

UNDB Day

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

1. Programme overview

Date and time:	Monday, 5 December 2016, 10:00 to 18:00
Venue:	CEPA Fair (in the Universal building)
Organizer:	UNDB-J, Secretariat of the CBD, Ministry of the Environment Japan
Co-organizer:	Japan Committee for IUCN
Programme director:	Nature Conservation Society of Japan (NACS-J)
Contact person:	Teppei DOHKE (IUCN-J/NACS-J), iucnj@nacsj.or.jp

2. Background and rationale

The United Nations General Assembly declared the 2011-2020 United Nations Decade on Biodiversity (UNDB) as a key tool to support the implementation of the Aichi Biodiversity Targets, and many Parties to the Convention on Biological Diversity (CBD) are leading collaborative actions to promote the UNDB.

During COP13, the Japan Committee for UNDB (UNDB-J), the Secretariat of the CBD, Ministry of the Environment Japan and other partners wish to announce a one-day event as “UNDB Day” to focus on and showcase the utilization and promotion of the UNDB at the global, national and local levels.

The title “Mainstreaming Biodiversity – Be the change in all parts of the world” intends to embrace the key theme of COP13 and to expand it. In order to promote mainstreaming biodiversity in every part of society, the UNDB Day focuses on challenges in mainstreaming biodiversity, especially in its understanding; on tackling the barriers and problems, which we face on the path of achieving positive change; as well as on the importance of political will for mainstreaming.

We invite leaders and practitioner to share the lessons they have learned from biodiversity mainstreaming activities, as well as those who wish to participate as future leaders and practitioner, to bring back home the outcomes of the UNDB Day, and to promote mainstreaming biodiversity in all parts of society.

3. Programme overview

- Session 1** 10:00-11:40
Mechanisms/Initiatives, including National Committees, for mainstreaming Biodiversity and for promoting synergies and collaboration among stakeholders to implement the 2011-2020 Strategic Plan for Biodiversity and the Aichi Biodiversity Targets.
- Session 2** 13:00-16:30
Multi-sector good practices and sharing of lessons learned for further promotion of mainstreaming biodiversity.
This session focus 1: challenge and barrier for desirable change. 2: setting political will for change, 3: concrete actions, 4: scale up outcome/impact of the actions
- Session 3** 17:15-18:15
Inspiring the future by Leaders' Commitment for the UNDB with COP13 High-Level speakers.

4. Detailed programme

Master of Ceremonies: Mr. Teppei DOHKE, Nature Conservation Society of Japan

Session 1

(1) **Opening Remarks**, 10:00-10:05

- Fumiko Nakao, Ministry of the Environment Japan (5min)

(2) **Mechanisms/Initiatives**, 10:05-11:15

Presentations (10 min. each) and discussions on initiatives and institutional arrangements for the promotion of Aichi Biodiversity Target 1 and mainstreaming at global, national and local levels, including National Committees for the UNDB:

a) **Global level**

- Global communication strategy of UNDB, CEPA and mainstreaming by Mr. David Ainsworth, Information Officer, SCBD

b) **National and local level**

- About the UNDB Japan Committee: roadmap to 2020 and the case of Japan

by Dr. Masahito Yoshida, member of UNDB-J

- German initiative for UNDB

Ms. Zarah Thief, German UNDB Ambassador

- Mexican initiative for UNDB

"Lessons Learned in the process of developing biodiversity mainstreaming strategies for welfare"

by Mr. Oscar Ramírez, Senior advisor for biodiversity mainstreaming at CONABIO

- The Efforts of Aichi Prefecture toward Conservation of Biodiversity

by Ms. Junko SAHASHI, Assistant Director, Natural Environment Division, Department of the Environment, Aichi Prefectural Government

(3) **Panel discussion: "Strategic promotion of mainstreaming biodiversity"**

Facilitator: Masahito YOSHIDA (member of UNDB-J)

Discussion theme:

Key contents of COP13 Decision on mainstreaming, how to implement it, what is needed for the strategic promotion of UNDB and mainstreaming

***Lunch (catering) will start during 13:00-13:30**, some part of audiences will participate with food and drink

Session 2

(1) **Good Practices in the primary industry sector and by relevant stakeholder: lessons and challenges**, 13:00-15:30

Presentation (about 10 min, max 15 min. each) and Q&A. Presentations are expected to contain the challenges/barriers for promoting positive change, and how the speakers addressed such barriers through their project. What are effective or easy steps to mainstream biodiversity into relevant sectors. What are effective messages or communication to change your stakeholders.

