

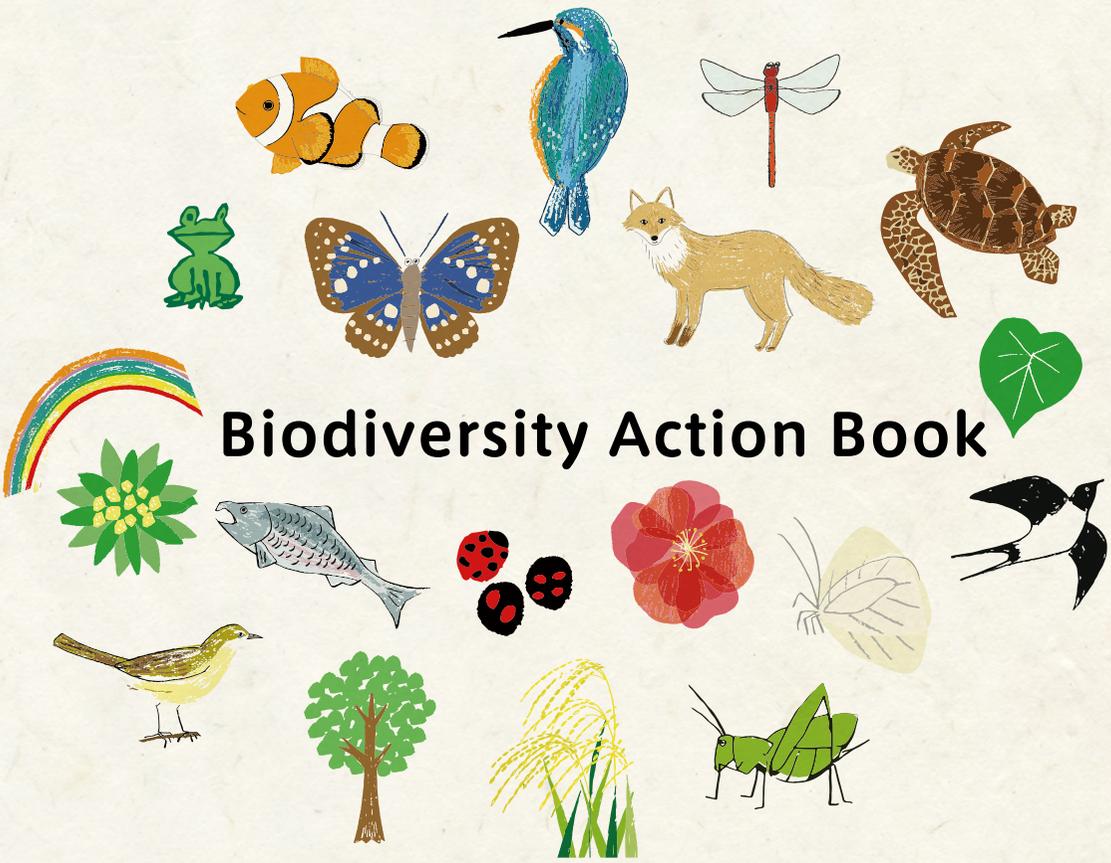
# Biodiversity Action Book

— From “United Nations Decade on Biodiversity” Towards 2030 —



Published by: Japan Committee for UNDB





**Biodiversity Action Book**

# Foreword

The “Aichi Biodiversity Targets” were adopted at the Tenth Conference of the Parties (COP 10) to the Convention on Biological Diversity. To achieve these targets, in 2012 the cabinet approved the “National Biodiversity Strategy of Japan 2012-2020”. In Chapter 2, Section 1 of this strategy you will find initiatives for “Promoting the mainstreaming of biodiversity”. These include promoting “participatory surveys of living organisms, ecotourism and green tourism, supporting environmental education and learning activities”, increasing “opportunities for people to experience first-hand the benefits obtained from biodiversity and ecosystems and local cultures which coexist with local natural environments”, “conducting economic valuations of the various types of value that biodiversity contains” to “encourage diverse entities to take into account the value of biodiversity in their decision making”, as well as raising “public awareness about certification systems for biodiversity-friendly products and services”.

CEPA (Communication, Education and Public Awareness) as described in the Convention for Biological Diversity Article 13 Public Education and Awareness has played an integral role in accomplishing these initiatives.

“My Action Declaration – 5 Actions for Biodiversity” that the Japan Committee for United Nations Decade for Biodiversity (UNDB-J) is promoting is introduced in the National Biodiversity Strategy as the only effectively way to implement CEPA. We also organized the Biodiversity Action Awards from 2013 to 2019 to applaud exemplary biodiversity actions.

For this award, we asked people across Japan to share with us actions they are implementing that protect biodiversity and promote sustainability. We then selected the winners of the Excellence Award in the five categories – Let’s Eat, Let’s Feel, Let’s Show, Let’s Conserve, and Let’s Select - and the Grand Prize (Minister Awards) from among the Excellence Award winners.

During the seven years of the Biodiversity Action Awards, our image of organizations that undertake actions for biodiversity has changed significantly. In the beginning we received many applications from organizations involved in environmental conservation, but in the latter years of the award we saw young people working together with the regional economy, forging partnerships with a wide range of stakeholders. We also saw a rise in entries from companies that not only engage in conservation activities to contribute to the region, but have, at the same time, experienced a positive business impact and increase in company value.

More people have begun to consider the environment, society, and economy together. This is partially due to the improved awareness for the SDGs, but it is also an example of how CEPA has enhanced understanding of biodiversity among various age groups and people in different positions.

The United Nations Decade on Biodiversity has come to an end and the United Nations Decade on Ecosystem Restoration will begin in 2021. We have created the “Biodiversity Action Book” to share the transformations the world has undergone in the past decade to protect biodiversity for future generations, and we also hope that it will contain inspiring ideas for your activities as you enter the new decade.

