



Challenges for the Mainstreaming of Biodiversity

Case of Electrical and Electronic Industry in Japan

The Biodiversity Working Group,
The Four Electrical and Electronic Industry Associations (4EEIA)

About the 4EEIA



The Japan Electrical Manufacturers' Association



Japan Electronics and Information Technology
Industries Association



Japan Business Machine and Information System
Industries Association



Communications and Information network
Association of Japan

About 500 member companies



- EEI have long and complex supply chain.
 - >EEI can lead a change behavior of it's subsidy and suppliers.
- EEI use hazardous materials in the business operation.
 - >EEI can reduce negative impact for biodiversity through reduction of hazardous material usage.
- EEI create IT devices and solutions.
 - >EEI can provide effective biodiversity monitoring tools and methods using it's IT technologies.

Mainstreaming of biodiversity for EEI is very important to increase their contribution for the Aichi Biodiversity Target !



- Established in May 2011 followed by discussions at COP10.
- Promoting and supporting biodiversity conservation activities of 4EEIA member companies to achieve the Aichi Biodiversity Targets.

WG member companies (2018)

ESPEC CORP. (Chair)

CASIO COMPUTER CO., LTD.

Hitachi, Ltd.

Mitsubishi Electric Corporation

NIKON CORPORATION

TOSHIBA CORPORATION

Panasonic Corporation (Vice chair)

Fuji Xerox Co., Ltd.

MEIDENSHA CORPORATION

NEC Corporation

Sony Corporation

YASKAWA Electric Corporation



- 2011 Biodiversity Conservation Activities Analysis in the Electrical and Electronic Industries
- 2013 Case Study Report
- 2014 Learning Tool “Let’s Study Biodiversity ! (LSB)”
- 2015 Guidelines for Action by the Electrical and Electronic Industries concerning Biodiversity Conservation
- 2016 Database of Biodiversity Conservation Activities
- 2017 3rd Annual Questionnaire Report
- 2018 Activity Guidance “Let’s Try Biodiversity ! (LTB)”
Guidelines for Action by the Electrical and Electronic Industries concerning Biodiversity Conservation (2nd edition)

Database



About 300 actions of 4EEIA member companies (Oct. 2018)

検索方法

フリーワード検索

検索条件


毛原の森づくり

検索条件の変更



1 件の活動が検索されました。

※LCS＝ライフサイクルステージ：A.土地利用B.研究開発C.材料調達D.製品製造E.輸送F.販売G.使用H.リサイクル・廃棄I.社会貢献J.教育

NO	画像	会社名 活動/プロジェクト名/ 詳細URL	概要	活動範囲	愛知 目標	LCS (※)
1		エスベック株式会社 毛原の森づくり活動～京都 モデルフォレスト活動～	活動地は、丹後天橋立大江山国定公園の中の福知山市大江町毛原地区にあります。昔ながらの里地里山の風景が残り、生物多様性豊かな森があります。多くの人が訪れ、森の中をあるくことで自然の豊かさや森の大切さを改めて感じていただきたいと思います。毛原の森にウォーキングコースを整備する活動を行っています。四季を通じて毛原の森の魅力を発掘すべく、春夏秋冬年4回の季節の植物や樹	京都府	01 09 11 12 14	I

Annual Questionnaire Report



Monitoring 4EEIA member companies' achievements and needs

➤ Progress

Aichi Targets	2015	2017	difference
Target1	66.1%	69.5%	+3.4%
Target5	65.7%	62.3%	▲3.4%
Target8	40.3%	41.8%	+1.5%
Target9	34.3%	39.1%	+4.8%
Target11	24.5%	30.9%	+6.4%
Target14	43.3%	46.4%	+3.1%
Target19	30.0%	36.8%	+6.8%
Any of above	75.0%	74.5%	----

➤ Needs

Many member companies, especially SME, want to know activities that can easily start.

