

increasingly important.

In the next section, we will show efforts toward

conversion to a biodiversity-friendly society and economy.

Section 4 Conversion to a Society and Economy That Take Biodiversity into Account

1. Public Awareness about Biodiversity

In order to convert to a society in which the benefits of biodiversity can continue to be enjoyed through sustainable use in the future, it is necessary to incorporate conservation of biodiversity and sustainable use into various socio-economic activities, from a global scale to the level of familiar citizen activities. An example is the first of the 20 individual targets of the Aichi Targets: “People become aware of actions for the value and conservation of biodiversity and sustainable use.” According to a public opinion survey conducted by the Cabinet Office in 2009, the national degree of awareness of the word biodiversity (the ratio of people who have heard of the word or who know the meaning of the word) is only 36.4% (Figure 3-4-1: Degree of Awareness of the Word “Biodiversity”). Due to COP10 there has been a significant increase of interest in biodiversity, but in order to reduce the load on biodiversity caused by human activities, it is necessary for all people to be aware of the meaning of the word biodiversity and its value and to take real actions. That is the starting point for everything.

2010 was the “International Year of Biodiversity” designated by the United Nations plenary session, and a variety of events related to biodiversity were held around the world. In Japan a “Japan National Committee for the International Year of Biodiversity (Life on Earth Committee)” was established, and with the participation of various main constituents such as academic experts, cultural figures, economic circles, the mass media, and

2. Efforts by Businesses

Corporations and other businesses are playing an important role of broadly providing the benefits of biodiversity to society through products and services. In addition, activities by businesses affect biodiversity in various situations, receive its benefits, and are closely related to biodiversity (Figure 3-4-2: Overview of Business Activities and Biodiversity).

The individual targets of the Aichi Targets state that, “All related parties, including businesses, will implement plans for sustainable production and consumption.” Thus it is necessary for all main constituents such as private businesses to take biodiversity into consideration in their use of natural resources, the supply chain, investment and lending.

Movements related to biodiversity and business began at COP8 held in 2006 when a resolution related to the importance of participation by private businesses was adopted. That resolution pointed out the delay

of participation by private businesses in relation to biodiversity, and included the following expectations for contributions that could be made by private businesses: 1) adoption and promotion of exemplary practices by businesses, which have significant ability to affect biodiversity, can contribute substantially to convention of loss of biodiversity, 2) private businesses that have significant ability to influence the government and public opinion are the key to expanding conservation of biodiversity and sustainable use, and 3) private businesses have the ability to accumulate knowledge and technology related to biodiversity and general management, research and development, and communication, and they can be expected to be active in practical aspects of preservation of biodiversity and sustainable use.

At COP9 held in 2008, a signing ceremony for the “leadership declaration” of the “Business and Biodiversity Initiative (B&B Initiative)” was held, with participation by

