

Biodiversity Efforts

by

the Business Sector of JAPAN

-Activities of Keidanren Committee on Nature Conservation-



Nov.15th, 2013

Masatoshi Sato

Chairman of Keidanren Committee on Nature Conservation

Crosslink

人と生き物、自然と暮らし、日本と世界、企業とNGOに橋を架けて20年
Two Decades of Linking Humans and Wildlife, Nature and Livelihoods, Japan and the World,
and Businesses and NGOs



What is KCNC?

- **Keidanren** (Japan Business Federation)
- **KCNC** (Keidanren Committee on Nature Conservation)
- Established in **1992** (the Earth Summit in Rio, Brazil)



Three Main Functions

- **Supporting** NGO for their nature conservation activities through KNCF
- **Promoting** collaborations between companies and NGOs
- **Developing** awareness on nature conservation and biodiversity

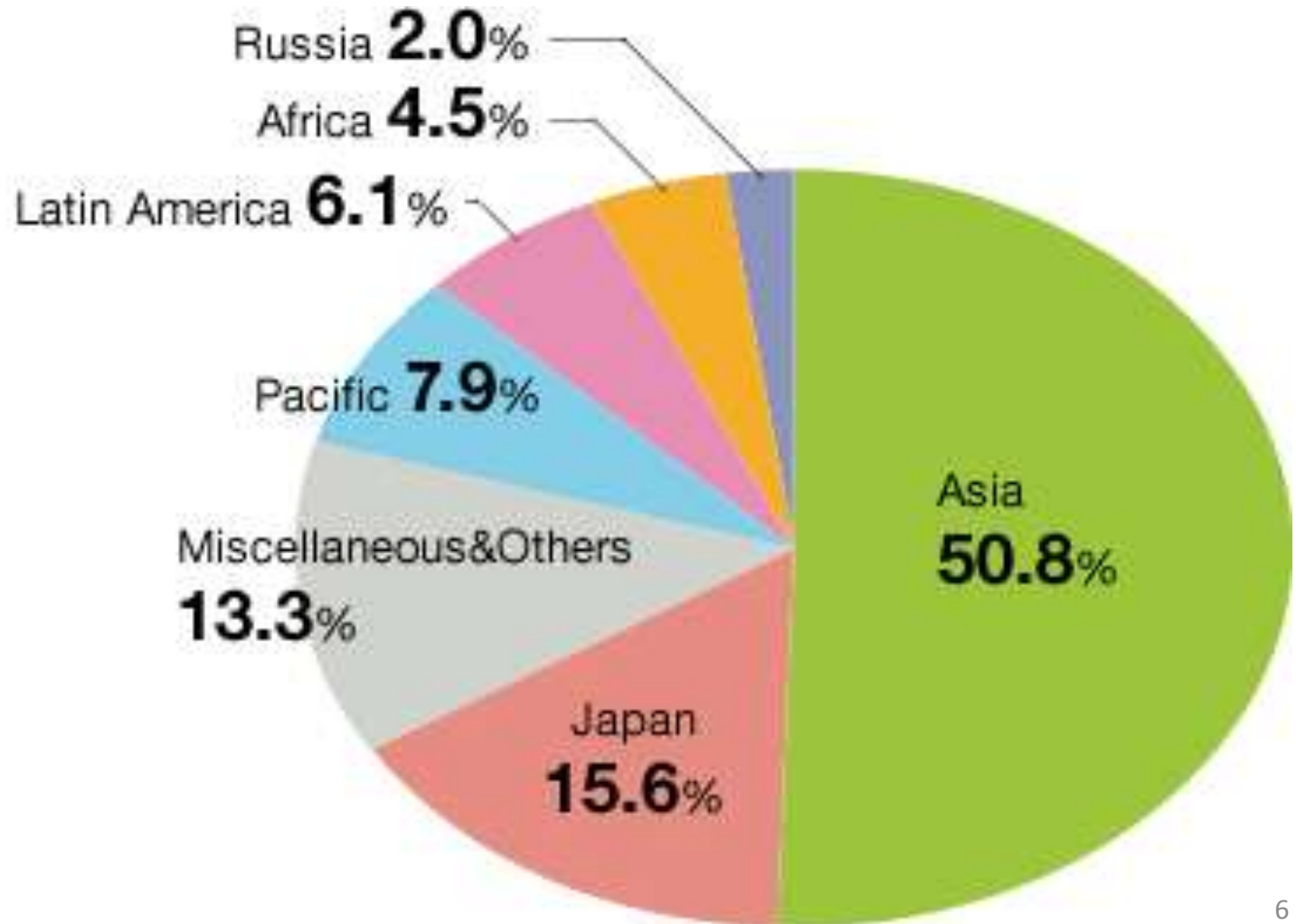
Supporting

- Fund NGO for their nature conservation activities through **KNCF** (Keidanren Nature Conservation Fund)
- over **20** years
- about **1,100** projects
- approximately US\$ **32** million



