

UNDB-J

Japan Committee for UN Decade on Biodiversity



10 years Accomplishments and for the future



Forewords



Mr. Masakazu TOKURA

Chair of Japan Committee for the
UN Decade on Biodiversity (UNDB-J)
(Chairman of Japan Business Federation)

Since its establishment in 2011, the Japan Committee for the UN Decade on Biodiversity (UNDB-J) has been engaged in a wide range of activities to achieve the Aichi Targets in cooperation with all stakeholders in Japan, including the national government, local governments, businesses, civil society organizations, and others, in order to promote the conservation and sustainable use of biological diversity. In the past decade, with the cooperation and efforts of UNDB-J's member and supporters, mainstreaming of Japanese biodiversity has made steady progress. The Japan Council for the Realization of the 2030 Framework for Sustainable Development (J-GBF), established in November 2021 as a successor organization, will play a central role in building further cooperation among stakeholders and promoting further behavioral changes of society as a whole to achieve the Post-2020 Biodiversity Framework and the national biodiversity strategy and action plans. We would like to ask for your continued understanding and cooperation.

Achievement and Future Challenge

(1) Lessons learned and challenges

In UNDB-J, the roadmap formulated based on the mid-term evaluation shared the vision of the society to be attained, and each organization was able to proceed with their initiatives. Some of the initiatives were effective and require continuation, while others require improvement. In addition, some companies actively funded such activities over a long period of time.

UNDB-J, a platform for diverse actors to participate, has helped to deepen mutual understanding through inter-sectoral collaboration and cooperation, and has also led to the expansion of voluntary initiatives. In addition, there has been progress in the content of each initiative over the past 10 years, and the fact that these achievements have been communicated and recognized internationally is a significant accomplishment. On the other hand, collaboration with organizations that do not participate in UNDB-J has not been sufficient. As the core organization of the country, it is essential for the Committee to further expand collaboration.

(2) Toward the Realization of a Living in Harmony with Nature - Connections for the Next Generation / Expectations for the Next Generation

Since biodiversity is related to all human activities, it is important for more and more entities to deepen mutual understanding and voluntarily engage in biodiversity-conscious activities in cooperation and collaboration with various sectors.

Mainstreaming biodiversity" continues to be an important theme in international discussions toward the Post-2020 Biodiversity Framework, a new international biodiversity goal. While UNDB-J has focused on raising awareness and promoting initiatives by its member organizations, it is expected to create a platform that can encourage individual companies and individuals other than its member organizations to take action in the future.

It is also important to take the viewpoint that further promotion of biodiversity initiatives will lead to contributions to the various goals of the SDGs, as it is required to contribute to solving various social issues through biodiversity initiatives.

Background of UNDB-J Establishment



2010.10.11~29

COP10/MOP5
(Nagoya, Aichi)



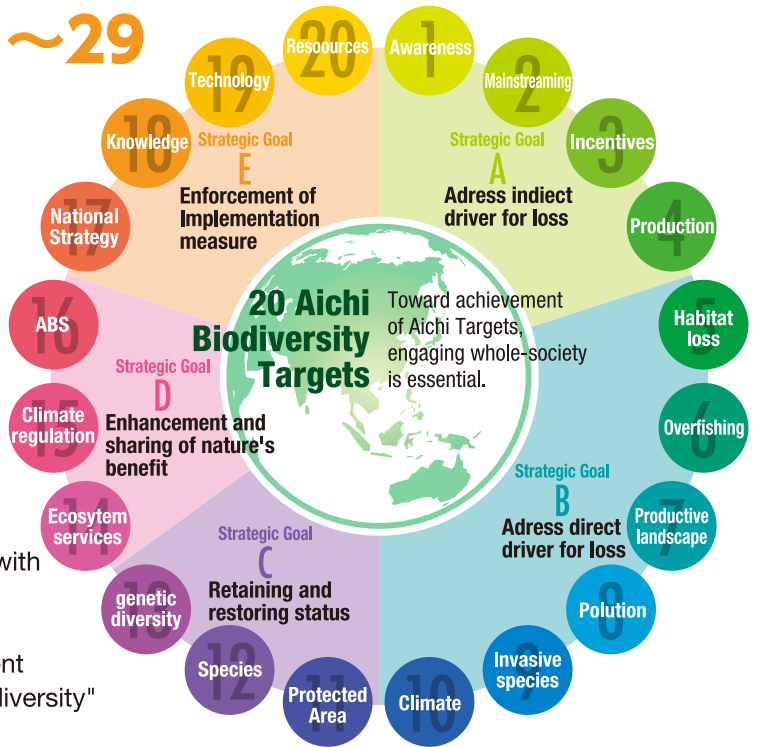
Aichi Targets

Long-term goal by 2050 :

