



Convention on
Biological Diversity



Ministry of the Environment
Government of Japan



Japan Committee for United Nations Decade on Biodiversity



いのちの共生を、未来へ
COP10/MOP5
愛知-名古屋 2010

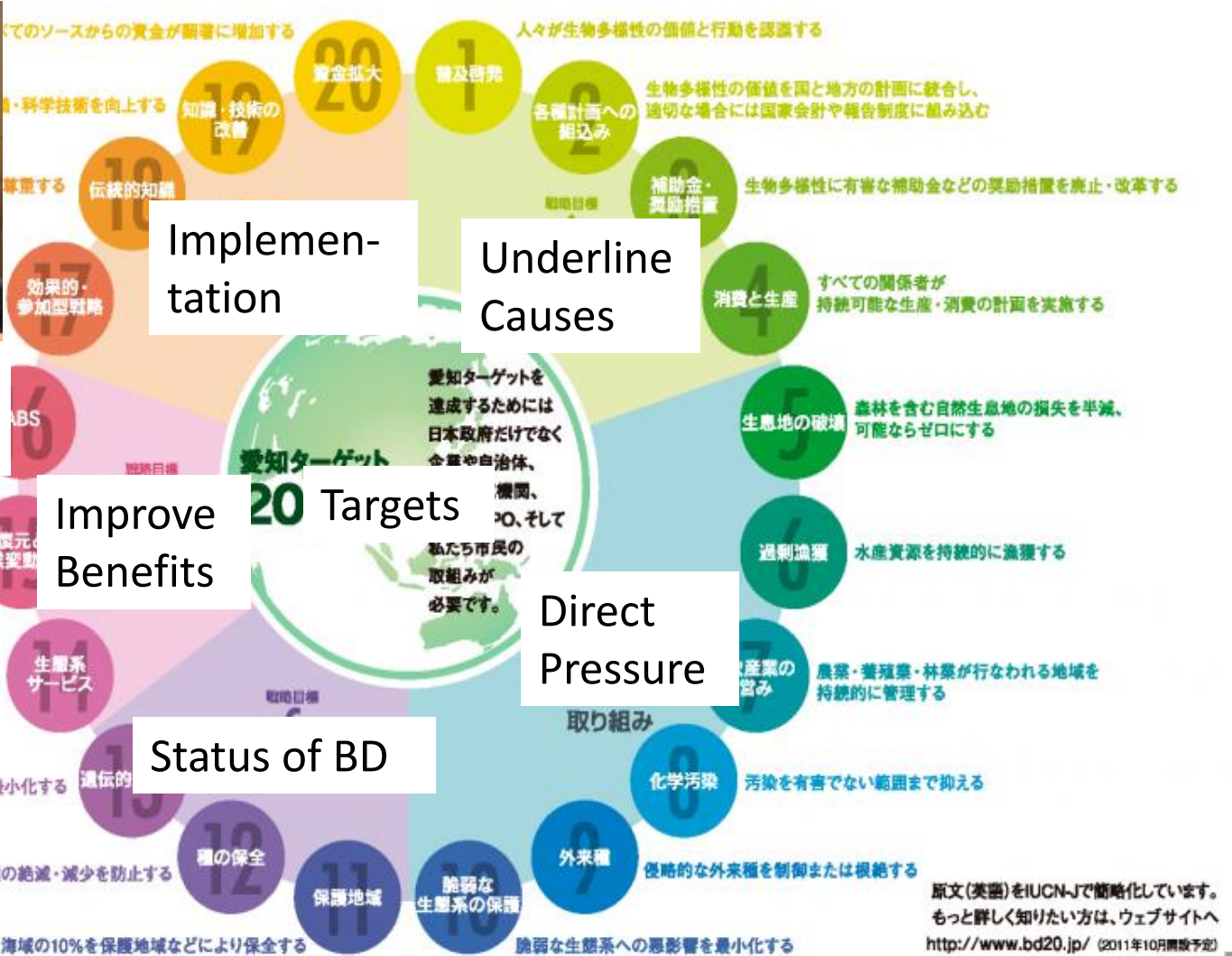


The logo made by basic concept of CBD COP10 logo, traditional paper work Origami and additional animal which is symbolic in Japan

Strategic Action Plan for Biodiversity 2011-2020 including Aichi Biodiversity Targets



