

December 5, 2016

UNDB DAY

Mainstreaming Biodiversity

- Be the change in all parts of the world -

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Session 2

Practices of the Primary Industry Sector

- Lessons and Challenges of the Forestry Industry -

Honami IIZUKA

Miss Japan Greenery for Life 2016

Special Ambassador for Forests and Society for MAFF

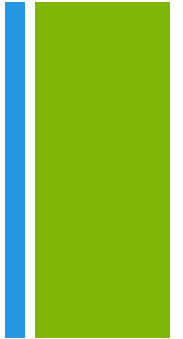
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Miss Japan Greenery for Life 2016 Special Ambassador for Forests and Society

- Spread awareness regarding the reality of the forestry industry and environmental issues
- Spread understanding of the value of nature and biodiversity



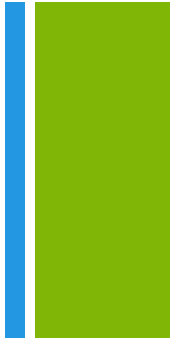
+ Meeting Prime Minister Abe



+ 42nd G7 Summit at Ise-Shima



+ Volunteer Work



+

Chainsaw Qualification

Forestry Tractor Qualification



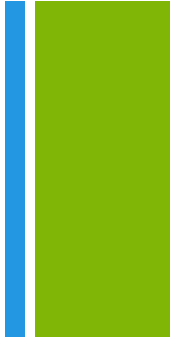
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Output Through Different Mediums

豊かな森林を、次の世代に。



+ Presentation Overview



★ 1. Corporate Activities in Japan

- ◆ “Contest for Corporate Activities on Biodiversity”

2. NPO and School Collaboration Activities

- ◆ Campaign for “Biodiversity and Children’s Forest Program”

3. Corporate Activities in Foreign Countries

- ◆ REDD+ Project by a Japanese Company in Indonesia

Session 2

Good Practices in the primary industry sector: lessons and challenges,
Forestry: Corporate, Non profit organization and School activities on
biodiversity conservation in the forest, green space and farm

① Corporate activities in Japan: “Contest for Corporate Activities on Biodiversity”

Honami IIZUKA

Miss Japan Greenery for Life; Special Ambassador for Forests and
Society, Ministry of Agriculture, Forestry and Fisheries (MAFF)

Contest for Corporate Activities on Biodiversity



主催

いきものにぎわい企業活動コンテスト実行委員会
Contest for Corporate Activities on Biodiversity Committee
公益社団法人 国土緑化推進機構
National Land Afforestation Promotion Organization
公益社団法人 日本アロマ環境協会
Aroma Environment Association of Japan
公益財団法人 水と緑の感呈保全機構
Earth, Water & Green Foundation

後援

環境省
Ministry of the Environment
農林水産省
Ministry of Agriculture, Forestry and Fisheries

協力

アステラス製薬株式会社
Astellas Pharma Inc.
株式会社ローソン (ローソン緑の募金)
LAWSON, Inc. (LAWSON Green Fund)
公益財団法人 損保ジャパン日本興亜環境財団
Sompo Japan Nipponkoa Environment Foundation
公益信託富士フィルム・グリーンファンド
Fuji Film Green Fund

事務局

公益財団法人 水と緑の感呈保全機構
Earth, Water & Green Foundation

URL <http://mizumidori.jp/ikimono-nigiwai/>

Contest for Corporate Activities on Biodiversity

The competition was launched in 2010 following the tenth meeting of the Conference of the Parties to the Convention on Biological Diversity (COP10) in Nagoya. This year marks the fifth competition.