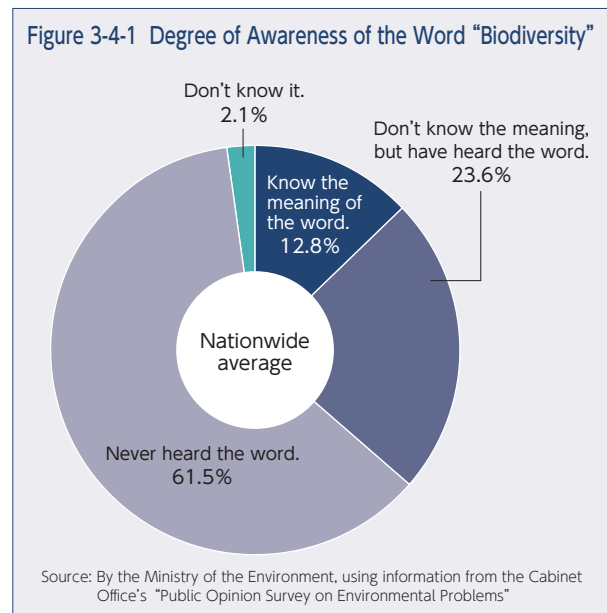
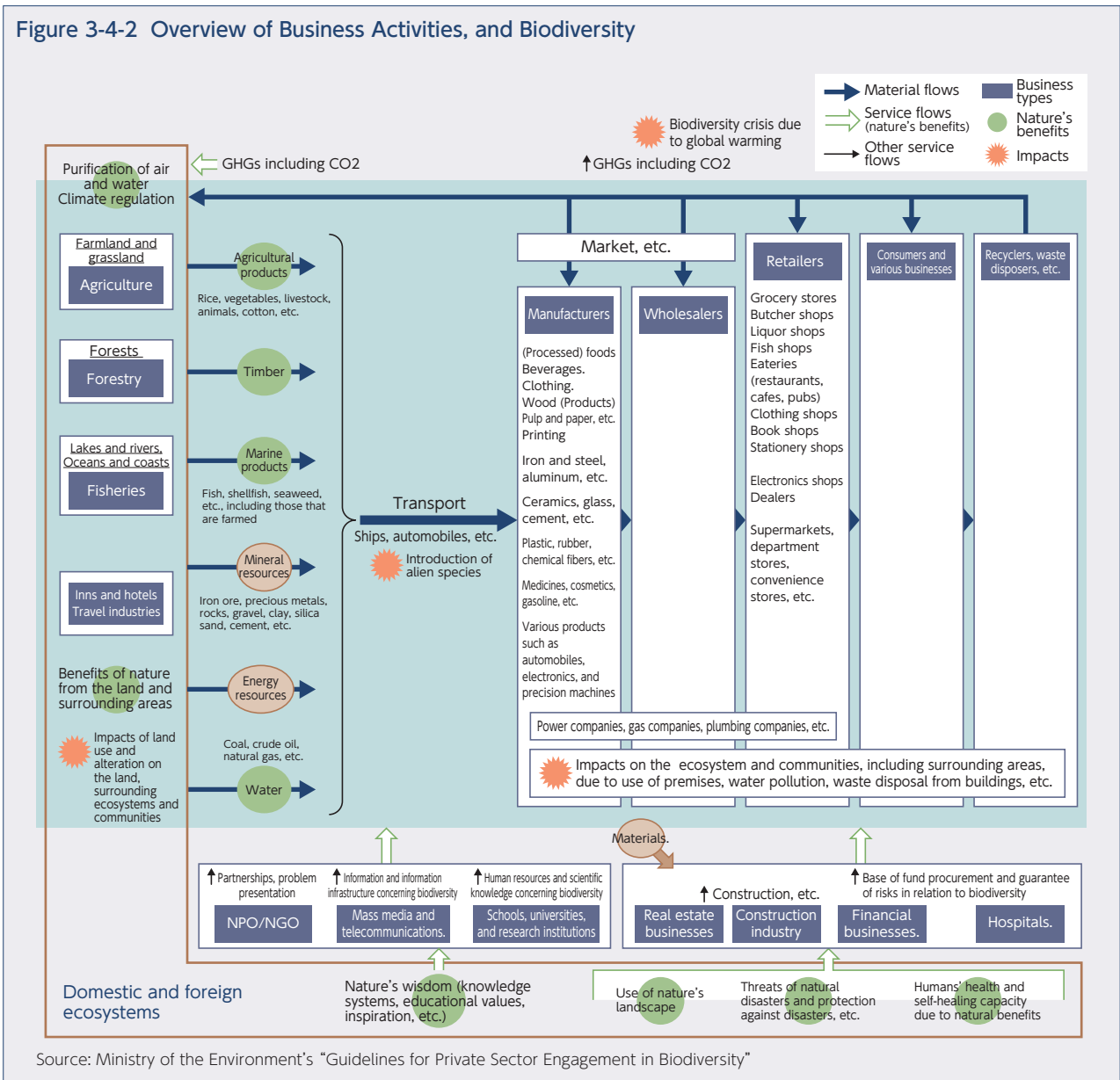


Figure 3-4-2 Overview of Business Activities, and Biodiversity



34 companies, including 9 companies from Japan.

