

BirdLife International Asia Division

Annual Report 2012

(1 January - 31 December 2012)



Table of Contents

Summary	2
Nature Conservation Efforts	3
Fund-Raising	9
Other Activities	10
Income and Expenditure	12
Support from Individuals and Associations	13
About Us	14

1. Summary

Organization Change

After the headquarters of BirdLife International Asia Division was transferred to the new Singapore office, Cristi Nozawa, regional director, moved to Singapore, and Keiko Suzue, deputy director, was appointed as new representative director on 1 May 2012.

Previously, as the headquarters of regional offices managing Asia division, the Tokyo office had been engaged in negotiations with our partner organizations in 16 Asian countries and regions, and had served as a liaison with the headquarters in the UK. From now on, these roles will be taken over by the Singapore office, and the Tokyo office will act as a liaison between the headquarters in the UK and Her Imperial Highness Princess Takamado, honorary president of BirdLife International, and promote nature conservation in Asia in coordination with Japanese government, companies, and citizens. We also promote the projects including climate change, conservation of tropical rainforests and marine ecosystem, which needs global approach under the closer cooperation with our headquarters in the UK as well as other overseas offices. Moreover, as a leading organisation in this field, we are strengthening our efforts to promote biodiversity conservation by companies, while developing close, worldwide collaboration between all the parties involved.

Hold Gala Dinner Twice

Since 2009, BirdLife International has held Gala Dinner in Tokyo for fund-raising for environmental conservation and has promoted tropical rainforests conservation. In 2012, we extended the area of holding Gala Dinner to Kansai region, and held BirdLife Spring Gala Dinner 2012 in Kobe on 2 March, which collected 7.03 million yen of donations. The proceeds from this event went towards nature conservation mainly in Asia including the Philippines,



500 participants gathered

Malaysia, and Vietnam, and set aside 1.43 million yen of the proceeds as “Gala Fund” so that we can respond flexibly to the urgent needs of the conservation activities. On 25 October, the 4th Gala Dinner was held in Tokyo, and 7 million yen of the proceeds went towards “Forests of Hope Fund” for tropical rainforests conservation, and 7.29 million yen was allocated to the forests conservation in the Asian region. We also collected donations especially for the livelihood support of local

people living in forest areas in Vietnam, and 4.55 million yen was appropriated for the renovation of school buildings or the construction of a community centre, and educational assistance for children. Besides, 2 million yen was set aside for “Gala Fund” for the urgent needs of the conservation activities.

Participate in the International Conference

Many major conferences on environment were held in 2012. Environmental issues were discussed throughout the year – it started with the 6th meeting of partners for Flyway Partnership (Indonesia) held in March, and followed by the Rio + 20 Earth Summit (Brazil) to mark the 20th anniversary of the first Earth Summit in June, the 11th meeting of the Conference of the Contracting Parties to the Convention on Wetlands (Ramsar COP11) (Bucharest, Romania) in July, IUCN World Conservation Congress (Korea) in September, and the 11th meeting of the Conference of the Parties to the Convention on Biological Diversity (CBD COP11) (Hyderabad, India) in October. BirdLife International is addressing problems in close coordination and working together with the secretariats of above Conventions. At the Ramsar COP11, Tokyo Office staff announced the achievement that several wetlands in Asia were newly registered under the Ramsar Convention. Moreover, at the CBD COP11, we actively presented recommendations, based on our knowledge, about marine reserve selection and conservation of marine ecosystem. We also took the initiative in business and biodiversity during the convention along with Japanese & Indian companies.



BirdLife Booth at the IUCN World Conservation Congress

2. Nature Conservation Efforts

Species and Habitat Conservation

Flyway

About 700 species of birds are seen in Japan, and more than half of them migrate. International cooperation with countries where birds migration across is essential to conserve migratory birds. Thus, the countries along the migratory routes of birds (Flyway) have worked together to promote conservation activities around the world.



Migratory birds crossing borders

The flyway which is used by migratory birds coming to Japan is called the East Asian-Australasian Flyway (EAAF), and an international framework for the conservation, “Partnership for the East Asian- Australasian Flyway (EAAFP)”, was launched in 2006. BirdLife International is participating in the EAAFP with the Ministry of the Environment and other bird conservation organizations, and is in charge of the Japan secretariat for the EAAFP. Also, Birdlife is in charge of the

secretariat for bilateral conventions and agreements for the protection of migratory birds between Japan and the US, Japan and Russia, Japan and China, Japan and Australia, and Japan and Korea, respectively. In addition, we are supporting the conservation activities, while collecting and providing information on migratory birds.