第4回 いきものにぎわい活動コンテスト表彰式 ～企業とNGO/NPOの連携による取り組み～

The 4th Contest for Corporate Activities on Biodiversity Awards ceremony
— Efforts of coordination between companies and NGO/NPO —

開催日時	平成 27 年 10 月 15 日 (木) 11:15 ~ 13:15
Date:	11:15 to 13:15, October 15, 2015 (Thursday)
会場	ザ・キャピトルホテル東急 第1部「鳳凰」第2部「桜」
Venue:	Part 1: Ballroom "Ho'oh", Part 2: Function Room "Sakura", The Capitol Hotel Tokyo
参加者	受賞者、国内外の有識者、国際機関関係者など約 200 名
Participants:	Approximately 200 people including award recipients, experts from Japan and overseas, relevant individuals from relevant and involved international organizations

第4回の表彰式は、実行委員会構成団体である地球環境行動会議(GEA)が、外務省・財務省・文部科学省・農林水産省・経済産業省・国土交通省・環境省など関係省庁との共催により開催の「GEA国際会議2015」開会式に引き続き開催した。

また、生物多様性の問題は、企業活動のみではなく、市民活動も重要かつ必要不可欠なものであることから、当コンテスト協力団体により高く評価された市民活動についても、紹介・表彰した。

The awards ceremony for the 4th Contest for Corporate Activities on Biodiversity held following the opening ceremony for the GEA(Global Environmental Action) International Conference 2015, which is jointly sponsored by the Ministry of Foreign Affairs, the Ministry of Finance, the Ministry of Agriculture, Forestry and Fisheries, the Ministry of Economy, Trade and Industry, the Ministry of Land, Infrastructure and Transport, and the Ministry of the Environment.

With realization that civic activities are essentially imperative in resolving issues surrounding biodiversity, as corporations cannot tackle them alone, these outstanding activities highly praised by our collaborative partners were also given recognition and their work introduced at the ceremony.

GEA 国際会議

GEA International Conference 2015



おことば 皇太子殿下
Address by H.I.H the Crown Prince Naruhito



ご来賓挨拶 内閣総理大臣 安倍 晋三氏
Guest Speech by Japanese Prime Minister Shinzo Abe

第4回 いきものにぎわい活動コンテスト表彰式 The 4th Contest for Activities on Biodiversity Awards Ceremony



主催者挨拶
いきものにぎわい企業活動コンテスト
実行委員会代表 広中 和歌子
Organizer Greeting by Contest for Corporate Activities on
Biodiversity Committee Member Representative Wakako
Hironaka



環境大臣賞 花王株式会社 鹿嶋工場
Minister's Prize, Ministry of the Environment :
Kao Corporation Kashima Plant
環境大臣 丸川 珠代 氏
Presented by Environment Minister Tamayo Marukawa



農林水産大臣賞 みやぎ豊米農業協同組合
Minister's Prize, Ministry of Agriculture, Forestry and Fisheries:
JA Miyagi Tome
農林水産副大臣 齋藤 健 氏
Presented by Senior Vice-Minister of Agriculture, Forestry and
Fisheries Ken Saito



第4回いきものにぎわい企業活動コンテスト受賞者・授与者
Prize recipients and prize providers of the 4th Contest for Corporate Activities on Biodiversity



第4回いきものにぎわい市民活動大賞受賞者・授与者
Prize winners and prize providers of the 4th Contest for Civic Activities on Biodiversity

Points that corporations should focus on upon taking up biodiversity conservation activities

- ① Have a vision or mission
- ② Forge partnerships in taking on such initiatives and mutually exchange information
- ③ Extend recognition and encouragement to good practice cases to motivate businesses to take on similar initiatives.