Under the Basic Act on Biodiversity enacted in 2008, in Japan it is the duty of businesses to reduce the impact that their business activities have on biodiversity. Further, in August 2009 the Ministry of the Environment released "Guidelines for Private Sector Engagement in Biodiversity," which are guidelines for businesses when they make voluntary efforts for conservation of biodiversity and sustainable use. The guidelines specifically indicate rationales, actions to take and fundamental principles for businesses when they voluntarily make efforts that take biodiversity into consideration (Figure 3-4-3: Overview of Guidelines for Private Sector Engagement in Biodiversity).

Business communities have also started to take actions. Keidanren (Japan Business Federation) and Chukeiren (Chubu Economic Federation) each announced a "Biodiversity Declaration" in March 2009 and in October 2010 respectively, and they are showing determination to actively make efforts for biodiversity and guidelines for taking specific actions. There are also examples of efforts through collaboration by individual companies and multiple

companies, such as establishment of the "Japan Business Initiative for Biodiversity (JBIB)" (April 2008) and public announcement of the "Biodiversity Initiative for Lake Biwa" by the Shiga Committee for Economic Development (April 2009).

In addition, taking advantage of COP10 being held in Japan, the "Japan Business and Biodiversity Partnership" was established on the initiative of Keidanren and other parts of Japan's economic circles. This partnership is a framework to promote participation by a wide variety of main constituents such as corporations in business activities that take biodiversity into consideration, and as of February 2011 there were 440 organizations participating in it. Efforts are also being made to build an international network through collaboration with corporations that participate in Germany's B&B Initiative (Figure 3-4-4: Conceptual Diagram of Japan Business and Biodiversity Partnership, Figure 3-4-5: Policy for Action under Japan Business and Biodiversity Partnership).

Although such leading-edge efforts are moving forward, there are still many tasks for efforts by businesses. A questionnaire survey of corporations that the Ministry of



Figure 3-4-3 Overview of Guidelines for Private Sector Engagement in Biodiversity

