



A NEW CERTIFICATION SYSTEM FOR SUSUTAINABLE LAND USE ENCOURAGES SUSTAINABLE URBAN DEVELOPMENT



Makoto HARAGUCHI

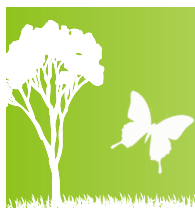
Director of ABINC & Adviser to JBIB



ABINC
Association for Business Innovation
in harmony with Nature and Community



Japan Business Initiative for Biodiversity



ABINC and a new certification system for sustainable land use of business facilities



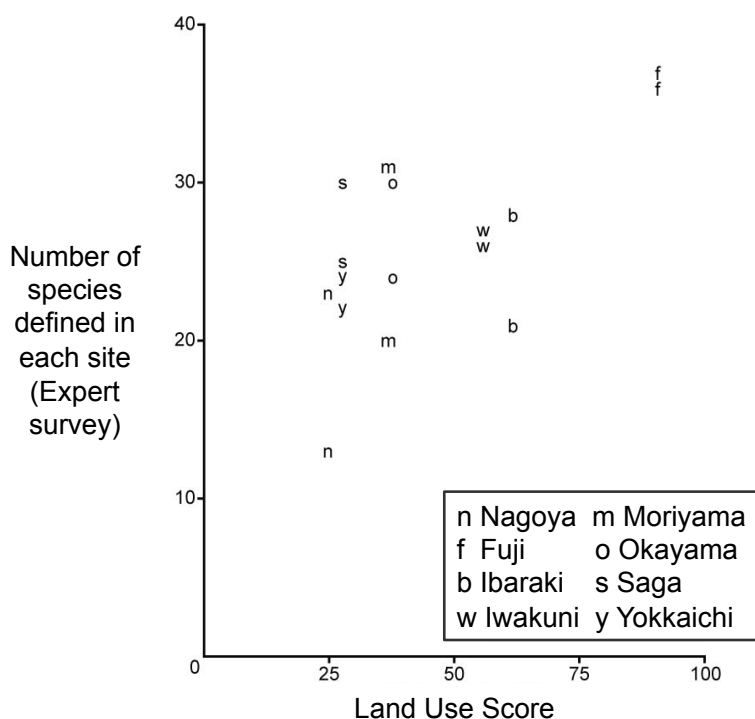
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Trigger: Communication with various related stakeholders



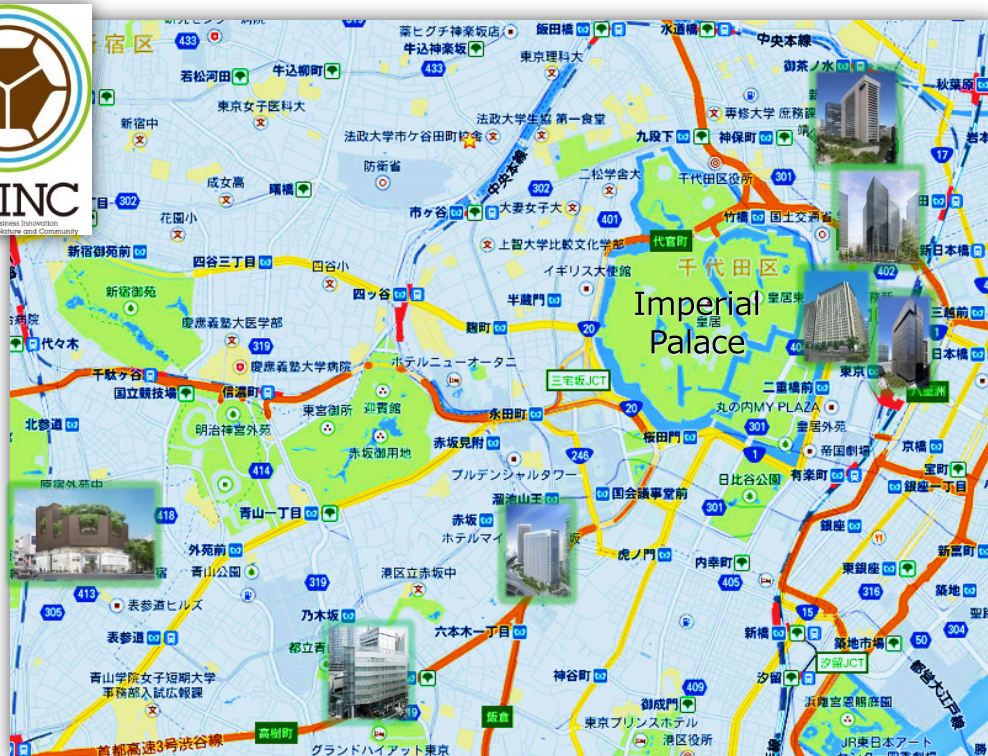
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Credibility: Correlation between the Score and biodiversity index



Source: "Evaluation of the tools for evaluating corporate green spaces and for simplified biodiversity survey" (Tsubasa Iwabuchi, et.al., 2014)

- Dr. Tohru Nakashizuka [Chairman] (Prof., Tohoku Univ.)
- Dr. Akira Kameyama (Chairman, Nature Conservation Society of Japan (NACS-J) & Prof. Emeritus, Tokyo Univ. of Agriculture and Technology)
- Dr. Yukihiro Morimoto (Prof. Emeritus, Kyoto Univ., Prof., Kyoto Gakuen Univ. & Advisor, URBIO)
- Mr. Daizaburo Kuroda (Former Senior Councilor, Ministry of Environment, Government of Japan)
- Dr. Naoki Adachi (Executive Director, JBIB)
- Mr. Makoto Haraguchi (Advisor, JBIB)
- Mr. Osamu Kajitani (Chairman, Japan Association of Environment Assessment)



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Goal: Contribution to the local ecological network



Source: Chiyoda Local Biodiversity Action Plan

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Future expansion activities

- Application to other facilities from this October
 - factories
 - apartment housings
- Application in other countries (near future)
- Application in alliance with other green building certification systems

- A new certification can be a label which distinguishes a certified project from conventional development projects. This will encourage companies to move forward to more sustainable land use.
- Even though this certification is the first step for companies to challenge net positive development, project sites like small green dots make sense in urban areas in the aspects of ecological network.

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