With their professional knowledge and technologies, they will identify the important ecosystems in the regions of concern and plan out effective conservation methods.

Make nature and agriculture, forestry and fisheries richer by cooperating with companies who are interesting in the economic value of natural capital

Agriculture, Forestry and Fisheries

Local governments that have policies for strengthening natural capital are likely to be successful in these projects. Is the local government in the region you're looking at working on it?

be

#### Universities

Each industry will engage in production activities with care for biodiversity conservation.

Local governments







#### Goods and services

#### Added-values

Products that take into account biodiversity conservation are likely to be traded at higher prices than the products cultivated in conventional styles.

#### Consumers

Consumers who are interested in health or the environment are willing to purchase products and services that contribute to biodiversity conservation. They will check the certificate labels and marks on such products.

#### Communication Events • Eco tours

Platform for communication You can promote your products or raise funding with participation fees in places where people gather.

Citizens Participating in regional conservation efforts will give you the chance to learn about the environment, and understanding nature will lead to enjoying nature.

#### Companies

#### Financial and manual support

Companies that engage in conservation efforts by themselves or that are keen on environmental contribution are likely to support agriculture,

#### Enhancing corporate forestry and fisheries. image and branding

Companies engaged in environmental conservation will make a good impression on people, and these activities will strengthen the bonding with regional communities and lead to strong business sustainability.



Biodiversity conservation efforts in various

villages are spreading nationwide



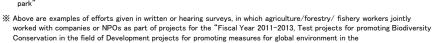
- Hokkaido / Hokkaido Fishermen's Cooperative Women's Liaison Council
- Hamanaka Town, Hokkaido Prefecture ∕Incorporated NPO Kiritappu Wetland National Trust
- Conservation by the National Trust efforts in Kiritappu Wetland Hirosaki City, Aomori Prefecture / Hirosaki Environment Partnership 21 Production of " Hirosaki Danburiike" biotope
- Kuzumaki Town, Iwate Prefecture / Koiwa Kanaami Co. Ltd. Company n "Koiwa Forest" project
- Osaki City, Miyazaki Prefecture / Osaki City Kabukuri marshland project for winter rice paddies
- Kasumigaura, Ibaragi Prefecture / NPO Asaza foundation Veggies that our lake would love to nurture
- Saitama City, Saitama Prefecture / Metropolitan Expressway Co. Ltd Minuma rice paddies Shutoko biotope
- Noda City, Chiba Prefecture / Noda Natural Symbiotic Farm Co. Efforts to create symbiotic environment with agriculture and nature
- Hachioji City, Tokyo / NPO Hinamoroko Satozukuri Natural environment
- Satovama conservation efforts for Hachioii Takivama Koajiro, Miura peninsula in Kanagawa Prefecture / NPO Hinamoroko
- Satozukuri Koaiiro Field Activities Coordination Council Maintenance of Koajiro woodland
- Sado City, Niigata Prefecture / Rice paddy conservation team for Toki birds in Sado Implementation of "New agricultural method to nurture and
- increase number of inhabitants in surrounding rice paddies Sado City, Niigata Prefecture / Rice paddy conservation team for Toki birds in Sado
- Implementation of "New agricultural method to nurture and increase number of inhabitants in surrounding rice paddies
- Nanao City, Ishikawa Prefecture NOTO KYOUEI SHINYOU KINKO
- Forest development fund "Yamamori"
- Neba Village, Nagano Prefecture / Neba Village Forestry Cooperative Efforts to conserve forests through adequate thinning and other activities
- Miyama-ku, Kihoku Town, Mie Prefecture / Hayami Forest Producing environment-friendly lumber
- Takashima City, Shiga Prefecture/Takashima Study group for Organic farming methods
- Takashima Ikimonotanbo Rice Yasu City and other regions, Shiga Prefecture / Suwara Nursing Rice paddies for Baby Fish Association
- Nursing rice paddies for Baby Fish Project Nagaokakyo City, Kyoto Prefecture/ Nishiyama Forest Maintenance Promotion Association
- Efforts to maintain Nishivama Forest Ovamazaki Town, Kvoto Prefecture/ Suntory Suntory "Natural Water Sanctuary

Agriculture/Forestry/Fishery industries."

Takarazuka City, Hyogo Prefecture/ Sakuramorinokai (cherry tree conservation group)