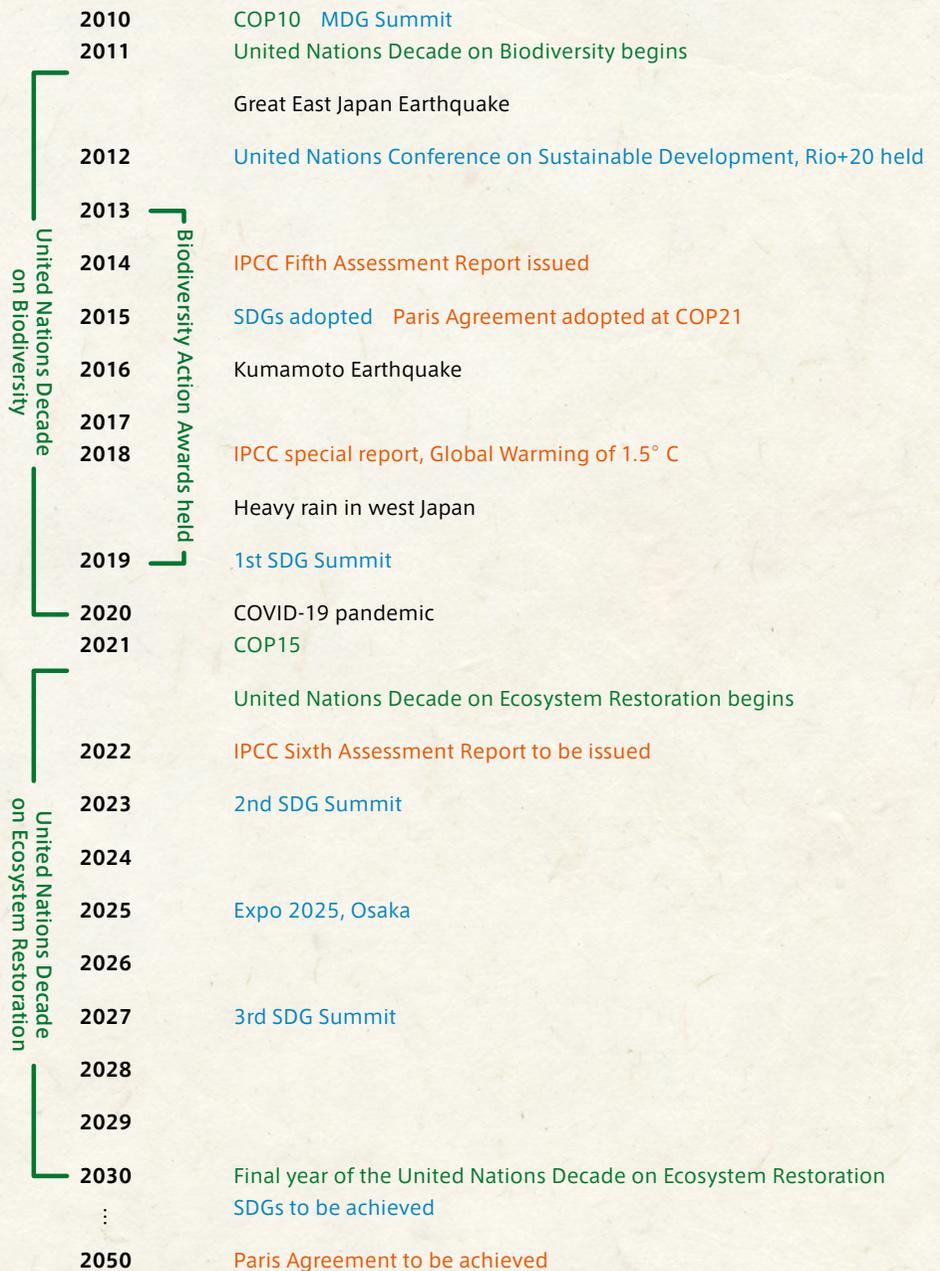
March 2021  
Japan Committee for UNDB

# "United Nations Decade on Biodiversity" Timeline

Green: Convention on Biological Diversity-related activities

Red: Convention on Climate Change-related activities

Blue: SDG-related activities



# Biodiversity Action Award Achievements 1

United Nations Decade on Biodiversity – during this time, the world changed dramatically. Humankind made history by adopting the SDGs and signing the Paris Agreement. On the other hand, we saw an increase in climate disasters around the globe, and in the final year of the decade, in 2020, the whole world was hard hit by the COVID-19 pandemic. To overcome these challenges, it is important to apply wisdom and undertake grassroots activities. The Biodiversity Action Award was established to discover promising grassroots activities in Japan.

**792** entries

**427**  
community-based  
organizations

**217**  
companies

**63**  
individuals

**73**  
educational  
institutions

**12** local governments



The Biodiversity Action Award was organized annually from 2013 to 2019. Excellence Awards, Special Awards, and Action Awards were given each year, and after the Excellence Award recipients introduce their activities at the Awards Ceremony, the Grand Prize (known as the Minister of the Environment Award and Minister of Agriculture, Forestry and Fisheries from 2017) winners were selected.

Every year we created leaflets and updated the website to widely promote actions that protect biodiversity. Our website also introduced the results of the Awards and the activities of the award-winning organizations. We received 792 entries over the course of seven years from community-based organizations, companies, and more.



2013



2014



2015



2016



2017



2018



2019



Biodiversity Action Award Website  
<http://5actions.jp/award/>



5 Actions for Biodiversity Website  
<http://5actions.jp/en/>



# Award-Winning Activities

Let us introduce the award-winning organizations in each of the 5 categories from 2013 to 2019.

\*The names and activities refer to those provided at the time of submission.



## Let's Eat Award

These are activities that have low environmental impact, which unearth the food culture of the region by using seasonal foods produced in the region.

**Keywords:** Self-sufficiency; home vegetable gardens, community gardens or farms; traditional foods; local production for local consumption; producing and eating in season; food education; food mileage; etc.

2014

### Hiyori Kitchen

**Hiyori Kitchen (Currently known as: Café Ren) (Miyagi)**

<http://5actions.jp/en/eat/hiyori-kitchen/>

The Hiyori Kitchen's key concept is to develop a "new food culture for Ishinomaki" with a fresh set of eyes. It is a restaurant that was established as a center for research, discovery, and development of new foods and recipes unique to Ishinomaki and transformation of these assets into a resource for tourism.



2013

### Cooking Traditional Foods of the Shiga and Lake Biwa Areas

**Eco idea kids, Lake Biwa (Shiga)**

[http://5actions.jp/en/eat/i\\_kids/](http://5actions.jp/en/eat/i_kids/)

Children who participate in this program discover Lake Biwa's rich bounty by learning how to cook the traditional foods of Shiga Prefecture, and also come to love and have pride in their region. This initiative also aspires to create a new food culture by fostering relationships.



