

General Incorporated
BirdLife International Tokyo
Annual Report 2014
(1 January – 31 December 2014)



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1. Summary

Organizational Changes



Support activity in Burkina Faso

Due to Asia Division's organizational changes in May 2012, Tokyo Office tried to advance projects that require global collaboration and fundraising. Additionally, efforts were put into providing information to the Government of Japan, companies and citizens as well as advancing nature conservation activities especially in Asia. Specifically, we raised global environmental

issues to corporations and requested support and worked actively as a contact point for 120 nations with global BirdLife locations.

As our work expanded out of Asia, BirdLife International Asia Division was changed to General Incorporated BirdLife International Tokyo (hereinafter 'BirdLife'). We advance, under four pillars of species conservation, habitat conservation, promotion of ecological sustainability and encouragement to citizens, nine strategic areas such as prevention of extinction crisis, migratory bird and flyway, forest conservation, ocean and seabird conservation.

Gala Dinners



Gala Dinner

BirdLife has hosted Gala Dinners in Tokyo since 2009 for fundraising for environmental protection. We started Spring Gala in Kansai region in 2012, and, Spring Gala in Kansai and Gala Dinner in Tokyo in autumn have become annual regular events. On 7 March, third Gala Dinner was held and 420 individuals gathered to raise a fund of 9.32 million JPY. Part of the

fund, 4 million JPY was allocated to rescue and provide support to return to wild those Brazilian poached birds. Also supported was Indonesian forest conservation actions.

At Tokyo Gala Dinner, 580 participants celebrated on 24 October and raised a fund of 30.85 million JPY and contributed 13.5 million JPY to preserve the Atlantic low land tropical forest for the next 5 years, and continued to support for the preservation of Indonesian and other Asian forests.

In addition, 2 million JPY was put into ‘Gala Fund’ for emergency actions. Gala Dinners in Kansai region have been hosted in the City of Kobe, but from 2015, it will be held in Osaka.

Advancing Corporate Collaboration

Collaboration between corporations and NGOs is generally a case where corporations provides grants or employees or families participating in environmental activities as part of their CSR activities. However, BirdLife believes corporations are important partners in advancing biodiversity conservation. We realize that to meet that goal, it is necessary to advance deeper understanding as a long time win-win partners and collaborate and we put forth various proposals to them. Evaluation and advice on their biodiversity contribution for such partners are good examples. In 2014, we created standards and evaluation for Environmental Consciousness and evaluated their line-up of products for JSR Corporation.

Additionally, as attention is given to recent branding and corporate contribution activities by corporations, as a part of CRM (Cause Related Marketing), we had an agreement over forest conservation activities that are linked to Ricoh Company, Ltd.’s printer sales and we started to support forestation and raising living standard in Philippines, Brazil and Burkina Faso. We provided opportunities to communicate in seminars and other arena how local villages and towns are positively benefited by corporate support.

2. Conservation Actions and Results

Migratory Birds and Flyway Conservation

A flyway is a flight path that is comprehensively designated as a regional unit that migratory birds utilize. There are nine of them globally. Those birds that fly into Japan use a flyway known as the East Asian-Australian Flyway, covering Oceania, Southeast Asia, Northeast Asia such as Japan, China and Korea as well as Alaska. It is important for the nations within a flyway to work collaboratively for the conservation of migratory birds, and Japan participates in the East Asian-Australian Flyway Partnership (EAAFP), an international conservation network, to move forward with initiatives. Birdlife also functions as the national secretariat for the Partnership and takes on conservation initiatives along with the Ministry of the Environment and other ornithological groups in Japan.

This year we advanced conservation initiatives within Japan under EAAFP and in order to raise its recognition to the public, we held ‘All Japan Shorebirds Network Exchanges’ in Kashima City, Saga Prefecture. EAAFP established ‘East Asian-Australian Migratory Waterbirds Important Habitat Network’ and it includes important sites that meet certain criteria for conservation of

migratory waterbirds. There are 32 wetland sites included in it in Japan and awareness-raising, conservation and research studies are being advanced for migratory waterbirds. At the exchange meetings, local city and town officers with important habitat sites for shorebirds and NGOs participated and discussed issues faced and conservation efforts for migratory birds. Also discussed were developing leadership for next generation, solution for common issues among sites and individual issues at each site. Furthermore, we confirmed the importance of implementation of conservation policies by collaboration between government agencies and NGOs.

