

Rules on Implementation of the National Park Official Partnership Program

Established on November 11,
2016

Article 1 (Purpose)

The Rules on Implementation of the National Park Official Partnership Program (the “Rules”) are intended to provide for matters which any and all companies and organizations that participate in the National Park Partnership Program (the “Program”) (collectively, “Participating Companies”) shall comply with when engaging in activities.

Article 2 (Purport of the Program)

The Program is aimed at helping persons in and outside Japan better understand natural environment preservation efforts and to vitalize areas home to the country’s national parks. This is through a process in which the Ministry of the Environment and companies and organizations (collectively “Companies”) cooperate with each other to publicize to the world the scenic beauty of Japanese national parks, which the Japanese feel proud in front of the world, as well as the attractiveness of staying within a local national park, thereby raising the number of national park users/visitors from within the country and from abroad.

Article 3 (Submission of proposed action plan)

1. Companies seeking to enter into an agreement on the National Park Official Partnership (the “Partnership”) (“Proposing Company, etc.”) may create a proposed action plan containing information on the items shown in the following paragraph and which concerns the Proposing Company’s initiative to publicize Japanese national parks’ attractiveness (“Action Plan”) and submit the proposed program plan to the Minister of the Environment (Japan). The letter of proposal shall be presented using the separately-shown Form 1; provided, however, that the Proposing Company, etc. shall be obliged to meet all of the requirements specified in the following items:
 - (1) The entity is neither a political organization nor a religious organization;
 - (2) The entity has no director falling under an organized crime group (hereinafter referred to as an organized crime group as stipulated in Article 2, Item 2 of the Act on Prevention of Unjust Acts by Organized Crime Group Member [Act Number 77 of 1991]) or a member of an organized crime group (hereinafter referring to an organized crime group member as stipulated in Article 2, Item 6 of the said Act), and

has no director who has such a relationship with an organized crime group and/or a member of an organized crime group as must be socially condemned.

2. An Action Plan document shall contain the following items:
 - (1) Outline of the actions for publicizing the attractiveness of Japanese national parks that is intended to be carried out no later than 2020 (“Actions”);
 - (2) Description of the planned Actions to be conducted for the year in progress (if the Action Plan is to be submitted no later than December 31, 2016, the Actions until the final day of the immediately-following year shall apply);
 - (3) Expected beneficial effect of the Action set forth in Item 2.
3. The following materials shall be attached to the Action Plan:
 - (1) A material that shows the outline of the Proposing Company, etc. (date of founding, paid-in capital, establishment name, number of employees, names of principal products [and/or services] and business size);
 - (2) Balance sheet, statement of income and/or their equivalents for the fiscal year immediately preceding the fiscal year containing the date on which the application is filed;
 - (3) Reference material for the Actions set forth in Item 1 of the preceding paragraph and any material that shows the grounds for computing the beneficial effect set forth in Item 3 of the said paragraph.

Article 4 (Conclusion of Partnership agreement)

1. If an Action Plan is submitted pursuant to the preceding article and the details shown in the said plan are deemed to meet the following requirements, the Minister of the Environment may enter into a Partnership agreement with the Proposing Company, etc.
 - (1) The Action Plan is designed to publicize the attractiveness of Japanese national parks broadly to entities in and outside Japan;
 - (2) The Action Plan is intended to communicate the attractiveness of Japanese national parks appropriately and effectively;
 - (3) The description of the Actions is specific and deemed as feasible.
2. A Partnership agreement shall come into effect with the conclusion of an agreement by and between the Minister of the Environment and a representative of the Partnership applicant company (“Partner Company, etc.”). Such agreement shall be based on the separately-shown Form 2.
3. The agreement shall be executed in duplicate and the Ministry of the Environment and the Partner Company, etc. shall each retain one copy of it.

Article 5 (Use of logos)

A Partner Company, etc. may, at no charge, use National Park Official Partner logos pursuant to the Rules on Use of National Park Official Partner Logo (the “Logo Usage Rules”).

Article 6 (Reporting on Action results)

1. A Partner Company, etc. shall, no later than January 31 each year, submit a report to the Ministry of the Environment on the results of the Action for the previous year (including the results of the use of National Park Official Partner logos, etc.) and the Action planned for the year in progress. The report shall be based on the separately-shown Form 3.
2. Information reported pursuant to the preceding paragraph may potentially be released through the Ministry of the Environment website or social networking service (SNS).

Article 7 (Term of agreement concluded)

The effective term of the agreement concluded as stipulated in Article 4, Paragraph 1 shall be the period from the date on which the agreement is entered into to December 31, 2020.