第5回 いきものにぎわい企業活動コンテスト 受賞一覧

The 5th Contest for Corporate Activities on Biodiversity Award Winners

p5-6	環境大臣賞 ◆札幌ドーム ECO MOTION ～いきものの豊かな環境づくりと未来を担う子どもたちへの環境啓発～ 株式会社札幌ドーム・大成建設株式会社	Minister's Award, Ministry of the Environment ◆Sapporo Dome ECO MOTION – Creating enriched environment for living beings and educating future-leading children about the environment – SAPPORO DOME Co., Ltd. / Taisei Corporation
p7-8	農林水産大臣賞 ◆協働の活動によるアサヒの森の持続可能な林業への挑戦 アサヒビール株式会社 アサヒの森環境保全事務所	Minister's Award, Ministry of Agriculture, Forestry and Fisheries ◆Sustainable forestry challenge at the Asahi Forest with collaborations Asahi Forest Conservation Office, ASAHI BREWERIES, LTD.
p9	公益社団法人国土緑化推進機構理事長賞 ◆森を育む・人を育む・森で遊ぶ「ろうきん森の学校」 労働金庫連合会	Director-General's Award, National Land Afforestation Promotion Organization ◆Rokin Forest School for caring for forest, nurturing people and enjoying forest The Rokinren Bank
p10	公益社団法人日本アロマ環境協会賞 ◆「空気をはくむ森」プロジェクト ～インドネシア・ジャワ島での生物多様性保全活動～ ダイキン工業株式会社	Aroma Environment Association of Japan Award ◆“Forest for the Air” project in Indonesia – Supporting Sustainable coexistence of People and the Forest – Daikin Industries, Ltd.
p11	公益財団法人水と緑の惑星保全機構会長賞 ◆NEC 田んぼ作りプロジェクト 日本電気株式会社 / NPO 法人アサザ基金	President's Award, the Earth, Water and Green Foundation ◆NEC Rice Paddy Making Project NEC Corporation / Nonprofit Organization Asaza Fund
p12	審査委員長賞 ◆エコミーティング ～建設業のできる環境活動～ 株式会社加藤建設	Chairman's Award, the Judging Committee ◆Eco meeting – Environmental activities initiated by the Construction Industry – Kato Construction Co., Ltd.
p13	審査委員特別賞 ◆子どもたちの未来へ残そう！ ～多種多様な生きものあふれる里山の棚田～ 農事組合法人 ざ・さとやま組合	Special Award, the Judging Committee ◆Preserving the Satoyama landscape of terraced rice fields, home to diverse living beings, for future generations Satoyama Farm Concept Organization
p14	審査委員特別賞 ◆環境と渡り鳥にやさしい「バードフレンドリー [®] コーヒー」 住商フーズ株式会社 / 住友商事株式会社	Special Award, the Judging Committee ◆Great for Migratory Birds and environment “Birdfriendly [®] coffee” SC Foods. Co., Ltd. / Sumitomo Corporation
p15	審査委員特別賞 ◆「都市型生物多様性エリアの創出」と「地域の皆様とすすめる共創活動」 ～中野マルイ「四季の庭・水辺の庭」の取組み～ 株式会社 丸井グループ / 株式会社 丸井 中野マルイ	Special Award, the Judging Committee ◆Nakano Marui's 'Four Seasons / Waterside Garden' initiative for creating urban biodiversity areas and promoting co-creation activities with local communities MARUI GROUP CO., LTD. / MARUI CO., LTD. NAKANOMARUI
p16	審査委員特別賞 ◆「いきもの」と「まち」と共生する駿河台緑地の取組み ～進化し続ける緑化に向けた緑地 PT の挑戦～ 三井住友海上火災保険株式会社	Special Award, the Judging Committee ◆Surugadai Green Space Project – Challenge of harmonizing wildlife species with urban community – Mitsui Sumitomo Insurance Co., Ltd.