"Achieve a world in harmony with nature"

Short-term goal by 2020 :

"Implement effective and urgent actions to halt the loss of biodiversity" and 20 individual goals



2010.12



United Nations Decade on Biodiversity

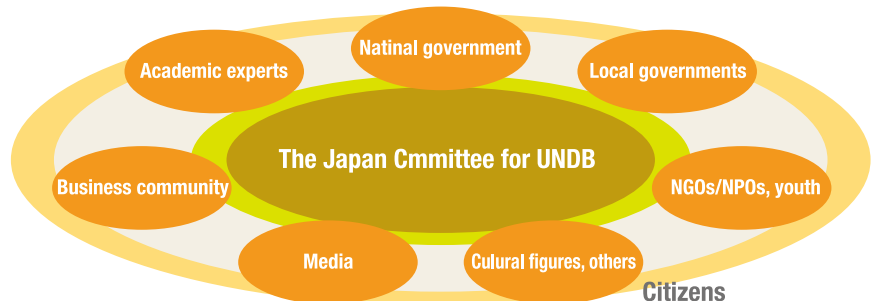
The United Nations General Assembly decided 2011-2020 as the "UN Decade on Biodiversity".

A period for all sectors of the international community to work together to address biodiversity issues in order to contribute to the achievement of the Aichi Targets.

2011.9.1



Establishment of the "United Nations Decade of Biodiversity Japan Committee" (UNDB-J) with the goal of promoting concrete actions through participation and collaboration of all sectors to achieve the Aichi Targets and mainstream biodiversity.



What is Mainstreaming Biodiversity?

Aichi Target 1











By 2020, at the latest, people are aware of the values of biodiversity and the steps they can take to conserve and use it sustainably.

To mainstream

Public relations and public awareness, promotion of collaboration, regional strategy development, and Dissemination of economic value, education/learning/experience, change in consumer behavior

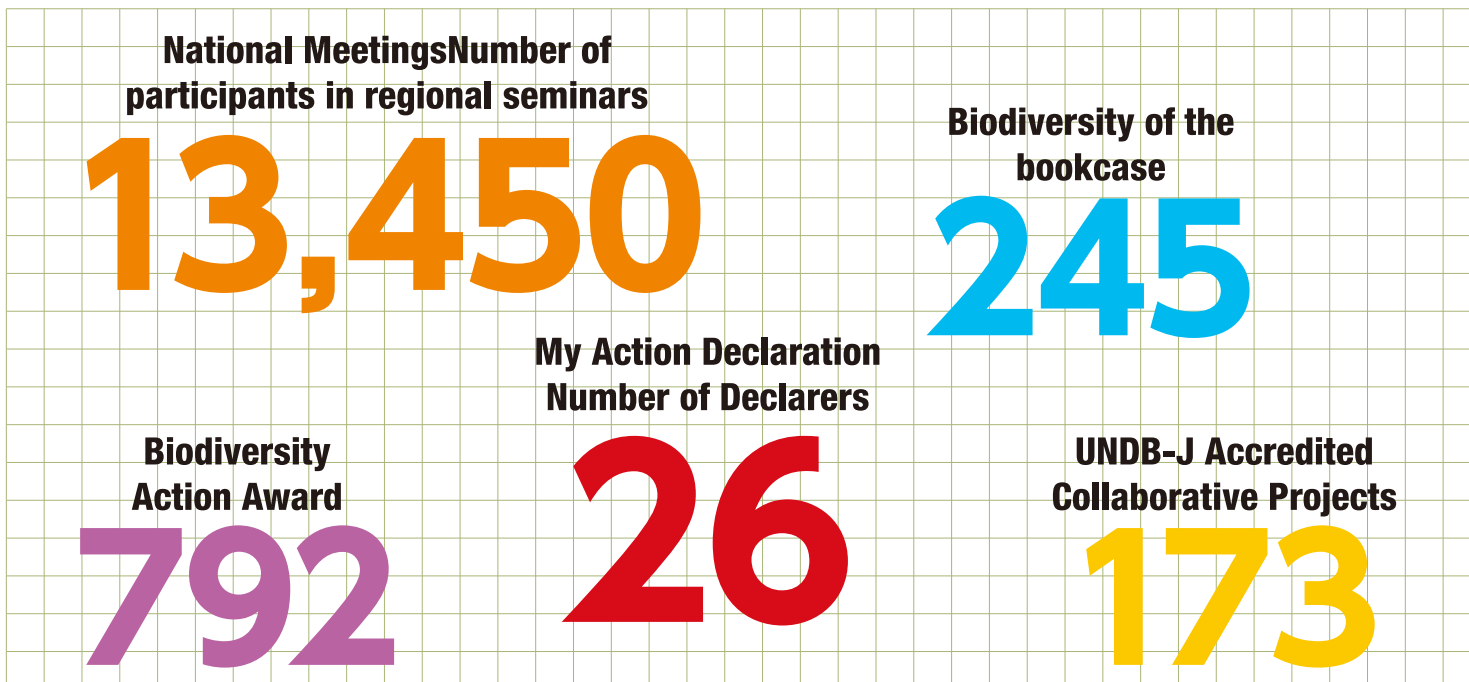
[2011~2021]