Chinese Crested Tern

Chinese Crested Tern was thought to be extinct, but their survival was confirmed in China in 2000. The Chinese Crested Tern is critically endangered species with a known population of less than 30 birds, and there are only two known breeding sites in the southeastern coast of China. BirdLife International has been urging to prohibit collecting eggs at the breeding sites, and started a project in 2012 to restore a formerly



The mythical bird; Chinese Crested Tern

deserted breeding colony, with financial support from donors such as Japan Fund for Global Environment and the Ocean Park Conservation Foundation. This project expanded its scale, in which local government, fishermen and thousands of students across China participate as volunteers to safeguard the birds. The State Forestry Administration of China has also decided to list the Chinese Crested Tern as a priority species, and strengthens assistance for the conservation activities. These activities achieve outstanding success, and birds which no one knew five years ago has drawn attention to become a symbol of the activities for local nature conservation, which is also regarded as the best practice for environmental education.

Conservation of Forests

BirdLife International is working through “Forests of Hope Fund” to conserve tropical rainforests worldwide, as well as striving for conservation of forests in various countries through coordination with companies and organizations.

In Philippines, the restoration of tropical rainforests in a way with low impact on ecosystem is conducted in Mindoro Island and Luzon Island, where seedlings collected from mountains by local people have been transplanted after being grown in the nursery seedbeds. Local people have also raised the trees that bear well in home gardens, and sold the surplus fruits in the market to increase their income.



Seedlings of endemic mangrove species

In Malaysia, we have planted mangrove seedlings with local people in order to restore an ecosystem in the north-central coastal areas of the Malay Peninsula, which is selected as one of the Forest Ecosystem Conservation Project by Ricoh Company. This is a 10-year project started from 2011 to restore mangrove forests in wetlands with rich diversity, which is designated as the state’s nature park. In order to ensure sustainable conservation practice, accession and registration to the international

conventions is under consideration.

In central western Vietnam, we are working on forest conservation using agroforestry and activities to improve local people’s lives with support from Toyota Environmental Activities Grant Program. As the poorest indigenous people live in the area where chemical defoliants were sprayed extensively during the Vietnam War, we plant cash crops rattan there and provide technical support and training on planting or processing of rattan to local people.



Indigenous people planting rattan trees

We are also working on forests conservation in South America. In the Atlantic lowland tropical forests in Bahia, Brazil, we encourage landowners to conserve 20% of their forest land and try to connect the small forest patches along corridors, while planting trees for firewood. Started with the support of Ricoh Company in 2007, this activity was extended so much that the area became a designated national park in 2010.

In 2012, we provided suggestions for sustainable use of national parks and the development of conservation action plan. We have also conducted afforestation of about 450 ha as a three-year plan in order to restore ecosystems in the water source areas. Moreover, environmental education programme for local children have achieved a great success.



Lecture to children on environment

Conservation of Wetlands

BirdLife International focuses especially on conservation of waterbirds, thus takes the initiative to conserving environment of the waterside areas and wetlands where waterbirds inhabit. We exchanged memorandums with the Ramsar Convention secretariat which is aiming at conservation of waterbirds, the wise use of wetlands, education and awareness-raising for local people and capacity building for the rangers, while providing technical support around the world.

In the Gulf of Mottama, Myanmar and the inner gulf of Thailand, with support from the Ministry of the Environment, we have worked on building capacity of wetland rangers, and have encouraged local people or organizations to work together to strengthen their mutual coordination. Consequently the Myanmar government and the Thailand government announced at the Ramsar COP11 that these wetlands will be designated as Ramsar Sites, and they are advancing final preparations towards registrations. These two sites are the largest wintering grounds of the critically endangered Spoon-billed Sandpiper and are considered one large, transnational ecosystem. The two countries agreed to launch a joint wetlands conservation project involving these two countries and Japan.

In addition, we held the Shorebird Festival in Thailand on 'World Wetlands Day' that is celebrated annually in early February around the world, and many local children at school units participated in this festival.

BirdLife is also involved in conservation of wetlands outside Asia. In Burkina Faso, West Africa, afforestation has been conducted in order to prevent aridification of the Ramsar Sites. This project was begun in 2010 as a charity campaign of 'Ricoh Women's British Open Golf Tournament'. Ricoh contributes the expense for afforestation depending on players' score such as eagle and birdie during the tournament. In fiscal 2012, the second year of this project, we proceeded with the preparations of 8,306 seedlings to be planted. Local people have participated in full force from nursing seedlings to well construction to provide water.