Article 8 (Demand for rectification)

If any of the following items applies to a Partner Company, etc. or any of the parties related to it, the Minister of the Environment may potentially demand that the said Partner Company, etc. rectify the situation:

- (1) The entity or the person has breached, or is suspected to have breached, these Rules;
- (2) The entity or the person has breached, or is suspected to have breached, the Logo Usage Rules;
- (3) The entity or the person has engaged in, or is suspected to have engaged in, an act that contradicts the aim of the Program in any other manner.

Article 9 (Termination of Partnership)

1. The Minister of the Environment may terminate the Partnership with an existing partner if any of the following applies:
 - (1) The Partner Company, etc. entered into the agreement set forth in Article 4, Paragraph 1 by an improper means;
 - (2) The Partner Company, etc. fails to provide a report as stipulated in Article 6, Paragraph 1 with its Actions being deemed as insufficient;
 - (3) The Partner Company, etc. is deemed to have committed a serious breach of laws or a breach of public order and morals;
 - (4) The Partner Company, etc. fails to meet rectification requirements requested by the

Minister of the Environment;

- (5) The Minister of the Environment deems that there is a rational reason for the partnership termination.
2. If any of the following applies, the Partnership shall cease to be effective:
 - (1) The Minister of the Environment informs the Partner Company, etc. of an intention to terminate the Partnership with it pursuant to the provision of the preceding paragraph;
 - (2) The Partner Company, etc. ceases to exist due to bankruptcy, dissolution, merger or any other reason;
 - (3) The Partner Company, etc. requests a Partnership termination and reaches agreement with the Minister of the Environment.
3. If Item 2 of the preceding paragraph is to apply, the Partner Company, etc. shall inform the Minister of the Environment to that effect.

Article 10 (Revision to the Rules, etc.)

1. These Rules may potentially be revised by the Ministry of the Environment as required. In such event, it shall, after the revision, notify Partner Company, etc. to that effect.
2. The Ministry of the Environment shall not be held liable for any detriment caused to a Participating Companies owing to a revision to these Rules.

Supplementary Provision

These Rules shall come into force on November 11, 2016.

Form 1

Submission of Action Plan for Concluding Agreement on National Park Official Partnership

This letter is to inform you that we wish to enter into the Agreement on National Park Official Partnership with the Ministry of the Environment since, pursuant to Article 3 of the Rules on Implementation of the National Park Official Partnership Program, we have formulated the following actions for publicizing the attractiveness of Japanese national parks (“Actions”).

XX (month) XX (date), XXXX (year)

Name and address of Partner Company, etc.

To the Ministry of the Environment

Outline of Actions until 2020	
Description of Actions for the year in progress	※ If the Action Plan is to be submitted between November 1 to December 31, the actions until the final day of the immediately-following year shall apply
Expected beneficial effect from Actions	※ Please describe quantitatively to the extent possible.
Contact details of the person in charge	

Form 2

Agreement on National Park Official Partnership

This Agreement on the National Park Official Partnership is hereby entered into by and between X (the “First Party”) and the Ministry of the Environment (the “Second Party”) pursuant to the Rules on Implementation of the National Park Official Partnership Program.

Article 1 (Purpose)

The purpose of the conclusion of the National Park Official Partnership is to help persons in and outside Japan better understand natural environment preservation efforts and to vitalize areas home to the country’s national parks. This is through a process in which the parties hereto cooperate with each other to publicize to the world the scenic beauty of Japanese national parks, of which the Japanese feel proud in front of the world, as well as the attractiveness of staying within a local national park, thereby raising the number of national park users/visitors from within the country and from abroad.

Article 2 (Description of the Actions)

The First Party shall implement the following according to the purpose set forth in the preceding article.

(1)

(2)

2. The Second Party shall provide the First Party with information necessary for it to execute the Actions set forth in the preceding paragraph, among other assistance measures, and engage in aggressive public relations activities on the said Actions through the Ministry of the Environment website, etc.

Article 3 (Amendment through consultation)

If either the First Party or the Second Party requests that any of the provisions of the preceding paragraph be revised, necessary revision shall be made upon having mutual consultation each time on an ad hoc basis.

Article 4 (Term)

The effective term of this Agreement shall be from the date on which it is entered into by and between the parties hereto to December 31, 2020.

Article 5 (Consultation on doubt or ambiguity)

Any matter not provided for in this Agreement or any doubt or ambiguity about any of the provisions of this Agreement shall be settled upon mutual consultation after the parties hereto consult with each other in good faith.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement in duplicate by having their duly authorized representatives place their signatures or seals thereon, and each party retains one copy of the originals.

XX (month) XX (date), XXXX (year)

The First Party:

The Second Party:

Koichi Yamamoto

Minister of the Environment

1 – 2 – 2, Kasumigaseki, Chiyoda-ku, Tokyo, Japan

Year in progress

Actions description	
Expected beneficial effect from Actions	※ Please describe quantitatively to the extent possible.

Contact details of the person in charge