

# J B I B

## Japan Business Initiative for Biodiversity





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A message from the JBIB chairman



Building upon our accomplishments to approach our goals

Greetings! My name is FUJII Shiro, Executive Vice President of MS&AD Insurance Group Holdings, Inc. I have just assumed the position of chairman of JBIB (Japan Business Initiative for Biodiversity) from Mr. SHIN Yoshiaki who has served as JBIB chairman for as many as 10 years since its foundation in 2008.

On behalf of the members of JBIB, I would like to say how very thrilled we are to participate in CBD COP14 with our like-minded colleagues from around the world. JBIB began its activities in Japan in 2008. I understand that this was a time when interest in biodiversity was rising among Japanese companies due to the decision for Japan to host COP10 in Nagoya in 2010. JBIB was launched by a group of companies engaging proactively to conserve biodiversity. In the beginning, the companies had not clearly organized their thoughts about what they could or should do for biodiversity, and so JBIB started by more or less feeling its way about.

Over the past decade, however, the relationship between companies and biodiversity has been firmly defined, and JBIB has been engaging in initiatives along those lines. Outcomes of our activities include the formulation of tools and guidelines: the *Business and Biodiversity Interrelationship Map*, *JBIB Guidelines for Sustainable Business Sites*, *Corporate Water Management Guide to Conserve Biodiversity*, *Guidelines for Forestation for Harmony with Nature*, and *Guide for Promotion of Raw Material Procurement for Business in Consideration of Biodiversity*. And, last year, in 2017, high praise of these activities led to JBIB winning the Excellence Award of the 5th Japan Awards for Biodiversity, sponsored by the AEON Environmental Foundation.

I myself had the opportunity to visit Indonesia in November 2017 to see the forestation and local support activities that have been promoted by the MS&AD group over the past 14 years in Paliyan district, Yogyakarta. Going to the site, actually witnessing the relationship between biodiversity and the livelihoods of the people, and noting how the efforts taken in this one community in Yogyakarta had far-reaching effects over a wide area of 350 hectares in the restoration of biodiversity, helped me realize how an initiative taken by a company has large impacts on a community. In

addition, with regard to the recent global inclination for corporate participation in promoting the SDGs, the fact that conservation of biodiversity and the promotion of responsible consumption and production are included in the goals as important challenges to address has renewed my understanding of the significance of activities that have been taken by JBIB up to now. It is, of course, imperative that we further contribute to the promotion of the SDGs for their achievement by 2030, but I also believe that it is my responsibility as chairman to accelerate the activities of JBIB as we approach the goal year for the Aichi Biodiversity Targets, just two years away.

In 2018, JBIB announced the Declaration of Support for Zero Deforestation to address the globally important challenge of achieving zero deforestation. Through this, we at JBIB will continue our activities to encourage more companies in Japan to pledge their commitment to zero deforestation.

However, the reality is that in order to achieve these goals, there are still many challenges that we companies must address and overcome. At CBD COP14, we hope to share ideas, expertise, and experiences with companies and specialists from around the world and take part in constructive discussions. Over the next two years, let us together make our last spurt to achieve the Aichi Targets.

On behalf of the JBIB on the occasion of CBD COP14,

FUJII Shiro  
Chairman  
Japan Business Initiative for Biodiversity



# JBIB Overview

## Proactive business for biodiversity conservation

JBIB is a group of Japanese corporations committed to biodiversity conservation. The initiative was launched in 2008 with 14 companies. Now it has grown to a group of 45 leading companies representing many different business fields. We are persistently moving toward our goal of balancing business operations with the necessity of biodiversity conservation.

## Introduction

### Why businesses work for biodiversity

The reason for a corporation to conserve biodiversity is not just because it is ethical or contributes to a better society. Biodiversity provides what we call ecosystem services, a variety of rich bounties and functions very important for human society and business operations as well. Every corporation depends on such ecosystem services in some way. It is, for example, obvious that companies using food, wood, paper or fiber as raw materials would not be able to continue their businesses without such natural resources provided by ecosystem services. Other companies need clear water and clean air, and those resources are purified as they circulate in the ecosystem. Factories and offices are protected from natural disasters like storms, landslides and tsunami by surrounding forests. Most tourism businesses cannot exist without some beautiful nature. These are all different forms of ecosystem services. Biodiversity and ecosystem services, therefore, are the essential capital that supports all businesses.

But when companies make use of ecosystem services, there are, unfortunately, some impacts or influences on biodiversity and the ecosystem. As the business grows, impact also grows, and this can even become counterproductive. When biodiversity is lost, it will no longer be possible to make use of the ecosystem services. Accordingly, business operations will come to an end, and so will human society. This is precisely the reason why it is necessary for corporations to conserve biodiversity and ecosystems. They are the “natural capital” we depend upon. Just like our efforts to retain financial capital, we shall strive to prevent deterioration of our natural capital. Unless we do so, we will not be successful in achieving a sustainable society.

In order to fulfill the three objectives of the Convention on Biological Diversity, namely, the conservation of biological diversity, the sustainable use of its components, and the fair and equitable sharing of benefits arising out of the utilization of genetic resources, corporations are expected to take on a more proactive role than before. What one company can do is limited, and efforts are not efficient when a company acts alone. We therefore have all the corporations in JBIB exchange experiences and together investigate the issue of biodiversity conservation from a global perspective. With this experience at our foundation, we raise the level of our efforts. This is how we work to do our part in achieving the aforementioned three objectives of CBD.

## Our Objectives

### What we are aiming for

JBIB aims to make substantial contributions toward the conservation of biodiversity in our capacity as corporations. We have set the objectives of our activities as follows and will keep continuing to make such efforts.

- 1 To explore links between business and biodiversity and to use that knowledge in our business practices**
- 2 To promote dialogues and collaborations with stakeholders**
- 3 To share good practices within Japan and abroad**
- 4 To advocate and undertake educational efforts for the promotion of biodiversity conservation**
- 5 To conduct projects to fulfill the aforementioned objectives**



# Our Activities

To mainstream biodiversity in business

## 1. Working groups

The regular work of JBIB is carried out in working groups. Meetings are held every month for study and practical work. Topics of working groups are reviewed each year in accordance with the interests of member companies. In 2018 we conducted such a review and rearranged our five working groups. The themes and backgrounds of each of the groups are described from page 8.

## 2. Collaboration with external specialists

In order to learn about the latest achievements in this field and to deepen our understanding on biodiversity and ecosystems, we invite university professors and other external specialists to hold seminars and also implement joint research.

## 3. Dialogues with NGOs and authorities

We convey our perception of issues and exchange information with NGOs and government agencies by hosting dialogue meetings. Our members and executive director (the head of the secretariat) are often asked to participate as members of relevant government committees.

## 4. Ecosystem experience

As JBIB focuses on biodiversity and ecosystems, it is essential for us to know about and actually experience this in real life. We, therefore, make study visits to examples of good practices in the field and also go out on a study tour once a year.



## 5. Meetings for executives

The understanding and commitment of company executives are essential to mainstream biodiversity in business. We hold meetings for executives of JBIB member companies a few times a year so that they can learn from each other and also from external experts. We believe this is a rare and precious opportunity for business executives to deepen their understanding.

## 6. Seminars and symposium

In order to extend our network and share our proceedings, JBIB organizes seminars at relevant exhibitions including the Eco-Products Exhibition, which is the largest environmental trade fair held annually in Japan.



Another popular event is the annual symposium, “Business Talking Biodiversity,” hosted by Mitsui Sumitomo Insurance Co., Ltd. This symposium inspired the start of JBIB when it was first held in 2007. It has been held 10 times since then.