East Asia and Australia region has seen significant decline in shorebirds, and we must act immediately. Under the circumstances, it is important to advance information exchange and share successes and conduct surveys jointly for the purpose of implementing effective conservation measures. We will further advance to put forth these conservation efforts nationwide.

In November, meetings were held in Deqing Prefecture, China over bilateral agreements in place with Japan between China, Korea and Australia. BirdLife was the national secretariat for Japan's meetings and supported the Government of Japan's conservation measures on migratory birds. At the meetings, we exchanged information as to migratory bird protection policies and research results and also exchanged opinions over individual issues faced such as conservation policies on endangered species and their habitats, terrestrial birds monitoring and avian influenza. Japan-China, Japan-Korea and Japan-Australia each confirmed further advancements towards solution to migratory bird conservation and other issues.



Exchange Meeting of Shorebirds Network



Dunlin in Kashima City, Saga

Species Conservation

BirdLife has been actively involved in the conservation of endangered bird species. This year, Chinese Crested Tern's breeding habitat recovery project that started in 2012 saw a great success. The species is regarded as one of the most critically endangered in Asia with the remaining population estimate of less than 50 birds.

BirdLife, by support such as Japan Fund for Global Environment, organized a recovery team, comprising of researchers from Hong Kong Bird Watching Society, Oregon State University, Zhejiang Museum of Natural History, the Jiushan Islands National Nature Reserve in order to recover breeding habitats. Up to 2013, we focused on an uninhabited island of Tiedun Dao, Zhejiang Prefecture, China, a past breeding habitat in the East China Sea. Starting in May 2014, we installed decoys and Playback Call device, attracting the terns to the island and monitored 3 months thereafter. Far beyond our expectation, results confirmed 43 birds landed on the island, about 90% of the global remaining population of less than 50 birds, and 20 pairs were formed and at least 13 young terns fledged. The result is an unprecedented success in the conservation efforts over an endangered bird and we were able to expect hope for population increase. Expansion of efforts to Wuzhishan Island, Zhejiang and Mazu Island is considered, upon which improvements on nest environment as well as attracting terns will be attempted, ultimately aiming to establish a breeding network. Additionally, survey and research will be advanced for their migration routes, over which the range is required to be designated as protection area. After 2015, in order to elucidate migration and wintering habitats for Chinese Crested Terns, individual bands will be attached to the birds captured and conduct a tracking survey.

In the Philippines, BirdLife works on the conservation of endangered Philippine Eagles. In February 2014, we were able to discover a Philippine Eagle in Sierra Madre, Luzon Island for the first time in 36 years. In Mingan Mountains in the same region, a pair and a young eagle, total of 3 were confirmed and one Philippine Eagle was found near the mountains of Irid Angelo. We continue the surveys and conservation efforts to save the Philippine Eagle from becoming extinct.

BirdLife also conducts surveys on other endangered species and implements actions to increase awareness for conservation efforts such as protection of and counter-measures against pouching of the Yellow-Breasted Bunting and monitoring and conservation of forest birds in East Asia.



Chinese Crested Terns and a chick



Young Philippine Eagle

Conservation of Forests



Mangrove forest survey in Philippine

BirdLife works through 'Forests of Hope Fund' with the UK Headquarters and collaboratively working with regional Partners to conserve tropical rainforests globally in Indonesia, Cambodia and Madagascar as well as local forest conservation cooperatively through corporations.

In Malaysia, with support from Ricoh Company, a 10-year project is on-going to plant Mangrove for the purpose of restoring an ecosystem in the north-central coastal areas of the Malay Peninsula. In the fourth year in 2014, projects expanded to monitor growth of the Mangrove seedlings planted previously, raise awareness among public and start to measure carbon dioxide absorption by mangrove forests.

Additionally, in Burkina Faso, Ricoh supports to help us plant. The unique characteristics of the effort is that the number of plants will be determined by the shots made at Women's British Open and to date about 25,000 seedlings were planted in order to redress the aridification of the Ramsar Sites. Also, with collaboration with Ricoh's printer CRM, as part of support to bring up living standard, improved cookers with better heat efficiency were introduced in order for local citizens to use less wood thereby reducing the labor to collect wood and at the same time reducing the wood volume used. The collaboration with Ricoh's printer CRM also supports planting and increasing awareness in Brazil, planting of Mangroves in Philippines, started in 2014 for the next 3 years.

