

# Japan Business Initiative for Biodiversity

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Started April 2008 with 14 companies, now has 45 members

- ✓ Monthly meetings by 5 working groups to study
- ✓ Bi-monthly lectures for beginners
- ✓ Informal meetings for executives (a few times a year)
- ✓ Presentations at various occasions
- ✓ Stakeholder dialogues with NGOs, governments and investors
- ✓ Field visits

# 29 Regular Members

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**AEON**

Eat Well, Live Well.  
**AJINOMOTO**

**Asahi**

 **ASKUL**

**BRIDGESTONE**

**DNP**

**FUJITSU**  
shaping tomorrow with you

**FUJI XEROX** 

 **GREEN WISE**

**HITACHI**  
Inspire the Next

**CO-OP**

**JXTG Nippon Oil & Energy**

**KAO**

 **MITSUBISHI ESTATE**  
A Love for People. A Love for the City.

  
**M O R I**

**MS&AD** MS&AD Insurance Group

 **OSAKA GAS**

**Panasonic**  
ideas for life

**Regional  
Environmental  
Planning Inc.**

**GPI**  
The General Packaging Industry  
**RENGO**

**RICOH**

Connect Through Life  
**SARAYA**

**SEKISUI**

  
**SEKISUI HOUSE**

Today's Work, Tomorrow's Heritage  
SHIMIZU CORPORATION  
**SHMZ**

 **SUMITOMO FORESTRY**

 **TAKENAKA**

**TEIJIN**  
Human Chemistry. Human Solutions

**TOPPAN**

As of 1<sup>st</sup> July 2018, in alphabetical order

# 16 Associate Members

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As of 1<sup>st</sup> July 2018, in alphabetical order

# Why business was slow to join?

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Difficult to understand “biodiversity” and its significance and relation to business.

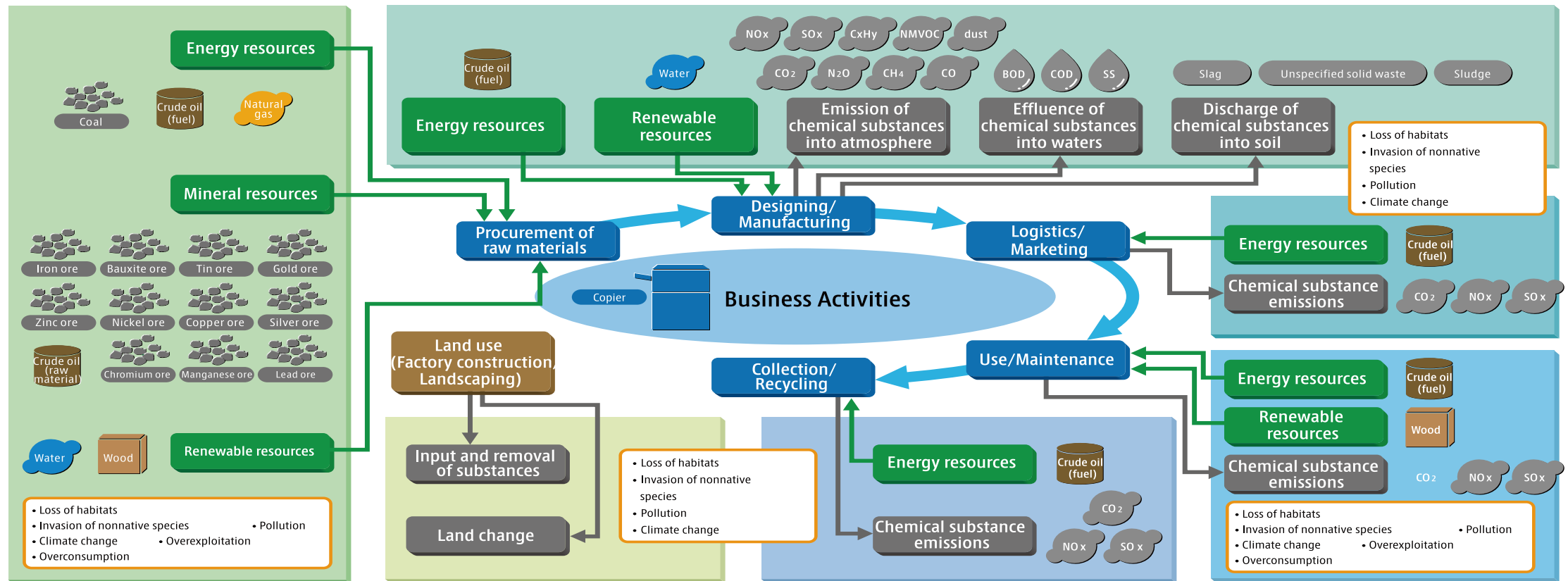
*“What is biodiversity?”*

*“Why business?”*

We needed to prepare “narratives” to convince our executives.