Let's Try Biodiversity ! (LTB)



Guidance for 4EEIA to start biodiversity conservation activities easily



電機・電子4団体 環境戦略連絡会
 生物多様性ワーキンググループ



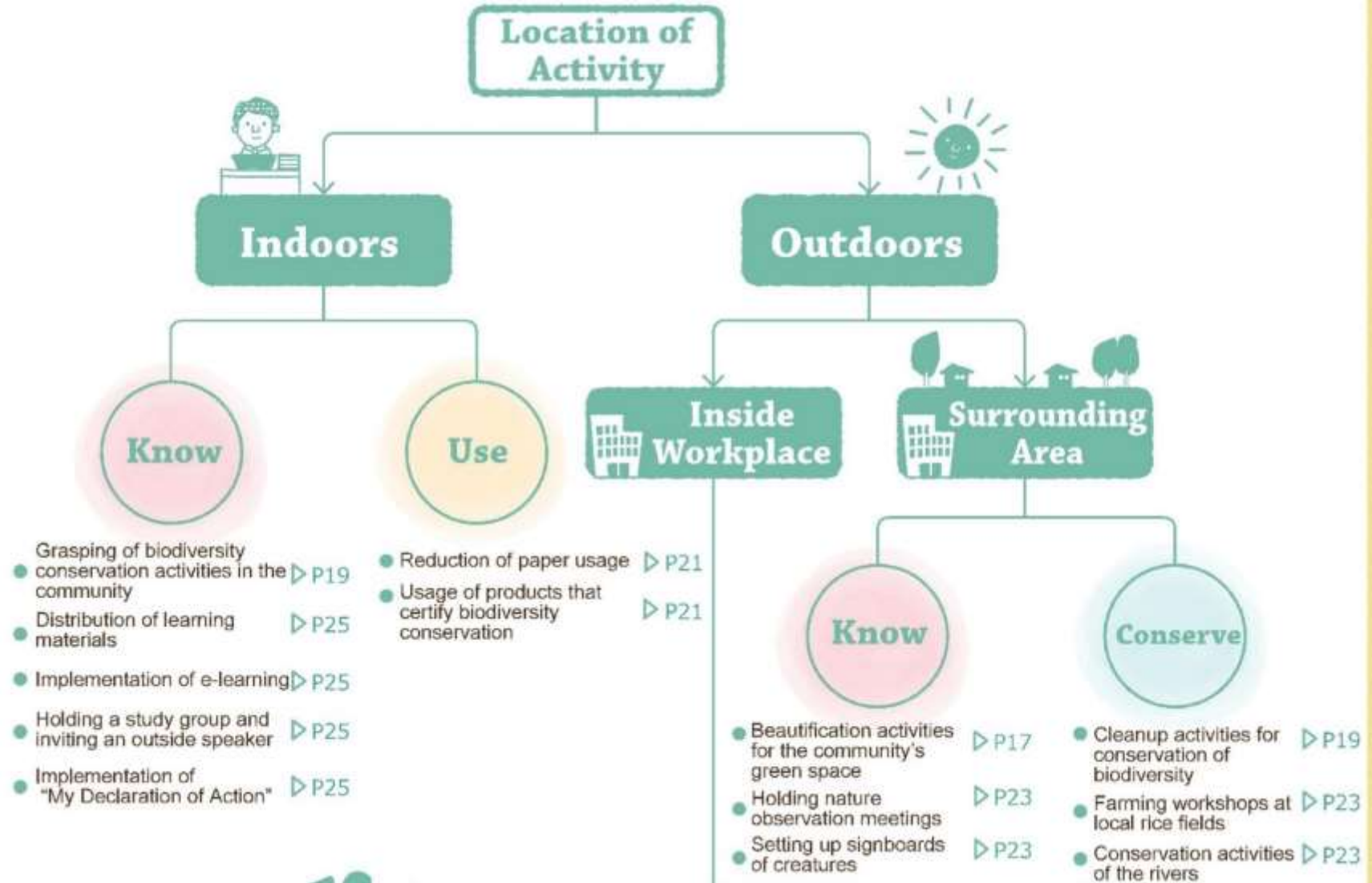
この書籍は、環境省の
 環境戦略推進事業の一環
 として、環境省の
 ウェブサイト（環境省
 サイト）に掲載し、
 公開しています。