CBD COP10, 2010
Nagoya, Aichi, Japan



COP10 celebrated International Year of Biodiversity



United Nations General Assembly declared



United Nations Decade on Biodiversity

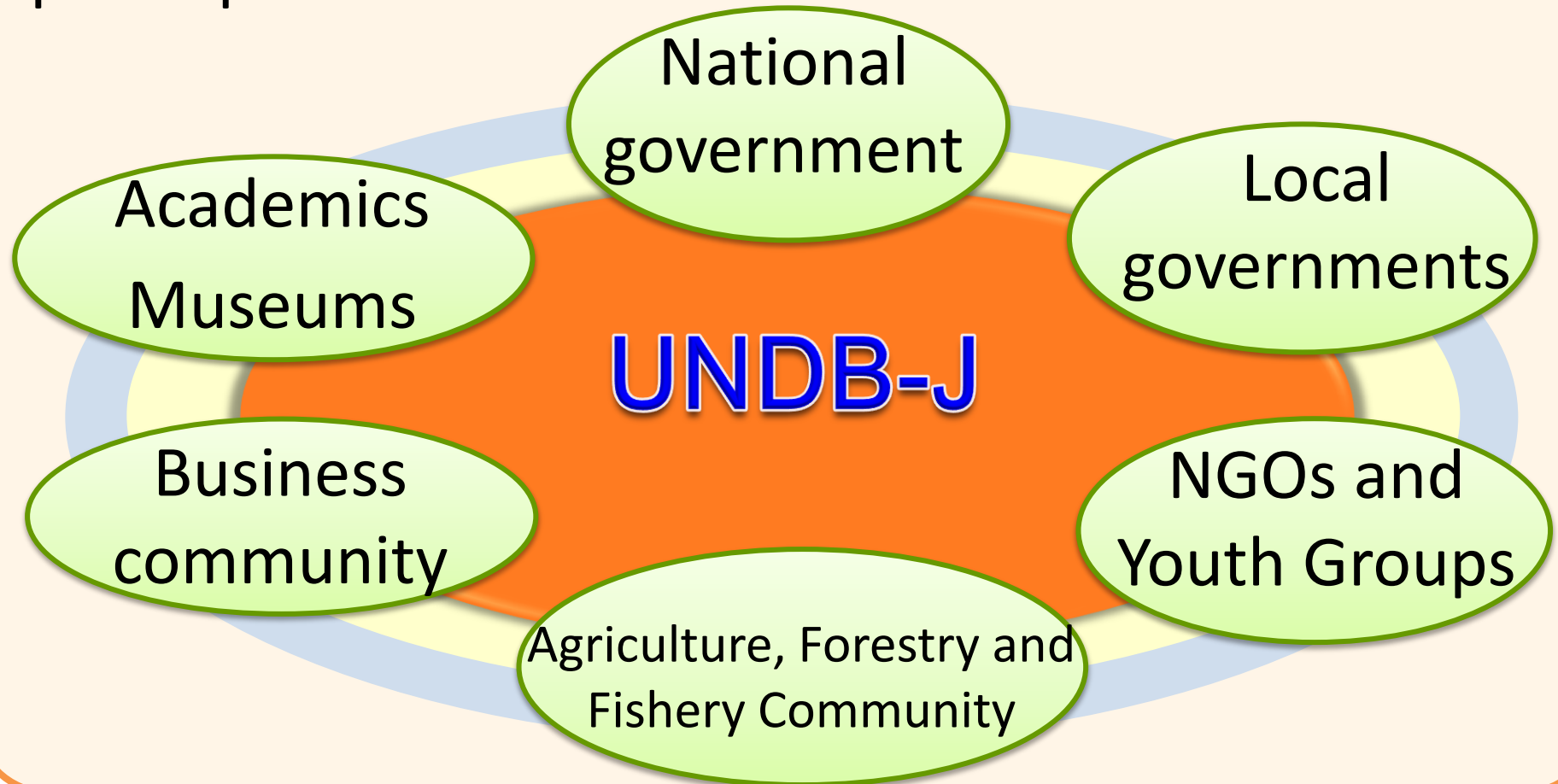
LIVING IN HARMONEY WITH NATURE



Japan Committee for United Nations Decade on Biodiversity

Established in 2011 . 9 . 1

aims to the mainstreaming, all stakeholder
participation and collaboration



Take Actions

Awarding Best practice