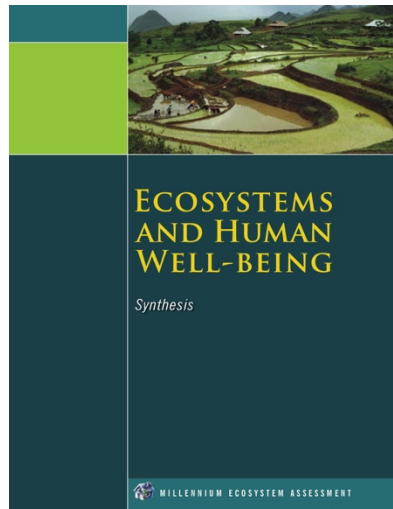
# Developing our tools: “B&B Interrelationship Map”



By courtesy of Rrioch

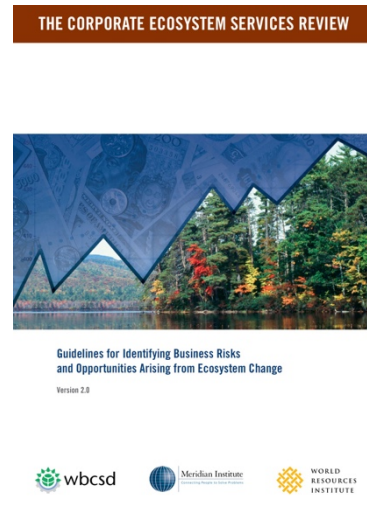
# Development of Driving Concepts

MEA(2005)



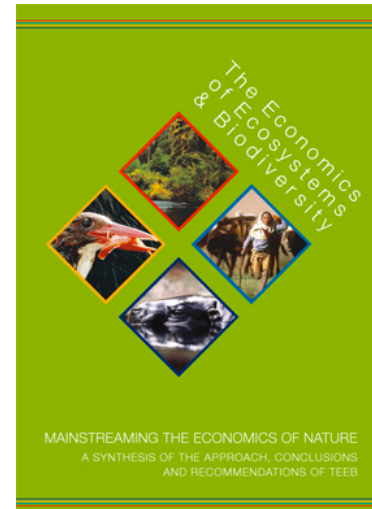
Ecosystem  
services

CER(2008)



Dependence  
& impacts

TEEB(2010)



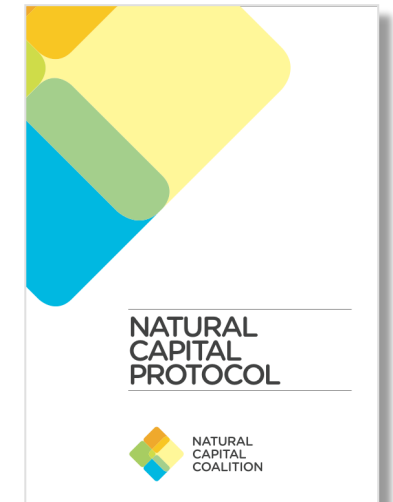
Value of  
nature

NCR(2013)