この書籍は、環境省の
 環境戦略推進事業の一環
 として、環境省の
 ウェブサイト（環境省
 サイト）に掲載し、
 公開しています。

Let's Try Biodiversity ! (LTB)



Quick references to find activities by capability or interests



Let's Try Biodiversity ! (LTB)



Detailed and plain explanation for biodiversity conservation activities

Activities that survey biodiversity



By understanding your community's biodiversity, it is possible to set a policy and goals for future actions.

Activities that effectively use goods and locations

By modifying the use of goods and locations, it is possible to engage in activities that lead to biodiversity.

Activities that maintain a habitable environment for creatures

By adding a twist with a biodiverse viewpoint, it is possible to create an environment where creatures gather.

Activities that connect the community



By spreading the activities outside the workplace, it is possible to contribute to the improvement of the local biodiversity.

Activities that protect the ecosystem

By nurturing locally native creatures, it is possible to protect the local ecosystem.



Activities that are possible through business operations

By connecting day to day work to biodiversity, it is possible to conserve biodiversity through business operation.

Activities to learn about biodiversity

By understanding biodiversity, it is possible to feel the blessings of nature in your business operation and daily life.

Let's Try Biodiversity ! (LTB)



Ex. Prevent the Expansion of Alien Species

Activities that protect the ecosystem

Prevent the Expansion of Alien Species

Summary of Activity

Among the alien species (creatures that are originally non-native to that certain area), maintain the community's healthy ecosystem by exterminating Invasive Alien Species that will create a harmful impact on Japan's ecosystem and society.

Activity Case Study

- ◆ Survey and identification of alien species
- ◆ Extermination of Invasive alien species

Why do it?

- ◆ **Prevents harmful effects on native species and damage towards agricultural products**
There is a possibility that the invasion of alien species could change the local ecosystem or have a direct impact on biodiversity (such as genetic disturbance or extinction of rare species). That is why by preventing the expansion of alien species, especially invasive alien species, it is possible to prevent any harmful effects on native species that make up the ecosystem and damages towards agriculture, forestry, and fisheries.
- ◆ **Leads to the conservation of the local ecosystem**
When planting flowers and trees at the factories and offices, by selecting native species and avoiding alien species as much as possible, it will lead to the conservation of the local ecosystem.

What is Invasive Alien Species?

Alien species refers to species that were originally foreign to a certain area, but were brought in to that area by human activity. Among the alien species, those that are classified as "invasive" requires caution. Invasive alien species are species that could have a large impact on the local biological environment and as a result threaten the ecosystem. Invasive alien species are determined by Japan's Invasive Alien Species Act, and they are species that could damage the ecosystem, human life/body, agriculture, forestry, and fisheries.

How to do it?

- 1 Check the distribution status of invasive alien species
- 2 Check the appropriate method of extermination
Try to research a method that prevents diffusion and that does not re-flourish
- 3 Conduct extermination
- 4 Check the results of extermination
If there are signs that the species have re-flourished, conduct extermination once again

Contents

- Relation with the Aichi Targets
- Relation with the SDGs
- Summary of Activities
- Case Study
- Why do it?
- How to do it?
- Q & A
- Tips on Promoting activity

Let's Try Biodiversity ! (LTB)



Ex. Prevent the Expansion of Alien Species

Contents

- Relation with the Aichi Targets
- Relation with the SDGs
- Summary of Activities
- Case Study
- Why do it?
- How to do it?
- Q & A
- Tips on Promoting activity

Q How do you exterminate invasive alien species?

A If it is a plant, search online for methods of extermination depending on its type. If it is an invasive alien species, contact your local administration representative because it is necessary to use the appropriate method that is determined by the law.

Q What are the methods to promote activity?