## 7. JBIB Challenge 2020

In 2010, prior to the CBD COP10, we prepared an agenda called “JBIB Challenge 2020” to enable member companies to see how they stand in conserving biodiversity and using resources received from ecosystems in a sustainable way in their daily operations. At JBIB, this is used as an agenda to be achieved by the member companies by 2020, along with the Aichi Biodiversity Targets (see page 6).

## 8. Outgoing lectures

We are confident in our belief that JBIB members are Japan’s leaders in terms of corporate biodiversity conservation. Members are working proactively based on experiences gained through active membership in JBIB. As a result, JBIB and its member companies are often invited to speak at conferences, seminars and symposia both within Japan and abroad. Some of our past experiences are as follows:

- Invited to speak at ASEAN Centre for Biodiversity (ACB) South-East Asian Regional Workshop on Business and Biodiversity (Bangkok), 2009
- Invited to speak at CSR Asia Summit (Kuala Lumpur), 2011
- Co-organizing a seminar with Birdlife International, Bombay Natural History Society and other organizations, and invited to speak at a side event, both at CBD COP11 (Hyderabad), 2012.
- Invited to speak at ASEAN Conference on Biodiversity (Bangkok), 2016
- Invited to speak at Business & Nature Forum 2017 organized by WBCSD Singapore and Birdlife International (Singapore), 2017

# JBIB Challenge 2020

As private companies, we depend on both biodiversity and ecosystem services to continue our daily operations, but we also have an impact on them. We recognize that we are expected to play more proactive roles to achieve the three objectives of the Convention on Biological Diversity: the conservation of biological diversity, the sustainable use of its components, and fair and equitable sharing of the benefits arising out of the utilization of genetic resources.

JBIB is a group of companies committed to conservation of biodiversity. We aim to provide society with ways to achieve conservation of biodiversity and sustainable use of biological resources via our collaborative efforts for coexistence of business and ecosystems.

To promote these efforts, we have prepared the following 12-item checklist for each company to use as a common guideline and agenda to fulfill. JBIB will conduct annual surveys of the progress made by the companies for each of the items to spur on efforts for even higher levels of achievement by 2020.

### COMPREHENSION

- Identify our business dependence on, and benefits from, biodiversity, and share them throughout the company.
- Identify our business impacts on biodiversity and share them throughout the company.

### MANAGEMENT

- Establish company policy and objectives both long and medium-term for biodiversity conservation and take action to conserve biodiversity accordingly.
- Establish a responsible procurement policy to conserve biodiversity and purchase materials and goods accordingly.
- Promote awareness and education for both management and staff about biodiversity.
- Collaborate with external agencies such as NGOs and research institutions that work for biodiversity conservation and support their activities.
- Disclose to and share with the public, company initiatives on biodiversity conservation.

### IMPLEMENTATION

- Avoid development and use of land with high conservation value.
- Understand the environmental surroundings of our operational sites and manage them properly, taking into account the conservation of the local species, habitats and ecosystems.
- Carry out business with consideration of impacts on biodiversity throughout the life cycles of our products and services.
- Continue efforts to reduce to zero the impacts of our business activities on biodiversity.
- Understand that local cultures, lives and economies are supported by local biodiversity, make sustainable use of biological resources (including genetic resources), and share such benefits in a fair and equitable manner.

Since the adoption of “JBIB Challenge 2020” in 2010 each member company has been moving forward in line with each of the goals. We have since then compiled the results of our work every spring and have confirmed that steady progress is being made.

# Declaration of Support for Zero Deforestation

Forests provide various ecosystem services, and hence are considered to be one of the most important ecosystems on our planet. Reflecting growing awareness of how necessary it is to avoid the further destruction of natural forests, the Aichi Biodiversity Targets and the New York Declaration on Forests (NYDF) set clear goals for zero deforestation. In 2015, the historic Paris Agreement and the Sustainable Development Goals (SDGs) were adopted, with both indicating the necessity for more thorough protection of forests to, respectively, keep global warming well below 2°C and make our society sustainable.

More and more companies are striving to achieve those targets, and the number of companies calling for zero deforestation have been increasing as well. At JBIB, we have been incorporating biodiversity considerations in our daily business processes. We recognize, however, that even greater efforts are needed to achieve those targets and goals within the time remaining. In order to further accelerate our activities and make even stronger contributions, we made the following declaration on June 20, 2018.

### DECLARATION

With the aim to make deeper contributions to the conservation of biodiversity through business activities and to spread sustainable business models, JBIB supports international actions for zero deforestation consistent with the New York Declaration on Forests (NYDF), which was adopted at the UN Climate Summit in September 2014 to cut forest loss in half by 2020 and strive to end it by 2030.

Accordingly, JBIB supports the following kinds of initiatives for zero deforestation taken by companies to:

- prevent destruction or degradation of natural forest ecosystems in the process of their own business operations;
- manage the sourcing of raw materials so that not only their own business operations, but that of their supply chains, do not destroy natural forest ecosystems;
- place priority on using low risk raw materials by utilizing internationally recognized certification systems and due diligence so that they do not contribute to the destruction of natural forest ecosystems;
- promote the conservation and generation of green areas on corporate grounds and carry out afforestation or reforestation by taking biodiversity into account, and contribute to the conservation and restoration of local biodiversity and ecosystems.

In order to support companies in advancing the above activities, JBIB will work together with other initiatives of the world, as well as with governments, external experts, NGOs and other organizations. The information and materials needed to promote these efforts will also be provided to companies, and the specific content of initiatives and the progress made will be reported annually.



# Achieving the Aichi Biodiversity Targets

## What companies can do

At the CBD COP10 held in Nagoya in 2010, agreement was reached on the Aichi Biodiversity Targets as goals that should be achieved by the entire world by 2020. The 20 targets that make up the Aichi targets include goals that can or should be achieved through the contributions of companies.

As explained in this brochure, JBIB has, from its foundation, supported the three objectives of the Convention on Biological Diversity. The purpose and contents of our activities, as well as the guidelines set forth in JBIB Challenge 2020 (see page 5) are in line with these objectives. And, since COP10, we have been deepening our activities to follow this new international agreement.

Specifically, we share, both within and outside our companies, knowledge and information on the importance of biodiversity, its relationship to our businesses and lives, and steps to take for sustainable use (Targets 1, 19), and we take action to ultimately achieve our designs for sustainable production and consumption (Target 4). To this end, we work to minimize impacts on biodiversity and ecosystems in the process of procuring the raw materials we use, and take care to prevent any more destruction of habitats or pollution of the surrounding ecosystems (Targets 5, 6, 7, 8).

Moreover, we not only strive to stop the introduction of invasive alien species and work to eradicate them in order to prevent their settlement in land owned or managed by our companies (Target 9), but we also make efforts to preserve threatened species in the surrounding areas (Target 12) and to restore the original ecosystems (Target 15).

Water resources are also services provided by ecosystems. Taking into account the importance of these services to all living things and the local communities, we also strive for water management that conserves ecosystems (Target 14).

There are thus more than a few ways that companies can contribute to the Aichi targets. The second section of this brochure will introduce activities both in research and practice conducted jointly by the member companies within the framework of JBIB, and the third section will introduce the independent activities of some of our member companies, all taken to contribute to the achievement of the CBD objectives and the Aichi Biodiversity Targets.

