

From Five to Everyone

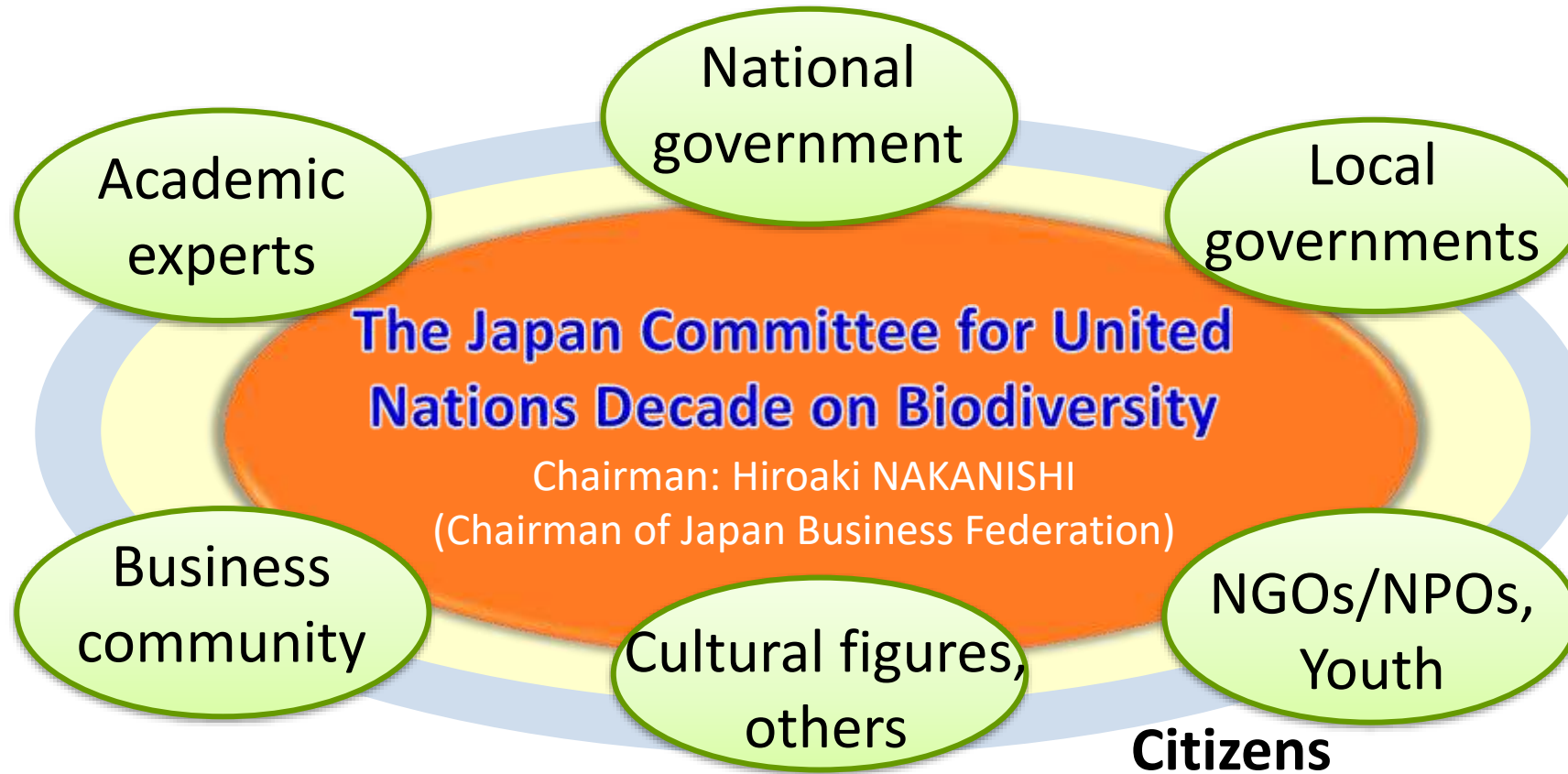
- My Five Actions to improve
biodiversity from your life -