Sharing Good Practice

Outreaching UNDB

Public Awareness

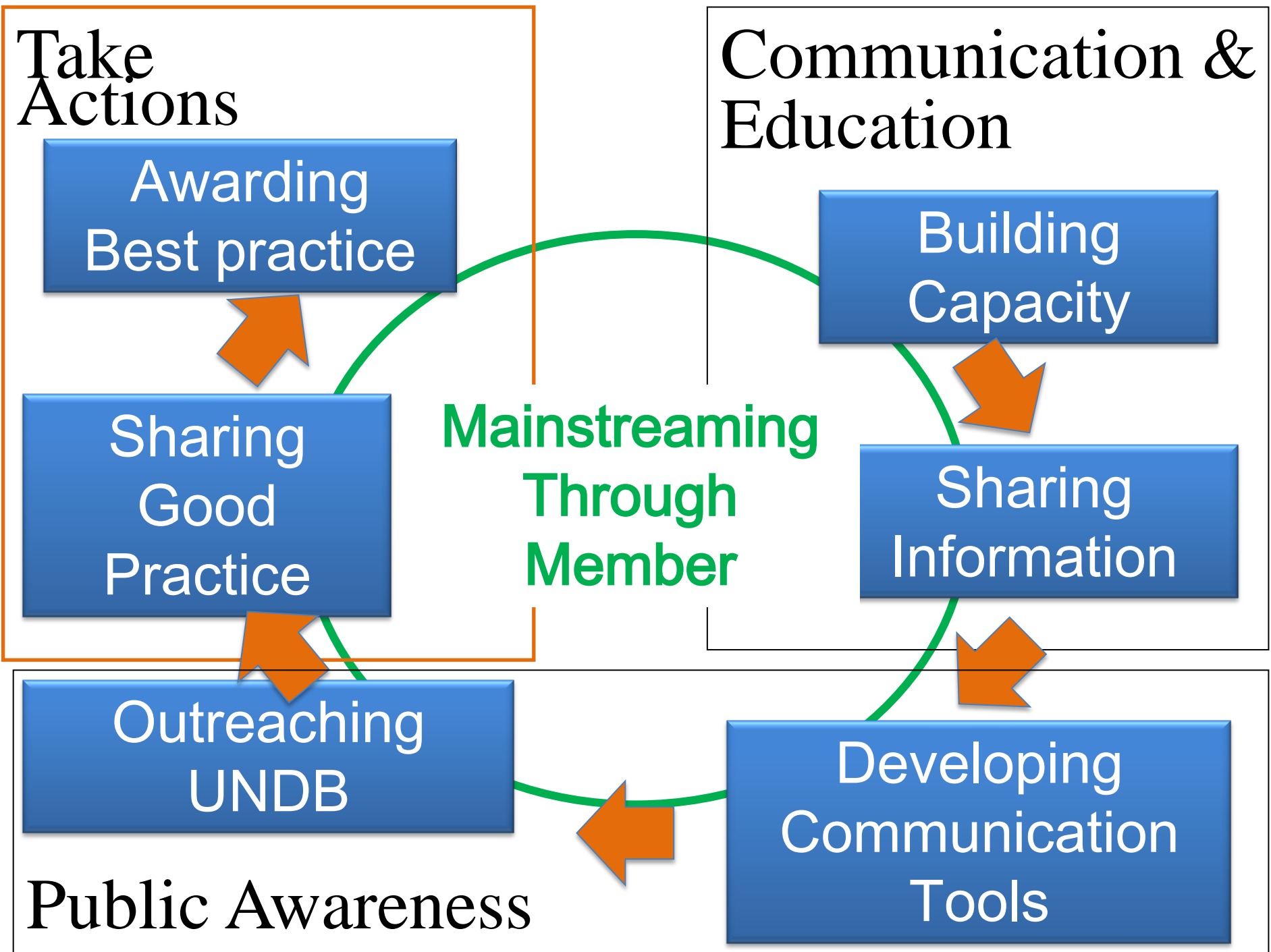
Communication & Education

Building Capacity

Sharing Information

Developing Communication Tools

Mainstreaming Through Member





Building Capacity

Workshop for UNDB-J members



Website
<http://undb.jp/>



National Meeting on Biodiversity

Once a year

Local workshop

About 4 times / yr



My biodiversity declaration - Five Actions.