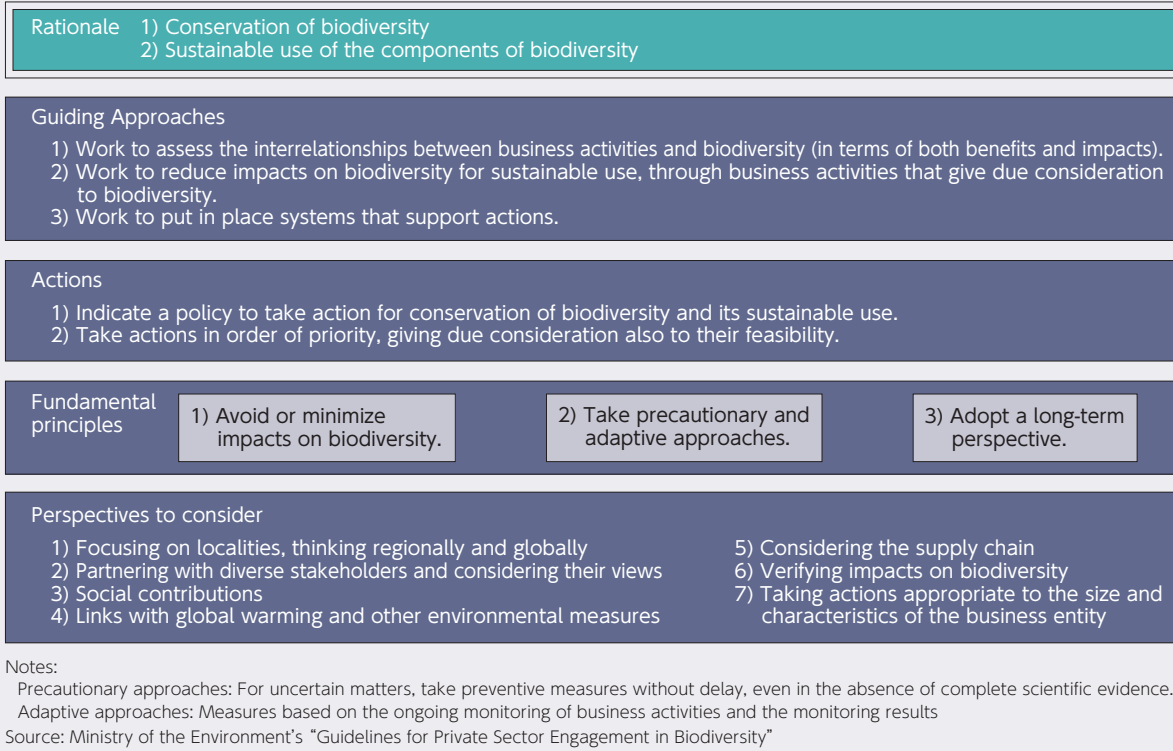
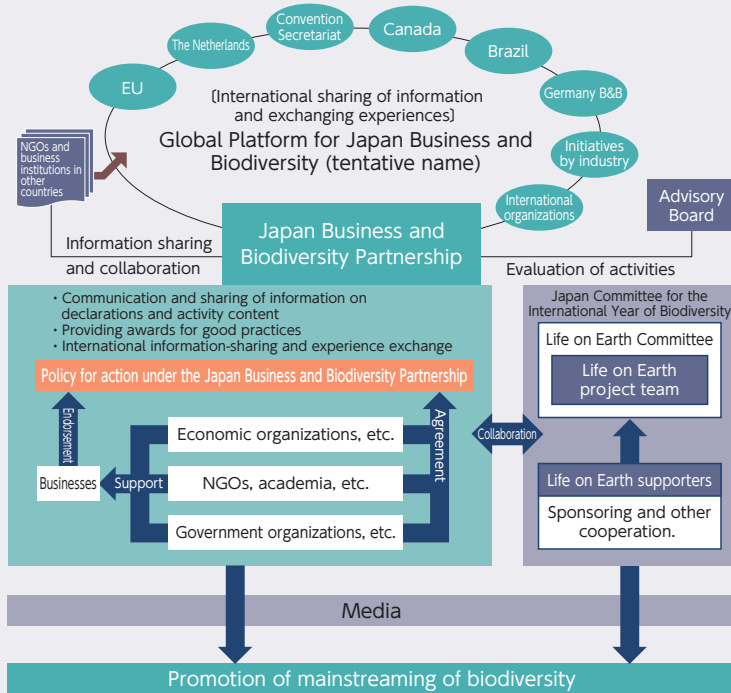


Figure 3-4-4 Conceptual Diagram of Japan Business and Biodiversity Partnership



Source: Japan Business and Biodiversity Partnership Secretariat

activities is also only approximately one-fourth of all corporations (Figure 3-4-6: Efforts to Conserve Biodiversity through Corporate Activities). Because business activities are built on close relationships with transaction partner companies, consumers, producers, and regional society, there are limitations on efforts made by single corporations alone. In that sense, it is necessary to have the necessity and value of efforts made by corporations for conservation of biodiversity and sustainable use understood by a wide range of such relevant parties.

Private businesses have various scales and business functions, and each is involved with biodiversity in a different manner. Many business efforts that take biodiversity into consideration are conducted mainly by large corporations, but from now on a major task will be to promote efforts by small- and medium-sized corporations in addition to those by large corporations. For that reason, here we will introduce some examples of efforts by small- and medium-sized corporations.

the Environment conducted from August to September in 2010 showed that although the number of corporations that answered that “efforts are significantly relevant to corporate activities and are prioritized” had risen by approximately 4 points over the previous year, it was still only 17.2%. The number of corporations that make efforts for preservation of biodiversity in their business

Because coffee is an agricultural product that can be cultivated in the shade, such as under trees, it is possible for local citizens to earn cash while conserving forests. A certain coffee dealer has created standards for coffee cultivation that take environmental conservation into consideration, and in addition to supporting technical guidance, it selects producers in other countries and

makes purchases directly. Such efforts not only conserve local biodiversity, they are also useful in improving and stabilizing quality of life of the residents.