MC: Teppei DOHKE

Agriculture: Mainstreaming biodiversity in Agriculture - inviting various sectors in actions to enhance biodiversity related to rice paddies

by Mr. Masayuki KURECHI, Ramsar Network Japan

Forestry: Corporate, Non profit organization and School activities on biodiversity conservation in the forest, green space and farm

By Ms. Honami IIZUKA: Miss Japan Greenery for Life; Special Ambassador for Forests and Society, Ministry of Agriculture, Forestry and Fisheries (MAFF)

- ① Corporate activities in Japan: “Contest for Corporate Activities on Biodiversity”
- ② Non profit organization and School activities in Japan and foreign countries: Campaign for “Biodiversity and Children’s Forest Program”
- ③ Corporate activities in foreign countries: “Reduction of Emission from Deforestation and forest Degradation (REDD+)”

Change the Business Guidelines for Biodiversity Action

Challenge for the Mainstreaming of Biodiversity by the 4 E&E Industry Associations in Japan ~
For the Change of E&E Industry ~

by Mr. Tatsuya ABE /Vice Chair person/ The Biodiversity Working Group, The 4 Electrical and Electronic Industry Associations (MEIDENSHA CORPORATION) and
Ms. Tomoko NOGUCHI /Working Group Member/ The Biodiversity Working Group, The 4 Electrical and Electronic Industry Associations (NIKON CORPORATION)

Change the Youth, Youth change the world

by Ms Miyuki Ando, Japan Youth Biodiversity Network (7 min.) and
Mr. Christian Schwarzer, Global Youth Biodiversity Network (7 min.)

Change: Civil society case of citizen science in Mexico

by Dr. Carlos Galindo Leal, DIRECTOR GENERAL DE COMUNICACIÓN DE LA CIENCIA(CONABIO)

Panel discussion and Q&A session

Facilitator: Naoki ADACHI (Executive Director of Japan Business Initiative for Biodiversity (JBIB))

Facilitator will call for questions and comments to the floor and ask speakers for more detail and additional information on the following items;

1: challenge and barrier for desirable change. 2: setting political will for change, 3: concrete actions, 4: scale up outcome/impact of the actions

< 10 minutes break >

(2) **Summary**, 15:45-16:40

Summary of inputs and views expressed in sessions 1 and 2, including the challenges/barriers for promoting positive change, and how the speakers addressed such barriers. What are effective messages or communication to change Participants' stakeholders.

Karen Keenleyside(Parks Canada and IUCN-CEC) will present its works including, #Nature for All, to change behavior, to make understand what mainstreaming biodiversity is, and what tools/opportunities are available to us.

And Ms. Amy Fraenkel, Head of Division, SCBD will address global mainstreaming activities showed through this UN Biodiversity Summit in Cancun, Mexcio.

After the presentation, the floor is open for discussion.

< 20 minutes break >

Session 3

(1) Inspiring the future by Leaders' Commitment 17:00-18:00

We ask leaders and future leaders for the message which inspire the CEPA and mainstreaming activities.

Facilitator: TBD Mr. David Ainsworth, Information Officer, SCBD

The speakers

- Ms. Melina Sakiyama, Youth Voice coordinator, Global Youth Biodiversity Network
- Mr. Kedar Champekar, Center for Environment Education
- Dr. Cyriaque SENDASHONGA, IUCN Global Director, IUCN Policy and Programme Group
- Mr. Masaya FUTAMIYA, Chairperson of Keidanren Committee for Nature Conservation
- Mr. Yoshihiro SEKI, State Minister of the Environment of Japan

(2) Final remarks, Braulio de Souza Dias, Executive Secretary of the CBD(TBC)

Networking cocktail food & drinks (wine and Japanese sake) was followed by Session 3. During networking cocktail, Fuyumizu-Tango was performed.