いきものにぎわい市民活動大賞 Award for Civic Activities to Protect Biodiversity

- | | |
|--|--|
| <p>p17</p> <p>アステラス賞</p> <p>◆ 種差海岸のサクラソウ自生地の保全活動
青森県立名久井農業高等学校</p> | <p>Astellas Award</p> <p>◆ Protection of <i>Primura sieboldii</i>, a Wildflower in Tanesashi Coastline
TEAM FLORA PHOTONICS, Aomori Prefectural Nakui Agricultural High School</p> |
| <p>p17</p> <p>損保ジャパン日本興亜環境財団賞</p> <p>◆ 都市とその周辺における里山保全など総合的な取組み
公益社団法人 大阪自然環境保全協会 (ネイチャーおおさか)</p> | <p>Sompo Japan Nipponkoa Environment Foundation Award</p> <p>◆ Comprehensive initiative for conserving 'Satoyama' socio-ecological production landscapes in cities and their surrounding areas
Nature Conservation Society of Osaka</p> |
| <p>p18</p> <p>ローソン緑の募金賞 募金事業部門</p> <p>◆ 国民参加による災害に強い森林づくり事業
兵庫ドングリ千年の森をつくる会</p> | <p>LAWSON Green Fund Award: Fund Raising</p> <p>◆ Disaster-resilient forest development with public participation
Hyogo Society for Creating a Thousand-Year Acorn Forest</p> |
| <p>ローソン緑の募金賞 学校緑化部門</p> <p>◆ 清岡苑観察池整備事業
栃木県宇都宮市立岡本小学校</p> | <p>LAWSON Green Fund Award: School Greening</p> <p>◆ Seiko-En Observation Pond Development
Utsunomiya Municipal Okamoto Elementary School, Tochigi Prefecture</p> |
| <p>p19</p> <p>富士フィルム・グリーンファンド活動奨励賞</p> <p>◆ 小笠原諸島、西島の森林再生
NPO法人 小笠原野生生物研究会</p> <p>◆ 愛子子どもの森の保全とふれあい活動
森の応援団愛子ハグリッズ</p> <p>◆ 野焼きボランティアのための難燃性ゼッケン製作
全国草原再生ネットワーク</p> <p>◆ ロープ漁礁とアマモによる生態系の創出計画
NPO法人 庄内浜を考える会</p> <p>◆ 身近な自然体験の教育的効果の検証
～多摩市内の里山環境を生かした教育実践の総合的調査～
野田恵 (東京農工大学)</p> | <p>Fuji Film Green Fund Activity Award</p> <p>◆ Forest Regeneration in Nishi Island, Ogasawara Islands
Nonprofit Organization Ogasawara Wildlife Forum</p> <p>◆ Aiko Children's Forest Conservation and Community Exchange
Forest Supporter Aiko Hagrida</p> <p>◆ Flame-Retardant Numbers for Burn-Off Volunteers
National Plain Regeneration Network</p> <p>◆ Ecosystem Development with Rope Reef and Amamo Seagrass
Nonprofit Organization Shonai Beach Society</p> <p>◆ Verification of the Educational Effect of Nature Experiences in Familiar Environment
- Comprehensive Research on Educational Practices using 'Satoyama' Socio-ecological Production Landscapes in Tama City -
Megumi Noda (Tokyo University of Agriculture and Technology)</p> |

The 5th Contest for Corporate Activities on Biodiversity

農林水産大臣賞

Minister's Award, Ministry of Agriculture, Forestry and Fisheries

協働の活動によるアサヒの森の 持続可能な林業への挑戦

Sustainable forestry challenge at the Asahi Forest
with collaborations

● アサヒビール株式会社 アサヒの森環境保全事務所 / Asahi Forest Conservation Office, ASAHI BREWERIES, LTD.



1. アサヒの森 (赤松山) アヘマツ科
Asahi forest (Akamatsu-yama) Chinese cork oak,
(*Quercus variabilis*) woods
2. アサヒの森 (甲野村山) 森の教室
Asahi forest (Kounokura-yama) Forest classroom



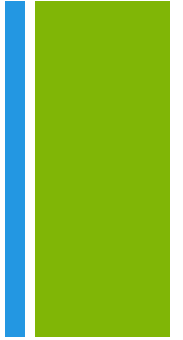
3. 荒仕期伐作業の様子
Thinning and harvesting work in progress
4. 東北工業大学とのワークショップでDIYの鳥巣
Installing a bird-nest at a workshop with students from the
Tohoku University of Hosonuma
5. ワタシグループの協賛の森林保全活動での薪割り
Chopping wood at a forest preservation activity under-
collaboration with Watashi Group
6. 地元小学生を対象とした森林環境教育でのナメコ菌座移植
Installing namako mushroom at a forest environment
education for local elementary school children
7. アサヒビール労働組合主催親子イベントでの環境教育的鳥籠作り
Building a birdhouse from thinning timber at a family event
hosted by Asahi Beer Labor Union
8. アサヒの森 (甲野村山) で鳥籠を利用するツグクワ
Dutbohi (*Eurhonus orientalis*) using the birdhouse at Asahi
forest (Kounokura-yama)

Aspects focused in covering the initiative by Asahi Forest Conservation Office, Asahi Breweries

- ① **Impediments and challenges faced to initiate changes for biodiversity conservation and sustainability**
- ② **The mechanism used to generate change**
(Cultivating opportunities, organizational decision making)
- ③ **Specific actions taken**
(Cases, practices)
- ④ **Further tasks to improve outcomes and impact of the initiative, and establishing them in a sustainable way**
(Gaining the society's approval)



