

Japan's 30by30 Roadmap

— To halt and reverse biodiversity loss, win back desirable relationship with nature —

1 What is Japan's 30by30 Roadmap?



An action plan that outlines necessary actions to domestically achieve the 30by30 target.

In advance of the adoption of the Kunming-Montreal Global Biodiversity Framework

- ① 30by30, which aims to protect or conserve at least 30% of land and sea areas by 2030, now sits as “target 3” of the Kunming-Montreal Global Biodiversity Framework, adopted at COP15.
- ② Japan, as a member of the “High Ambition Coalition for People and Nature (HAC N&P),” has been supporting this target since before COP15.
- ③ For example, at the G7 Cornwall Summit in June 2021, the “G7 2030 Nature Compact” was adopted, which states that G7 leaders commit to the global mission to halt and reverse biodiversity loss by 2030. This agreement stipulates that the G7 nations will lead by example, conserving or protecting at least 30% of their land and coastal and marine areas by 2030 (30by30), according to national circumstances and approaches.
- ④ Responding to this background, the Ministry of the Environment(MOE) -Japan, with the help of relevant ministries, published a roadmap to outline necessary actions to achieve the 30by30 target in Japan on April 8th, 2022.

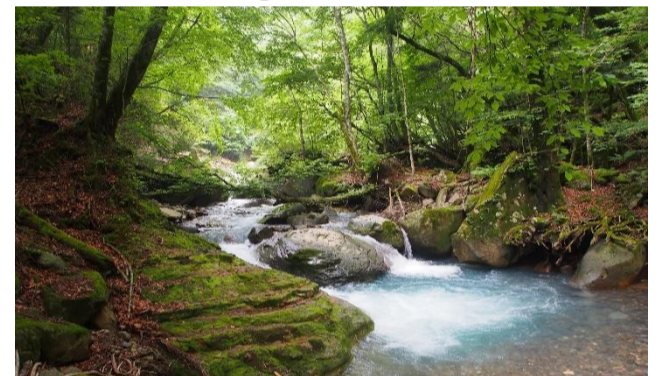
2 How much area is protected in Japan?



20.5% of the land and 13.3% of the sea is designated as protected areas (PAs).

Japan has exceeded the Aichi Biodiversity Target 11

- ① The “Aichi Biodiversity Target (Target 11),” which was adopted at COP10 held in Japan, aimed to conserve at least 17% of the terrestrial and inland water, and 10% of the coastal and marine areas.
- ② By 2020, Japan successfully conserved 20.5% of the land and 13.3% of the sea and exceeded the Aichi Biodiversity Target.



3 What is Japan's purpose of promoting 30by30?



Along with the expansion of protected or conserved areas, Japan aims to win back rich and varied blessings of nature through conserving and restoring healthy ecosystems.

Healthy ecosystems are resilient to changes.

We will promote Nature-based Solutions(NbS), aiming to develop sustainable communities.

- ① The 30by30 target, we believe, is not only about the expansion of areas to be protected.
- ② Nature contributes to solving social challenges such as climate change issues. Through the implementation of NbS, we aim to develop sustainable communities that properly utilizes local natural resources.

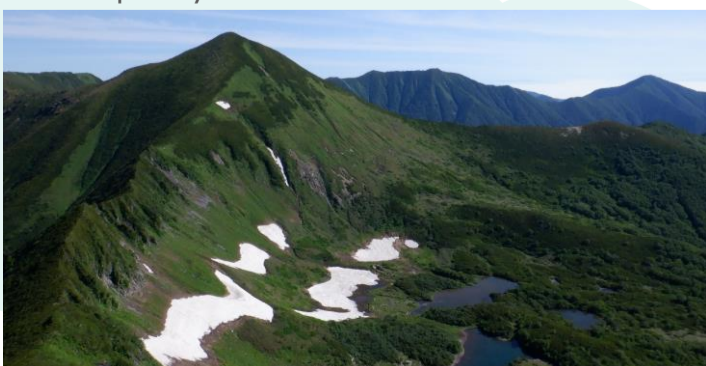
4 What is the key to achieve 30by30?



In addition to expanding the PAs, Japan will build a flexible system of OECMs that enables wider opportunities of engagement for a broader range of stakeholders.

We will expand PAs such as national parks.

- ① We will expand the PAs and improve their management quality.



We will gather the power of local communities and achieve the 30by30

- ① A trial scheme to certify conserved areas is now underway by the MOE Japan aiming to identify OECMs. We will start full operation of the scheme in the next fiscal year. These areas will be the key to achieve the 30by30 target.



see the following pages for more information.