UNDB-J 10 year history

	2011	2012	2013	2014	2015
Committee meeting	The 1st 9/1(Thu.) 	The 2nd 5/23(Wed.) 	The 3rd 5/23(Thu.) 	The 4th 7/10(Thu.) 	The 5th 6/18(Thu.) 
National gathering	The 1st In Nagoya City 10/29 (Sat.) Nagoya International Center Annex Hall 	The 2nd In Yokohama City 11/3 (Sat.) Hamagin Hall Via mare Ms. Mariko Shinjyu 	The 3rd In Toyooka City 11/10 (Sun.) Tajima Regional Industry Promotion Center Participant Workshop 	The 4th In Toyohashi City 10/24 (Fri.) Arts Theatre Platte Sakanakun 	The 5th In Shiga 11/6 (Fri.) Piazza Awami Hall, Otsu City Mr. Shiro Wakui 
local seminar		Nagoya City Fukuoka City Kurashiki City Hamamatsu City	Kumamoto City Toyama City Ehime City	Oita City Sapporo City Osaki City	Mid-Year Forum in Tokyo
International outreach		June Rio+20 October COP11 In Hyderabad, India	Nov. Asia International Conference In Sendai City	October COP12 UNDB-DAY In Pyeongchang, Korea	

[2011~2021]

By the Numbers UNDB-J 10 year history



2016	2017	2018	2019	2020	2021
The 6th 6/23(Thu.) 	The 7th 6/22(Thu.) 	The 8th 6/21(Wed.) 	The 9th 6/20(Thu.) 	The 10th 6/24(Wed.) 	The 11th 3/19(Fri.) 
The 6th in Gifu Pref. 10/20 (Thu.) Gifu Seiryu Bunka Plaza 	The 7th In Kobe City 9/16 (Sat.) Kobe International Conference Center Main Hall 	The 8th In Toyooka City 10/8 (Mon.) Kagoshima City Central Community Center 	Aichi Nagoya Student Diversity Expo 1/11(Sat.)・12(Sun.) Nagoya Congress Center 	UNDB-J 10th Anniversary Review Forum 3/10 (Wed.) Online 	Japan's contribution to the Post-2020 Global Biodiversity Framework -Passing the baton : the UNDB-J experiences 11/17 (Wed.) Online 
Mr. Masao Kosuge	Ms. Miyoko Omomo	Ms. Miho Takagi	Sakanakun		Ms. Elizabeth Maruma
Okayama City Sendai City Tokyo	Osaka City Tokyo	Tokyo	(suspension)		
December COP13 UNDB-DAY Cancun, Mexico		October COP14 UNDB-DAY Sharm El Sheikh, Egypt			

Total number of biodiversity book boxes donated

58

A relay of "10 years of biodiversity"

47

Green Wave

Total number of participants

26 milli

Green Wave

Total number of trees planted

33 milli

Supporting youth to international conference

10

Biodiversity Awareness 2019 annual survey

51.8%



MY Action Declaration

Each citizen selects an action from among five actions and makes a "MY Action Declaration" so that each citizen can see the relationship with biodiversity in his/her own life. As of March 2021, approximately 260,000 people have made such declarations.

