



3R

In 1995, to promote the use of recycled paper and raise public awareness, the Waste Reduction Promotion National Council, predecessor of the 3R Promotion Forum, created the R mark as a logo to show the percentage of recycled pulp contained in paper at a glance. Using recycled paper raises the percentage of used paper contained in paper materials, thereby promoting the effective use of valuable resources.

The 3R mark was designed by the 3R Promotion Council with the aim of making 3R activities better known by creating an easy-to-understand image of the three Rs and promoting the active participation and cooperation of as many people as possible. The 3R mark can be freely used by companies, NPOs and local government organizations in their 3R programs as well as PR activities and campaigns.



JECS — Japan Environment and Children's Study

The Japan Environment and Children's Study (JECS), a birth cohort study involving 100,000 parent-child pairs, was launched in 2011 in order to evaluate the impact of various environmental factors on children's health and development. The concept plan of JECS was published in March 2010 after three years of development within expert groups and public discussions about the research hypotheses and aims. Pilot studies started in 2008 in four universities, and samples from two preceding cohorts (Hokkaido and Tohoku) are also used for establishing exposure measurement protocols. The recruitment of hundred thousand pregnant women was achieved in March 2014. Health outcomes and exposure measurements will continue until the participating children become 13 years old.



**Japan Committee
for UNDB**

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UNDB-J has been established with the aim of mainstreaming biodiversity through promoting the participation of all stakeholders and their collaboration towards the achievement of the Aichi Targets.

FOR ALL THE LIFE ON EARTH

Biodiversity

FOR ALL THE LIFE ON EARTH

Some say we are facing the sixth wave of mass extinction in the history of the earth, and biodiversity is being lost at an unprecedented rate. Let us save the ecosystems that exist on a most delicate balance. Let us hand over the abundantly diverse forms of life to our future generations. To convey the essence of biodiversity to the public, we have chosen "For all the life on earth" as our motto, with our fervent hope for the future of this planet. Each color in the spectrum represents a different form of life. Various colors come together to form a rainbow, just as diverse forms of life are interwoven and create the texture of our world.

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