+ Presentation Overview



1. Corporate Activities in Japan

- ◆ “Contest for Corporate Activities on Biodiversity”

★ 2. NPO and School Collaboration Activities

- ◆ Campaign for “Biodiversity and Children’s Forest Program”

3. Corporate Activities in Foreign Countries

- ◆ REDD+ Project by a Japanese Company in Indonesia



UNDB Day



“Mainstreaming Biodiversity – Be the change in all parts of the world”

Session 2

(1) Good Practices in the primary industry sector: lessons and challenges
Corporate, Non profit organization and School activities on biodiversity
conservation in the forest, green space and farm

(2) Non profit organization and School activities in Japan and foreign countries



Campaign for “Biodiversity and Children’s Forest Program”

fundamental issues for mainstreaming

- **biodiversity** Issues for mainstreaming “Biodiversity” in Japan are in accordance with international research results (see below)

- (1) Low acknowledgement of “biodiversity”
- (2) Understanding of the concept of biodiversity, especially about the importance of “sustainable usage of ecosystem services” is lagging
- (3) Very little sense of crisis toward the loss of biodiversity, leading to low motivation for taking biodiversity conservation actions.

Survey report in the "Strategy for the Celebration of The United Nations Decade of Biodiversity 2011-2020"

- (a) Few understood what the term biodiversity meant. Among those that did, it was understood in terms of species, and not ecosystems and their services
- (b) People had the perception that biodiversity loss was a serious issue, at a global level, but did not see the connection of the biodiversity crisis to their own lives or activities at the local level
- (c) People were willing to take actions as individuals, as consumers and as citizens to preserve biodiversity, but felt that they did not have enough information to determine what their actions should be;
- (d) Children and youth surveyed were spending an inordinate proportion of their time indoors, or in urban settings, with the potential effect of alienating them from nature. At the same time, children expressed wonder with the abilities of certain species and still indicated an enjoyment of being outdoors; they want to learn more about biodiversity but don't necessarily have the opportunity to do so.

【solution(1)】 Establishment of the Promotion System

【Issue/Obstacle(1)】 Low acknowledgement of “biodiversity”



Established a Promoting Organization: Executive Community of “Biodiversity and Children’s Forest” Campaign

- 10 NPO/NGOs that are active in youth education on forests, woodlands and green areas- not necessarily biodiversity- participated



【Activity example】Promotion of the “Green Wave”

- Started the “Green Wave”, a CEPA campaign called upon by the Secretariat of the Convention on Biological Diversity (SCBD)

United Nations Decade of Biodiversity “Green Wave”

- Schools and local areas call out for tree planting by youth on “International Day for Biological Diversity”(May 22th) at 10AM local time.
- MOE, MOFF and MLIT are main promoters in Japan
- March 1st to June 15th to cover the best season for tree planting

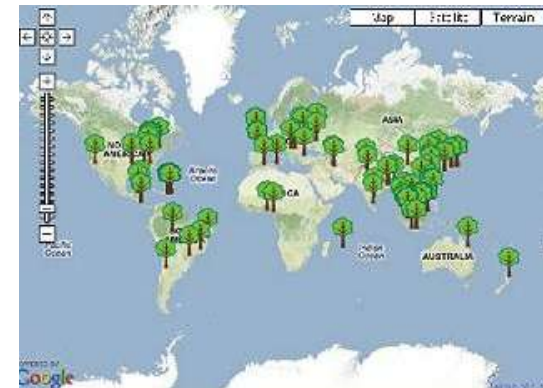
Website(UNDB-J)



Logo



Green Wave



【Solution(2)】 Development of Teaching Materials

【Issue/Obstacle(2)】 Low understanding of “sustainable usage of ecosystem services”

- Conventional visual tree dictionaries
 - Focus on the characteristics of trees, mainly for species identification.
 - Lack of teaching material on the whole ecosystem of trees or the ecosystem services we benefit from.

Development of “Story of One Tree”

- A new teaching material for educating children on the rich biodiversity associated with trees, as well as the service we enjoy in our daily lives.