Supply chain  
impacts

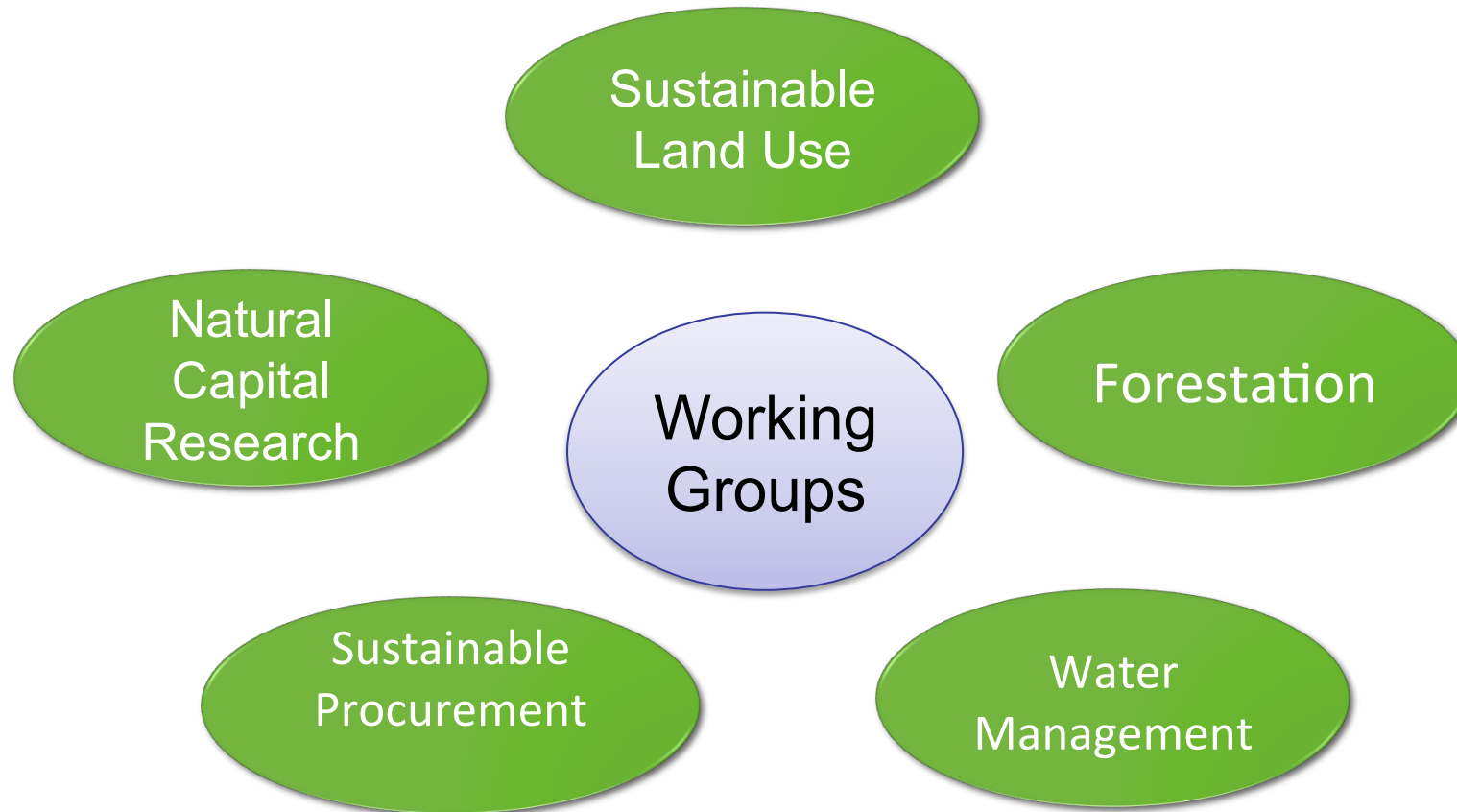
NCP(2016)



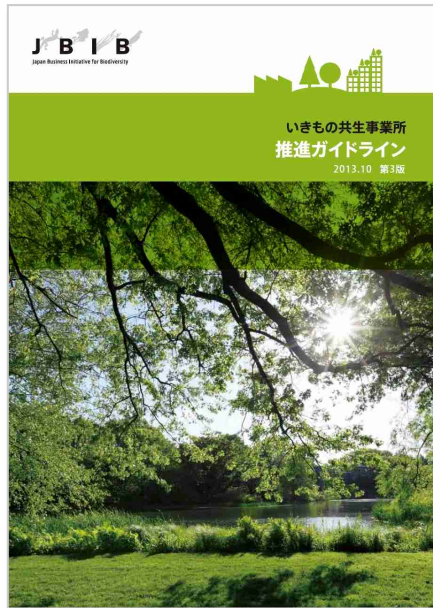
Natural  
Capital  
Accounting

# Focused subjects

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# Guidelines and Guide books



“JBIB Guidelines for Sustainable Business Sites” including additional tools

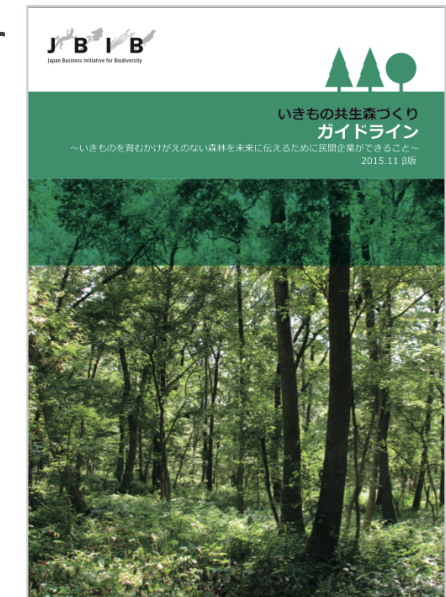


“Corporate Water Management Guide to Conserve Biodiversity”

