

"Japan Business and Biodiversity Partnership" Action Policy

1. Appreciate nature's gifts and aim for corporate activities in harmony with the natural environment

- 1-1 Recognize the importance of biodiversity and nature's gift (ecosystem services) and reflect them in corporate policy.
- 1-2 Establish a corporate management vision and provide leadership to integrate biodiversity concerns.

2. Act from a global perspective on the biodiversity crisis

- 2-1 Consider impacts on relevant ecosystems and local communities, both domestic and abroad, when setting out operational plans.
- 2-2 Make an effort to ensure that the both providers and users of genetic resources will benefit from their utilization.

3. Act voluntarily and steadily to contribute to biodiversity

- 3-1 Make an effort to improve the identification and analysis of biodiversity impacts and improve business operations on biodiversity.
- 3-2 Endeavor through the individual company's operations to contribute to substantial conservation of biodiversity and carefully consider implementation of trading or off-setting measures based on an economic assessment.
- 3-3 As part of social responsibility activities, engage in biodiversity issues even if they are not directly linked to the operations of the company.

4. Promote corporate management for sustainable resource use

- 4-1 Continuously implement activities for resource and energy saving related to the use of the "3R" approach (reduce, reuse and recycle) for operations, and the entire lifecycle of products and services while improving upon established practices.

5. Create an industry, lifestyle and culture that will learn from biodiversity

- 5-1 Promote technical development learning from nature and traditional knowledge, and encourage innovation in lifestyle and culture.
- 5-2 Promote the development and dissemination of technology that will contribute to the conservation of biodiversity.
- 5-3 Make efforts to help restore biodiversity when operating in areas where nature has been negatively impacted.

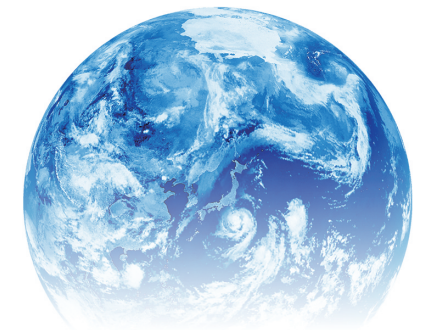
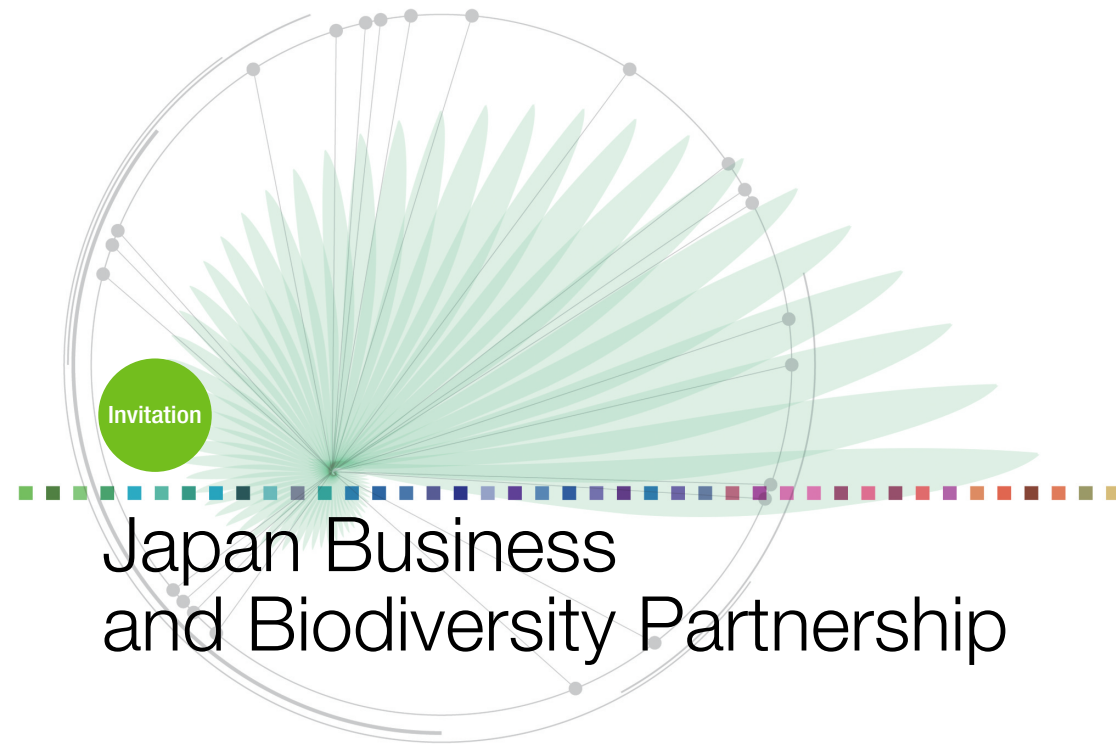
6. Collaborate with relevant international and national organizations

- 6-1 Promote collaboration by strengthening communication with NGOs, local municipalities and educational, research and other relevant organizations.
- 6-2 Disseminate and share experiences from activities related to biodiversity.

7. Spearhead activities to build a society that will nurture biodiversity

- 7-1 Actively carry out environmental education activities for employees in collaboration with local communities, NGOs and other organizations.
- 7-2 Raise societal awareness of the need to nurture biodiversity.

* This action policy is cited from the Action Policy of "Declaration of Biodiversity by Nippon Keidanren" (<http://www.keidanren.or.jp/english/policy/2009/026.html>) and illustrates actions taken by companies which express their commitments to biodiversity conservation through active voluntary efforts. By utilizing their management resources and ingenuities, participating companies are to promote voluntary activities which contribute to biodiversity.



Ministry of Environment/
Secretariat of "Japan Business and Biodiversity Partnership"

Japan Business and Biodiversity Partnership

Aiming at promoting private sector engagement in biodiversity, Nippon Keidanren (Japan Business Federation), Japan Chamber of Commerce and Industry and KEIZAI DOYUKAI (Japan Association of Corporate Executives) has established "Japan Business and Biodiversity Partnership". We are inviting businesses operating in Japan to join this Partnership.

For the sake of partners, a website and newsletters containing the latest news and examples of related efforts by businesses will be provided.

"Japan Business and Biodiversity Partnership" is open to all businesses supporting "Action Policy" on the back side of this flyer and implementing or planning to implement more than one actions among them. Economic associations willing to support such business actions are also welcomed.

As a multi-stakeholder framework, we will also seek participation from NGOs, academia and local governments etc. supporting business efforts toward biodiversity conservation.

Progress of implementation by Partners will be periodically monitored through appropriate measures such as questionnaire survey.

To join "Japan Business and Biodiversity Partnership", please contact to the Secretariat of the Partnership.

● Contact

Secretariat of "Japan Business and Biodiversity Partnership"
(Keidanren Committee on Nature Conservation in collaboration with IUCN Japan Project Office)

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Features of "Japan Business and Biodiversity Partnership"

- It respects diverse and voluntary efforts of each business as a principle. Supporting "Action Policies" and willing to implement more than one actions among them and to broaden such actions are required for joining the Partnership.
- Partners can use this Partnership as a communication tool.
- Free of charge.
- As it is often more appropriate to promote biodiversity efforts in collaboration/cooperation with experts and stakeholders, we are planning to invite economic associations, environmental NGOs/academia and public organizations to join and support Partners' efforts.
- In addition, we will provide information on efforts in other countries where frameworks for promoting private sector engagement on biodiversity are under development or implementation.