2015

### Let's Get Rid of Abandoned Bamboo Forests by Eating Bamboo

**Specified Non-Profit Corporation Kamome (Kyoto)**

<http://5actions.jp/en/eat/kamome/>

Kamome is a volunteer group that takes care of abandoned bamboo forests. Exasperated by super resilient bamboos that keep growing back, the group began an initiative – "Let's get rid of abandoned bamboo forests by eating bamboo" – which aims to develop food products using bamboo.



2016

### Bringing Partnerships to Life Through Local Cooperation and Raising Plants to Make Fruit Syrup

**Dongri-Kurabu for Natural Life in Forest Co. (Fukui)**

<http://5actions.jp/en/eat/donguri/>

The Dongri-Kurabu for Natural Life in Forest Co. makes fruit syrup from plants native to the region. Fruit used to make syrup comes from plants, for example Gamazumi (*Viburnum dilatatum*), that have been cultivated from seeds. The club is currently cultivating over 800 saplings.



2017

### Children's Hometown Building – "Oyster Farming Experience"

**Ishinomaki Municipal Ohara Elementary School (Miyagi)**

<http://5actions.jp/en/eat/ishinomaki/>

This initiative, which began in 1999, has thrived even after the Great East Japan Earthquake thanks to the support and cooperation of parents, guardians, and the regional community. The school aims to help nurture children, who will one day contribute to restoration, by providing comprehensive education that includes a class on forestry where students are given an opportunity to experience every process of oyster farming, learn about food, and the bio-richness of the sea.



2018

### Establishing a Regional Brand of Vegetables Grown on Regionally Recycled Food Waste

**Okaeri Yasai Project (Aichi)**

<http://5actions.jp/en/eat/okaeri/>

This project takes food waste from supermarkets, school lunches, restaurants, homes, etc. and recycles it into compost. Then the vegetables and rice grown using the compost are returned to supermarkets, schools, hotels, etc. as

"Okaeri Yasai" (Welcome home vegetables).



2019

### "Regional Development Project Utilizing Traditional Foods 'Akajaga (Red Potatoes)' and 'Awabatadaizu (Awabata Soybeans)'"

**Gunma Prefectural Seta Norin High School, Plant Biology Research Department (Gunma)**

<http://5actions.jp/en/eat/setanorin/>

The aging population is a serious issue for the town of Kanna in Tano County, Gunma Prefecture, and as a result, its precious genetic resource has begun to vanish. Through efforts to utilize and revive the cultivation of "Akajaga (red potatoes)" and "Awabatadaizu (Awabata soybeans)," the research department is contributing to the preservation of the region's genetic resources and its revitalization.



## Award-Winning Activities



### Let's Feel Award

These activities help people experience nature in the mountains, the sea, rivers, zoos, botanical gardens and more. They also help people realize how much fun it can be to play in nature and learn about the characteristics of the region and its biodiversity.

Keywords: Nature observation groups; nature experience programs; nature schools; interpreter training; field museums; ecotourism; etc.

2013

### A Program Initiated by Residents of the River Basin that Integrates Biodiversity Conservation with Education

#### Network for Conserving the River Basin in the Rain-Kissed Lands (Osaka)

<http://5actions.jp/en/feel/oteranetto/>

"The integration of environmental conservation and education" – this is the key focus of the group. They help develop educational materials for elementary schools and also encourage the participation of children in conservation activities. These activities help children grow and some even go on to become leaders in conservation activities.



2014

### The Alien Species Problem Studied and Told Ishigaki Municipal Ibaruma Junior High School (Okinawa)

<http://5actions.jp/en/feel/ibaruma-junior-high-school/>

Every year, the Ishigaki Municipal Ibaruma Junior High School organizes an environmental education program for its first year students, which includes biological experiments, and focuses on the island's invasive species, Marine Toads, to improve awareness for and interest towards biodiversity conservation.



2015

### Let's Play in the Living Creature Playground Inokashira Park Zoo (Tokyo)

[http://5actions.jp/en/feel/ikimono\\_hiroba/](http://5actions.jp/en/feel/ikimono_hiroba/)

The Inokashira Park Zoo has set aside a part of its grounds (1300m<sup>2</sup>) as a place where people can experience nature and have fun looking for and catching living creatures. The objective here is not to show people, rather for people to discover living creatures for themselves.



2016

### Summer Camp for Little Farmers

**HERS (Heroines for Environment and Rural Support) (Kumamoto)**

<http://5actions.jp/en/feel/inakanoheroine/>

The Little Farmers Learning Center aims to not only provide children from urban areas opportunities to experience the life and nature in satoyama, but to also give children from farming families a chance to rediscover the surrounding nature and living organisms. This program also teaches children the power to live, in other words survival skills and the ability to adapt.



2017

### The Biodiversity School @ Tokushima — Katsuura River Basin Field Program

**Tokushima Biodiversity Leader Team (Tokushima)**

<http://5actions.jp/en/feel/tokushima/>

This team operates in an area extending from the Katsuura River source to its estuaries and organizes 15 classes over the course of 8 days. Experts share their scientific knowledge, and participants, who pass the program with flying colors, receive a "Biodiversity Leader" certification.



2018

### JTB Brighter Earth Project

**JTB Corporation (Tokyo)**

<http://5actions.jp/en/feel/jtbcorp/>

This project brings customers, local residents, and JTB Group employees together to conduct activities that create a brighter future for everyone. Through environmental beautification and human interchange, JTB wishes to join hands with everyone involved in "Bringing vitality to the earth and smiles to people."



2019

### Preserving the Satoyama Region

**Kawana Satoyama Rangers (Kanagawa)**

<http://5actions.jp/en/feel/kawanasatoyama/>

The Kawana green district is located within a 20-minute walking distance from the Fujisawa station. Although it is situated near the city center, there still remains approximately 30ha of satoyama in Kawana. And in the center lies Kawanashimizuyato. The rangers want to bequeath the nature in this district to future generations through their activities and by working with children of the community.



## Award-Winning Activities



### Let's Show Award

These activities keep a record of, express, and communicate the different colors, shapes, and activities of living organisms, the majesty of nature, and its changing seasons as photographs, artwork, and text.

Keywords: Traditional performing arts; traditional events; publications; websites; apps; images; photographs; events; games; art; etc.

2013

### Environmental Awareness Classes

Shimadzu Corporation E-club (Kyoto)

<http://5actions.jp/en/show/shimadzu-e-club/>

The company organizes environmental awareness classes at elementary schools using "bidi," a card game it created to introduce endangered species. These classes are a part of Shimadzu Corporation's "E-club" activities that teach children about biodiversity and its importance.