In addition, most marine product producers currently rely 100% on imports of raw materials for processed food because of a decline in domestic technology and problems with prices due to machinery and personnel costs, but a

certain marine product producer is making efforts to use some local fish. As a result, that producer is gaining the support of local consumers.

Figure 3-4-5 Policy for Action under the Japan Business and Biodiversity Partnership

- 1. Appreciate nature's gifts and aim for corporate activities in harmony with the natural environment.**
 - 1-1 Recognize the importance of biodiversity and nature's gifts (ecosystem services) and reflect them in corporate policy.
 - 1-2 Establish a corporate management vision and provide leadership to integrate biodiversity concerns.
- 2. Act from a global perspective on the biodiversity crisis.**
 - 2-1 Consider impacts on relevant ecosystems and local communities, both domestic and abroad, when setting out operational plans.
 - 2-2 Make an effort to ensure that both providers and users of genetic resources will benefit from their utilization.
- 3. Act voluntarily and steadily to contribute to biodiversity.**
 - 3-1 Make efforts to improve the identification and analysis of biodiversity impacts and improve business operations on biodiversity.
 - 3-2 Endeavor through the individual company's operations to contribute to substantial conservation of biodiversity and carefully consider implementation of trading or off-setting measures based on an economic assessment.
 - 3-3 As part of social responsibility activities, engage in biodiversity issues even if they are not directly linked to the operations of the company.
- 4. Promote corporate management for sustainable resource use.**
 - 4-1 Continuously proceed with not only your own business activities, but also conservation of resources and energy and the 3Rs (reduce, reuse, recycle) that focus on the life-cycles of products and services.
- 5. Create an industry lifestyle and culture that will learn from biodiversity.**
 - 5-1 Promote technical development learning from nature and traditional knowledge, and encourage innovation in lifestyle and culture.
 - 5-2 Promote the development and dissemination of technology that will contribute to the conservation of biodiversity.
 - 5-3 Make efforts to help restore biodiversity when operating in areas where nature has been negatively impacted.
- 6. Collaborate with relevant international and national organizations.**
 - 6-1 Promote collaboration by strengthening communication with NGOs, local governments, and educational, research and other relevant organizations.
 - 6-2 Strive to appropriately communicate and share information related to efforts to solve biodiversity problems.
- 7. Spearhead activities to build a society that will nurture biodiversity.**
 - 7-1 Actively carry out environmental education activities for employees in collaboration with local communities, NGOs, and other organizations.
 - 7-2 Raise societal awareness of the need to nurture biodiversity.