A It is important to promote public awareness. The issue of alien species is sometimes not understood, so it is necessary to correctly inform the employees and workers who are involved in the activity. Also, make sure to explain the countermeasures for alien species when maintaining green space.

When transporting alien plant species

As a general rule, Japanese law forbids the transport or storage of live alien plant species. However, if the transport is to dispose of the species, it is possible to transport the species by nothing in advance of the transport and by taking measures to prevent escape. Since under these circumstances temporary storage is allowed, it is possible for small scale volunteer groups to conduct these activities.

Q When should extermination be conducted?

A In the case of plants, it is efficient to exterminate before the seed fully grows. If there is a characteristic in the flower, by aligning the extermination with the timing of the flowering period, it is easier to find the targeted plant and efficiently remove it.

Q How do you exterminate alien plant species?

A When exterminating alien plant species such as Lance-leaved Coreopsis or Canadian Goldenrods, after having a learning session within the workplace to educate and share with the members on the issue, conduct routine patrols and exterminations. By sharing the activity using the company's internal website or newsletters, it is possible to encourage members not just at other workplaces, but members in subsidiary companies and dormitories to conduct their own independent patrol and extermination.

Tips on promoting activity

- ① It does not mean that all alien species should be exterminated.
- ② It is necessary to follow Japan's Invasive Alien Species Act when exterminating invasive alien species.
- ③ How to distinguish invasive alien species is published in the identification manual at the Ministry of the Environment of Japan's website.
→ <https://www.ene.go.jp/nature/extra/2outline/nans1.html>
- ④ For alien animal species, the extermination manual is published at the Ministry of the Environment of Japan's website.
→ <https://www.ene.go.jp/nature/extra/3control/taibiki.html>

Let's Try Biodiversity ! (LTB)



LTB seminar: Providing opportunity to learn LTB with real cases



The Nijyu-maru Project



- Our activities have been registered to the Nijyu-maru Project (Double 20 Campaign) which support implementation of the Aichi Biodiversity Targets of the Convention on Biological Diversity.
- Especially, LTB and LSB are endorsed by the Japan Committee for UNDB(UNDB-J) as of best practice examples from the Nijyu-maru project.



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

Biodiversity Action Award 2018



- LTB won the “Let’s Show Award.”
(One of the five Excellent Award)



あなたの活動を生物多様性につなげてみよう!

企業も
自治体も
NPO/NGOも
学校も





The biodiversity WG will continue to

- ✓ act toward “mainstreaming” of biodiversity conservation activities in the Electrical and Electronic industry by 2020, and
- ✓ tackle common issues in cooperation with member companies.



Thank you !

For more information, please contact WG Secretariat,
The Japan Electrical Manufacturers' Association (JEMA)
Environmental Department

<http://www.jema-net.or.jp/English/>

Case Study Report



30 biodiversity conservation cases of WG member companies

B-4,5

4 E and E Industry Associations
Biodiversity WG

Toshiba Corporation

Changing garden plants at manufacturing sites

【Initiative Outline】

- On-site planting is changed from garden species (attractive to humans) to regional endemic species (attractive to regional wildlife).

【Biodiversity Conservation Viewpoint】

- Creating new biotopes by changing current plants to those fed by regional wildlife (eg. butterflies).

【Activity Highlights】

- Specifying regional wildlife to be conserved (eg. butterflies) by grasping on-site and surrounding flora and fauna.
- Considering conservation of endangered plants as well as endemic flora and fauna.