【Example】 Biodiversity Teaching Material

(1) CHERRY BLOSSOM TREE (Please see paper)

CHERRY BLOSSOM TREE

- When we plant cherry blossom trees...
Cherry blossom tree is not only for viewing its flowers.
We can salt flowers and make them tea or we can make handicrafts with tree bark. Of course, various living creatures live in and around cherry tree.
- The place cherry blossom tree likes.
- How to enjoy cherry blossom tree
- Workshop: "Let's learn about cherry blossom tree!"
In the workshop, we present crafts using braches so that children will understand that cherry blossom tree is not only for viewing flowers.



【EXAMPLE】 BIODIVERSITY TEACHING MATERIAL “STORY OF ONE TREE”

(2) OAK TREE(Please see paper)

OAK TREE

- When we plant oak trees....
As the representative tree species of “SATOYAMA”, Oak has been closely related to people’s living. Of course, various living creatures were also living there. We may reconsider the life that existed with the former forest that has been forgotten.
- The place the oak tree likes.
- How to enjoy oak trees
- Workshop: “Let’s learn about the oak tree!”
In the workshop, we introduce oak tree bingo. As oak acorns are in different conditions, we can see a variety of stories.



【Activity Example】 International Workshops

<ワークシート例>

私の好きで「一本の木」の物語 Story of my favorite tree!

の をつくってみよう!

木のニックネーム(例:コナラ)

木のニックネーム(例:子猫)

Let's think of a nickname of our favorite tree!



木のニックネーム/Nickname of your favorite tree:

あなたの名前/Your name:

木の物語を紹介してみよう

Let's introduce the story of your favorite tree!

- ① 名前 (○○○の△△△) / Nickname of the tree
- ② 性別 / Sex
- ③ 年齢 / Age
- ④ 大きさはどれくらい? / How big?
- ⑤ どこに住んでいますか? / Address, living place
- ⑥ 身近な生活かんきょうについて教えてください / How is living environment?
- ⑦ 木の良い動物や鳥、虫の友達はいませんか? / Who are friends (animals, birds, and insects)?
- ⑧ 人間へのプレゼント (何をあげていますか) / What dose he/she give to human being?
- ⑨ 人間のことをどう思いますか? / How dose he/she think of human being?



- ⑧ 熊 / Eco
⑩ コナラのオナラスガ丸 / A oak "Oney"
⑪ 雄 / male
⑫ 83才 / 83 years old
⑬ 12メートル / 12 meter
⑭ 愛知県 / Aichi prefecture
⑮ だんだん季節の葉が落ちてきた / French number is decrease
⑯ フトムシ / beetle
⑰ おいしいシイタケ、キノコ / 美味しいしいたけ mushrooms shiitake
⑱ 小さくてかわいい虫 / They are tiny and cute

【Activity Example】 International Workshops

【VIETNAM】 Vinh Long City



【INDONESIA (West and East Java)】



【CAMBODIA】



【Solution(3)】 Enhancing Sensitivity Toward the Loss of Biodiversity and Motivation for Action

【Issue/Obstacle(3)】 Low motivation on taking biodiversity conservation actions



● Characteristic of Biological Diversity

- Difficult to feel the impact of loss compared to climate change
- Difficult to imagine direct crisis in Japan where 2/3 of the land is forest and nature is abundant

Development of a Workshop to Connect the World and Japan

- Workshops on other parts of the world suffering from the loss of biodiversity or from the perspective of other animals



【Example】 Workshop for Connecting the World and Japan

Children's Network within Japan

【Date】 August 2014

【Place】 UNU (Shibuya, Tokyo) etc.

【Participants】 Japanese children

- 【Contents】
- (1) Picture book "Story of Forests of the World"
(Thailand, Indonesia, Fiji)
(Forest fire, flood due to logging, impact on everyday lives)
 - (2) Workshop
(Think of biodiversity from other animals' perspective)
 - (3) Discussion



Children's Network with Other Countries

【Date】 August 2015

【Place】 Hayakawa Village, Yamanashi etc.