Source: Japan Business and Biodiversity Partnership Secretariat

Photo: Shade-grown coffee

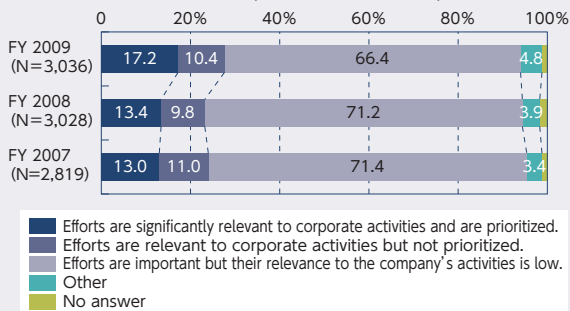


Photo: Processed food that used local fish

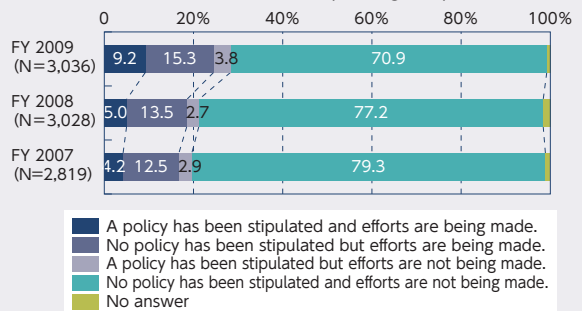


Figure 3-4-6 Efforts to Conserve Biodiversity through Corporate Activities

Efforts to conserve biodiversity, and the state of corporate activities



State of efforts to conserve biodiversity through corporate activities



Source: Ministry of the Environment's "Survey Results of Environmentally-Friendly Behavior"

3. Efforts by Households

In order to convert to a society and economy that take biodiversity into consideration, it is important for each of us individuals to aim for a lifestyle that takes biodiversity into consideration in our daily lives. Ministry of the Environment has released the three pillars of “feel biodiversity (feel the nature and living beings around you),” “protect biodiversity (participate in activities to protect living beings),” and “communicate information about biodiversity (tell others about biodiversity)” as hints for citizens when they make efforts for conservation of biodiversity and sustainable use. Ministry is also calling for people to make a “declaration of my actions,” which is to declare the actions that each individual will take from now on (Figure 3-4-7: Biodiversity “List of People’s Actions”). As of March 2011, 13,189 of those “declaration of my actions” had been collected. It is important for such efforts to be practiced in daily life.

Most importantly, 67% of Japan’s ecological footprint is generated by household consumption activities (Figure 3-4-8: Breakdown of Final Demand against Total Consumption Ecological Footprint in Japan), and from a consumer’s perspective choosing products and services that take biodiversity into consideration also leads to direct conservation of biodiversity. Although there are still few cases in which detailed information is shown about the impact on biodiversity caused by products and services that we use, in recent years efforts have been made to have third-party organizations certify sustainable wood and marine products.

As for wood products, based on the Law on Promoting Green Purchasing, since 2006 the government has been procuring timber and wood products that have been verified as legal and sustainable. The government has also been indicating, both domestically and to other countries, guidelines on methods for verifying the legality and sustainability of timber and wood products supplied within Japan. Forest certification serves as a reference when selecting timber and wood products that have been verified as legal and sustainable. Forest certification is a system led by the private sector under which third-party organizations certify whether forests are being appropriately managed from the perspectives of “whether laws and international agreements are being complied with” and “whether operations that take biodiversity into consideration are being conducted.” Timber produced from those forests is managed separately, labeled, and then distributed. There are various organizations for forest certification systems such as the Program for the Endorsement of Forest Certification Schemes (PEFC), the Forest Stewardship Council (FSC), and the Sustainable Green Ecosystem Council (SGEC). The land area of forests that have received forest certification is increasing, with 129 million hectares around the world certified by the FSC (as of May 2010; Figure 3-4-9: FSC Certified Forest Area Growth), and as of December 2010 there were 100 forests in Japan that had received certification by the SGEC, with a land area covering 864,000 ha.

As for marine products, certain rules have been stipulated for amounts and types of catches, time periods,

