

Introduction of a Japanese Business Initiative: **Japan Business Initiative for Conservation and Sustainable Use of Biodiversity**

Japanese private companies started to make joint effort to promote the conservation and sustainable use of biodiversity and launched **Japan Business Initiative for conservation and sustainable use of Biodiversity (JBIB)** on 1st April 2008.

In the 8th Ordinary Meeting of the Conference of the Parties to the Convention on Biological Diversity (CBD/COP8; in 2006, Curitiba, Brazil), it was decided to promote the engagement of the private sector in the implementation of the Convention, because the private sector is internationally recognized to have a serious impact upon biodiversity. Japanese government also revised the National Biodiversity Strategy of Japan (Cabinet Decision on November 2007) and the Environmental Reporting Guidelines (2007), both of which encouraged the private sector to engage in the conservation and sustainable use of biodiversity.

Japanese companies have been trying to meet the international requirements for the conservation and sustainable use of biodiversity in order to promote their contribution to the environment and society. However, they have carried out activities rather independently and have not sufficiently shared the action plans for biodiversity with the other companies and various stakeholders such as local citizen and community organizations (NGOs and NPOs). Such policies for biodiversity would put the main business at risk, and cause the stakeholders to evaluate the action plans invalidly.

We have realized that each company should cooperate with other companies to share information, pay more attention to the international trend toward sustainable development, and discuss the importance of biodiversity with other companies and stakeholders. Then, we launched **JBIB** with the five objectives below.

Five Objectives of JBIB

1. To develop effective knowledge of the conservation and sustainable use of biodiversity
2. To promote communication with stakeholders for sharing information for the conservation and sustainable use of biodiversity
3. To provide stakeholders with good practices of the conservation of biodiversity with motivating all relevant sectors
4. To enhance research and development for methods, indicators, and guidelines to monitor and evaluate the conservation of biodiversity
5. To advocate biodiversity policies to governments and local authorities

Activities

JBIB has two working groups. One is Research and Development (R&D) working group, and the other is Communication working group. These groups cooperate to conduct the JBIB activities toward CBD/COP10 in 2010.

The objectives of the R&D working group are to enhance knowledge of national and international actions for the conservation of biodiversity, and to develop the methods, indicators, and guidelines to monitor and evaluate the actions. The R&D working group currently carries out research on the impacts of supply chain on the biodiversity, and makes explicit illustrations to show the relationship.

The objectives of the Communication working group are to raise public awareness about importance of biodiversity thorough symposiums, events, and publications, and also to show the actions of Japanese companies for the conservation of biodiversity internationally. The Communication working group cooperates with member companies to hold symposiums for biodiversity in Japan, and plans to internationally introduce the Japanese spirit and wisdom of craftsmanship utilizing biodiversity.

Members

The member of JBIB consists of diverse industrial sectors. Currently 33 private companies are the members as of 21st June 2010.

- Ajinomoto Co., Inc. (Food, Amino acid)
- Akimura Co., Ltd. (Construction)
- ASKUL Corporation (Mail-order business)
- BROTHER INDUSTRIES, LTD. (Electronics)
- COSMO OIL CO., LTD.(Oil Refining and Sales)
- Daiwa Securities Group Inc. (Securities brokerage)
- Dentsu Inc. (Advertising agency)
- FUJITSU LIMITED (Technology Solutions, Ubiquitous Product Solutions, Device Solutions)
- Fuji Xerox Co., Ltd. (Document processing)
- GREEN WISE Co., Ltd.
- Hakuhodo Incorporated (Advertising agency)
- Hitachi, Ltd. (Electronics)
- INAX Corporation (Housing materials & equipment)
- Kajima Corporation (Construction)
- Kao Corporation (Chemicals, Toiletries)
- Mitsubishi UFJ Trust and Banking Corporation (Banking)
- Mitsui Sumitomo Insurance Co., Ltd. (Non-life insurance)
- Nimura Genetic Solutions Co. Ltd (Bioprospecting)
- NTT Resonant Inc. (Telecommunications Services)
- Panasonic Corporation (Electronics)
- The Panasonic Report for Sustainability
- Ricoh Co., Ltd. (Electronics)
- Saraya Co., Ltd. (Detergent, Public hygiene)
- Seiko Epson Corporation (Electronics)
- Sekisui House, Ltd. (Housing construction)
- Sojitz Corporation
- Sumitomo Forestry Landscaping Co., Ltd
- Sumitomo Mitsui Banking Corporation (Banking)
- Takenaka Corporation (Construction)
- Teijin Ltd. (Chemicals, Plastic, Fibers)
- TOPPAN PRINTING CO., LTD. (Printing)
- Tostem Corporation (Housing materials & equipment)

Contact Us

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