



The Japan Committee for United Nations
Decade on Biodiversity






"MY Declaration" to conserve Biodiversity

A number of living things interacting with each other... we call it Biodiversity. Feeling the connection with living things in daily life is such an important thing for us to conserve Biodiversity.

We all owe our daily lives to natural resources such as water, air, food, fabric, wood and medicine.

Choose what you can do from the following actions and make them your own "MY Declaration"

Let's give out your "MY Declaration" and move into action from today so that we will be able to continuously receive blessings of Biodiversity!

- Act **1**  **Eat** I enjoy locally produced food in season.
- Act **2**  **Feel** I go out in the nature, visit zoo and botanical gardens to feel it through my five senses.
- Act **3**  **Show** I express my feelings for wonder of nature with photos, paintings, writing and any way I can.
- Act **4**  **Conserve** I join the activities for conserving harmony among living things and its connection with humans and cultures.
- Act **5**  **Select** I buy green products.

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What is CEPA JAPAN ??

- 1, Established by **IUCN-CEC** Japanese Members after CBD-COP10
- 2, Groups of experts in **Communication Design** on Biodiversity in japan
- 3, Signed **MOU** with the Secretariat of the **CBD**
- 4, Engaged in planning and producing of the **Japan Committee for the UNDB**
- 5, Engaged in producing of the Japanese private sectors initiatives for **Green Wave**
- 6, Supporting the **Tohoku Green Renaissance** disaster restoration project

Best practices of the 5 Actions of "My Declaration"

Act 1 Green Lantern

Choosing local foods restaurants and pubs is one of the easiest way for local consumption.

"Midori Chochin (green lantern)" is one of the most famous symbol of pubs, which mainly provide local foods.

In these pubs, you can easy to order local products from menu lists. Ordinary Japanese style pub's sign is an "Aka Chochin (red lantern)" and unfortunately such style pubs are depends on imported foods from all over the world.

Using contrasting color "Green" represents opposite style of such food procurement.

The number of stars indicates the achievement level of local production for local consumption. Dr. Kiyooki Maruyama designed this idea as a creative commons in 2005, then the total number of green lantern pubs are more than 3,200 in 2012.



Act 2 Marine Environmental Education in Fukushima

"The 2012 annual meeting of marine environmental education in Fukushima" was held at the aquarium "Aqua Marine Fukushima (AMF)" on 8 to 10 June 2012. The participants discussed how they retrieved the sympathy for the ocean which might have been gone from many people's

heart caused by the Tsunami disaster on 11 March 2011, and appealed it with flip boards.

They also provided 17 programs "The Kid's Ocean Day" on 10 June, which were supported by marine education NGOs from various part of Japan. 1162 kids and 722 adults enjoyed these program using exhibitions and fields (e.g. rice field, sand beach and marine) of the AMF.



Act 3 Ecoyomi in Animation

Our planet Earth is traveling around sun with 1-year-cycle. This produces each season and environments of Nature on Earth.

Ancient Japanese people created agricultural calendar that is composed with 72 poems, called Shichijuniku (72 divisions of the solar year). Japan has various kinds of KOYOMI as a Japanese calendar. This film, Ecoyomi (Eco + KOYOMI) is the fantastic landscape of 72 poems.

The production is supported by Suntory Holdings Limited, Japanese alcoholic beverage and food company, which sympathized with the theme of Ecoyomi in Animation. Besides the original author

who is the general incorporated association "Think the Earth" creates opportunities for people to think about and relate to the Earth in their everyday lives.

Please enjoy the gentle sound of nature, guitar, and beautiful brushstroke animation.



Act 4 Tohoku Green Renaissance

People in the Urato Islands located in Matsushima Bay of Miyagi Prefecture have a long history of living in harmony with nature. Their livelihoods have been supported by rich ecosystem services, and include oyster and seaweed farming, production of rice and Chinese cabbage among others. The earthquake and subsequent tsunamis of 11 March 2011 washed over the islands, and swept away everything.

A range of actors including national/local governments, universities, NGOs, private companies, UN organization, as well as individual volunteers from all over the country, have joined together to support the local community's rebuilding efforts. They are cooperating not only to recover from the disaster, but also to revitalize the

community through green rebuilding including the development of new types of green/blue tourism built on human-cultural bonds.



Act 5 CHOCO-REVO!

Conservation of forest and biodiversity in the cacao production region, and symbiosis with the local people are the important issues that need to be addressed.

To help consumer's to make right choices, Choco-Revo promotes fair trade chocolate and the companies who conduct the right business, environmentally friendly and making everyone happy. Choco-Revo believes that the cacao beans cultivated by sustainable methods should prevail more to



change the bitter reality that cacao farmers are being faced. By promoting such chocolate, Choco-Revo encourages consumer to engage in the revolution to make the world better place.