Towards the Achievement of 30by30

— The 30by30 Roadmap and the 30by30 Alliance for Biodiversity —

5 What are the highlights of the roadmap?



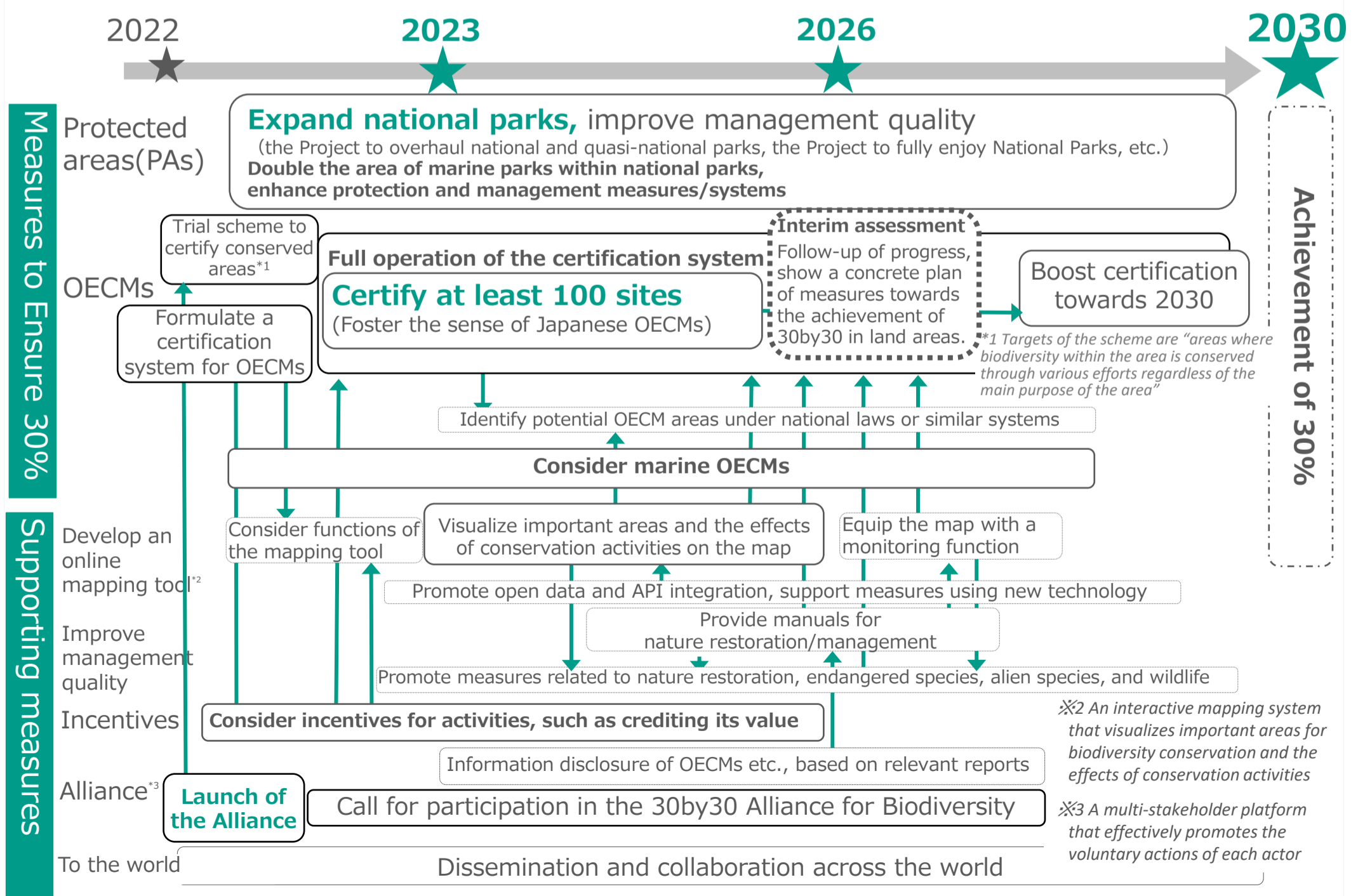
It illustrates the purpose and goal, and shows a concrete plan of measures towards the achievement of the 30by30 target.

Relevant ministries came together with the aim to embed the roadmap and concrete measures into the next NBSAP.

- ① The 30by30 roadmap was published in April 2022 targeting the achievement of 30by30 in Japan, under the name of the liaison group among relevant ministries and agencies in NBSAP.
- ② Not only the national government, but also business corporations, local governments, and citizens will all work together to achieve the target.
- ③ We will show the world how 30by30 can be achieved in countries across the world by taking full advantage of a flexible OECM system which satisfies both biodiversity conservation and sustainable use of natural resources.

One of the main messages of this roadmap is to win back a desirable human-nature relationship.

- ① We will halt and reverse biodiversity loss and win back a desirable relationship with nature through conserving at least 30% of the land and sea by 2030.
- ② The roadmap is a fundamental and integrative approach to ensure a healthy ecosystem. Through such progress, we will realize NbS which will simultaneously solve economic, social, and environmental issues the local communities face.
- ③ To work together towards 30by30 as a team, we illustrate the role of the national government, business corporations, local governments, citizens, etc. The effective and flexible OECMs are at the heart of cooperation among various stakeholders. In order to promote actions laid out by the roadmap together with various stakeholders, we launched the 30by30 Alliance for Biodiversity.
- ④ In the roadmap, several quantitative indicators are set, such as certifying at least 100 OECM sites by the end of 2023 and doubling the area of marine parks within national parks by the end of 2030.
- ⑤ Moreover, we will develop an interactive online mapping tool that visualizes important areas for biodiversity conservation and the effects of conservation activities within each area.