# JBIB Brief History

- 2008

Inspired by a symposium on the topic of business and biodiversity, 14 companies launched JBIB.
- 2009

JBIB started a network of associate members. The *Business & Biodiversity Interrelationship Map* was developed and made public
- 2010

The *Biodiversity Handbook* was created and made public for CBD COP10.
- 2011

The *JBIB Guidelines for Sustainable Business Sites* was developed and made public (see page 10).
- 2012

JBIB was reorganized as a registered general incorporated association.
- 2013

The *Corporate Water Management Guide to Conserve Biodiversity* was released by the Water and Ecosystems Working Group. The Association for Business Innovation in harmony with Nature and Community (ABINC) was spun out to promote the *JBIB Guidelines for Sustainable Business Sites* and to grant certifications based on them.
- 2014

JBIB joined the Global Partnership for Business and Biodiversity (GPBB). Guidelines and a guidebook were released from the Forestation for Harmony with Nature Working Group and the Responsible Procurement Working Group, respectively .
- 2015

JBIB joined the Japan Business and Biodiversity Partnership (JBBP).
- 2016

At COP13, JBIB signed the Cancun Business and Biodiversity Pledge.
- 2017

In recognition of JBIB's contributions to mainstreaming biodiversity in corporate activities, JBIB was conferred the Excellence Award of the 5th Japan Awards for Biodiversity by the AEON Environmental Foundation.
- 2018

JBIB announced the Declaration of Support for Zero Deforestation with the aim of spreading commitment to zero deforestation among not only member companies, but many other companies as well.  
JBIB has grown to have 29 regular members and 16 associate members, for a total of 45 private companies.

# Working with International Networks

## Messages from peer organizations

### Secretariat of the CBD

Business success has biodiversity as its base: businesses are dependent on the ecosystems in which they function. This reality is increasingly recognized across all sectors and stakeholders, from producers to regulators and consumers. The Global Partnership for Business and Biodiversity plays a critical role in ensuring that biodiversity is integrated in businesses' strategic and operational decision-making. The Japan Business Initiative for Biodiversity is a valuable partner for the UN Convention on Biological Diversity when it comes to engaging businesses on biodiversity-related issues. I was convinced of this when I visited Japan last year soon after assuming my current position and met the JBIB members. I was very much impressed with JBIB's extensive activities both internal and external, specifically, the transformation of business practices and engagement with local communities. With the business sector as an ally in advancing the global biodiversity agenda, the seeds are planted for transformational change towards the conservation and sustainable use of nature.

At COP14 in Sharm El-Sheikh, Egypt, we will again be discussing the role of business. The focus will be on the manufacturing business, a sector in which Japanese companies excel and have a high presence in global markets. I hope that we will be able to hear more voices from businesses and that JBIB will be among these proactive players.



**Cristiana Paşca Palmer, PhD**  
Executive Secretary  
Secretariat of the Convention on Biological Diversity

### WWF International

It is clear today that biodiversity—the living fabric of this planet comprising all its ecosystems, species and genes—is being shredded not just from the edges which might be replaced, but from its very sensitive heart, which supports all humanity and is irreplaceable. The cause of this problem is today's dominant "take-make-waste" economic model, which is linear and not circular, and values private profits but does not value the public wealth of nature. And the driver of this global economic model is the private sector, which accounts for two-thirds of the world's economic output and its negative externalities.

The time has come for the private sector to reverse this trend, by transforming itself and rebuilding natural capital instead of depleting it, generating positive externalities. I congratulate JBIB, Japan Business Initiative for Biodiversity, for their continuing good work in supporting Japan's private sector in their challenge of transformation towards a corporate model whose business will deliver collateral benefits, not collateral damage. I call that new, socially and environmentally responsible, collaborative business model, "Corporation 2020," because it embodies a new 2020 vision, and because it needs to be born by 2020. It will launch a new decade of change, giving rise to a transformed private sector which does business profitably and also in harmony with nature.



**Pavan Sukhdev**  
CEO, GIST Advisory  
Goodwill Ambassador, UN Environment Programme (UNEP)  
President, WWF International



# Our Working Groups

## Taking great steps forward every month

When companies become members of JBIB they must join one or more working groups in accordance with their interest. Monthly group meetings are the core activity of JBIB. Participants are persons in charge of biodiversity issues at each company.

Group discussions are therefore about real difficulties they experience in their work and the results are directly fed back into the daily work of each company. JBIB's work is practical, and each working group's theme stands at the forefront of the debate on how corporations relate to biodiversity.

## Working Group for Study of ESG Disclosure



ESG investment, which incorporates environmental, social and governance factors in investment decisions, has been rising rapidly in the world and in Japan as well. Non-financial reporting for ESG investors tends to focus on performance concerning carbon emissions, but initiatives to conserve biodiversity, such as preventing deforestation and managing marine resources, are also major drivers of corporate value. JBIB member companies have been actively involved in addressing such environmental challenges, but more proper information disclosure and detailed communications are necessary to ensure that investors and stakeholders understand and acknowledge those efforts. In addition, sorting out and more deeply understanding the ESG risks that are of concern to institutional investors can provide hints to member companies in advancing the mainstreaming of biodiversity in business and could also contribute to industry-wide adoption of such considerations.

Under the belief that such activities will be more effective when jointly implemented by a group of companies, in 2018 JBIB launched the Working Group for Study of ESG Disclosure.

Focusing on the biodiversity aspect of ESG disclosure, this group aims to clarify what actions companies should take, and how this information should be disclosed, in order to build better engagement between investors and companies.

### Activities

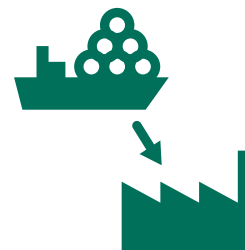
The ESG Disclosure Working Group conducts the following activities:

1. Study of the evaluation criteria and tools (e.g., deforestation) of leading rating agencies.
2. Study of the best practices in non-financial information disclosure taken by leading companies within and outside Japan.
3. Collection of information on stockholder proposals concerning biodiversity.
4. Analysis of the risks of harm to corporate value from human rights and environment (including biodiversity) scandals.
5. Sorting out cases of divestment related to issues such as illegal, unreported and unregulated (IUU) fishing, water source development, and ecosystem destruction.





# Working Group for Study of Sustainable Supply Chains



The sourcing of raw ingredients and materials can sometimes lead to destruction of ecosystems and biodiversity through activities such as mining and the clearing of land for farming purposes. The JBIB Responsible Procurement Working Group had led the promotion of responsible sourcing of raw materials in Japan through initiatives including the preparation of the *Guide for Promotion of Raw Material Procurement for Business in Consideration of Biodiversity*.

In addition to such matters concerning biodiversity, it has recently been pointed out that the production of raw materials is related to global-scale environmental issues such as water resources and climate change, and that there are violations of human rights at the sites of production. On the other hand, as these are all interrelated, there are expectations that the improvement of one issue would have favorable impacts on other issues. Namely, it is anticipated that the realization of sustainable supply chains will contribute to the achievement of not only SDGs 14 and 15 for conservation of ecosystems below water and on land, and SDG 12: Responsible Consumption and Production, but other goals such as SDG 6: Clean Water and Sanitation, SDG 8: Decent Work and Economic Growth, and SDG 13: Climate Action. With the aim of finding solutions to related issues and building a sustainable supply

chain, the group's range of activities was broadened and reorganized, and it was renamed the Working Group for Study of Sustainable Supply Chains.

## Activities

The Sustainable Supply Chains Working Group will look into the agendas of international agencies, NGOs and other organizations, and through discussions with NGOs and experts, sort out the various issues that arise on the supply chain and seek to identify the optimal supply chain structure. The group will also study what actions companies should take by referring to the good practices of leading companies within and outside Japan. In the first phase of activities, the outcomes of such studies will be compiled in a report and shared mainly among JBIB member companies. In the second phase, the group will aim to produce industry-guiding outcomes such as guidelines on securing supply chain traceability and due diligence.



*Guide for Promotion of Raw Material Procurement for Business in Consideration of Biodiversity*

Oil palm plantations were often converted from natural forests. Responsible companies do not accept palm oil from such plantations.