【Participants】 International children participating in forest activities

(Myanmar, India, Malaysia, Papua New Guinea, Japan both from urban and rural areas)

- 【Contents】
- (1) Introduction to environmental issues in each country
 - (2) Workshop
(Think of biodiversity from other animals' perspective)
 - (3) Discussion



Thank you for your attention.

*With Hope that the Children will Become Adults that can
Enjoy and Appreciate Lives with the Gifts of Nature*



Campaign for “Biodiversity and Children’s Forest Program”

+ Presentation Overview



1. Corporate Activities in Japan

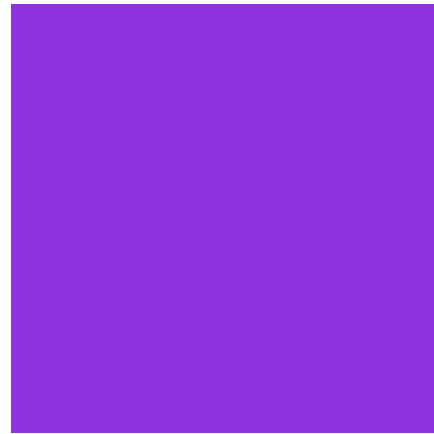
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2. NPO and School Collaboration Activities

- ◆ Campaign for “Biodiversity and Children’s Forest Program”

★ 3. Corporate Activities in Foreign Countries

- ◆ REDD+ Project by a Japanese Company in Indonesia



Corporate Activities in Foreign Countries

REDD+ Project by a Japanese Company in Indonesia

+

REDD+

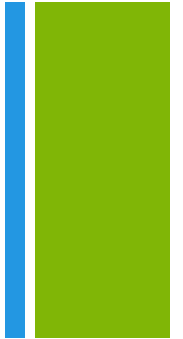
Reducing

Emissions from

Deforestation &

Degradation

... in Developing Countries





Official Promoter of REDD+



+ Boalemo Regency, Gorontalo Province



+

Project by 3 Stakeholders



Boalemo District Government

X

Gobel Group, Indonesia

X

Kanematsu Corporation, Japan



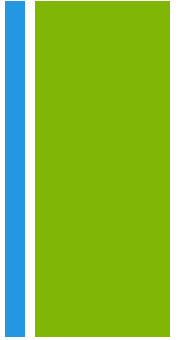
Background & Issue

- Boalemo's major crop was corn because since 2001, subsidy was provided for corn agriculture
- This policy proved to be successful to develop the new industry and to improve community livelihood





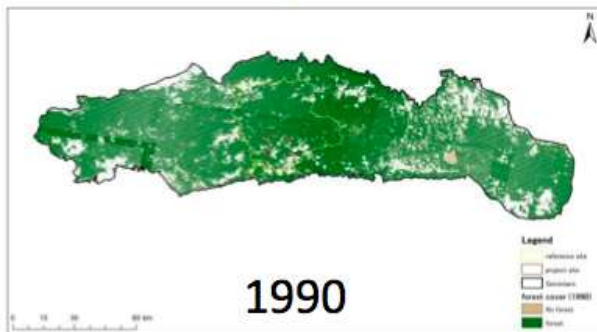
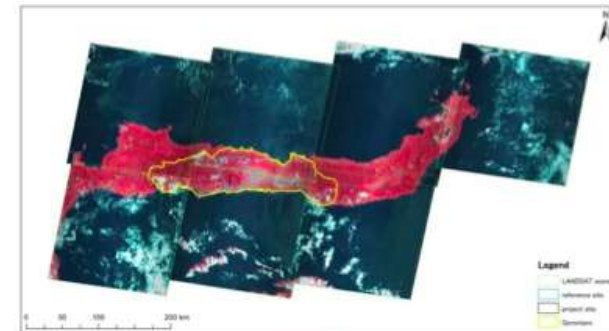
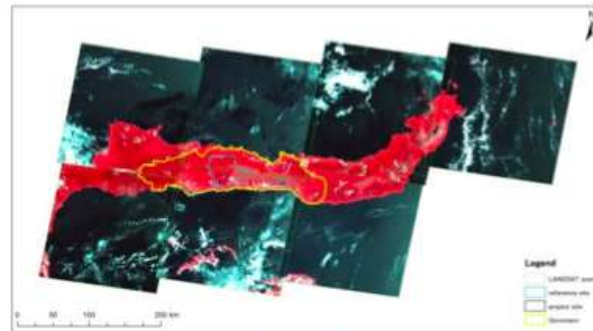
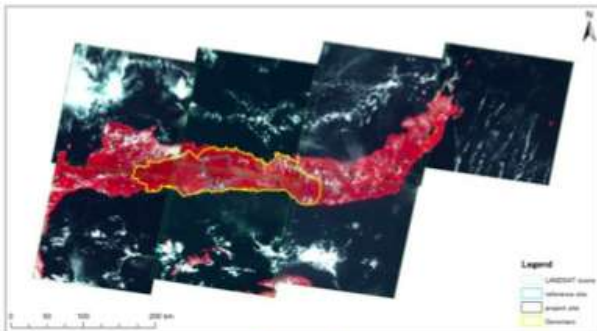
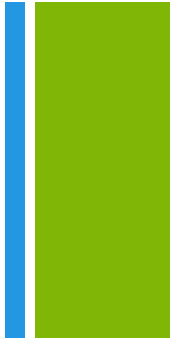
Slash & Burn Agriculture