2014

### The Picture Story Show about Living Creatures in Shibukawa Town: Communicating About the Treasures of Their Hometown

The Support Committee for Making the Picture Story Show of Living Creatures in Shibukawa Town, Shiga, Japan (Shiga)

<http://5actions.jp/en/show/shibukawa-ikimonogatari/>

The support committee for making the picture story show of living creatures in Shibukawa Town is an organization that helps provide "biodiversity education" to students of the Shibukawa Elementary School. It has supported children's efforts to describe Shibukawa's biodiversity with pictures and illustrated picture-card stories.



2015

### Surveying the Relationship Between People and Nature

Teruha Forest Association Inc. (Miyazagi)

<http://5actions.jp/en/show/teruhanomori/>

From 2008, this group has surveyed the relationship between people and nature in 4 districts in the town of Aya, Miyazaki Prefecture. The group worked with the local community on the surveys, learned about the region's values, lifestyles, and aspirations, and created maps and brochures that helped the region rediscover and redefine itself.



2016

### Itoshima Regional Calendar

Itoshima Calendar Group (Fukuoka)

<http://5actions.jp/en/show/itoshimakoyomi/>

Itoshima calendar group creates page-a-day calendars that introduce Itoshima's nature, culture, traditional events, and living organisms. These calendars provide information about what life with nature is like and motivate people to go out and experience nature.



2017

### "Gyobu": Activities to Promote Biodiversity Together with Human Diversity

Gyobu: Kitakyushu (Fukuoka)

<http://5actions.jp/en/show/gyobu/>

"Gyobu" is a diverse group consisting of 320 professional and non-professional members from thirty-one prefectures in Japan, who are interested in nature and living organisms as well as the relationship between nature and man. Gyobu has been sharing its unique viewpoint and findings on biodiversity by organizing exhibitions that welcomes approximately 120,000 visitors and through the publication of the magazine, "GyobuRu".



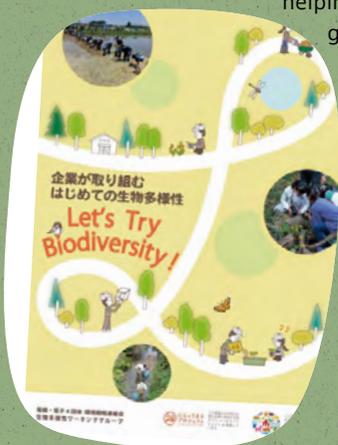
2018

### Let's Try Biodiversity! (LTB) — Companies' First Undertaking at Conserving Biodiversity

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

<http://5actions.jp/en/show/jema/>

This working group created a guidebook, which introduces in detail 11 examples of activities that would be easy to adopt for companies taking their first step towards biodiversity conservation. The group is also helping companies by organizing orientations and offering participants opportunities to watch and experience the activities firsthand.



2019

### No Touch Sango (Coral) Eco Guide Café (Okinawa)

<http://5actions.jp/en/show/ecoguidecafe/>

In order to prevent negative impact on coral reefs due to increased tourism as a result of direct flights to the Shimojishima Airport, the group has created and shared a series of "No Touch Sango (Coral)" videos. They are using these videos to also raise awareness at the point of departure e.g. Hong Kong, Taiwan, mainland China, and cities across Japan, and at the destination, the Shimojishima Airport.





2013 Grand Prize

an (Companies in Southern

: Living Creatures) ★

Mmaking the Picture Story Show

ukawa Town, Shiga, Japan ★

wards:4

ed Materials Japan Ltd. ★

wards:8

wards:4

wards:3

nd Prize

okugata Lake Institute ★

fe in Forest Co. ★

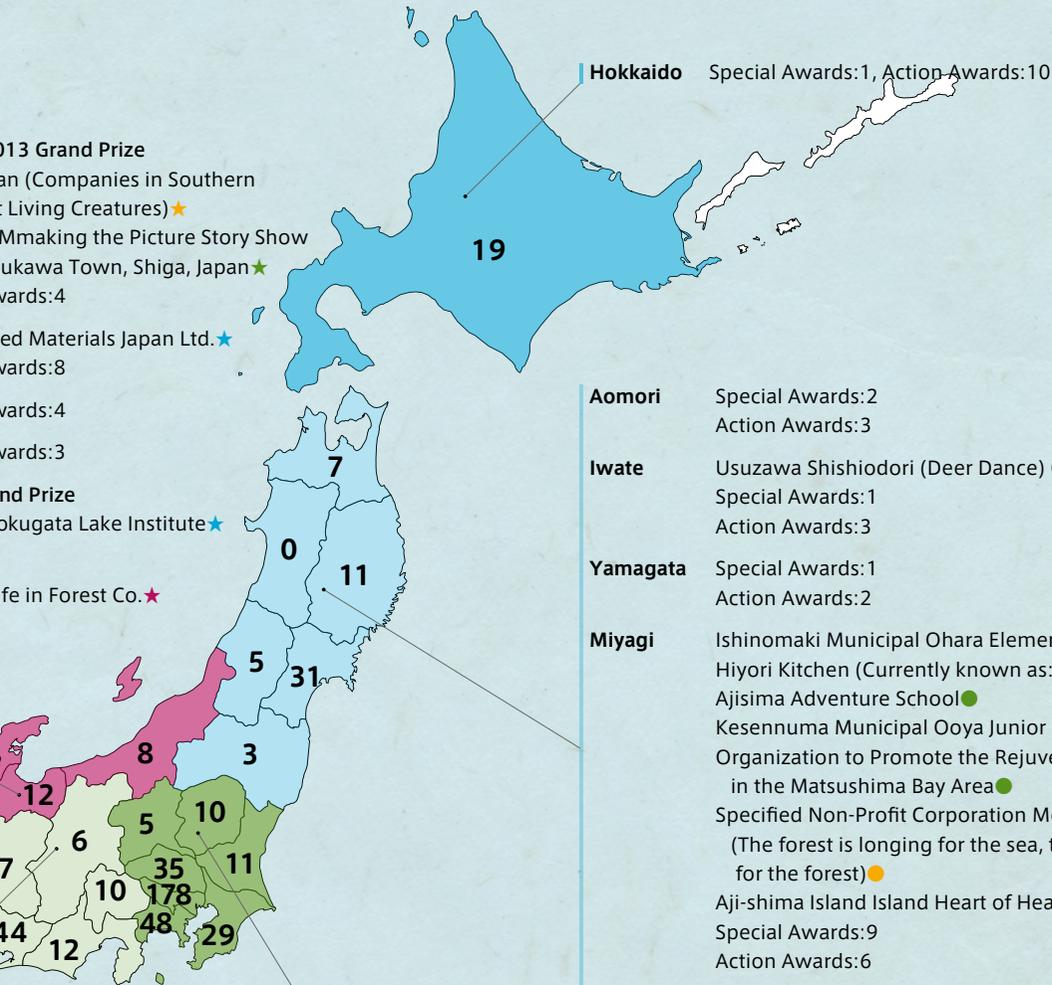
2018 The Minister of the Environment Award