# Working Group for Discovering & Sharing Green Values



JBIB had developed a toolkit with three practical tools for sustainable land use—the *JBIB Guidelines for Sustainable Business Sites*, *JBIB Land Use Score Card*, and *JBIB Monitoring Sheet*—which serves a major role in promoting activities to conserve biodiversity in the corporate greenery of Japan. With the establishment of the Association for Businesses in Harmony with Nature and Community (ABINC) and the ABINC Certification for Business Facilities Engaging in Conservation of Biodiversity in December 2013, the toolkit became the basis for certification evaluation, and its application is expanding throughout the industrial world to include not just factories, but office buildings, condominiums and shopping centers as well.

Along with this toolkit, JBIB also formulated the *Guidelines for Forestation for Harmony with Nature* to encourage companies to build forests that give due consideration to living things.

Now, to use the outcomes of such activities—the corporate greenery and forests that had been developed—as the stage for new endeavors, JBIB launched the Working Group for Discovering & Sharing Green Values in 2018 to go one step beyond and actively build dialogue with the community.



Left: *Guidelines for Forestation for Harmony with Nature*  
Right: *JBIB Guidelines for Sustainable Business Sites*

## Activities

Events named JBIB Biodiversity Days have been held since 2017 as the first round of activities aiming to heighten interest in and knowledge of biodiversity among the general public with the ultimate goal of mainstreaming biodiversity. These events are held in the corporate greenery of JBIB member companies with the participation of the company employees, their families, and nearby residents. The activities they undertake include the monitoring of plants and animals in the area and conserving the forest. This working group will continue to provide such opportunities for more and more people to discover and share the value of greenery, which is so essential for the conservation of biodiversity and the realization of a sustainable society.

Activities at a JBIB Biodiversity Days event.

Left: Employees conduct a survey of plants and animals on their company grounds.  
Right: Children conduct a study as well.





Working Group for

# Study of Sustainable Town Planning



Cities are home to more than half of the world's population and are one of the major consumers of ecosystem services, consuming over three quarters of the world's natural resources. As issues such as inequality, poverty, and vulnerability to natural disasters are often concentrated in urban areas, countries and local governments around the world are struggling to find ways to respond to these challenges.

JBIB believes that the key to building sustainable cities lies in the utilization of biodiversity and ecosystem services represented by green spaces in urban areas. Although we have been engaged in activities to enhance the quality of corporate greenery, these activities will now be broadened to cover entire towns. The Working Group for Study of Sustainable Town Planning intends to conduct studies and tests on how such activities can be applied in sustainable town planning as per the SDGs.

For example, increasing high quality corporate greenery that can be pleasantly used by anyone and everyone would also foster consideration toward those in vulnerable situations and establish public spaces. Green infrastructure could also be harnessed to build more resilience to natural disasters.

Developing plans through dialogue between local inhabitants and companies, and having the two parties together handle the daily management of the town could also enhance resilience by boosting local community strength and fostering a culture of connectedness wherein people help one another in times of emergency.

In addition, protecting and preserving the natural and cultural legacies that remain in urban areas to create towns with a signature character could foster biodiversity and cultural diversity, cultivate civic pride, and eventually enhance the town's sustainability.

**Activities**

The Sustainable Town Planning Working Group will conduct the following activities:

- Undertake studies on what conditions are necessary for sustainable town planning that conserves natural ecosystems.
- Develop a tool kit, such as a check list, to advance such sustainable town planning.
- Reflect the knowledge gained from these studies in specific urban development projects.

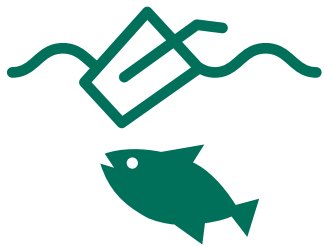


Image of JBIB's goal:  
**A town in harmony with nature**  
Ecosystems are the foundation for the sustainability of cities. Town planning that makes the most of ecosystem functions leads to the creation of attractive towns. Networking greenery and developing green infrastructure provide multiple benefits such as enhanced disaster management and control, including flood mitigation, and improvement of the area's living environment.

Illustration by YAMAGUCHI Hiroki

Working Group for

# Study of Marine Plastic Issues



Plastic, which is so much a part of our daily lives, has been gathering much attention in recent years as a material that is polluting our oceans. It is now recognized as a crucial issue that the world must address, and both businesses and countries are now rising to the challenge. For example, a growing number of restaurant and hotel chains are no longer offering plastic straws, and there are even countries that have decided to phase in a ban of disposable plastic wrapping materials and products.

It is not the intention of a responsible company to have products born from its business indirectly pollute the oceans and disrupt the marine ecosystem. On the other hand, when we consider the convenience of plastic and the fact that it is already used in numerous products and integrated in the business process, it is clear that this is not a straightforward issue that can be solved by simply banning the use of disposable plastics. We must study alternative materials including biomass plastic and recycled plastic, design products that will not be disposed of

irresponsibly, and consider the efficient use of resources including the collection, recycling and reuse of used plastic, and how to maximize added value. After establishing the ideal form to take based on such studies, practical methods to shift to this approach must be considered and then implemented.

Against this backdrop, in 2018 JBIB launched the Working Group for Study of Marine Plastic Issues for member companies to work together and engage in this critical issue with the goal of establishing resource recycling strategies for the realization of a sustainable society.

**Activities**

The Marine Plastic Issues Working Group will first strive to grasp global trends for a circular economy, and after properly understanding business risks and opportunities, will study how companies should shift to a more resource efficient business model with a special focus on minimizing impacts on marine biodiversity.





# Good Practices

## JBIB members show the way

JBIB members have strong motivations and are working seriously for biodiversity conservation. JBIB members study and act together in working groups. Based on this experience each company initiates and carries out its own unique projects.

The impacts a corporation has on biodiversity and ecosystem are different in each case and depends on where it operates. Aware of these differences, and taking into account their own particular relationship to biodiversity, member companies have developed a number of unique activities. This section showcases some of those practices.

## Working steadily for even more sustainable procurement

Aeon Co., Ltd.



Recognizing that the products it manufactures and sells depend on the bounty of nature and raw materials procured from around the globe, Aeon has been working since 2011 to form guidelines to ensure more sustainable procurement. Its sustainable procurement principle was formulated in 2014, followed by the 2017 announcement of policy and goals for 2020 concerning agricultural, livestock and fishery products, as well as paper, pulp, timber and palm oil.

With the wish to leave a rich food culture to generations to follow, since 2015 Aeon stores have been setting up permanent corners called Fish Baton, which sell MSC and ASC-certified sustainable seafood. As of the end of February 2018, 62 stores have this corner. And by 2020, the company plans to have all of its consolidated subsidiaries operating general merchandise stores or supermarkets acquire MSC and ASC CoC certification for marine product distribution and processing.

Aeon works to preserve the ecosystem in its rollout of stores as well. One example is the first FSC-certified convenience store in Japan, Ministop, built from 100 percent domestic FSC-certified wood, which opened in 2009. Many more quickly followed, and as of the end of February 2018 Ministop had 251 FSC-certified stores, with more planned.



Fish Baton handles an ever-increasing variety of MSC and ASC-certified seafood.



Convenience store built from FSC-certified wood.

## Biodiversity-responsible procurement of raw materials and a survey of skipjack tuna resource

Ajinomoto Co., Inc.

Eat Well, Live Well.



Ajinomoto has two business areas: food and amino science. As most raw material production depends on natural capital, their sustainable sourcing leads to conservation of biodiversity and a sustainable business model.