Maintenance of Satoyama area, mainly in "Ekirakusanso, the cherry tree

- Tamba City, Hyogo Prefecture NPO Hinamoroko Satozukuri Forest City Institute Creating communication opportunities for farming and urban regions, and project for regeneration of terraced rice paddies
- Toyooka City, Hyogo Prefecture / NPO Shicchi Net for marshland storks Conservation, regeneration, and making of marshland as feeding places for storks
- Toyooka City, Hyogo Prefecture / JA Tajima Rice Producers' group contributing to comfortable habitat for storks Kounotorihagukumuokome (rice produced in comfortable environment even for storks)
- Kobe City, Hyogo Prefecture / Kirin Brewery Co. Ltd. Kobe
- Conservation efforts of endangered species in the biotope Higashi Harima region, Hyogo Prefecture / Small reservoir liaison councils in rious cities and towns, Small Reservoir Council THE MUSEUM OF INAMINO TAMEIKE
- Sera Town, Hiroshima Prefecture / Agricultural Cooperative Corporation Sawayakatouchi "Carefully produced rice in the Sera tableland" that is comfortable for its surroun<mark>ding</mark>
- Higashihiroshima City, Hiroshima Prefecture / Saijo Environmental Association for Preserving Mountains and Groundworks in the mountain
- Tokushima Prefecture / Tokushima Carbon Offset Network Promotion Office Chisantosho Project
- Naruto City, Tokushima Prefecture / Entanorenkon Promotion Conference Organic regenerative agriculture project
- Kitakyushu City, Fukuoka Prefecture / NPO Hinamoroko Satozukuri Providing spawning ground for Hinamoroko Conservation efforts for Hinamoroko fish
- Fukuoka City, Fukuoka Prefecture / Forest City Aburayama , forest nurturing group
- Conservation efforts in "Forest City Aburayama" Tsushima City, Nagasaki Prefecture / Study group for Sado Yamaneko rice cultivation Cultivation and selling of "Sado Tsushima Yamaneko Rice
- Nakatsu City, Oita Prefecture / Conservation group for Nakatsu tideland Conservation efforts for environment and ecosystem in Nakatsu tideland
- Hita City, Oita Prefecture / Marumata Forest Co. Ltd. Forest to conserve the peaceful riverside districts of Hita
- Aso and other regions, Kumamoto Prefecture / Aso Grassy Plain Regeneration Stickers promotion group
- Making vegetables that reinforce grassy plains
  Nagomi Town, Kumamoto Prefecture / Nagominosato Council
- Kumamoto City and its outskirts, Kumamoto Prefecture / Sony Semiconductor Kyushu
- Underground water conservation plan Yakushima-cho, Kagoshima Prefecture / Nagata Beach Sea Turtle Conservation Association Protection of sea turtles and conservation of their environment for nesting and hatching
- Onna Village, Okinawa Prefecture/ Igeta Takeuchi, Onna Village Fishermen's Cooperation, Pal System, Development of Onna Village Satoumi





# Promote cooperation with people who can enhance the value of the villages (rural areas)



### To know more about conservation efforts in the rural areas

|                                      | Title  | Contents  |
|--------------------------------------|--|---|
| Conservation methods                 | Technological manuals for habitat improvement (MAFF, 2011)                         | A manual to refer to for efforts for enhancing wild life habitat conservation in rural areas.   |
|                                      | Conservation and understanding manual for biodiversity in rural areas (MAFF, 2012) | Biological research methods, methods to<br>understand biodiversity through regional efforts,<br>and feasible conservation methods implemented |
|                                      | http://www.maff.go.jp/j/nousin/kankyo/kankyo_hozen/k_hozen/pdf/manual.pdf          | by regional efforts.  |
|                                      | Examples of biodiversity conservation management methods (MAFF, 2012)              | Examples of conservation methods such as establishment of fish ways or improvement of the agricultural canals in Japan.                       |
|                                      | http://www.maff.go.jp/j/nousin/kankyo/kankyo_hozen/k_hozen/pdf/jirei.pdf           | /   |
| Evaluation<br>methods                | Achieving comfortable agricultural channels for a variety of wildlife (MAFF, 2007) | Simple methods to evaluate and analyze the agricultural channels, from an environmental conservation aspect for wildlife habitat.             |
|                                      | http://www.maff.go.jp/j/nousin/kankyo/kankyo_hozen/k_hozen/pdf/suiro_hyouka.pdf    |   |
| Measures<br>against alien<br>species | Measures to counter the alien species in rural areas(MAFF, 2008)                   | Recognize the impacts of alien species on land improvement facilities or ecosystems.  Methods to prevent incoming alien species or            |
|                                      | http://www.maff.go.jp/j/nousin/kankyo/kankyo_hozen/k_gairai/index.pdf              | exterminate them after invasion.  |

## Systems supporting conservation activities of the villages

| System Name   | Contents   | Inquiry  |
|---|--|--|
| Measures for multiple functions and use of forests and mountains/villages | A project in which residents in the regions of concern organize effort groups with cooperation from forest owners, NPOs, and private organizations to support conservation management or usage of resources in Satoyama and woods. | Forestry Agency Forest Multiple Use and Conservation Division Rural Development and Greening Office 03-3502-0048 |
| Corporate Forests<br>Management System                                    | A system where companies and the Forestry Agency cooperate together in growing trees in forests, and share the gained profit according to a certain proportion (bunshuwariai, profit sharing ratio) after logging.                 | Forestry agency National Forest  Management Division National Forest  Property Office 03-3502-8383               |

#### Inquiry/ Producer

Environment Policy Office, Policy Planning Division, Minister's Secretariat, MAFF 1-2-1, Kasumigaseki, Chiyoda-ku, Tokyo +81-3-6744-2017

http://www.maff.go.jp/j/kanbo/kankyo/seisaku/s\_keizai\_renkei.html

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