Related Website <https://undb.jp/action/>



Act 1 **たべもの** 地元でとれたものを食べ、旬のものを**味わいます**。

Act 2 **あそぶ** 自然の中へ出かけ、動物園、水族館や植物園などを訪ね、自然や生きものに**ふれます**。

Act 3 **つたえる** 自然の素晴らしさや季節の移ろいを感じて、写真や絵、文章などで**伝えます**。

Act 4 **まもろう** 生きものや自然、人や文化との「つながり」を守るため、地域や全国の活動に**参加します**。

Act 5 **かぶる** エコラベルなどが付いた環境に優しい商品を選んで**買います**。

国連生物多様性の10年日本委員会
生物多様性を守るために、私たちにできるアクション!
MY行動宣言

生物多様性とは、わたる生きものやそのつながりによって成り立っている。生物多様性を守るためには、自分自身の暮らしや生きものとのつながりを感じることや、自然や生きものにふれること、自然や生きものの素晴らしさや季節の移ろいを感じて、写真や絵、文章などで伝えること、生きものや自然、人や文化との「つながり」を守るため、地域や全国の活動に参加すること、環境に優しい商品を選んで買うことなど、私たちにできるアクションがあります。

高松市の自然環境センターで実施されたMY行動宣言イベントの様子。生物多様性の関わりを題材に、一人ひとりのMY行動宣言を、今年がけがけしていきますよ!

1 **たべもの** 地元でとれたものを食べ、旬のものを**味わいます**。

2 **あそぶ** 自然の中へ出かけ、動物園、水族館や植物園などを訪ね、自然や生きものに**ふれます**。

3 **つたえる** 自然の素晴らしさや季節の移ろいを感じて、写真や絵、文章などで**伝えます**。

4 **まもろう** 生きものや自然、人や文化との「つながり」を守るため、地域や全国の活動に**参加します**。

5 **かぶる** エコラベルなどが付いた環境に優しい商品を選んで**買います**。

お住まいの都道府県 北海道 青森 岩手 秋田 山形 福島 茨城 栃木 群馬 埼玉 千葉 東京都 神奈川 新潟 富山 石川 福井 山梨 長野 岐阜 愛知 三重 滋賀 京都 大阪 兵庫県 奈良 和歌山 徳島 香川 高松 愛媛 高知 福岡 佐賀 熊本 大分 宮崎 鹿児島 沖縄



Biodiversity Action Grand Prize

Calling for activities in line with the five actions of the MY Declaration of Action from all over Japan and presenting awards in order to uncover and shed light on local activities that lead to the conservation and sustainable use of biodiversity. Organized by Japan Committee for the United Nations Decade on Biodiversity





The committee recommends

In order to promote participation and collaboration among various sectors to achieve the Aichi Targets, the committee accredited collaborative projects from among the "Nijumaru Project" and other projects. Sixteen accreditations were granted and 173 activities became UNDB-J accredited collaborative projects.



にじゅうまるプロジェクト
for Life on Earth 2011 - 2020



STEP 1	STEP 2	STEP 3
<p>Registration for the "Nijumaru Project"</p> <p>The IUCN Japan Committee (IUCN-J) is promoting the "Nijumaru Project" to declare the link between their projects and the 20 Aichi Targets and take action to achieve the Aichi Targets. For more information, please visit http://bd20.jp/</p>	<p>Accreditation of Collaborative Projects</p> <p>In addition to the projects registered in the "Nijumaru Project," the UNDB-J will certify collaborative projects from among the related projects of UNDB-J member organizations and related ministries and agencies (registered in the "Nijumaru Project" after the certification).</p>	<p>Once certified...</p> <p>Certified collaborative projects are introduced on the UNDB-J website, in the public relations magazine "Iki Tomo", press releases, National Biodiversity Meetings, regional biodiversity seminars, etc., and the UNDB-J logo is used on the brochure and website.</p>



Selection and donation of Recommended Books "Biodiversity of the bookcase"

In March 2013, UNDB-J selected "Books for Children" (nicknamed "Biodiversity of the Bookcase" - 100 books to connect everyone with living things), which is recommended by UNDB-J. UNDB-J has been actively promoting the selection of books that contribute to the understanding and promotion of biodiversity and to environmental education.



Keidanren Council for Nature Conservation and other companies donated 58 sets, at least one in each of the 47 prefectures in Japan with corporate support.