d. ★2017 The Minister of the Environment Award

poration Tsukushinbo ★

★

ers ★



**Hokkaido** Special Awards:1, Action Awards:10

**Aomori** Special Awards:2  
Action Awards:3

**Iwate** Usuzawa Shishiodori (Deer Dance) Conservation Association ●  
Special Awards:1  
Action Awards:3

**Yamagata** Special Awards:1  
Action Awards:2

**Miyagi** Ishinomaki Municipal Ohara Elementary School ★  
Hiyori Kitchen (Currently known as: Café Ren) ★  
Ajisima Adventure School ●  
Kesenuma Municipal Ooya Junior High School ●  
Organization to Promote the Rejuvenation of Eelgrass Beds  
in the Matsushima Bay Area ●  
Specified Non-Profit Corporation Mori Wa Umi No Koibito  
(The forest is longing for the sea, the sea is longing  
for the forest) ●  
Aji-shima Island Island Heart of Heart Summer School ●  
Special Awards:9  
Action Awards:6

**Fukushima** Iwaki Oceanographic Survey Team, Umi Labo ●

**Ibaraki** Action Awards:1

**Tochigi** Goshawk Protection Fund ★  
Action Awards:1

**Gunma** Gunma Prefectural Seta Norin High School, Plant Biology  
Research Department ★2019 The Minister of Agriculture,  
Forestry and Fisheries Award  
Special Awards:1  
Action Awards:2

**Saitama** Special Awards:2  
Action Awards:10

**Tokyo** Inokashira Park Zoo ★  
JTB Corporation ★  
The Biodiversity Working Group, The Four Electrical and  
Electronic Industry Associations ★  
Fairwood Partners ★  
Mitsubishi Jisho Residence Co., Ltd. ★  
Special Awards:14  
Action Awards:52

## Award-Winning Activities



### Let's Conserve Award

These activities that survey, preserve, and regenerate nature and living organisms in forests, villages, rivers, and the sea, and preserve the local culture ultimately aim to bequeath a rich natural environment to future generations.

Keywords: Conservation of local performing arts and traditional events; restoration of mountain villages, satoyama, and river basins; nature conservation activities; national trusts; etc.

2014

#### Aenokoto

Team Maruyama (Ishikawa)

<http://5actions.jp/en/consERVE/aenokoto/>

"Maruyama," a satoyama located in Noto Peninsula, is rich in biodiversity and traditional wisdom. Team Maruyama brings together findings from monthly biodiversity surveys and the timeless agricultural ritual, "Aenokoto." The group undertakes these activities with the belief that everyone, who consumes rice, has the right to express his/her appreciation for the living organisms that inhabit the rice paddy fields.



2013

#### Conserving Biodiversity by Using a Traditional Water Purification Method, "Dobi Nagashi" (Draining Ponds), Widely Practiced in Kochi's Satochi-Satoyama

Incorporated NPO Nippon Baratanago (Rosy Bitterling) Takayasu Research Group (Osaka)

<http://5actions.jp/en/consERVE/n-baratanago/>

"Dobi Nagashi" (draining ponds) (Ikeboshi = draining ponds dry) is a traditional farming method widely practiced in Kochi's satochi-satoyama for improving the water quality in ponds. Using this traditional method, the group prevents the mass development of green algae and invasive alien species to conserve the biodiversity of endemic species including the Nippon Baratanago (rosy bitterling).



2015

#### Small and Medium-Sized Businesses Join Hands to Conserve Biodiversity

Konan Kigyo Ikimono Oendan (Companies in Southern Area of Lake Biwa Support Living Creatures) (Shiga)

<http://5actions.jp/en/consERVE/konan/>

Twelve companies from the region are working together with the local administration and research institutions to conduct four surveys each year on the water quality and living organisms in six areas along the Okamigawa River. The survey results are compiled into a report and are being shared with participating companies, administrations, institutions, and researchers.



2016

**Investigation of Roadkill around Mount Fuji  
Fujisan Outdoor Museum (Yamanashi)**

<http://5actions.jp/en/consERVE/fuji/>

The group gathers wildlife roadkill data near the base of Mt. Fuji and makes that data visible. These activities aim to uncover clues that will help reduce roadkill.



2017

**Eco Meeting – Environmental Activities  
in the Construction Sector**

**Kato Construction Co., Ltd. (Aichi)**

<http://5actions.jp/en/consERVE/katokensetu/>

These eco meetings are being held to help realize a society that can live in harmony with nature. The meetings discuss and propose what measures can be taken to help conserve and restore nature through the various construction projects the company undertakes.



2018

**“Protecting Our Region and Our Farms  
Ourselves” – Kumamoto Farmer Hunters’  
Measures Against Wild Birds and Animals**

**Kumamoto Farmer Hunters (Kumamoto)**

<http://5actions.jp/en/consERVE/kumamotonokahunter/>

Kumamoto Farmer Hunters is a community of young farmers, who have pledged to “protect their region and farms themselves.” Over 100 farmers in Kumamoto prefecture along with residents, local governments, high schools, universities in the region as well as companies in Kumamoto and other prefectures that concur with the organization’s vision are working together to fight off wild birds and animals.



2019

**Creating a Home for Grey-faced Buzzards  
Goshawk Protection Fund (Tochigi)**

<http://5actions.jp/en/consERVE/ootaka/>

The town of Ichikai, Tochigi Prefecture, is blessed with satoyama. And it has chosen grey-faced buzzards that live in the satoyama as the sentinel species for biomonitoring. The fund is working with the government, regional community, and conservation groups to utilize local resources and create a region rich in biodiversity where people and nature can coexist.



## Award-Winning Activities



### Let's Select Award

These activities help consumers make informed choices by sharing information about and promoting biodiversity-friendly products and services.

Keywords: Fair trade; traceability; green purchasing; green economy; eco labels; etc.