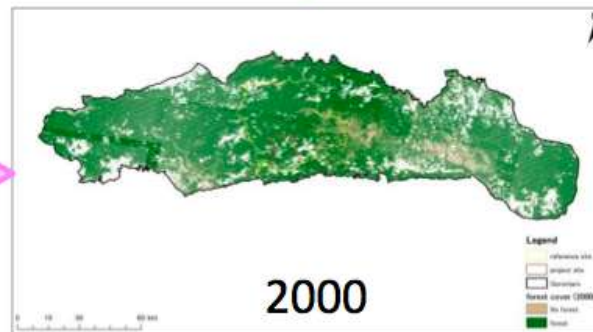
Source: Kanematsu Corporation



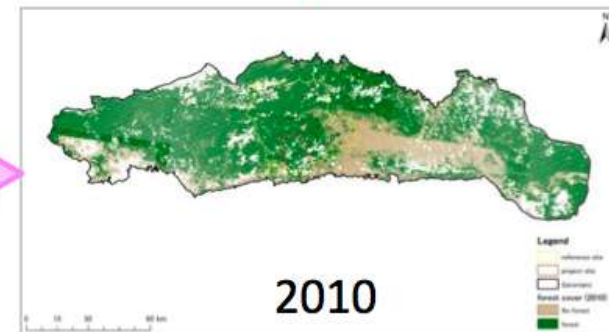
Major Deforestation Driver



1990



2000



2010

Source: Kanematsu Corporation

+

Solution

CORN INDUSTRY



CACAO INDUSTRY

+ REDD+ Project

Capacity Building



Raising Awareness

on

Deforestation

Training Sessions

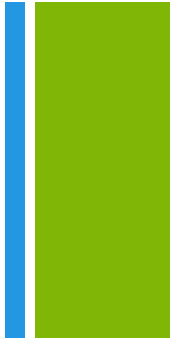
Helping with Export

**Environmental
Consultants**

Funding



Why Cacao Industry?



- No more “slash & burn” = rich soil, less flood
- Cacao trees need shade trees = more trees
- Farmers earn 12x more
- Cacao is more rare = high value on the market
- By importing cacao to Japan, Japanese people become more aware of the deforestation issue

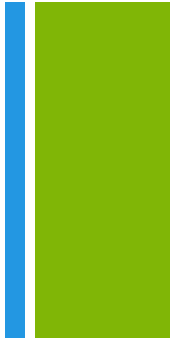
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CO₂ Emission Reduction

86,520 tons of CO₂ / year

(assumption by Kanematsu Corporation)

+ Ultimately...



GREEN ECONOMY

is the key to mainstreaming

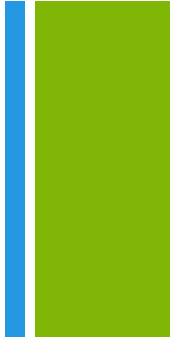
BIODIVERSITY



GRACIAS!



Conclusion



- **Various means to mainstream biodiversity**
- **Take action before it is too late**
- **For our future generations**