Green Wave



Children around the world plant trees, etc. at schools and local communities to spread the "Green Wave" around the world on the International Day for Biological Diversity (May 22), as called for by the Secretariat of the Convention on Biological Diversity. UNDB-J, together with the Ministry of the Environment, the Ministry of Agriculture, Forestry and Fisheries, and the Ministry of Land, Infrastructure, Transport and Tourism, called for participation in Green Wave activities from March 1 to June 15 every year.

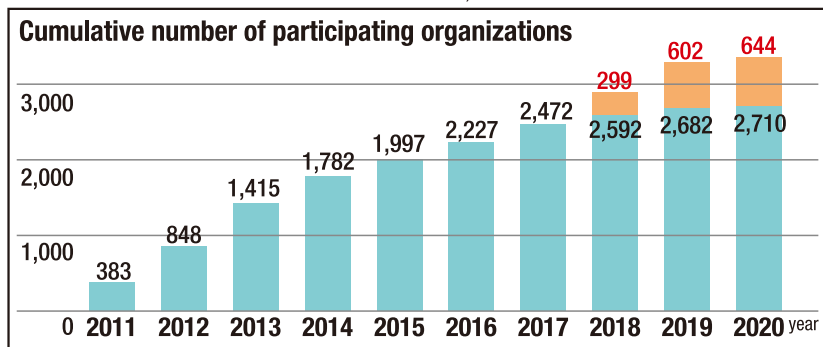


Official Partners

Starting in 2018, the appointment of "Green Wave" Official Partners was implemented and 13 organizations were appointed as partners; from 2018 to 2020, activities were promoted mainly by the partners.

10-year results

From 2011 to 2020, the cumulative number of participating organizations reached 3,374, the cumulative number of participants reached approximately 260,000, and the cumulative number of trees planted reached approximately 330,000.



※ Figures in red are based on activities compiled by official partners.



Exchange of opinions and information

National Biodiversity Meeting Regional Biodiversity Forum

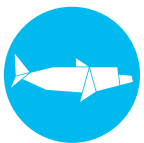
Various sectors participating in the committee gather together to present the initiatives of certified collaborative projects recommended by the committee, etc., and to deepen mutual cooperation.



Publicity

Supporting Group for Living Things of the Earth Biodiversity Character Support Group Biodiversity Magazine "Iki Tomo"





One day event for UN Decade on Biodiversity -UNDB DAY Youth participation in international conferences and contributing global implementation

To promote the "United Nations Decade on Biodiversity" (UNDB) and call for action to achieve the Aichi Targets, the Ministry of the Environment, UNDB-J, and the Secretariat of the Convention on Biological Diversity (CBD) organized a day-long event COP12 in Pyongchang, Korea; COP13 in Cancun, Mexico; COP14 in Egypt, Sharm El Sheikh. We supported Japanese youth to participate in the meeting of CBD; since 2016, a total of 10 people have participated in COPs and preparatory meetings. They reported about discussions at international conferences.



Decade Torch Relay

Objective : To share and disseminate information on initiatives and achievements in the conservation and sustainable use of biodiversity over the past 10 years.
⇒ Linking to efforts after 2021 toward the living in harmony with nature
⇒ Disseminate the results of Japan's efforts over the past 10 years (COP15)

Period : January 2020 to March 2021

Target : Events related to the promotion and awareness of biodiversity conservation and sustainable use



campaign logo

47
registered events



workshop



outreach



nature watching



symposium

Summarize efforts to conserve biodiversity throughout Japan and link them to 2021 and beyond.

Dissemination of outcome nationally and abroad [COP15 (Kunming, China)]

UNDB-J Members

Chairman

Masakazu Tokura Chairman, Japan Business Federation

Past Chairpersons (Chairman, Japan Business Federation)
 2011- Hiromasa Yonekura
 2014- Sadayuki Sakakibara
 2018- Hiroaki Nakanishi
 2021- Masakazu Tokura

Deputy Chairman

Shiro Wakui Special Professor, Tokyo City University

<Academic experience / expert / cultural person>

IRUKA Goodwill Ambassador of the International Union for Conservation of Nature (IUCN)
 Kunio Iwatsuki Professor Emeritus, University of Tokyo
 Masao Kosuge Visiting Professor, Hokkaido University
 Akiko Domoto Former Governor of Chiba Prefecture, Former Vice President of IUCN

<Organizational members> * : Iki-Tomo collaborative secretariat

Business

Japan Business Federation
 Keizai Doyukai
 Japan Chamber of Commerce and Industry
 Junior Chamber of Japan
 Japan Fisheries Association
 National Federation of Fisheries Cooperatives
 Japan Forestry Association
 National Federation of Forestry Associations
 Central Union of Agricultural Cooperatives (JA)
 National Federation of Agricultural Cooperatives (JA Zen-Noh)
 Japan Association of Travel Agents

Conservation / dissemination and enlightenment groups, etc.