“Guidelines for Forestation for Harmony with Nature”



“Guide for Promotion of Raw Material Procurement for Business in Consideration of Biodiversity”





# More subjects to cover



ESG

## Marine plastics





# “Declaration of Support for Zero Deforestation”

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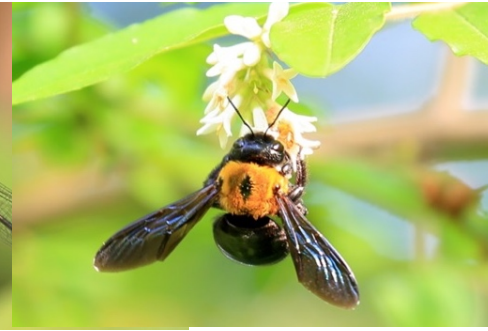


Made in June 2018.

Supporting companies to commit Zero Deforestation by providing both necessary information and materials.



# Educations of employees and children



Monitoring Cards



“Biodiversity Monitoring Day events towards 2020 “

- JBIB 9 member companies organized events in Tokyo business districts.
- 360+ participants, more than 390 species observed.



# Creating additional values by enhanced biodiversity



AEON Mall Tamadaira



Kusatsu Factory (Panasonic)



Dai Nagoya Building (Mitsubishi Estate)



# Sharing experiences and business cases

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“Guidelines for Private Sector Engagement in Biodiversity” was revised and English version has been released recently by MoE.

- [http://www.biodic.go.jp/biodiversity/private\\_participation/guideline/BDGL2\\_en.pdf](http://www.biodic.go.jp/biodiversity/private_participation/guideline/BDGL2_en.pdf)

- JBIB members were invited to the committee to share experiences and give advise based on them.

- Many JBIB members activities were adopted and shown as good cases for each industry.



# What's next?

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- More commodities to cover
- Mainstreaming biodiversity into business decisions and management
- “Sustainable consumption and Production”

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*Why business?*

*What do you expect for business?*

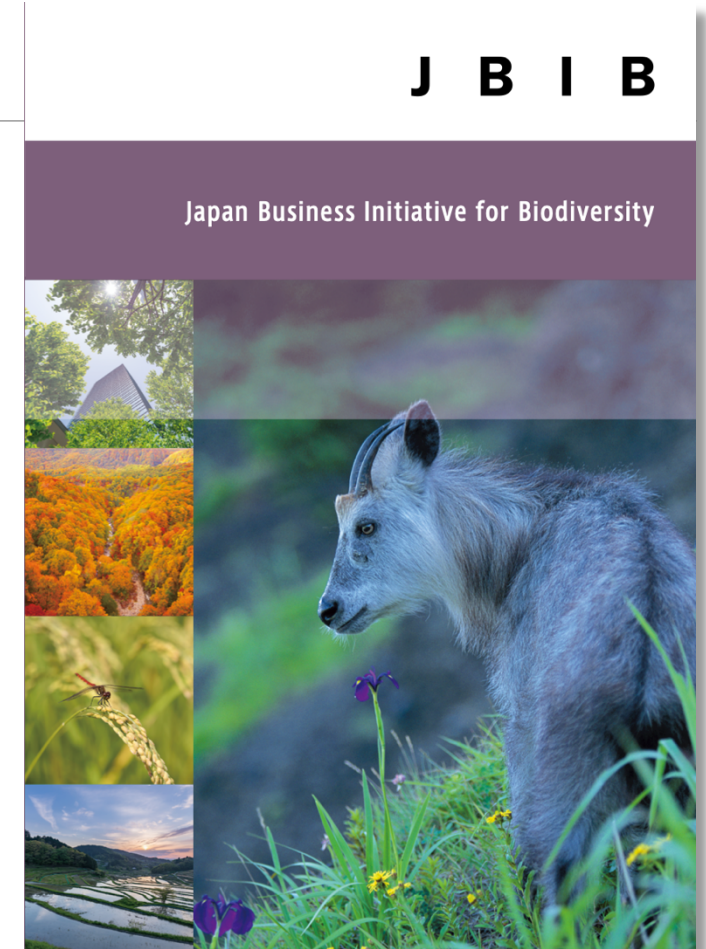
# Thank you

For more information, grab our brochure  
or visit us at

<http://www.Jbib.org/english/>

For questions and comments

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PDF is available on the web.