How to Achieve 30by30

— Private companies, local communities...

all of our effort and every one of us is linked to the global target. —

6 Who are you?



I am a fairy frog, the face of
the 30by30 Alliance for Biodiversity

The 30by30 Alliance for Biodiversity is a platform that consists of front-runners and supporters to achieve the target.

- ① On April 8th, the 30by30 Alliance for Biodiversity, a multi-stakeholder platform, was launched to effectively promote the measures embodied in the roadmap. The alliance comprises 17 proposers (organizers) from industries, the private sector, and governments, including the MOE-Japan. As of April 8th, a total of 116 organizations from various sectors (such as companies, local governments, and NGOs) have joined the alliance, and the number is growing.
- ② The platform members work together to achieve the 30by30 target. Members who own their lands will pursue certifying their lands as OECMs and expanding PAs within their lands. Members who do not own their lands will support these efforts.
- ③ “Kaeru” (frog in Japanese) has several homonyms with the meanings of “change” for changing the world, “buy” for buying local sustainable agricultural products, and “come home” for coming back to beautiful nature-rich hometown. This platform considers the 30by30 target as an opportunity and aims to lead the transformative change.

7 Who are the platform members?



Qualified members who satisfy at least one of the requirements below

To work on at least one of the following measures;

- ✓ Pursue their efforts to make their lands registered in a global database of OECMs,
 - ✓ expand PAs within their lands, or support those who wish to do so, or enhance management of PAs,
 - ✓ support managing areas that are (likely to be) verified in a global database of PAs or OECMs,
 - ✓ (local government members will) incorporate their contributions to the 30by30 target in their strategies for biodiversity, and
- all members will share and disseminate their good practices.



“30by30 Alliance for Biodiversity”
Logo

8 What does Japan expect from OECMs?



OECMs are a tool to conserve and recover nature through a sustainable land-use system, hand in hand with the platform members.

OECMs (Other Effective area-based Conservation Measures):

a geographically defined area other than a Protected Area, which is governed and managed in ways that achieve positive and sustained long-term outcomes for the in-situ conservation of biodiversity, with associated ecosystem functions and services and where applicable, cultural, spiritual, socio-economic, and other locally relevant values (UNEP/CBD/COP/DEC/14/8)

- ① OECMs were mentioned first in the Aichi Biodiversity Target 11 as a means of achievement. Thus, they are often referred to as a “gift of Nagoya” after the name of Nagoya-City (Aichi, Japan), where COP10 took place.
- ② OECMs are raising their attention as a tool that can identify areas that were maintained through traditional practices by local or indigenous people and recognize them as necessary areas to protect the earth’s ecosystem.

Potential of urban green/blue spaces and managed production landscapes and seascapes as OECMs for biodiversity outcomes

- ① Research and survey show that numerous endangered species in Japan inhabit managed ecosystems such as socio-ecological production landscapes and seascapes (SEPLS).
- ② Such harmonious landscapes/seascapes in Japan, called *Satoyama/Satoumi*, are developed by the long-term interaction between human and nature, which nurture rich biodiversity.
- ③ Besides the biodiversity outcomes, SEPLS management contributes to disaster risk reduction and well-being of local communities such as health, economy, culture and education among others.
- ④ However, we are losing such areas rapidly because of various reasons, causing undesirable changes in relationship with nature.
- ⑤ OECMs can promote the revitalization of the SEPLS. Integrated PAs and OECMs management assisted by ecosystem restoration can connect diverse ecosystems to realize wider landscapes and seascapes management.

The Satoyama Initiative and its partnership

- **Satoyama/Satoumi** is a Japanese term that refers to traditional rural landscapes/seascapes in Japan. In such areas, sustainable land/sea use systems are supported mainly by traditional knowledge to conserve and even enhance local biodiversity.
- **socio-ecological production landscapes and seascapes (SEPLS)** has been coined to refer to areas where human-nature interactions have created dynamic mosaics of land/sea uses that contribute to human well-being and biodiversity conservation at the same time.
- **The Satoyama Initiative** is a global effort to realize societies in harmony with nature, that is, built on positive human-nature relationships focusing on restoring and conserving SEPLS.
- **The International Partnership for the Satoyama Initiative (IPSI)** was launched in 2010 to implement activities under the Satoyama Initiative. It consists of diverse organizations working from different angles to conserve and restore biodiversity in SEPLS worldwide. It has a funding mechanism and knowledge and communication platforms etc... for more details, please visit <https://satoyama-initiative.org>