Japan Committee for IUCN (IUCN-J)*
 Japan Botanical Garden Association
 Japanese Association of Zoos and Aquariums
 Japanese Association of Museums
 United Nations Decade on Biodiversity Citizen Network
 General Incorporated Association CEPA Japan*
 Biodiversity Wakamono Network
 General Foundation Natural Park Foundation
 SATOYAMA Initiative Promotion Network
 The Nature Conservation Society of Japan (NACS-J)*
 Global Environment Outreach Center (GEOC)
 National Land Afforestation Promotion Organization*
 Yamashina Institute for Ornithology

Local government

Local Government Biodiversity Network

<Related ministries and agencies>

Ministry of Foreign Affairs
 Ministry of Education, Culture, Sports, Science and Technology
 Ministry of Agriculture, Forestry and Fisheries
 Ministry of Economy, Trade and Industry
 Ministry of Land, Infrastructure, Transport and Tourism
 Ministry of the Environment

<Supporting organization>

Japan Newspaper Publishers and Editors Association
 National Association of Commercial Broadcasters in Japan

<Secretariat>

Environmental Partnership Council

Cooperating Companies

UNDB-J's activities have been supported by individuals, companies, and organizations (UNDB-J Supporters) who agree with the purpose of UNDB-J's activities and who support and donate to our activities, as well as by sponsors and cooperating organizations for each project. We would like to thank them for their support.

UNDB-J Supporters List of donors and sponsors



Sekisui Plastics, Ltd.



Keidanren Council for Nature Conservation



Daifuku Corporation



Sakata Inx Corporation Mr. Yoshiaki Yamamoto

<Support for "Bookcase of biodiversity" donation project>

APP Japan Co., Ltd.Å@
 Canon Inc.
 Daiwa Lease Co., Ltd.
 DOWA Holdings, Inc.
 Hitachi, Ltd.
 Maeda Corporation
 Mitsubishi Corporation
 Mitsubishi Gas Chemical Company
 Mori Building Co., Ltd.
 Nippon Steel Corporation
 Sekisui Chemical Co., Ltd.
 Shimizu Corporation
 Sompo Japan Insurance Inc.
 Sumitomo Forestry Co., Ltd.
 Toray Industries, Inc.
 Toyota Motor Corporation
 Keidanren Council for Nature Conservation
 *Alphabetical order

Biodiversity Action Award

Co-sponsored by:
 Seven-Eleven Memorial Foundation
 Sponsor:
 Maeda Corporation, Sekisui Heim, JTB Corporation, Mori Building Co., Ltd.
 Kirin Co., Ltd.
 Special cooperation:
 Public Association of the National Land Afforestation Promotion Organization
 Keidanren Nature Conservation Council
 Cooperation:
 FUJIFILM Corporation
 Alterna Co., Ltd.

Green Wave Official Partner

Sekisui Plastics Industry Co., Ltd.
 Kashiniwa Festa 2018 Executive Committee / Kashiwa City
 Green Fund / Kashiwa City
 Foundation Osaka Green Trust Association
 Japan Business and Biodiversity Initiative (JBIB)
 Public Interest Incorporated Foundation OISCA
 Nagoya City
 Specified non-profit corporation Children's Forest Creation Promotion Network
 Watami Co., Ltd.
 Shizuoka Prefecture Green Bank
 Shizuoka Prefecture
 Earth Day Life Forest 2019 Executive Committee / NPO Hibiki
 SMBC Environmental Program NPO corporation C-C-C Furano Nature School
 Ramsar Network Japan
 Foundation ion Environmental Foundation



Japan Conference for 2030 Global Biodiversity Framework(J-GBF)

■ Establishment of J-GBF

In order to conserve biodiversity, which is the foundation of human life, we must not only protect the natural environment in place, but the entire society that benefits from biodiversity must understand the value of biodiversity and take action to protect it. The United Nations Decade on Biodiversity (2011-2020) has been working as the Japan Committee for the United Nations Decade on Biodiversity (UNDB-J) to achieve the Aichi Targets and mainstream biodiversity.