Skipjack tuna is the raw material for “HONDASHI” soup stock, one of the major products of Ajinomoto, and is also a prominent seafood resource worldwide. In collaboration with the National Research Institute of Far Seas Fisheries of Japan since 2009, more than 10,000 skipjack have been tagged, released and traced for better understanding of their migration habits, and highly detailed data has been obtained through use of advanced electronic tags since 2011. Together with Japanese government-funded correlated surveys, Ajinomoto’s project is a dominant part of Japan’s skipjack efforts, the results of which are shared with the Western and Central Pacific Fisheries Commission (WCPFC).

Ajinomoto is not only engaged in responsible and sustainable sourcing of materials such as paper and palm oil, but also promotes the improvement of ecosystems at its operation sites and conducts various studies on natural capital.

Ajinomoto addresses itself to “Living in harmony with nature” and consistency with the Aichi Targets as well as the SDGs in all its business activities.



A joint survey on skipjack tuna resources with expert organizations is an effort taken to conserve biodiversity and to seek sustainable use of marine resources.



Bird sanctuary at Ajinomoto Tokai Plant. This ecosystem conservation activity is also important as a climate change adaptation measure.



# Establishment of a simple disease diagnosis technology for the Para rubber tree

Bridgestone Corporation



Throughout its business areas the Bridgestone Group is conducting activities to be “in balance with nature.”

Increasing production on limited land to minimize deforestation caused by plantation expansions is becoming a pressing challenge to address amid projections for expanding tire demand and growing natural rubber consumption. In particular, disease is one of the major factors causing declines in productivity.

Bridgestone has already established a groundbreaking disease diagnosis technology for easily, quickly and accurately diagnosing the white root disease affecting Para rubber trees. Now, Bridgestone has gone further to establish a diagnostic technology that applies a biotechnology known as the LAMP method\*. Using a reagent kit, this revolutionary, state-of-the-art technology allows the presence or absence of disease-causing bacteria to be simply and visually confirmed even in the field. As it enables early detection of the disease, anticipations are held that it will help prevent the spread of infection from sick to healthy trees and facilitate maintenance.

\* Loop-mediated Isothermal Amplification (LAMP) is a nucleic acid amplification method developed by Eiken Chemical Co., Ltd. It amplifies and detects DNA sequences unique to pathogenic bacteria in soil.



White root rot disease in a Para rubber tree.



Easy diagnosis technique for white root rot disease.

# Creating a green space that will be “Tomorrow’s Basic”

Dai Nippon Printing Co., Ltd.



DNP expanded to the Shinjuku-Ichigaya district in Tokyo shortly after the company’s foundation by building a plant there and has grown together with the community over the past 130 years while supporting Japan’s publishing culture. In line with its redevelopment plan to update factory and administrative functions and enhance business operations, DNP is now engaged in creating on its grounds an expansive green space called Ichigaya-no-Mori in an effort to address social needs as well as issues such as climate change and deterioration of the urban environment.

Following extensive studies of the area’s former environment, the company decided to recreate a biodiversity-rich, deciduous broad-leaved forest mixed with evergreens. Using only indigenous plants from planters with soil from Tokyo and the surrounding area, zoning and vegetation stratification is incorporated, and through flora that develop flowers and fruit, the woodland is anticipated to serve as a habitat for various wildlife.

This vast green space—currently 6,000m<sup>2</sup>, but planned to be expanded in phases to up to 20,000m<sup>2</sup>—will form a green network with major sites in central Tokyo.

Through Ichigaya-no-Mori, DNP seeks to demonstrate its brand statement of “Today’s innovation is tomorrow’s basic,” as it innovates and creates value that people will come to take for granted in the future.



The green space in front of the building is Ichigaya-no-Mori.



Walking through Ichigaya-no-Mori.

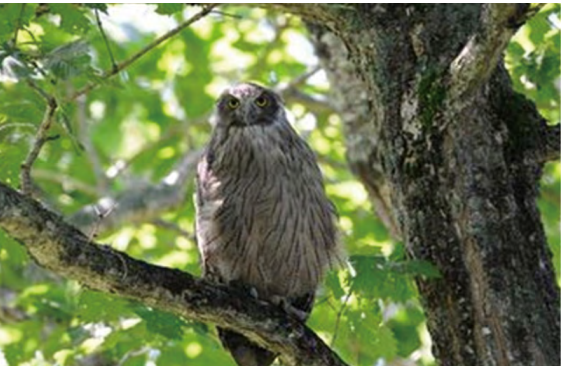
# Using ICT to support organizations engaged in activities to conserve biodiversity

Fujitsu Limited



Fujitsu is contributing to surveys conducted by the Wild Bird Society of Japan to establish wild bird protection areas for Blakiston’s fish owl as only about 160 of these owls remain in Hokkaido. The company is assisting this activity by developing and supplying software that automatically identifies the calls of Blakiston’s fish owl by matching them with templated data of the owl’s call characteristics. Three hours-worth of recorded data can be analyzed within a few minutes, and high precision identification of the owl’s presence is possible. This has also been used for surveying Blakiston’s fish owl habitats in a company’s private forests to establish protected areas.

In the vast 100,000 hectares of Sumatra Island’s Hutan Harapan, Indonesia’s first Ecosystem Restoration Concession and BirdLife International’s first Forest of Hope, BirdLife International and Burung Indonesia are conducting activities to restore the devastated rainforest and use natural capital sustainably—an initiative that is also significant in enhancing forest carbon sequestration and mitigating climate change. Forest patrols are conducted to prevent large-scale forest fires and illegal logging; however, this time-consuming effort takes away resources needed for the original mission of forest restoration. Fujitsu has donated funds for the purchase of ICT devices that will improve efficiency and effectiveness by enabling on-site input of information.



Blakiston’s fish owl. (Photo courtesy of the Wild Bird Society of Japan.)



A Forests of Hope site: Hutan Harapan.

# Continuing sustainable and responsible paper procurement

Fuji Xerox Co., Ltd.



As a manufacturer of copiers and a supplier of paper products used in these machines, Fuji Xerox has long been concerned with sustainable and responsible paper procurement. In 1996, Fuji Xerox became a co-investor in an afforestation project in New Zealand, and in 2002, became the first company in Japan to sell FSC®-certified copy paper, demonstrating its efforts from an early stage to appropriately manage the use of forest resources.

By 2004, Fuji Xerox had set down regulations on the standards its paper suppliers must maintain, in order to establish the traceability of raw materials and the environmental management of manufacturing facilities in the company’s procurement of paper. In 2012, requirements from CSR perspectives were added to the regulations. These concerned matters such as preservation of the environment, with the supplier’s operations observing national and local laws and considering biodiversity and HCVF (high conservation value forests); the rights of local residents; and corporate ethics.

Also, to check on conformity to the regulations, Fuji Xerox has been conducting inquiries and onsite inspections at its suppliers, and reviewing the results in executive meetings every year since 2012. By doing so, Fuji Xerox aims to protect the sustainability of forest resources and ensure harmony within the local community.



Audit at UPM.



Fuji Xerox procures sustainable paper from only socially responsible suppliers.



## Committed to supporting zero deforestation

### Kao Corporation



Recognizing that its businesses depend on natural capital, Kao is committed to supporting zero deforestation in its procurement of palm oil, paper and other raw materials.

By 2020 Kao aims to purchase only sustainably sourced palm oil that is traceable to the plantation for use in its consumer products and to thoroughly confirm zero deforestation at the source. Since 2016, risk mapping for traceable palm oil mills has been conducted by a third party to evaluate the possibility of deforestation. At mills assessed to be at high risk, on-site studies are conducted with experts, requests for improvement are made, and progress is monitored.