Action 1: **Eat** ...Enjoy eating local, seasonal food.

Action 2: **Feel**... Experience nature, and feel nature and living things.

Action 3: **Communicate** ... Feel the wonder of nature and communicate this wonder through photos, pictures and words.

Action 4: **Protect** ...Participate in local and national activities

Action 5: **Choose** ...Choose and buy environmentally-friendly products with eco-labels.



Developing Communication Tools

100 Books on Biodiversity Bookcase -living things and you-



環境goo
環境マップ・ニュース・100冊目 自然・暮らし・食・地域・働く・学び・その他
検索 環境マップ 100冊目 自然・暮らし・食・地域・働く・学び・その他

環境goo > 100冊目 > 生物多様性100冊目 > 100冊目 > 100冊目

国連生物多様性の10年日本委員会 (UNB-10) 推進
「生物多様性の本箱」
～みんなが生きものとのつながりを100冊～

国連生物多様性の10年日本委員会 (UNB-10) が、日本動物園協会の協賛、一般財団法人 環境文化事業団の協賛により、自然環境人 104 団体の協賛・協力のもと、生物多様性の理解・普及啓発、環境学習にも資する「100冊目」図書として選定された作品をご用意いたします。

絵本 読み物 図鑑 写真集 きのこ

絵本

海と空の約束

太古より海と空で結ばれてきた海と空の友情が生んだ心あたたまる絵物語。水と生物、地球環境の関係がやさしく描かれています。環境学習会や自然観察会など環境教育活動の場で読み聞かせや紙芝居として使用し物語を語りながら、日々の生活と地域・地球環境まで環境問題の関係をわかりやすく学ぶ教材として使えます。2011年には日本語と英語の併記版も発行。

■著/いしだ ひろし
■絵/ありむら 美希
■出版/発行/神戸新聞総合出版センター

UNDB supporter
 UNDB character supporter
 Issue of a newsletter
 Facebook



国連生物多様性の10年日本委員会
 生物多様性キャラクター応援団

にじゅうまる先生



れんらく先
<http://bd20.jp> e-mail: bd.20.contact@gmail.com
 facebook: www.facebook.com/bd20maru



Sharing Good Practice

Nijyu-maru project (Double
20 campaign) for all
Rice BED for farmer
**Japan Business and
Biodiversity Partnership**
by business sector



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



生物多様性民間参画
パートナーシップ

What is “Niju-maru”?



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

In Japanese

- Niju means 20 or Double.
- Maru means ○ (circle).
- ◎ (Double Circle) is the symbol of best practice.

Niju-maru implies

- By 2020,
- Put ◎ on all the 20 targets,
- to achieve the world living in harmony with nature.



Participatory-campaign

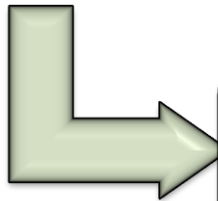
Learn, Declare and Action



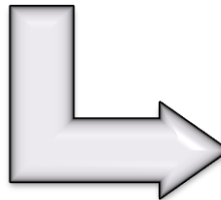
にじゅうまる
プロジェクト
for Life on Earth 2011 - 2020