Children learning about birds and the tidal flat



Nursing seedlings which are tolerant of dryness and grow fast

Conservation of Seabirds and Marine Ecosystem

Marine IBA Programme

Marine IBA (Important Bird Areas) Programme is an international programme, where BirdLife and BirdLife Partners around the world work together. Extended IBA's concept to the ocean, this programme aims to select rich biodiversity areas using seabirds as an indicator and to contribute to marine and seabird conservation.

In 2010, we began identifying Asia's marine IBAs with support from Keidanren Nature Conservation Fund (KNCF) and in coordination with BirdLife Partners in each country. In 2012, the final year of this programme, we identified the final candidate marine IBA sites in Japan, Malaysia, the Philippines, Indonesia, Russia and Korea. At the CBD COP11 held in India in October, we announced the 'Marine e-atlas', an open access database to provide information on Marine IBAs, and presented about 3,000 marine sites around the world as marine IBAs (including the candidate sites).

So far, about 70 marine sites have been identified as the candidate marine IBAs in Japan. Marine IBAs are expected to be used for the conservation of marine ecosystem, and currently used as fundamental data to identify 'Ecologically and Biologically Significant Marine Areas' promoted by the Ministry of the Environment as well as the candidate construction sites of the offshore wind farms, which provides ecosystem-conscious energy supply.



A presentation on marine IBA at the CBD COP11



Marine e-atlas

BirdLife is also promoting science-based conservation, and in 2012, we conducted an analysis using a scientific model to predict marine areas used by the Japanese Murrelet. The results of the analysis will be used not only for the identification of marine IBAs but also for conservation of the endangered Japanese Murrelet as valuable information on their ecology.

Efforts to Reduce Bycatch

Many seabird populations are rapidly declining and are threatened with extinction. Although they face a wide range of threats, the most widespread of which is the threat of being killed in longline fisheries. Over 300,000 seabirds are accidentally killed in longline fisheries every year. In 1997, BirdLife International established the Global Seabird Programme and has been working on various conservation activities in coordination with Regional Fisheries Management Organizations (RFMOs), governments and fishermen. Among major RFMOs, International Commission for the Conservation of Atlantic Tunas (ICCAT) adopted requirements of strict mitigation measures to reduce seabird bycatch last year, and Indian Ocean Tuna Commission (IOTC) also adopted a similar measure in 2012, which took a major step forward in solving seabird bycatch problems. At these international conferences, BirdLife actively encouraged member States to adopt effective mitigation measures.

We also provided the technical support to the Fisheries Agency of Japan in analysing bycatch data and engaged in a forward-looking dialogue on the establishment of international cooperative framework which is essential to reduce the threat of bycatch. In addition, the joint scientific research on the effectiveness of mitigation measures has been planned. Moreover we cooperated with 'Agreement on the Conservation of Albatrosses and Petrels (ACAP)' to publish the Japanese version of Seabird Bycatch Mitigation Factsheets which describes various mitigation measures. Furthermore, we organized a workshop on seabird bycatch in gillnet fisheries in Germany in May and hold a workshop on seabird by-catch in longline fisheries with the Korean government in December. In this way, BirdLife is exerting leadership internationally on bycatch issues.

3. Fund-Raising

Gala Dinner

Using birds as indicators of biodiversity, BirdLife promotes conservation activities from the four aspects: ‘species’, ‘site’, ‘habitat’ and ‘local people’.

In order to promote these activities, we have held Gala Dinner in Tokyo every year since 2009 with support from many people who agree with us. So far, the proceeds from three Galas between 2009 and 2011 totalled 50.25 million yen, which went towards “Forests of Hope Fund” for tropical rainforests conservation. On 26 October, 2012, the fourth Gala Dinner was held in Tokyo. 7 million yen of the proceeds went towards “Forest of Hope Fund”, and 7.29 million yen was allocated to forests conservation in the Asian region. Moreover, 4.55 million yen went towards the support grant for children in Vietnam who rely on forests. As many of those who rely on forests resource for their livelihoods are indigenous people, and poverty lead to limited access to education, this support was greatly appreciated by them. Besides, 2 million yen was set aside as “Gala Fund” in order to contribute to the urgent conservation activities.