Example of Matching Plants and Wildlife Species

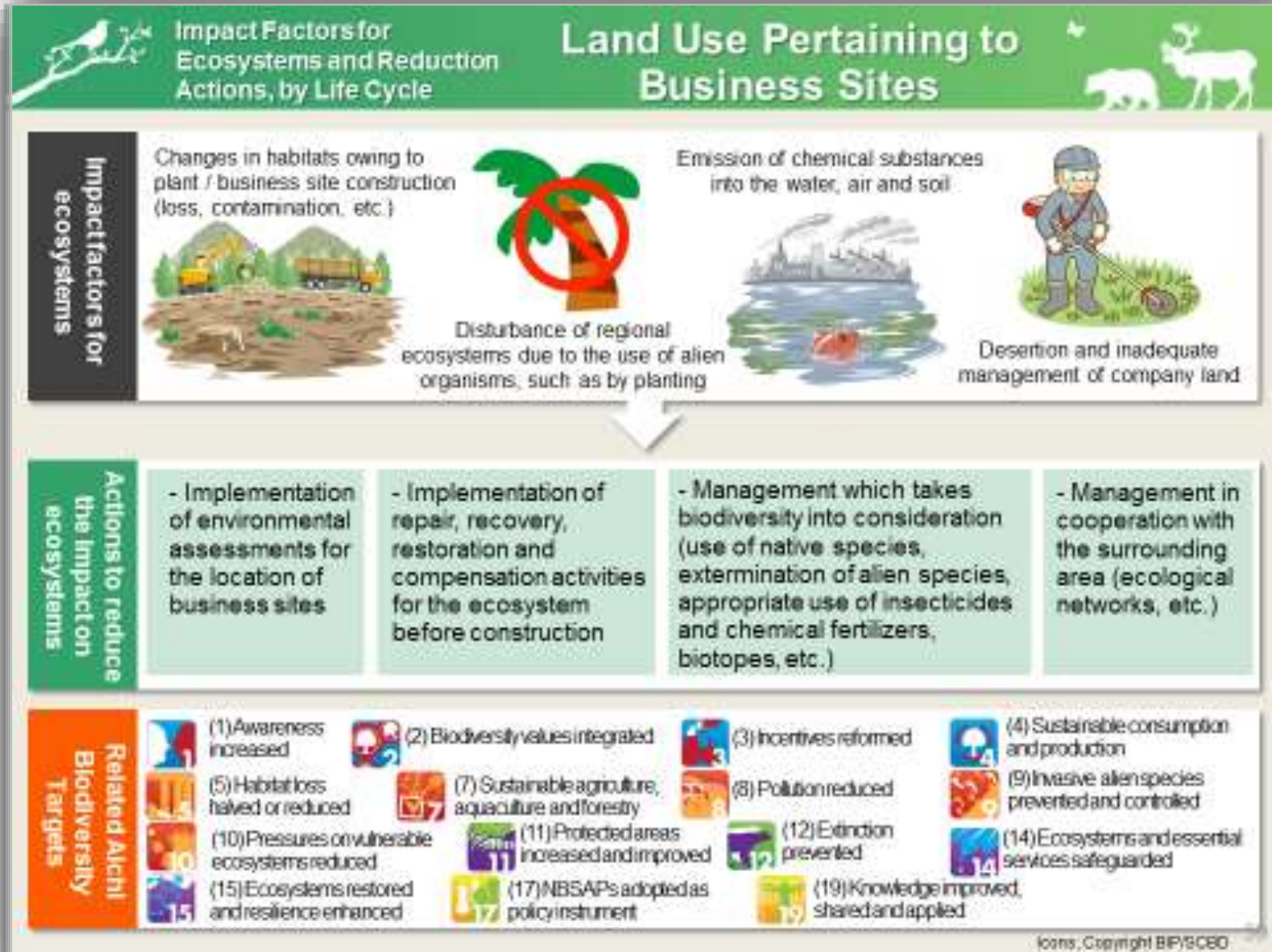
Plants	Butterflies	
Ramie	→ Asian Admiral	
<i>Heracleum sphondylium</i> L.	→ Old World Swallowtail	
Kumquat	→ Chinese Yellow Swallowtail	

Applying areas of above examples : Honshu, Shikoku, Kyushu area

Let's Study Biodiversity ! (LSB)