- importance of Aichi targets and concept of Nijyu-marumaru project



- their action/project and the relation between action and targets



- and take actions, using Logo and Icons

20 icons has developed for visualizing the targets



Project 01



Project 02



Project 03



Project 04



Project 05



Project 06



Project 07



Project 08



Project 09



Project 10



Project 11



Project 12



Project 13



Project 14



Project 15



Project 16



Project 17



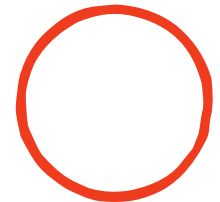
Project 18



Project 19



Project 20



Project 21

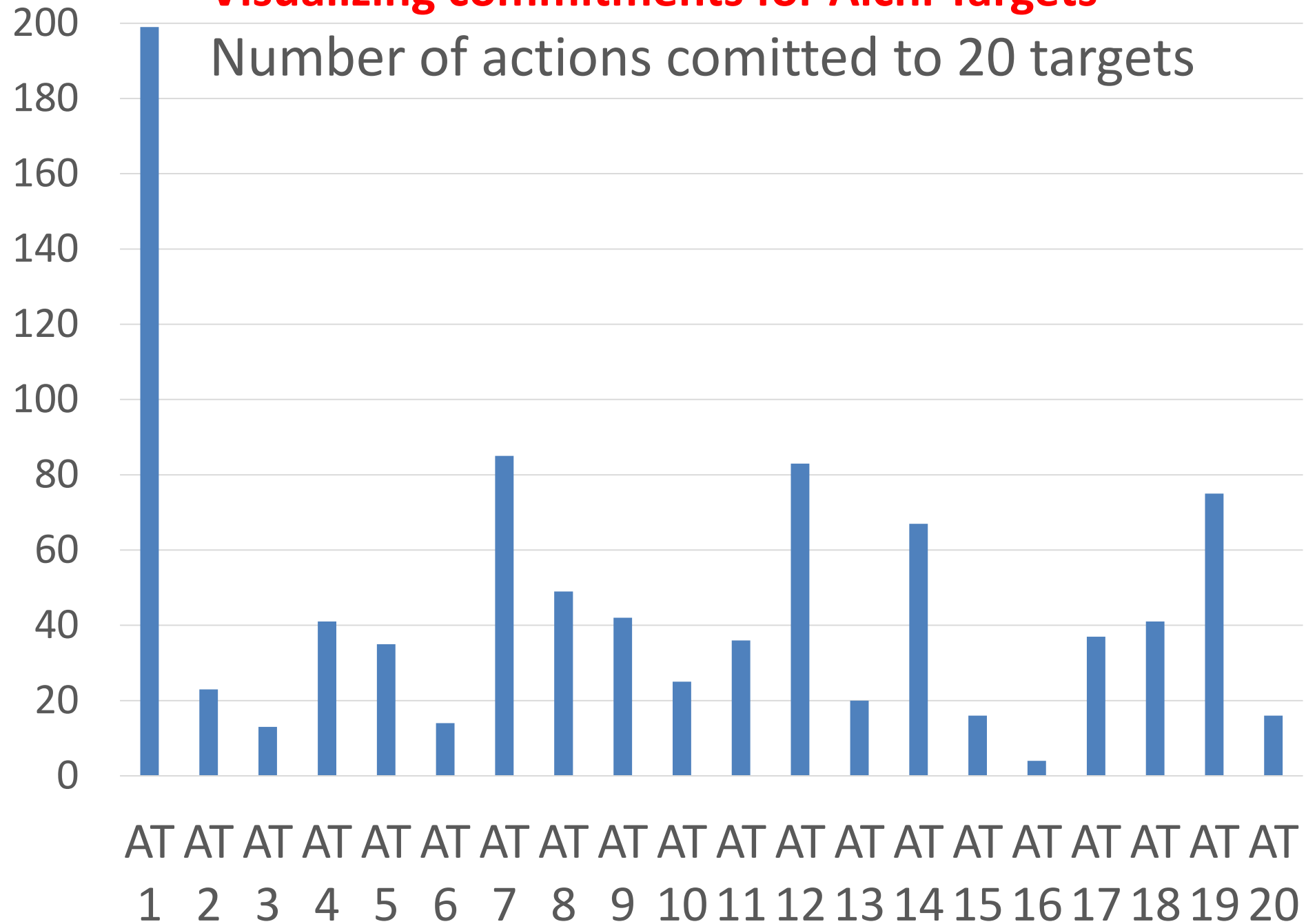


271 commitments from 202 organizations



Visualizing commitments for Aichi Targets

Number of actions committed to 20 targets





Awarding Best practice

Biodiversity Action Award
for innovative project align with
“My declaration - five actions”

UNDB-J certificated
Project for best
collaborative project





What we achieved since 2011

- Wide network for Biodiversity from NGOs, local governments and business sectors.
- Strong commitment to achieve Aichi Targets (271 commitments from 202 organizations in Niju-maru Project).
- Raising public awareness for Biodiversity through outreach programme.



Future challenges for 2015 – 2020

- Enhancing collaboration between NGOs, local governments and business sectors.
- Wider commitment for Aichi Targets, especially less committed targets (ex. T.16).
- Higher public awareness for Biodiversity, Aichi Targets and UNDB.
- Mainstreaming biodiversity in every sectors and achieving five goals and 20 targets of Aichi Biodiversity Targets.