Figure 3-4-7 “List of People’s Actions” Related to Biodiversity

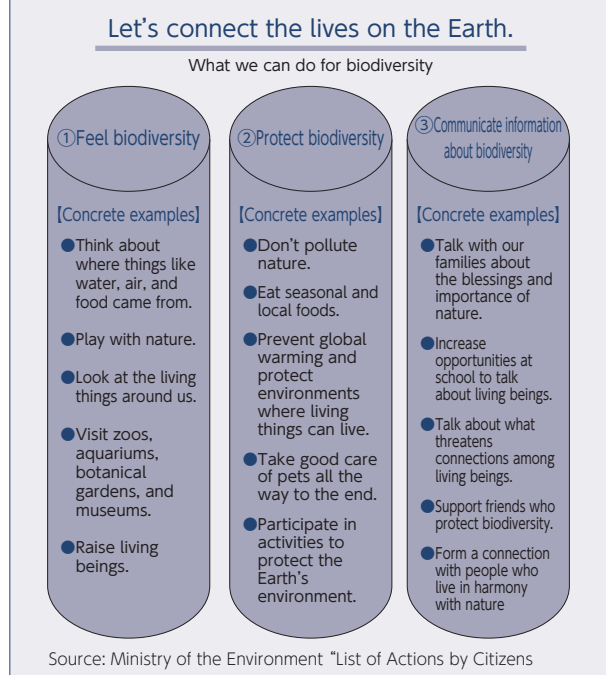


Figure 3-4-8 The Contribution of Each Sector of Final Demand to the Total Japanese Ecological Footprint of Consumption

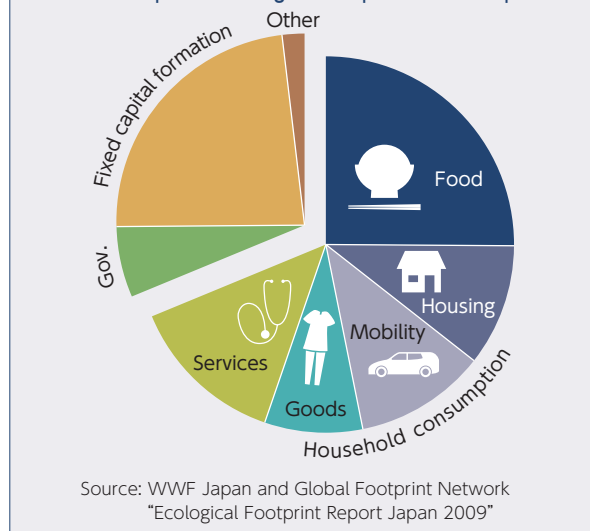
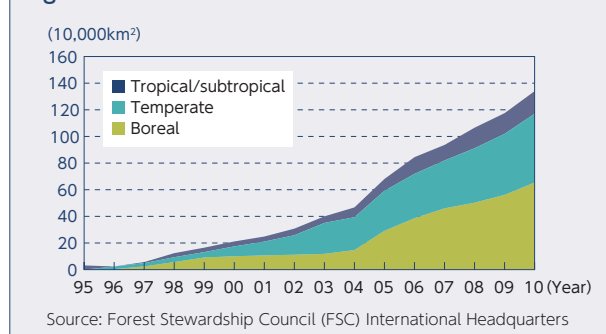
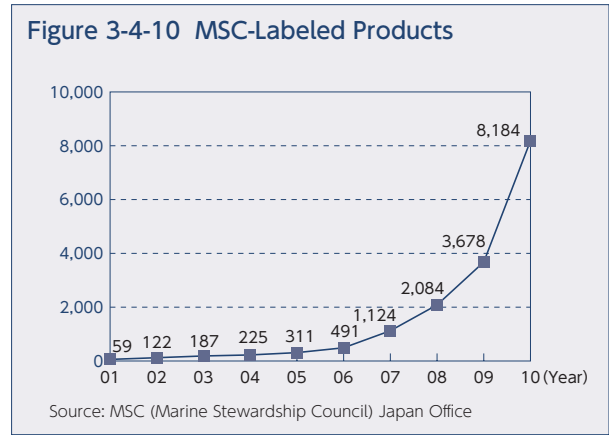


Figure 3-4-9 FSC-Certified Forest Area in the World.



and fishing methods. There are certification systems such as the Marine Stewardship Council (MSC) and Marine Eco-Label Japan (MEL Japan) as systems to have third-party organizations certify sustainable fishing industries that do not deplete fishing resources. Sales of products with the MSC label are expanding rapidly, and as of February 2011 there were more than 8,500 of such items and approximately 250 of such items are distributed in Japan (Figure 3-4-10: Number of MSC-Labeled Products).