TEPPEI DOHKE,
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Japan Committee for IUCN
as member of UNDB-J, Japan Committee for UNDB and
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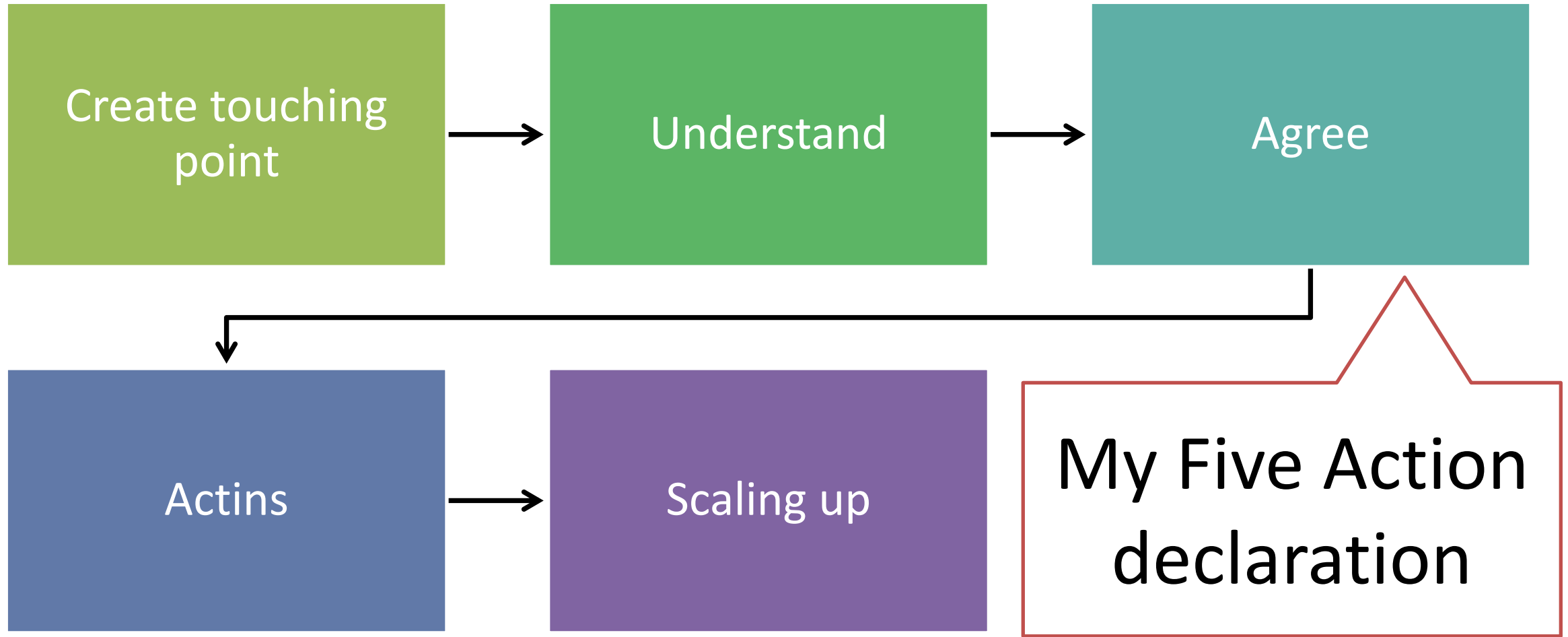


Japan Committee for United Nations Decade on Biodiversity

Multi stakeholder Platform and started from 1 September 2011

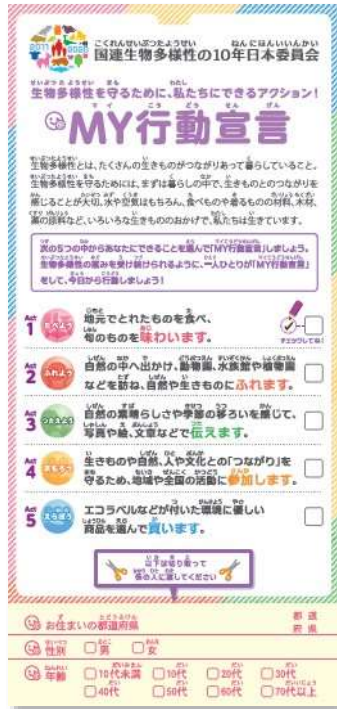


Steps in Communication based on CEPA-Toolkit




My Five Action Declaration


Select 5 daily actions which potentially lead to biodiversity conservation, and collect commitment/declaration for such 5 actions




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.