52pages education and awareness-raising tool for our industry



Guidelines for Action



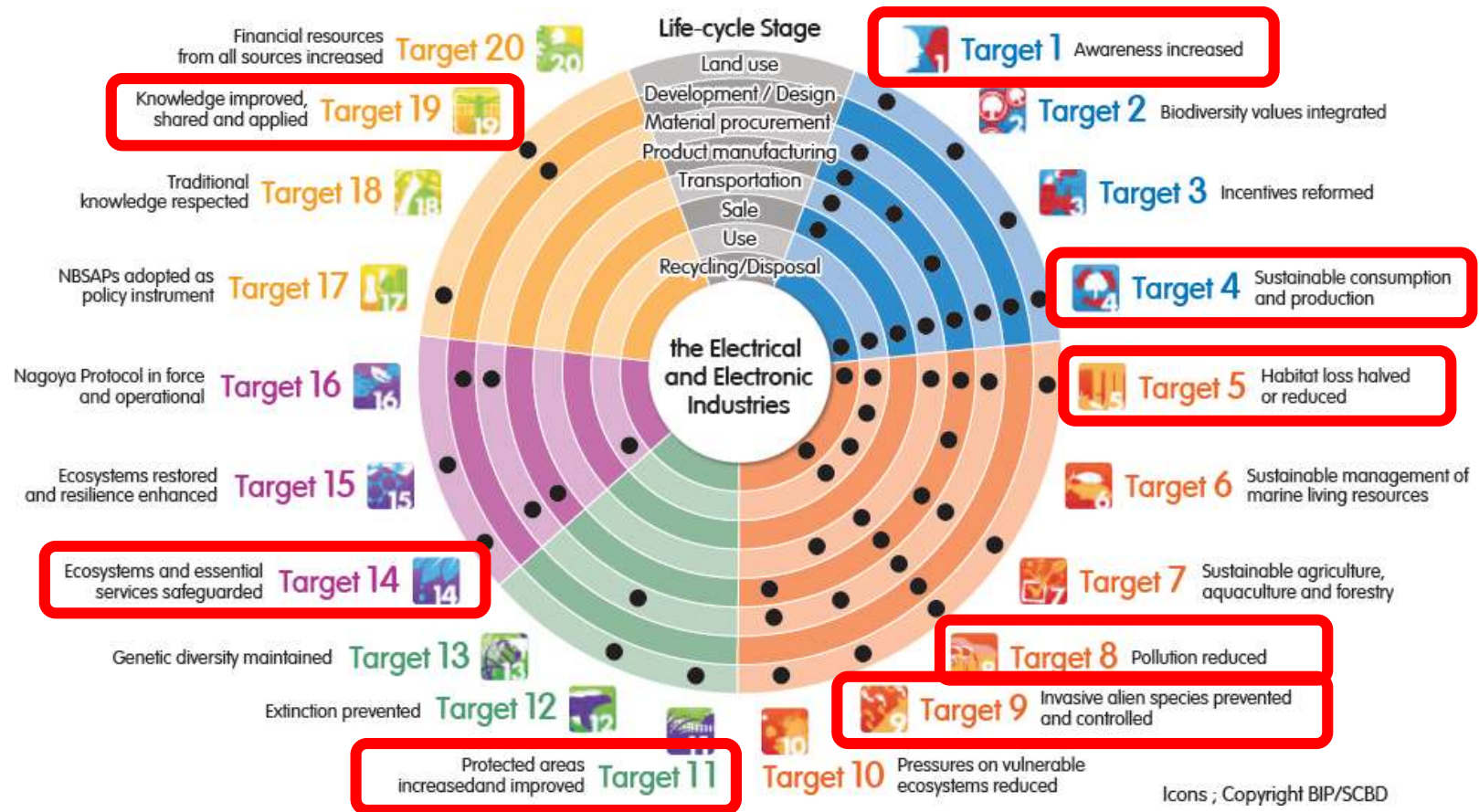
Recommended actions for selected Aichi Biodiversity Targets



App: Relation with the Aichi Targets



Relevance of the Biodiversity Conservation Activities by the E&E Industries to the Aichi Biodiversity Targets



: 8 Targets relevant to 4 E&E Conservation activities