2014

#### A Tool for Biodiversity Conservation in Paddy Fields, "Ikimono-genki-mai"

Nonprofit Organization Kahokugata Lake Institute (Ishikawa)

<http://5actions.jp/en/select/kahokugata-lake-institute/>

"Ikimonogenkimai" is rice cultivated without aerially-spraying pesticides and herbicides on the levees. This NPO researches the biodiversity of each paddy field, and then lists the living organisms found there on the packaging. You can see by whom and where the rice was made and what the area is like.



2013

#### Fairwood Partners

Fairwood Partners (Tokyo)

<http://5actions.jp/en/select/fairwood/>

Fairwood refers to wood and wood products that take into consideration the forest environment and local communities where logging is taking place. Fairwood Partners believe that providing information that enables users to make sustainable choices will help change logging behavior and protect the world's forests.



2015

#### BIO NET INITIATIVE — Initiatives to Protect Biodiversity Mitsubishi Jisho Residence Co., Ltd. (Tokyo)

<http://5actions.jp/en/select/bionetinitiative/>

To create ecological networks that spread from individual points to lines and planes and to cultivate understanding among residents, Mitsubishi Jisho Residence plans trees and plants for each property in a manner that protects biodiversity regardless of the property's size and land area.



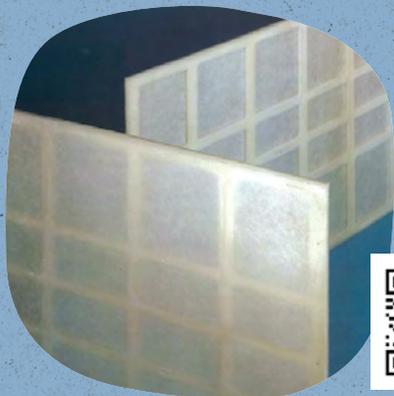
2016

### Substitution for Imported Plywood that Contributes to Biodiversity

**Mitsubishi Chemical Advanced Materials Japan Ltd. (Mie)**

<http://5actions.jp/en/select/quadrant/>

Concrete casting molds made from plywood used at construction sites in Japan rely heavily on wood imported from Southeast Asia. By making "XSHEET" resin formwork panel for concrete widely available, the company is contributing to the conservation of rainforests and biodiversity.



2017

### YUMEITA Project

**Specified Non-Profit Corporation Tsukushinbo (Gifu)**

<http://5actions.jp/en/select/tukuc/>

To help preserve the satoyama landscape, children create protective covering for their school desks with timber from forest thinning, which they will use for the next six years. From early years of primary education, children learn about trees and forest conservation. And because every first grader will need a protective covering for desks, this project has found a continuous use for thinned trees.



2018

### Contributing to Marine Biodiversity by Becoming the First Company in Japan to Adopt Sustainable Seafood in Employee Cafeterias

**Panasonic Corporation (Osaka)**

<http://5actions.jp/en/select/panasonic/>

Panasonic aspires to help preserve marine biodiversity by adopting sustainable seafood in its employee cafeterias, thereby increasing awareness for the certification system for protecting the rich marine life and transforming consumption behavior by encouraging people to choose sustainable food. Panasonic is the first company in Japan to serve certified seafood with applicable labels.



2019

### Establishing an Environmentally-friendly Production Process for Towels

**Smileyearth Corporation. (Osaka)**

<http://5actions.jp/en/select/smileyearth/>

Senshu in Osaka Prefecture is the "birthplace of towel production in Japan." But its reliance on chemicals has resulted in polluted rivers. Smileyearth Corporation has developed a technology that helps alleviate the problem, and thus is contributing to the preservation of biodiversity and sustainability of the local industry.



# Reconstruction Assistance Award-Winning Activities

The Reconstruction Assistance Award was set up to help promote Great East Japan Earthquake 2011 restoration efforts. \*The names and activities refer to those provided at the time of submission.



## Reconstruction Assistance Award

These activities are undertaken in regions hard hit by the Great East Japan Earthquake to survey the recovery and regeneration of the environment and to help pass on and preserve local cultures and traditions.

**Keywords:** Monitoring marine life and ecosystems; activities to restore nature; preserving local performing arts and traditional events; etc.

**2014**

### "Forest Fit for the Gods" – Doronoki (Japanese Poplar) Tree Planting Project in Iwate Prefecture Usuzawa Shishiodori (Deer Dance) Conservation Association (Iwate)

<http://5actions.jp/en/consERVE/usuzawasisiodori/>

Shishiodori (deer dance), which dates back 400 years, is a traditional art form of Otsushi Town, Iwate Prefecture, an area afflicted by the Great East Japan Earthquake. This project aims to protect this local heritage and the natural environment by planting Doronoki (Japanese poplars), which are used to create the "Kannagara" or the white mane of the headdresses.



**2013**

### Rejuvenation of Eelgrass Beds Lost in the Great East Japan Earthquake

#### Organization to Promote the Rejuvenation of Eelgrass Beds in the Matsushima Bay Area (Miyagi)

<http://5actions.jp/en/feel/matsushima-amamo/>

The Organization to Promote the Rejuvenation of Eelgrass Beds in the Matsushima Bay Area hopes to bring back eelgrass beds, many of which were lost due to the Great East Japan Earthquake. The group organizes nature observation workshops for families so that they can learn about the Matsushima Bay area's nature, conduct research on remaining eelgrass beds, collect eelgrass shoots, and also study the causal relationship between eelgrass beds and fishing activities.



**2015**

### Ichiefu Shore Oceanographic Survey Iwaki Oceanographic Survey Team, Umi Labo (Fukushima)

<http://5actions.jp/en/show/umilabo/>

The Iwaki Oceanographic Survey Team, Umi Labo, undertakes surveys off the shores of the Fukushima No.1 Nuclear Power Plant to share information about what is going on in the ocean near Fukushima. They also regularly update their blog with the latest information.



2016

### From Children of the Past to Adults of the Future Ajisima Adventure School (Miyagi)

<http://5actions.jp/en/show/ajisima/>

Ajisima is a marginal village with a population of around 400 people. If nothing is done, the island will become deserted in a few decades. That is why the Ajisima Adventure School is trying to pass on the island's favorite pastimes such as its unique way of fishing for eel to children from other parts of the country.