In central Vietnam, with support from the Toyota Environmental Activities Grant Program, we are conserving forests and improve local people's lives by planting rattan. Also, participating regions' local citizens form patrolling units for forest conservation and they are the foundation for citizen's conservation efforts. This specific effort was originating from 2011 Toyota Environmental Activities Grant Program, which was expanded to lead to this action started in 2014 and we are advancing this program with active participation by Vietnam Forest Service and local governments.

Conservation of Wetlands

BirdLife takes initiatives to conserving waterbirds as well as their habitats of wetlands and nearby waterside areas. We signed a Memorandum of Understanding with the Bureau of the Convention on Wetlands, known as the Ramsar Convention, which aims at conservation of waterbirds, wise use of wetlands, education and awareness raising for local people and capacity building for areal rangers

to provide technical support globally. Regarding the Ministry of the Environment's Southeast Asia's promotion of conservation of wetlands, we reviewed and summarized the Ministry's wetland conservation work in Myanmar, and in February we visited the site and did some hearing and reported wetland conservation issues and directions for the future.

Based on this survey, in 2015 we will evaluate Moeyungyi Wetland's economic evaluation over ecosystem services that the wetland is capable of providing. The evaluation results will be published in a document format for awareness building to utilize for wetland conservation in Myanmar.



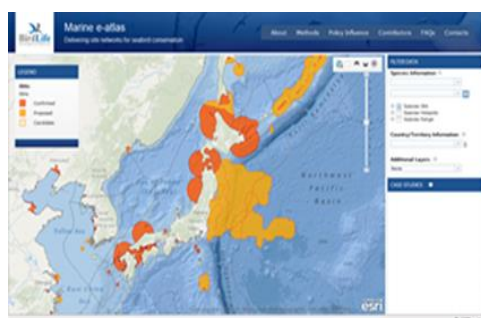
Meeting at Ministry of Environmental Conservation
and Forestry in Myanmar



Lodge on Moeyungyi Wetland for visitors

Conservation of Seabirds and Marine Ecosystems

Marine IBA projects



Marine IBA (important Bird and Biodiversity 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 identify priority sites for high marine biodiversity using seabirds as an indicator and to contribute to marine and seabird conservation. In 2010, with support from Keidanren Nature Conservation Fund (KNCF), we began identifying Asia's marine IBA's with seabird experts and BirdLife Partners including Malaysia, Philippines and Indonesia and Korea. The 'Marine e-Atlas' is an open database and the first global inventory of these sites. In Japan, BirdLife and Wild Bird Society of Japan (WBSJ) have identified about 50 marine IBAs. These marine IBAs have been used for the conservation of marine ecosystems such as providing fundamental data to identify

‘Ecologically and Biologically Significant Marine Areas’ promoted by the Ministry of the Environment as well as being considered for selection of candidate construction sites of the offshore wind farms. Furthermore 60% of seabird breeding in Japan are listed in the Red Data Book published by the Ministry of the Environment, and marine IBAs can also contribute for the conservation of their habitats.

The second phase of the marine IBA project began in 2013 for the next 3 years, aiming to publish a complete list of marine IBAs in Japan. In 2014, we continued to gather information of each marine IBA. We did a questionnaire survey to local governments and WBSJ’s local divisions to gather information such as about legal protection status of local sites, LCGs (Local Conservation Groups), engagement of fishermen in conservation activities (setting up no fishing zones and periods), and threats to seabirds. In 2015, we will review the information collected and publish a booklet to further utilize them for the conservation of marine IBAs.

Furthermore, since 2013, the Mitsui & Co., Ltd. Environment Fund has been supporting the identification of Marine IBAs in Russia. We finished the identification of marine IBAs in 2014 to publish a booklet in 2015.

Efforts to Reduce Seabird Bycatch



Fisheries device test to reduce bycatch
at Ishinomaki

BirdLife’s Global Seabird Programme has been working on seabird conservation at a global scale since 1997 in coordination with Regional Fisheries Management Organizations (RFMOs), governments, and fishermen to reduce the incidental mortality of seabirds where 300,000 seabirds are accidentally killed in longline fisheries every year.

After 2012, all five tuna RFMOs agreed requirements for their longline vessels to use seabird mitigation measures, making an important

milestone for seabird conservation. In 2014, BirdLife asked nations to make sure such mitigations measures will be implemented at international RFMO conferences.