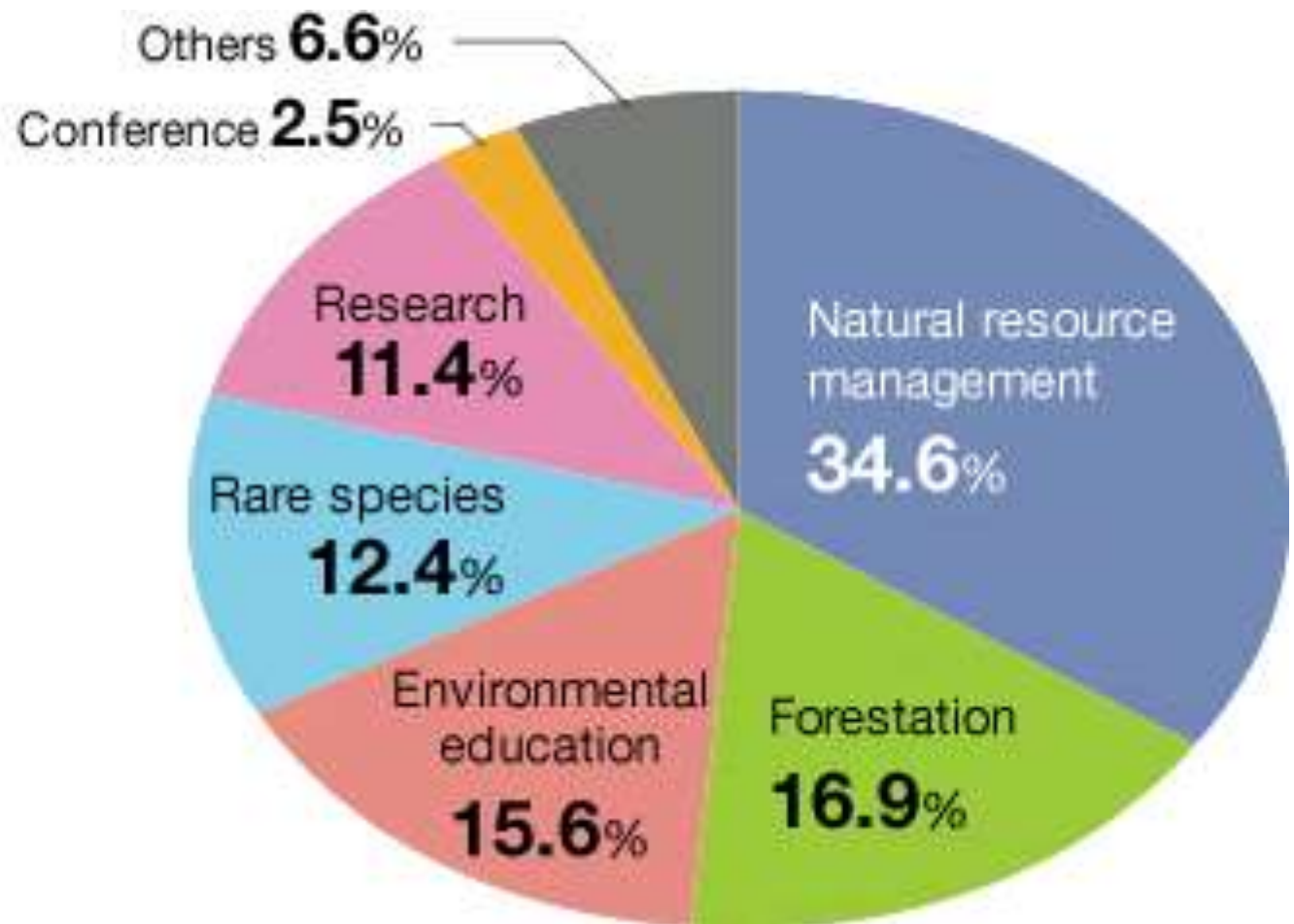
Supporting

Categorical Breakdown of Project Area



Supporting

Categorical Breakdown of Project Type



Supporting

Examples of support for **Protected Areas**:-

- The broad-leaf tree afforestation in Shirakami Mountain Range by The Shirakami Mountains Preservation Society

*People are gathering beech seeds in autumn for afforestation.
(Japan)*



Supporting

Examples of support for **Protected Areas:-**

- Promote Conservation and Improve Livelihood of people in and around Para National Park and Buffer Zone by The Mountain Institute

*Committee members
are collecting
information about
local biodiversity.
(Nepal)*



Supporting

Examples of support for **Protected Areas**:-

- Strengthening Environmental Education Capability in Gunung Halimun Salak National Park in Indonesia by Japan Environmental Education Forum

*Terraced rice fields spread in the valley nearby National Park.
(Indonesia)*



Promoting

- Promoting collaborations between companies and NGOs
- Periodical meetings with NGOs and members
- Yearly field visit domestically and overseas



Promoting

- Promoting collaborations between inhabitants and National Park rangers

A village mayor emphasizes the importance of collaboration between inhabitants and rangers.(Indonesia)



Developing

- Developing awareness on nature conservation and biodiversity among member companies
- Declaration of Keidanren on Nature Conservation (in 2003)
- Declaration of Biodiversity by Keidanren (in 2009)

Reconstruction of Tohoku

- Memorandum of Collaboration with MOE
- Sanriku Fukko (Reconstruction) National Park
- Special Working Group for Collaboration

- KCNC Member's Session, today
- Tokyo Electric Power Company
 - "Preservation of the Nature of Oze"*
- Oji Forest and Products
 - "Forest Nature School"*
- Sumitomo Forestry
 - "Forest Rehabilitation Activity"*

Guide to Grant Program 2014

Applications will be accepted through 10th
December, 2013

<http://www.keidanren.or.jp/kncf/en/fund/project/html>



CONTACT

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About the Committee

About the Fund

A photograph of two orangutans in a lush green forest. One orangutan is in the foreground, looking towards the camera, while another is in the background, reaching up towards a tree branch. The background is filled with dense foliage and tree trunks.

Over 20 years of linking Humans and Wildlife,
Nature and Livelihoods,
Japan and the World, and Business and NGOs.