By 2020 Kao also seeks to purchase only recycled paper or sustainably sourced paper, pulp and packaging materials for its products and office paper. As of the end of 2017, this was achieved for 99.8 percent of paper and pulp used (80 percent of which were certified products). The company also aims to purchase only traceable pulp when virgin pulp is used. In addition, 80 percent of globally used corrugated cardboard was shifted over to FSC-certified cardboard by 2017, and in July 2017, FSC-certified paper came to be used for the boxes and lids of powder laundry detergent.



Harvesting oil palm fruit.



FSC-certified paper is used in this powder laundry detergent box and lid.

## Helping to restore the native wildlife of the Imperial Palace moats

### Mitsubishi Estate Co., Ltd.



Mitsubishi Estate launched a project in May 2018 called the Hori (Moat) Project. The deteriorating water quality of the moats of the Imperial Palace in Tokyo has been causing blue-green algae to thrive, endangering indigenous water plants and depriving the wildlife of their habitats and food.

The company is working to restore the moat's water and build a biological network in the Marunouchi district, where it owns some 30 buildings. This moat project, the first for a private business, is conducted in partnership with the government, NGOs, and other expert institutions. Company employees first collected water plants, small fish, shellfish and soil from the moat and transferred them to biotopes on a building roof for study and growth. Once regenerated, the aquatic flora and fauna will be introduced to the roof of another building to help the district's workers and visitors to understand the importance of restoring the water environment.

Focusing on biodiversity in the green spaces around buildings and introducing a water purification facility to clean the water of the moats are some of ways in which Mitsubishi Estate actively contributes to society through urban development.



Mitsubishi Estate employees and their families collect aquatic flora and fauna from the moat.



Participants listen to explanation on the collected wildlife.

## Urban development to preserve and restore biodiversity

### Mori Building Co., Ltd.



In order to make the community environment even better, a greenery plan based on studies including an examination of how the ecosystem should be is underway at Ark Hills Sengokuyama Mori Tower, with the aim to create an urban landscape that attracts birds, insects and other wildlife.

Mori Building received advice from the Ecosystem Conservation Society to materialize this design. Efforts include planting many indigenous plants that were originally found in the natural environment of this area; placing dead trees that provide homes for wildlife such as the Japanese pygmy woodpecker; and reusing the soil that was here before construction took place as planting bases around the grounds of the tower.

Initiatives taken to conserve biodiversity include: 1) restoring the local flora of the area for green tracts based on indigenous species and potential natural vegetation such as *Machilus thunbergii*, one of the world's largest bay trees, and *Castanopsis sieboldii*, a genus of evergreen trees belonging to the beech family; 2) enhancing the greening effect and maintaining continuity with the surroundings to create an integrated greenery; 3) making the area more comfortable for living organisms through creation of vertical greenery with high greenery coverage; and 4) taking into consideration special environmental elements such as dead trees, tree hollows and fallen leaves.



Green spaces focusing on integration and continuity with the surroundings have been created to provide comfortable habitats for living creatures.



Japanese white-eye, one of the many birds attracted to this area.

## Contributing to a resilient and sustainable society through a tropical reforestation project

### MS&AD Insurance Group Holdings, Inc.



As part of its sustainability activities, MS&AD Insurance Group Holdings has been advancing a project with the Indonesian government and other partners since 2005 to regenerate the 350-hectare Paliyan Wildlife Sanctuary in Yogyakarta, Indonesia. Realizing that the difficult livelihoods and lack of understanding of the residents led to the past illegal logging that destroyed the forest, MS&AD decided to not only restore the forest but also build a sustainable regional society. The agroforestry method was adopted, with agricultural techniques taught to the residents for financial independence, and an agricultural cooperative established to raise incomes. Efforts were also taken to have the inhabitants understand the importance of reforestation through biodiversity monitoring in cooperation with Gadjah Mada University and environmental education programs for elementary school children and teachers.

Through such initiatives, a total of 400,000 trees have been planted in over 10 years, creating a verdant forest with much of the ecosystem restored. Lauded by the Indonesian government as a successful Japanese CSR initiative, the project is currently in its third phase with the forest preserved and managed under resident collaboration.

Annual tours have been held since 2014 for employees to see the restored forest and interact with local elementary schools to deepen understanding of MS&AD's sustainability activities.



Before reforestation (2005).



After reforestation (today).



## Two different approaches to help sustain the oceans

Panasonic Corporation

**Panasonic**

Panasonic Environmental Systems & Engineering developed an on-board ballast water management system (BWMS) called ATPS-BLUEsys in 2013. Ballast water helps maintain the ship's balance, but discharging it in different waters from where it was taken could introduce invasive species of plankton and microorganisms that will disrupt the ecosystem. ATPS-BLUEsys is Japan's first BWMS using in-line electrolysis to generate disinfectants such as sodium hypochlorite from sea water. Pre-treatment filters to remove large plankton are unnecessary due to the enhanced disinfectant effects of this system. Following G9 final approval and type approval from the Japanese authorities, tests are now underway to receive US Coast Guard type approval.

Panasonic has also been working with WWF Japan for the past 20 years to conserve the rich waters of the ocean, including provision of support to producers for MSC and ASC certification, and management and traceability in processing, distribution and sales. In 2018, two company cafeterias introduced MSC and ASC certified seafood to their menus to support this effort through consumption as well. Panasonic is striving to have all of its company cafeterias in Japan introduce this by 2020. Through this initiative Panasonic aims to help change the consumer behavior of its employees and contribute to achieving SDG 14—conserving the oceans—and mainstreaming biodiversity.



ATPS-BLUEsys for US Coast Guard type approval testing.



Sustainable seafood has been added to the menu.

## Helping to build communities in harmony with nature

Regional Environmental Planning Inc.

株式会社  
地域環境  
計画  
ちいかん

Through its studies in the field, it is the goal of Regional Environmental Planning to build communities and nurture people to live in harmony with all living things.

One initiative to that end involves the company's engagement in measures against invasive fire ants, including surveys on their presence and the setting of traps. In addition, in order to learn more about these ants that were first confirmed in Japan in June 2017, a study team was sent to Taiwan where actual fire ant nests and the work of fire ant detection dogs were observed. Samples of the ants were taken and tests were also conducted on effective bait and glue traps. Other useful information was gained through discussions with specialists, and the outcomes were compiled and provided to the Japanese authorities.

Regional Environmental Planning is also actively utilizing drones to further its goal. Strictly observing regulations while also setting down its own rules to ensure safety, the company has used small drones from several years back to take aerial photos for analysis of forest conditions. From 2018, larger drones that can carry more sophisticated cameras were introduced. Such equipment, combined with the company's expertise in GIS technology, can provide information on the natural environment that goes one step further.



Fire ants on potato chip bait. (Note the various sizes of worker ants.)



Hokkaido's forest in the early fall. Photo taken by a drone.

## Conserving the rich biodiversity of Yanbaru Forest

Ricoh Company, Ltd.

**RICOH**

With a special focus on biodiversity-rich forests, Ricoh has been implementing forest conservation projects in partnership with environmental NGOs and local communities since fiscal 1999. Differing from simple tree-planting activities, the main goals of these projects are to establish frameworks for sustainable forest management to protect the natural habitats of the local species and resident livelihood.

One project is the conservation of Yanbaru Forest. Located in the northern part of Okinawa Island, Japan, this forest provides a precious habitat for endemic species such as the protected *Rallus okinawae* and *Geomyda japonica*, but the ecosystem had been impacted by the construction of dams and roads that divided the forest. Since 2001, this project has been striving to conserve Yanbaru Forest by communicating its importance to local residents and tourists, conducting nature education, and securing land for the Yanbaru Forest Trust. One notable activity is nature studies held for the local children. With community residents attending the sessions where the children present what they learned by observing birds and butterflies, it also helps expand the circle of forest supporters.