2017

### Ooya Hummingbird Project Kesenuma Municipal Ooya Junior High School (Miyagi)

<http://5actions.jp/en/consERVE/kesenuma/>

Ooya is blessed with the rich nature of the Sanriku region. But the natural environment is undergoing destructive changes, and the agriculture, forestry and fishery industries that once supported lives in the region are declining. Amid such damaging changes, children of the region are undertaking a wide range of activities to help regenerate and preserve the nature of Ooya and their livelihoods depend on it.



2018

### Utilizing the Moune Marshes to Connect Forests, Rivers, Villages, and the Ocean Specified Non-Profit Corporation Mori Wa Umi No Koibito (The forest is longing for the sea, the sea is longing for the forest) (Miyagi)

<http://5actions.jp/en/consERVE/moriumikoi/>

The Specified Non-Profit Corporation Mori Wa Umi No Koibito has been monitoring the impact the Great East Japan Earthquake has had on the ecosystem in the Moune Bay, Kensenuma City, and based on its findings, it has undertaken activities to educate and raise awareness for the environment. Having successfully gained the regional community's understanding for the significance of its activities, they have been able to preserve the salt marshes that formed as a result of the earthquake.



2019

### Aji-shima Island Island Heart of Heart Summer School Aji-shima Island Island Heart of Heart Summer School (Miyagi)

<http://5actions.jp/en/feel/ajishima2019/>

Every summer, the Aji-shima Island Furusato Fun School welcomes orphans who have experienced abuse or lost their parents in natural disasters to the island free of charge. By spending time on the island surrounded by its nature, talking to elderly men about the fishes they caught, cooking with the elderly women, and eating together, the islanders hope that the children will learn that they are cared for and loved, that they are a cherished presence.

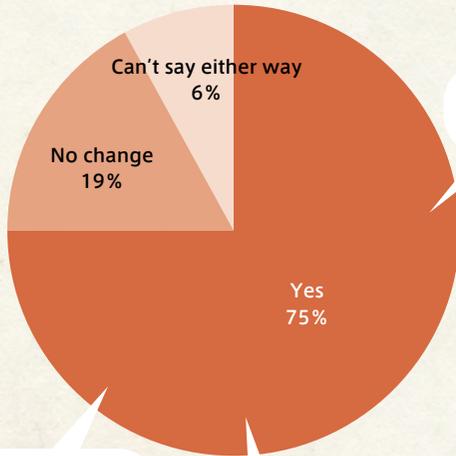


# Biodiversity Action Award Achievements 2

What impact has winning the Biodiversity Action Award had on activities? Thirty award-winning organizations responded to our survey.

<b>Survey Period</b>	First Jun 18 - 28, 2018 Second Mar 18 - 25, 2020
<b>Respondents</b>	Biodiversity Action Award-winning entities* *Winners of the Minister of the Environment Award, Minister of Agriculture, Forestry and Fisheries Award, Grand Prize, Excellence Award (in the 5 categories), and Special Award.
<b>Method</b>	Internet survey
<b>Respondents</b>	30 organizations

## Q1 Has your region become more well-known and has it become easier to conduct activities?



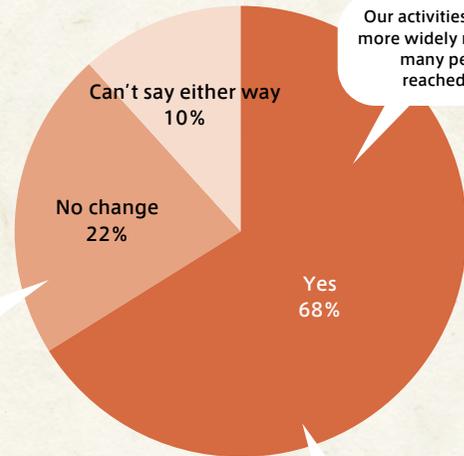
We gained national recognition and was able to share that with the community.

We realized anew what made our region amazing and began undertaking even more activities.

It increased the credibility of our activities.

Awareness for "biodiversity" is low in our area of activity.

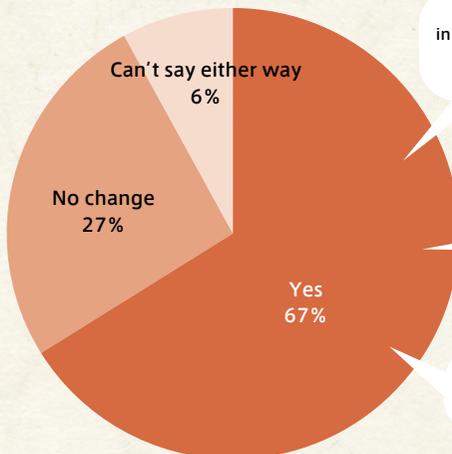
## Q2 Have you gained more advocates, collaborators, or participants?



Our activities have become more widely recognized and many people have reached out to us.

We're working even closer with the city.

## Q3 Have you achieved something even bigger or new since receiving the award?



We have been asked to take part in more events by companies committed to CSR and organizations run by municipal governments.

Farmers, timbermen, high school and university students, government agencies, and even families have become more engaged in SDG activities.

Our passion for manufacturing has intensified and we are getting ready to launch a new initiative.

## Q4 Please share any other impact you have experienced or your thoughts since winning.

We were interviewed and they wrote an article about us. And we are getting more traffic to our website through the Biodiversity Action Award site.

Winning a national-level award gave us great confidence and motivated us to do more.  
**Specified Non-Profit Corporation Tsukushinbo**  
2017 Let's Select Award/Excellence Award

Our activities were quite small in scale, and we weren't on anyone's radar, so we couldn't believe it when we won. It made us all very happy.

**Fujisan Outdoor Museum**  
2016 Let's Conserve Award/ Excellence Award

### Citizen groups

The fact that we were selected from among so many other organizations gave us confidence. Making the presentation was an amazing experience for the university students.

**Kawana Satoyama Rangers**  
2019 Let's Feel Award/ Excellence Award

People may see our efforts to fend off wild animals as self-serving, but after winning the award they began to see that our activities are helping to protect biodiversity. We are more committed than ever to our activities.

**Kumamoto Farmer Hunters**  
2019 Minister of Agriculture, Forestry and Fisheries Award

The Fukui Prefecture forestry division asked us to introduce our activities. We also attended a syrup tradeshow organized by the prefecture.

**Dongri-Kurabu for Natural Life in Forest Co.**  
2016 Let's Eat Award/ Excellence Award

### Companies

Awareness for our activities has increased, and we have been asked to take part in environmental events and to organize nature observation workshops.

Other like-minded organizations have also contacted us to learn more about what we do.