In August, we visited Taiwanese Fisheries Agency and agreed to create a video footage to promote actions against seabird bycatch collaboratively and in 2015, we work together to recommend use of bycatch mitigation measures. In Korea, we continued collaborative research on the effects of bycatch mitigation devices in place after 2013. In November, BirdLife was assigned as Chair at Commission for the Conservation of Southern Bluefin Tuna (CCSBT) workshop over seabird bycatch and promoted exchanging ideas and information with researchers, government officers and those in seabird conservation.

Domestically, with support from National Research Institute of Far Seas Fisheries, we tested a Hook Pod (in development phase for mitigating bycatch) if it is effective in reducing bycatch in the Japanese fisheries. In this test, we found that there were positive effects, but additional improvements were necessary. Additionally, in collaboration with the Institute, we agreed to expand the use of Lumo Lead (fishery device to mitigate bycatch).

Business and Biodiversity



TESSA leaflet

Every business affects biodiversity and therefore it is very important to strengthen efforts by corporations to conserve biodiversity. Therefore BirdLife evaluates environmental burden from business activities and offers consultation for improvement by analyzing various aspects in environmental management system and advise companies to develop perspectives on biodiversity conservation. At a global scale, BirdLife has developed the Integrated Biodiversity Assessment Tool 'IBAT', which allows companies to evaluate biodiversity risks at an early stage of project planning, and also have conducted a pilot project 'TESSA' to quantify a part of ecosystem services. In Japan, based on this knowledge, we advise companies to incorporate biodiversity into their corporate environmental strategy.

In October 2014, BirdLife participated as a panelist in the Corporations and Biodiversity symposium at the Twelfth Meeting of the Conference of the Parties to the Convention on Biological Diversity held in Korea, and actively involved as an authority and commented in this field.

Raising Awareness and Issues



Dialog for CSR of JSR Corporation

The roles of environmental NGO include advancing nature conservation and enhancing 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 delivered presentation on forests conservation efforts as a case study. On 4 April, BirdLife described to Mitsubishi Heavy Industries, Ltd.'s Environmental Management Section

General Affairs Department on the relationship between global environmental issues and biodiversity and the needs for corporations to conserve biodiversity.

On 4 June, at a seminar hosted by Ricoh Company Ltd. as part of activities in an ‘Environment Month,’ BirdLife presented status report on global ecological conservation and collaboration with corporations. During a JSR Corporation’s CSR Dialog, we provided opinions on Biodiversity measures required of a corporation from an environmental NGO perspective.

Member’s Gathering

We have individual membership and business membership supports. Additionally, BirdLife has a membership called Rare Bird Club (RBC), which supports endangered species protection efforts as a care-taker. This is a globally common membership program with its members worldwide. There are twenty members in Japan, and they participate in birdwatching sessions and environmental seminars.

On 18 May, we invited a member of RBC and globally well-known Wildlife Artist Mr. and Mrs. Robert Bateman and had a gathering. It was a great opportunity for us to deepen international environmental perspective by hearing his environment and description of his paintings.



Presentation of Mr. Bateman



RBC members hearing the presentation of Mr. Bateman

3. Fundraising

BirdLife considers birds as the most sensitive indicator to environmental changes – a barometer to biodiversity, and we advance various conservation actions through the protection of species and their habitat by working together with local Partners so that local people coexist with nature. In order for us to move forward with these activities, with generous support from those who share their beliefs with us, we have held Gala Dinners every year since 2009. On 7 March 2014, we held third Gala Dinner in Kobe and 420 individuals participated and a fund of 9.32 million JPY was collected, 4 million of which was applied to ‘Flight Plan’ program, which is to rescue, recover and return to wild those pouched birds in Brazil and also allocated to forest conservation and awareness initiatives on Sumba Island, Indonesia. On 24 October at Tokyo Gala Dinner, 580 individuals participated and collected a fund of 30.85 million JPY. Part of the fund 13.5 million JPY are applied to conservation of Atlantic low land tropical forest and BirdLife will advance conservation and awareness initiatives for the next 5 years. Continued on from spring Gala Dinner, we allocated some of the fund to Asian forest conservation such as Sumba Island. Also 2 million JPY were allocated to Gala Fund for emergency actions.

The purpose of Gala Dinners is to support nature conservation efforts, but at the same time providing a great forum for participants to know the importance of environmental protection and to understand the necessity to support such efforts.

Gala Dinners in Kansai region have been hosted in Kobe, but from 2015, they will be held in Osaka.