Yanbaru Forest's designation as a national park in September 2016 marked the achievement of one of the project's goals. Currently, biodiversity symposiums are also held regularly and activities for green tourism are underway.



Children participate in a butterfly observation study.



Yanbaru Forest, rich in biodiversity.

## Supporting biodiversity through conservation trusts and certified sustainable palm oil detergent

Saraya Co., Ltd.

Connect Through Life  
**SARAYA**

Palm oil is a major ingredient of many Saraya products. Expansion of oil palm plantations in Malaysia and Indonesia destroys habitats for endangered wildlife such as orangutans and elephants. Alarmed by this, Saraya co-founded the Borneo Conservation Trust (BCT) with local governments and organizations, and also BCT Japan. On Borneo, BCT is working to connect habitats fragmented by plantations, and BCTJ is planting indigenous species to reestablish preservation areas along riverbanks for wildlife to pass.

In 2005, Saraya became a member of the Roundtable on Sustainable Palm Oil (RSPO). Engaging actively in the RSPO, Saraya launched in 2010 the first detergent in Japan made from RSPO-certified palm oil—sustainable palm oil kept separate from non-sustainable oil throughout the harvest, refinement, production and transportation process. Consumers can thus contribute by using a truly biodiversity-friendly product.

Saraya has also started supporting smallholders of palm oil since they are critical players for realizing sustainable, conflict-free palm oil. This activity was initiated in collaboration with Wild Asia, a Malaysian-based social enterprise that pioneered a scheme for small palm oil producers.

One percent of designated Saraya product sales are donated to BCT. With this funding, BCT repurchases land that was lost to palm oil plantations for activities such as protecting wildlife.



Planting trees on the banks of the Kinabatangan River in Sabah, Malaysia.



Detergent made from RSPO-certified palm oil.



## Advancing a landscaping project using indigenous plants to support ecosystems

Sekisui House, Ltd.



Homebuilder Sekisui House is Japan's top-ranking supplier of houses, providing a cumulative total of 2.38 million houses since its foundation in 1960. As housing construction and urban development involve the creation of gardens and greening of streets, it is also one of Japan's largest landscapers.

Seeing how urbanization reduces greenery and destroys ecosystems, Sekisui House became determined to restore biodiversity by working actively for the planting of ecosystem-supporting indigenous species rather than the popular non-native and garden species. The company's team of experts worked with outside experts and NGOs to develop a concept that led to the 2001 launch of the *Gohon no ki* greenery project. Literally the "five trees" project, it encourages the planting of "three indigenous trees for birds and two for butterflies." Sekisui House called on tree growers throughout Japan to grow and supply more indigenous plants to the market and is also promoting their use to customers. These efforts have resulted in the planting of 14 million trees (as of 2017) since the project started.

Sekisui House continues to engage in these initiatives under the firm belief that houses are a crucial part of a city's green infrastructure, which contribute to the conservation of urban biodiversity by expanding the ecosystem network.



*Gohon no ki* cityscape: ecosystem-friendly spaces are comfortable for people too.



Green monument, "Wall of Hope," at Sekisui House head office building in central Osaka, is an expansive urban *satoyama*.

## Activities to protect the forests by "using trees"

Shimizu Corporation



The world's forests face many problems, among them, deforestation and its impacts on climate change and society, and illegal logging activities. Shimizu Corporation's Tokyo Mokkoujou Arts & Crafts Furnishings supports initiatives to address such issues by protecting forests through use of timber from responsibly managed forests. In February 2018 it acquired FSC® CoC (Forest Stewardship Council's Chain of Custody) certification, the internationally-credible, most widely-adopted forest certification scheme.

Although the main users of certified wood have been companies handling printing paper, in recent years major logistics companies and manufacturers have also started to use certified products. Tokyo Mokkoujou uses FSC-certified wood for commemorative furniture presented to clients of new buildings and for its "kino style" products (wooden crafts) given as gifts to shareholders. It is thus contributing to the establishment of FSC supply chains from sourcing to sales. In the construction of facilities for the Tokyo Olympic and Paralympic Games in 2020, Shimizu Corporation is also procuring certified wood from the perspective of sustainability.

Shimizu Corporation will expand the use of FSC-certified wood, and in the future, will establish supply chains for certified wood for all products from Tokyo Mokkoujou and proceed with actions to "protect forests by using wood."



The FSC-certified forest in Tenryu, Hamamatsu City, one of the places supplying wood for Shimizu Corporation.



Commemorative furniture for building openings made from 100% FSC-certified wood.



## Conserving biodiversity through global, domestic, and community-based initiatives

Sumitomo Forestry Co., Ltd.



SUMITOMO FORESTRY

Since its foundation in 1691, Sumitomo Forestry has been leveraging the value of forests to expand into various business fields. Its core forestry business is engaged in many initiatives related to biodiversity through proper forest management. Among such efforts is forest zoning to strike a balance between business and the conservation of biodiversity. The company signed a contract with the International Finance Corporation for advisory service in identifying high conservation value forests in its Indonesian plantation forests to reflect in forestry management plans. For company-owned forests in Japan, aside from regular operation manuals for riparian forests, Red Data Books are compiled for each area. And along with staff training, annual wildlife surveys are conducted to review the impacts of operations. All 48,000 hectares of company forests in Japan have acquired Japan's SGEC forest certification endorsed by the PEFC, and all overseas plantation forests are also certified.

Sumitomo Forestry's greening business uses Harmonic Plants® that consider impacts on the ecosystem and forest genetics in all operations. Landscaping plans divide areas into four by conservation level, and plants are selected accordingly. For instance, although the "protected area" limits plants to native species, residential gardens in the "urban area" can add non-invasive alien species for a touch of color.



Sumitomo Forestry's company-owned forest.



Example of landscaping using mainly native plants.

## Promoting the conservation of biodiversity

Toppan Printing Co., Ltd.

TOPPAN

Toppan has been partnering with local NGOs to conserve biodiversity at the sites of several of its plants in Japan by using their green spaces to prepare habitats for wild birds and aquatic organisms.

One of these plants, the Asaka Plant, has been engaging in a notable initiative under the guidance of the Saitama Ecosystem Conservation Society since fiscal 2013 to breed rare species of the Arakawa river basin. A conservation pond reproducing the riparian environment of a local river was created on the plant's grounds. The water quality of the pond and its year-round temperatures were studied, and based on this, rare fish on the Ministry of Environment's Red List of endangered and vulnerable species—*Lefua echigonia*, *Oryzias latipes* and *Carassius auratus* subsp. 2—which were suitable for this habitat were selected, and conservation activities have been carried out since fiscal 2014. Activities to conserve rare plants in the area have also been advanced in the grounds around the pond from fiscal 2017.

By breeding these fish with plans to return them to their original habitats in the Arakawa river basin, Toppan will contribute to conserving local biodiversity. The conservation pond will also be provided as a site for environmental education for nearby elementary and middle schools.



*Carassius auratus* subsp. 2 (Red List category VU.)



Conservation pond.



# Expectations toward JBIB

In order to halt the loss of biodiversity and realize a society in harmony with nature, we need to “mainstream biodiversity.” Holding the keys to this would be private sector engagement and cities. The eighth meeting of the Conference of the Parties to the Convention on Biological Diversity, which called for private sector engagement and consequently provided the opportunity for the birth of JBIB, was held in Curitiba, Brazil.

Barigui Park is located in this city referred to as the Eco-City Capital of Brazil. As an expert, I participated in the First Meeting of the Global Partnership on Cities and Biodiversity, which was held there in January 2010, and learned that the park functions as a natural floodplain to protect the downtown area from flooding. Commonly a green area that serves as a park, it prevents the wetlands from turning into slums known as favela and has raised the property value of the surrounding area by providing a wonderful environment. In other words, it is an urban design that cares for biodiversity and solves issues concerning the environment, and, at the same time, those of the economy and society.