**Kato Construction Co., Ltd.**  
2017 Minister of the Environment Award

The award gave everyone in the region, including children, a boost of confidence.  
**Ishinomaki Municipal Ohara Elementary School**  
2017 Let's Eat Award/ Excellence Award

### Schools

The reception after the awards ceremony provided an excellent opportunity to not only exchange information but also to push our activity to the next level.

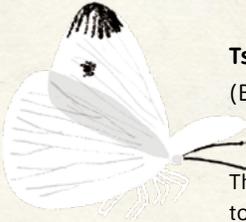
**Hyogo Prefecture Mikage High School**  
**Environmental Studies Living Organisms Team**  
2017 Seven Eleven Foundation Award

# From the United Nations Decade on Biodiversity to the Decade on Ecosystem Restoration. And on to the SDG “Decade of Action”.



**Tsunao Watanabe**

(Biodiversity Action Award Jury President/Japan Committee for IUCN Chair)



The Tenth Conference of the Parties (COP10) to the Convention on Biological Diversity was held in October 2010 in Nagoya City, Aichi Prefecture. On the final day of the two-week conference, in the dead of night, the “Aichi Biodiversity Targets” were adopted. Living in harmony with nature means to protect intact ecosystems, while also striking a balance between humankind and nature across the country – in cities, rural areas, and in the sea. It is also imperative that different stakeholders, be it government, community-based organizations, businesses, schools, researchers, producers, or consumers, rise to action.

As Japanese community-based organizations put together their recommendations ahead of COP 10, it became clear that the decade leading up to 2020 will be a crucial period for biodiversity, so it was suggested that we designate this decade as the “United Nations Decade on Biodiversity”. This proposal was then adopted by the United Nations General Assembly. Moreover, the Japan Committee for United Nations Decade on Biodiversity (UNDB-J) was established to actively engage in activities to achieve the Aichi Biodiversity Targets during this decade.

The Biodiversity Action Award was estab-

lished by the UNDB-J back in 2013 to encourage a diverse range of activities that would help humankind coexist with nature. And to raise awareness for “My Action Declaration – 5 Actions for Biodiversity”, we asked people across Japan to tell us about their grassroots activities in the five categories – “Let’s Eat”, “Let’s Feel”, “Let’s Show”, “Let’s Conserve”, and “Let’s Select” – so that we may share their accomplishments with the rest of the world. In the seven years, from 2013 to 2019, we received 792 entries, far more than we had hoped for.

I joined the jury in 2016. Each year we received more than 100 entries on activities undertaken in forests, satoyama, rivers, and seas by community-based organizations, companies, schools, individuals, and others active in various sectors. Jury members deliberated on the activities, sometimes heatedly and well into the night, to select the winners. And in late autumn, we welcomed all award recipients to the Awards Ceremony to present their activities. Not long after the presentations, we had to pick the Grand Prize (Minister Awards) winners. The difficulty of that decision still remains fresh in my mind. And each time we announced the winner, I remember thinking just how amazing each and every activity submitted was.



## Let's create a society where everyone can feel connected to nature and live happily.



And looking back at the award winners over the last couple of years, a clear trend appeared. We began to see many more activities that are iconic of the SDG era, that is, they are comprehensive, integrating the environment, society, and economy. These include activities that reexamine the region's resources and wisdom and find ways to effectively utilize those assets for the future, that aim to transform the social system to protect the environment, resolve issues by using the economic system effectively, and create partnerships spanning multiple generations - from youths to seniors. I am certain that sharing these activities with people across Japan will help dramatically change society.

I would like to share a particularly memorable occasion as a jury member. At the Awards Ceremony in 2016, Santaro Ohtsu (who was eight-years old at the time) who had participated in the Summer Camp for Little Farmers, which aims to nurture farmers who will become guardians of sustainable farming, presented the activities he had undertaken together with all the other participating children who had gathered from all corners of the country to Aso City, Kumamoto Prefecture. His five-minute presentation talked about how they thought about what they should, decided to open a farmers' market, and concluded by saying that one day he wanted to become a farmer. Although they did not win the Grand Prize, every member of the jury wanted to acknowledge little Santaro's passion, so we quickly created a special prize and awarded him the Future Award. Two years later, when I went to Aso City, Santaro came to see me carefully cradling the wooden trophy in his arms. Santaro had remained steadfast in his path and meeting him again, I strongly felt that I would like to continue to support him in any way I can.

The "United Nations Decade on Biodiversity" will be followed by "United Nations Decade on Ecosystem Restoration". This decade, which began in 2021 will not focus on stopping degradation, rather, it will focus on reversing the harm done. We have experienced frequent natural disasters after the Great East Japan Earthquake, and the COVID-19 pandemic has upended our lives. As we try to help ecosystems across the country recover, it is important to create a resilient, sustainable society that is resistant to natural disasters and pandemics. This is a very important theme for the "Decade of Actions" during which time we will accelerate our sweeping efforts to achieve the SDGs by 2030.

We hope that all activities submitted to the Biodiversity Action Awards will pave the way and help others become more aware and take positive action towards biodiversity. This will surely become a power to be reckoned with in the coming decade. Ms. Ayako Sakurada, who emceed the Awards Ceremony every year, cheered the participants on with the words, "Happy Action!" Let's all join forces, step up, and act, so that we may together create a society where everyone can feel connected to nature and live happily.



## Acknowledgements

As organizers of the Biodiversity Action Award, we would like to express our deepest gratitude to the companies, organizations, and individuals who have supported us along the way. (Honorifics and titles omitted, names in no particular order.)

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<b>Jury President</b>	Masahito Yoshida (2013–2015)/Tsunao Watanabe (2016–2019)
<b>Jury</b>	Naoki Adachi/Hiroto Ono/Syuji Oki/Tatsuya Kajiya/Masahiro Kawatei/ Masako Sakata/Teppey Douke/Tomoko Hoshino/Takashi Miwa The person in charge of Ministry of the Environment/ The person in charge of Ministry of Agriculture, Forestry and Fisheries
<b>Biodiversity Action Award Ambassador</b>	Sakana-kun
<b>Executive Office</b>	CEPA Japan
	<b>Board Members</b> Yoshio Inoue/Soichi Ueda/Noriko Kawakami/Masahiro Kawatei/ Masako Sakata/Masahiro Sato/Tetsu Hattori/Masahiro Mizuno/ Ryo Mori/Yasuaki Miyamoto

## **Biodiversity Action Book**

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