The individual targets of the Aichi Targets indicate the importance of sustainable fishing of marine product resources and forestry and agriculture. In addition, activities by corporations and other businesses are supported by citizens' consumption, and in that sense choices by consumers have a significant ability to influence business activities. It is possible for us to cause business activities to change in a better direction through our individual selection of products and services that



take biodiversity and sustainability into consideration. In order to do so, it is necessary to have an interest in biodiversity and make efforts to gain knowledge required for choosing products.

Summary ~ Life in Harmony, into the Future ~

Prior to the holding of COP10, the Global Biodiversity Outlook 3 (GBO3) made public by the Secretariat of the Convention on Biological Diversity concluded that the 2010 Target for the Convention on Biological Diversity, which aimed at “a significant reduction of the current rate of biodiversity loss” had not been achieved, and it warned humans that if biodiversity loss continues as it has so far the Earth’s system would in the near future surpass its tipping point and the risk of dramatic biodiversity loss and the deterioration of ecosystem services would increase.

COP10 was an opportunity to discuss what humans should do in the current situation of degrading biodiversity so that the tipping point will not be crossed and dramatic biodiversity loss will be avoided. The slogan “Life in Harmony, into the Future” was decided upon to express coexistence of all living beings, including humans, into the future, and with more than 13,000 participants from parties to the convention, related international organizations and NGOs, the “Aichi Biodiversity Targets,” which are new world targets for the Convention on Biological Diversity (post-2010 targets) and the “Nagoya Protocol,” which is an international framework related to access and benefit sharing of genetic resources (ABS), were among the many decisions adopted before the conference closed.

As for the “Aichi Biodiversity Targets,” although each of the countries agreed on the point of “taking effective and urgent action to halt the loss of biodiversity,” there was a conflict of opinion between the EU, which strongly argued for inclusion of the phrase “stop loss of biodiversity by 2020,” and developing countries, which are considering future economic development and value feasibility, and this was a major point of contention. As for the “Nagoya Protocol,” there were major opinion gaps between developing countries and developed countries on many points of contention such as retroactive application of the protocol, handling protein and oxygen that arise from genetic resources, and a mechanism by which user countries would check whether users of genetic resources are using the genetic resources according to the rules of

the countries that provided the genetic resources. As of October 28th, when only one day of the conference remained, agreement had not been reached on most of the points of contention. However, because parties to the convention did not insist on their own countries’ interests and instead made compromises for the sake of “global benefits” in order to stop the biodiversity loss that is now on the verge of its tipping point, on the last day it was possible to adopt things such as the “Aichi Biodiversity Targets” and the “Nagoya Protocol” on many topics.

From now until COP11, which will be held in India in 2012, Japan as the Presidency must take the lead in efforts for various matters decided, such as the “Aichi Biodiversity Targets” and the “Nagoya Protocol.” As international contributions, Japan will begin things such as creation and operation of the Japan Biodiversity Fund to assist developing countries, promotion of the “Satoyama Initiative” to promote sustainable use of secondary natural environments, and support for establishing the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES). As for domestic measures, Japan will begin revision of its national biodiversity strategy, and work to improve measures and policies by promoting expansion of national parks and other protected areas and measures and policies for conserving endangered species.

The Aichi Biodiversity Targets also require efforts by each of the main constituents, such as corporations, businesses, local and regional governments, and NGOs, and efforts by society as a whole are essential. At the United Nations General Assembly held in December 2010, it was decided to designate the ten-year period from 2011 to 2020 as the “United Nations Decade on Biodiversity,” and from now on it will be necessary for international society to cooperate in moving forward with efforts aimed at conserving biodiversity. However, efforts by each of the domestic main constituents will also become increasingly important. It is necessary for each of the main constituents and individuals to steadily turn the “action plan that we can take now to stop biodiversity loss” into actions.