map” to accelerate efforts for mainstreaming biodiversity (October 2016)

- Future vision of society:

- 1, Promotion of consumption activities and industrial activities that consider biodiversity.

2. Popularize lifestyle living harmony with nature.

3. Mainstreaming conservation and sustainable utilization of biodiversity through urban and regional planning.

- 4, Establishing a base of society living harmony with nature to involve conservation and sustainable utilization of biodiversity.

- Concrete actions and numerical targets for 2020 of UNDB-J and members



# Thank you for your attention ! Muchas Gracias!