As we received many requests to hold Gala Dinner in Kansai region, the first BirdLife



Tropical rainforests



Forests and child support in Vietnam



Lottery for Raffle



Fund-raising by auction

Spring Gala, Kobe Gala, in Kansai region was held for a little of variety in March 2012. At Kobe Gala, we collected 7.03 million yen, which went towards nature conservation mainly in Asia including the Philippines, Malaysia, and Vietnam, and 1.43 million yen of this was set aside as “Gala Fund” for the urgent conservation activities.

Although the aim of this event is to collect donations for the nature conservation activities, it also provides opportunity for participants to understand the importance of conserving natural environment.

4. Other Activities

Business and Biodiversity

It is essential to strengthen the efforts of companies to conserve biodiversity, as every business impact on the natural environment. BirdLife thus evaluates environmental burden from business activities and offers consultation to improve it. We encourage companies to adopt the perspective from biodiversity to their environmental management system, while analysing their environmental management system by aspects. At a global level, we have developed the Integrated Biodiversity Assessment Tool ‘IBAT’, which allows companies to evaluate biodiversity risk at the earliest stages of project planning, and also have conducted a pilot project to quantify a part of ecosystem service. In Japan, based on this knowledge, we have offered some advices to companies about incorporating biodiversity in their environmental strategies.

At the CBD COP11 held in India in October 2012, we organized a session to exchange views with Japanese and Indian companies which are actively involved in biodiversity conservation, and drew attention.



Dialogue on biodiversity between Japanese and Indian companies at COP11

Raising Awareness and Issue

The roles of environmental NGO include enhancing nature conservation and biodiversity conservation as well as promoting to the general public on how extensive the environmental problems can be, or how we can solve them. We have recently been asked more from companies and organizations to lecture about how we should conserve biodiversity. BirdLife

is working on biodiversity conservation and global warming prevention by promoting forests conservation, and have delivered a presentation on forests conservation efforts as a case study.

On 15 March, in a symposium hosted by Japan International Forestry Promotion and Cooperation Centre, we lectured about forests conservation and the afforestation project in collaboration with companies. On 25 May, at the meeting of Keidanren Committee on Nature Conservation and the celebrations marking the 20th anniversary of Keidanren Nature Conservation Fund, we delivered presentation on the results and the significance of BirdLife's biodiversity conservation efforts with two other NGOs, on behalf of the support organizations. On 5 November, in the international forum on the conservation of tropical rainforests held by ITTO, International Tropical Timber Organization, we lectured about Forests of Hope, which objective is to conserve the world's tropical rainforests. On 10 December, we participated as a panellist in a symposium 'The Tides of the CBD COP11 and Business Activities' hosted by InterRisk. In addition, we actively lectured on biodiversity in response to requests from companies and universities.

Moreover, as 2012 is the International Year of the Ocean, marine ecosystem conservation drew attention. We promote activities in order to enhance interest and understandings for the marine ecosystem conservation: In the Bird Forum held at Taiwan University in October, we lectured on marine IBA project which is supported by Keidanren, and in 'the NGO Conservation Results Briefing Meeting' held in December, we explained the results of the marine IBA project to the member companies of Keidanren Committee on Nature Conservation.

Hold Bird Watching Activities

Birds are excellent indicators, as they occupy higher positions in ecosystem. We have held bird-watching activities and get-togethers with our members and supporters every year, for the purpose of giving them a deeper understanding on the environment through bird watching. In 2012, we hold bird-watching parties in some places such as Tama-city, Tokyo and Kobe city, Hyogo prefecture.



A bird-watching held in Kobe city in March

5. Income and Expenditure (1 January - 31 December 2012)

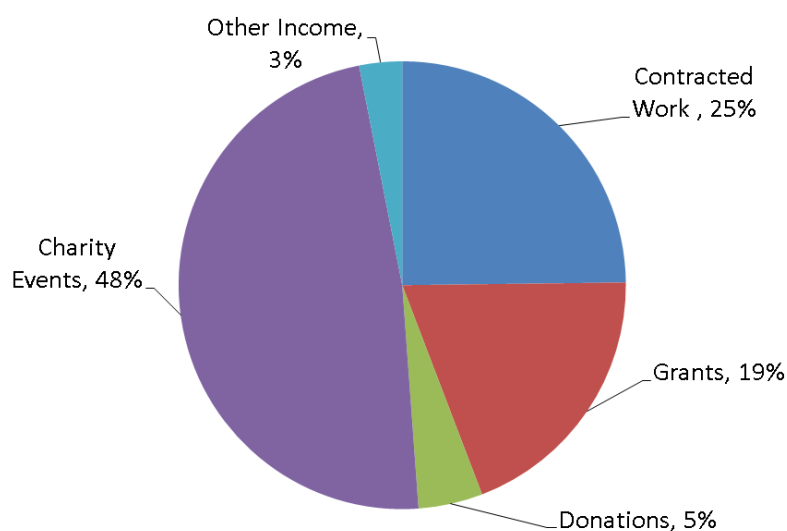
Income and expenditure in 2012 are as follows:

Income: 129,000,000 yen

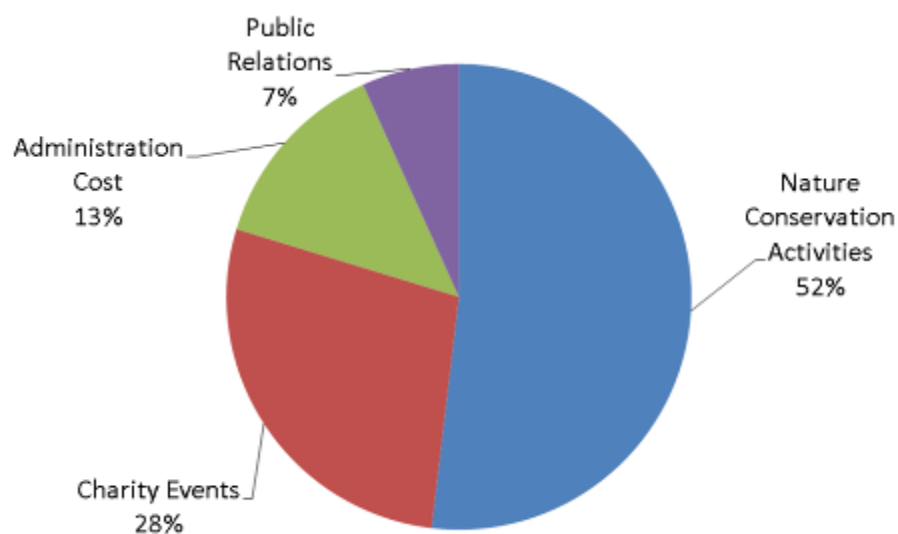
Expenditure: 133,000,000 yen

Breakdown of Income and Expenditure

Income



Expenditure



6. Support from individuals and organizations

Introduction of the Supporter System

We have reconsidered our previous private supporter system since September 2012, and launched 'Friends of BirdLife' system to support BirdLife's activities. The new system is to collect donations of 5,000 yen per person from support members and half of 5,000 yen (2,500 yen) towards nature conservation activities in Asia and the rest of them towards BirdLife's operating cost. In the fiscal 2012, we will conduct the conservation of the critically endangered national bird of the Philippines 'Philippine eagle'.

For 2,500 yen, six trees can be planted in the Philippine eagle's habitat. By 120 participants, 50 ha of forests can be patrolled for one year.

Support from Companies

Although we have been promoting nature conservation with Wild Bird Society of Japan as a joint partner since we established an office in Tokyo in 2004, donations and support from companies and organizations are still very important for us. Members who contribute to a donation of 100,000 yen every year are as follows:

- Sompo Japan Insurance INC.,
- Ricoh Company Ltd.,
- Izumo Oyashiro,
- Izumo Oyashiro Cultural Foundation,
- Nogi Shrine,
- Masumida Shrine,
- Alpha Food Co.,Ltd.,
- Samukawa Shrine,
- Fushimi Inari Taisha,
- Hokkaido Shrine



The critically endangered national bird of the Philippines



General Incorporated Association BirdLife International Asia Division

Address: 4F TM Suidobashi Bldg., 2-14-6 Misaki-cho, Chiyoda-ku, Tokyo 101-0061

Telephone: +81 3 5213 0461

Fax: +81 3 5213 0462

URL: www.BirdLife-asia.org

Representative: Keiko Suzue (Representative Director)

*General Incorporated Association is a 'new non-profit organization' based on a new law that took effect on December 1, 2008.

Current Member: Two Members

1. BirdLife International (the UK organization)

Representative: Marco Lambertini, Chief Executive Officer/Director

Address: Wellbrook Court, Girton Road, Cambridge CB3 0NA, UK

2. Christopher John Spreadbury (living in the UK)

Current Director: Two Directors

1. Keiko Suzue, Representative Director (living in Japan)
2. Cristi Nozawa, Regional Director of Asia Division (living in Singapore)