Meanwhile, with regard to private sector engagement in Japan, building on JBIB’s extensive knowledge gained through its enterprising activities to raise awareness and its independent research, ABINC, an organization to certify the efforts of companies to create, manage and use green spaces that give due consideration to biodiversity, was also established from JBIB.

Going forward, expectations will be held on JBIB to also clarify SDG perspectives and to take the lead in diverse initiatives that will allow all private businesses in all cities to sustainably develop business in harmony with nature.

MORIMOTO Yukihiro, PhD  
Professor Emeritus, Kyoto University

I highly praise the JBIB for taking a leading role in promoting the conservation and sustainable use of biodiversity.

Mainstreaming biodiversity in economic activities has lately become a key agenda item at the Convention on Biological Diversity. At CBD-COP13 held in Mexico in 2016, discussions were conducted on the mainstreaming of biodiversity in the agriculture, forestry and fisheries sectors, as well as the tourism sector. This time’s CBD-COP14 in Sharm El-Sheikh, Egypt, will discuss the mainstreaming of biodiversity in the energy and mining, infrastructure, manufacturing and processing, and health sectors.

The formulation of a long-term strategic approach to mainstreaming biodiversity into economic activities is under study by the Secretariat of the CBD, and following COP14, it is planned to establish an ad hoc working group to advise on its formulation. So that the plan can reflect the expertise of companies that are currently mainstreaming biodiversity in their corporate activities, I hope that companies from not only Japan, but around the world as well will participate in this group when it is established.

In order to promote the mainstreaming of biodiversity in economic activities, in December last year, the Ministry of the Environment released the *Guidelines for Private Sector Engagement in Biodiversity (Second Edition)*. We have been receiving the cooperation of the JBIB executive director and member companies from the formulation of our first edition of the guidelines, and many of the initiatives taken by the JBIB members have also been introduced as good practices. This latest edition reflects mainstreaming trends since the release of the first edition in 2009, and also addresses the SDGs and ESG investing. As its contents are globally applicable, I hold high expectations that JBIB member companies will take the lead in applying the guidelines and broadly spreading its use.

NAKAZAWA Keiichi, PhD  
Director, Biodiversity Strategy Office  
Ministry of the Environment, Government of Japan

# Our challenges continue

It is my great pleasure to share our challenges and course of action with friends and colleagues working in the same field.

Mainstreaming biodiversity is definitely one of the most important goals among the Aichi Biodiversity Targets. Through our 10-year endeavors, I believe we have made progress and contributions especially in the management of supply chains through which businesses tend to have the largest impacts on biodiversity and ecosystem services. Many of the JBIB member companies have developed their code of conduct for raw material procurement and have succeeded in reducing their business risks and also raising their reputations among responsible investors. This is the reason why JBIB members are often ranked very high by ESG analysts and investigating organizations such as CDP.

But the most important part of pursuing sustainable procurement is for the companies to guide their suppliers to change their business practices and be more sustainable, and to show their peers their good practices. By doing so, they encourage the entire Japanese business world to be more responsible for biodiversity. However, we did not think our efforts to date were enough. Recognizing the necessity for stronger commitment to sustainable procurement and collaboration with our peers in the world, we decided to announce the Declaration of Support for Zero Deforestation in June this year. I believe the Declaration has made the issue more widely known among Japanese businesses.

Meanwhile, recent surveys have revealed the greater and crucial impacts of plastics on marine ecosystems. The impacts were much more than we had expected and are of grave concern. It means that businesses now have to work much harder because almost all are so very dependent on plastics. It will not be easy to rid the usage of plastics in modern industry, but we have started to explore solutions by organizing a new working group specific to this issue.

Only two years are left before the deadline for the Aichi Targets. But I think of this as still having two years to work. I hope that we can bring more ideas, outcomes and partner companies to COP15 to ensure the achievement of the Targets.



ADACHI Naoki, PhD  
Executive Director

Photos	
Cover	From top left down: Office building surrounded by trees Fall colors of a mountain in Aomori, Japan Autumn darter ( <i>Sympetrum frequens</i> ) on an ear of rice Rice terraces in Okayama, Japan Right: Japanese serow ( <i>Capricornis crispus</i> ), endemic to Japan
Page 2	<i>Cryptomeria</i> forest of Mount Yoshino, Nara, Japan
Page 8	Fresh new greenery of <i>Cornus controversa</i>
Page 14	Autumn maple trees
Page 24	Fallen leaves covered by frost

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# Member Companies

## Regular Members

**AEON Co., Ltd.** (Retail)  
**Ajinomoto Co., Inc.** (Food, bioscience & fine chemicals, pharmaceuticals, wellness)  
**Asahi Group Holdings, Ltd.** (Food)  
**ASKUL Corporation** (Mail-order business)  
**Bridgestone Corporation** (Tires and diversified products)  
**Dai Nippon Printing Co., Ltd.** (Printing)  
**Fujitsu Limited** (Technology solutions, ubiquitous product solutions, device solutions)  
**Fuji Xerox Co., Ltd.** (Document processing)  
**GREEN WISE Co., Ltd.** (Landscaping and green space design)  
**Hitachi, Ltd.** (Electrical and electronic equipment and systems)  
**Japanese Consumers' Co-operative Union** (Co-operative union)  
**JXTG Nippon Oil & Energy Corporation** (Refining and marketing of petroleum and petrochemical products)  
**Kao Corporation** (Chemicals, consumer products)  
**Mitsubishi Estate Co., Ltd.** (Real estate)  
**Mori Building Co., Ltd.** (Real estate)  
**MS&AD Insurance Group Holdings, Inc.** (Non-life insurance)  
**Osaka Gas Co., Ltd.** (Gas distributor)  
**Panasonic Corporation** (Electronics)  
**Regional Environmental Planning Inc.** (Environmental research and planning)  
**Rengo Co., Ltd.** (Packaging)  
**Ricoh Company, Ltd.** (Electronics)  
**Saraya Co., Ltd.** (Detergent, hygiene products)  
**SEKISUI CHEMICAL CO., LTD** (Chemicals)  
**Sekisui House, Ltd.** (Housing construction)  
**Shimizu Corporation** (Construction)  
**Sumitomo Forestry Co., Ltd.** (Forestry and housing construction)  
**Takenaka Corporation** (Construction)  
**Teijin Limited** (Chemicals)  
**Toppan Printing Co., Ltd.** (Printing)

## Associate Members

**ADEKA CORPORATION** (Organic chemistry)  
**Canon Inc.** (Electronics)  
**Furukawa Electric Co., Ltd.** (Nonferrous metal)  
**KOKUYO Co., Ltd.** (Stationery and office furniture)  
**Maruha Nichiro Corporation** (Fishing, fish farming, food processing, trading, meat products, distribution)  
**Mitsubishi Corporation** (Trading, logistics, investment, etc.)  
**Mitsubishi Paper Mills Ltd.** (Pulp and paper)  
**NIPPON CHEMI-CON CORPORATION** (Electronics)  
**Nippon Suisan Kaisha, Ltd.** (Marine products, processed foods, fine chemicals, general distribution)  
**Nisshin Seifun Group Inc.** (Food)  
**Nitto Denko Corporation** (Chemicals)  
**Obayashi Corporation** (Construction)  
**Otsuka Pharmaceutical Co., Ltd.** (Pharmaceuticals)  
**Taisei Corporation** (Construction)  
**Toyo Seikan Group Holdings, Ltd.** (Packaging)  
**Unicharm Corporation** (Toiletries)



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