Tailored message are made by UNDB-J member and supporter

High school girl version



1	2	3	4	5
1	2	3	4	5
6	7	8	9	10
11	12	13	14	15
16	17	18	19	20

Agriculture, Forestry and Fisheries version

For Zoo and Aquarium version

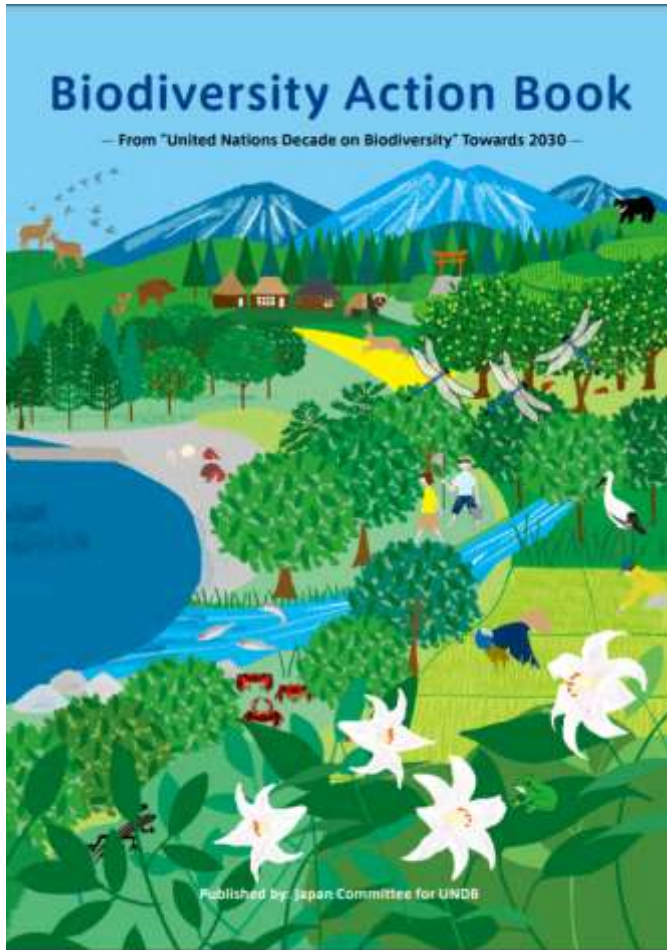


MOTHER EARTH version





Biodiversity Action Award



http://5actions.jp/pdf/action_book_en.pdf



Biodiversity Action Award

792 entries

427
community-based
organizations

217
companies

63
individuals

73
educational
institutions

12 local governments



Award-Winning Activities

Let us introduce the award-winning organizations in each of the 5 categories from 2013 to 2019.
*The names and activities refer to those provided at the time of submission.



Let's Eat Award

These are activities that have low environmental impact, which unearth the food culture of the region by using seasonal foods produced in the region.

Keywords: Self-sufficiency; home vegetable gardens, community gardens or farms; traditional foods; local production for local consumption; producing and eating in season; food education; food mileage; etc.

2013

Cooking Traditional Foods of the Shiga and Lake Biwa Areas

Eco idea kids, Lake Biwa (Shiga)

<http://sections.unn.ac.jp/ekids/>

Children who participate in this program discover Lake Biwa's rich bounty by learning how to cook the traditional foods of Shiga Prefecture, and also come to love and have pride in their region. This initiative also aspires to create a new food culture by fostering relationships.



Furusato project paving the way for the Future



Canon develop small grant program which support NGOs, promoting “My 5 Actions” related participatory program

Canon Marketing Japan Inc.

Key messages

- Behavior change to achieve the GBF are not just a one-off event. **Ongoing and cumulative and collective efforts are essential.**
- It is also important to develop and share **common target and tools** as well as **platform** to expand is to **create synergies in coordination and communication** between key organizations, including youth groups, and to involve new stakeholders.

Clean text!!

WG2020/5/1 GBF section K

- (e) Promoting or developing platforms, partnerships and action agendas, including with media, civil society and educational institutions, including academia, to share information on successes, lessons learned and experiences and to allow for adaptive learning and participation in acting for biodiversity;