Her Imperial Highness Princess Takamado and BirLife CEO speak at Gala Dinner



Students and volunteers ask for support at Gala Dinner



‘Flight Plan’ - release birds into the wild



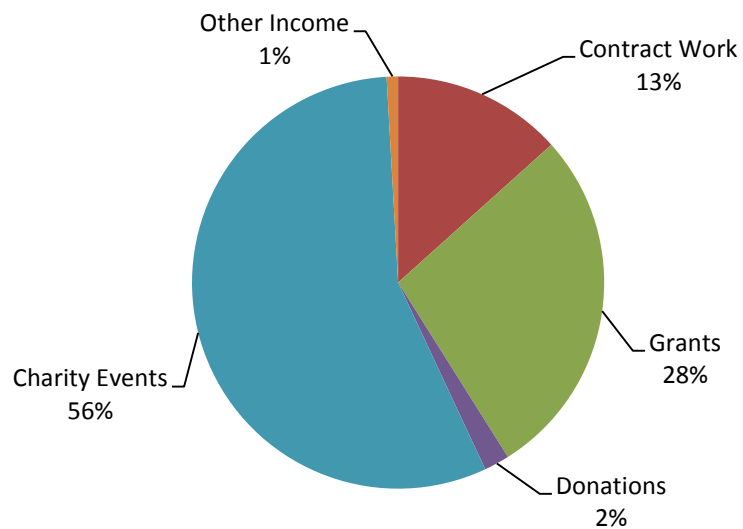
Wildlife Rescue Center in Sao Paulo

4. Financial Report

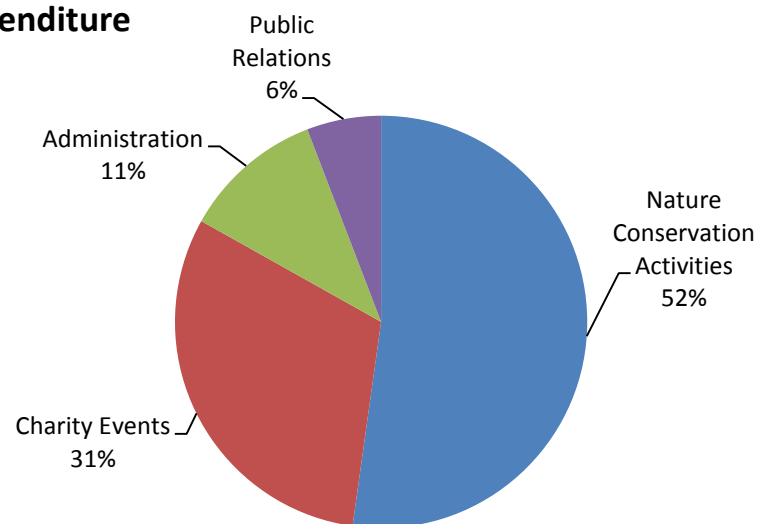
Financial Report for FY 2014 is as follows:

Income : 154,882,000 JPY expenditure : 154,882,000 JPY

Income



Expenditure



5. Support from individuals and organizations

Introducing the Supporter System

‘Friends of BirdLife’ is a support system of BirdLife’s activities, where donations of 5,000 JPY person, 50% of which will be allocated to Asian environmental conservation efforts. We will continue to apply to conservation efforts of the ‘Philippine Eagle’ and the rest will be allocated to BirdLife operations. Philippine eagles are a Philippines’ national bird, but due to threats from habitat loss and hunting, they are designated as an endangered species and conservation efforts are desperately needed. A donation of 5,000 JPY provides 6 trees in their habitat, and with participation of 120 people, a forest of 50 hector can be patrolled for one year. This support system provided 41 individual donations in 2014.

Corporate Donations

Since its establishment of the Tokyo office in 2004, BirdLife has been promoting environmental conservation with Wild Bird Society of Japan as a Partner. Funds come from Gala Dinners, generous support from corporations and group members, and we value them greatly :Special Members (in the order of Japanese alphabets)

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

Other groups and corporations made generous support for us (in the order of Japanese alphabets)

- Izumo Oyashiro
- Cedyne Financial Corporation
- One Step Co., Ltd.
- Tokyo Dai Jingu

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URL: <http://www.birdlife-asia.org>

Representative : Keiko Suzue (Representative Director)

General Incorporated Association is a new non-profit organization based on a new law implemented on December 1, 2008.

Current Member: Two members

1. BirdLife International (the UK organization)

Representative: Patricia Zurita, 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 of Tokyo
2. Cristi Nozawa, Regional Director of Asia Division