In order to achieve the next international targets and national strategies such as the Post-2020 Biodiversity Framework, including the 30 by 30 targets, the Japan Committee for the United Nations Decade on Biodiversity (UNDB-J) has been established to promote participation and collaboration among all sectors in Japan, including the national government,

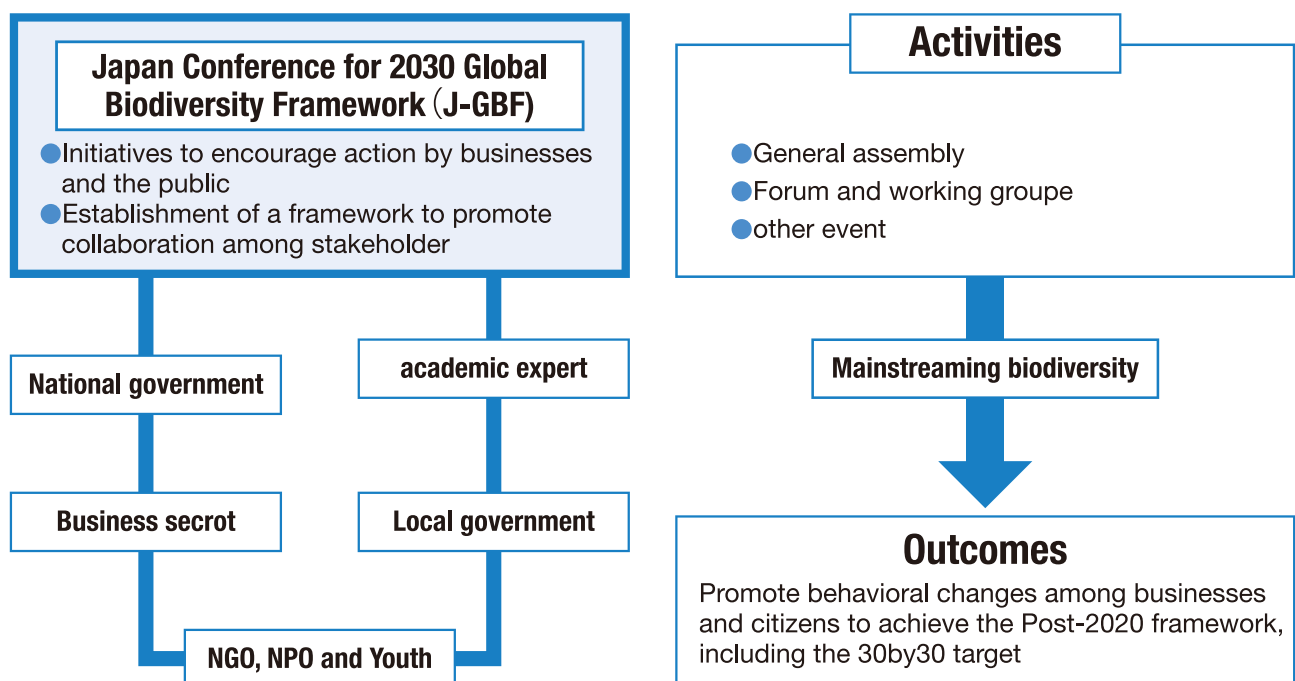
local governments, businesses, citizens, NGOs and youth, and to promote efforts for the conservation and sustainable use of biodiversity. The Japan Council for the Realization of the 2030 Biodiversity Framework (J-GBF) was established in November 2021 as the successor organization to UNDB-J.

■ Role of the Japan Conference for 2030 Global Biodiversity Framework (J-GBF)

We will work toward achieving the 30by30 targets and the next international targets and national strategies.

- To promote the achievement of the 30by30 target and the next international targets and national strategies,
- Establishment of a framework to promote collaboration among stakeholders

About J-GBF





<http://undb.jp/>

Secretariat

**Office of Biodiversity Mainstreaming, Nature Conservation Planning Division,
Nature Conservation Bureau, Ministry of the Environment, Japan**

1-2-2 Kasumigaseki, Chiyoda-ku, Tokyo 100-8975, Japan

TEL: 03-3581-3351 (main)

URL: <https://policies.env.go.jp/nature/biodiversity/j-gbf/>

E-Mail: shizen-suishin@env.go.jp

