

# BirdLife International Tokyo

## Annual Report 2013

(1 January – 31 December 2013)



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## 1. Summary

For BirdLife International (hereinafter BirdLife), the year 2013 was a special one of celebration for the 90th anniversary since its establishment. BirdLife was founded in Cambridge, UK, in 1922, and since then its headquarters are located there to this day. At the beginning, BirdLife's principal efforts focused on research and conservation of those birds in the UK and Europe, but today BirdLife is represented in 120 nations globally with networks with 2.8 million people.

With Honorary President of BirdLife, Her Imperial Highness Princess Takamado in attendance, six hundred attendees gathered globally in Ottawa, Canada, for the 90th anniversary memorial World Congress, starting on 19 June 2013. BirdLife announced new nine global programmes, specific goals and new logo. One of the unique characteristics of BirdLife is its partnerships with BirdLife Partners. Each country or territory has a BirdLife partner organization, and we work collaboratively and practice 'Think Globally, Act Locally'. Research data gathered locally are compiled at the headquarters, analysed and published as a report. These advice, suggestions and information are used in various forms such as creating national biodiversity strategies by nations, draft proposals for local administrative governments and guidelines for regional citizens' activities.



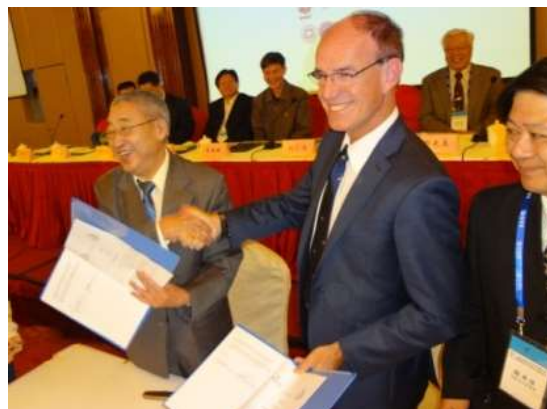
BirdLife International World Congress



Visiting a Partner's booth at the World Congress



Award ceremony at the World Congress



MoU exchange with the China Ornithological Society

Furthermore, by sharing common issues and successful examples, a local solution sometimes becomes a global standard. A week-long World Congress not only offered meetings, but it exhibited a booth represented by each nation and held a special fundraising Gala Dinner as well. The first ever Gala Dinner was held in Tokyo and this, for fundraising and for awareness raising opportunities, was the first step forward to spread throughout the world.

Another activity that must be mentioned is that we created the foundation to promote activities in mainland China. BirdLife signed a Memorandum of Understanding with the China Ornithological Society (COS) on 8 November. Signing ceremony was held at the Opening Ceremony of the 12th Congress of COS in Hangzhou City, Zhejiang Province, China, and BirdLife was represented by BirdLife's CEO Dr Marco Lambertini. BirdLife and COS will take initiatives on prioritizing collaborative research and take on conservation efforts on birds and biodiversity within China. Operated in Taiwan for years, and most recently based in Hong Kong, BirdLife were promoting to grow bird watchers in all parts of China. With this new collaboration, we expect beginning of waves of environmental conservation activities in China.

## 2. Main Activities

### Migratory Birds and Flyway Conservation

A flyway is a flight path that was comprehensively designated that migratory birds utilize. There are nine of them globally. Those birds that fly into Japan use a flyway known as the East Asian- Australasian Flyway and covers 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-Australasian Flyway Partnership (EAAFP),

an international conservation network, to move forward with initiatives. BirdLife also functions as the national secretariat to the Partnership and takes on conservation initiatives along with the Ministry of the Environment and other ornithological groups in Japan. In June, the Seventh Meeting of the Partner (MoP7) was held in Alaska and attended by EAAFP Partners. BirdLife participated as the national secretariat as well as an ornithological professional NGO and provided information and advice on conservation activities taken by species task forces and working groups. Additionally, EAAFP advances conservation activities by including important sites for migratory birds in the



Meeting of the Partners of the EAAFP

EAAFP Flyway Site Network. However, in developing countries, monitoring regime for migratory birds is not well established and the issue has been to firmly establish a regime that can maintain continued survey. BirdLife has advanced a pilot project that would establish a monitoring scheme as part of a Ministry of the Environment's project. This year, the third year of the project, we have identified the key considerations for the monitoring survey sheet and monitoring methods.

Finally, in December, bilateral meetings were held for the Conventions and Agreements for Protection of Migratory Birds between Japan and the US, and Japan and Russia. We were in charge of administrative part of the meetings and supported the Government of Japan's conservation efforts on migratory birds.

### Species Conservation

BirdLife has been actively involved in the conservation of endangered bird species. The Chinese Crested Tern project is one of our conservation activities for these endangered birds, and the project has proved successful. There were only two known breeding colonies of Chinese Crested Tern which are restricted to the south east coast of China, and the species is critically endangered with the total number of individuals being less than 30. BirdLife, with financial support such as from the Japan Fund for Global Environment, has been urging to prohibit collecting eggs at their breeding sites. In 2012, we launched an innovative tern colony restoration project, and the project team consists of a variety of members such as from BirdLife, Hong Kong Bird Watching Society, Oregon State University, Zhejiang Museum of Natural History and the Jiushan Islands National Nature Reserve. We chose a small island called Tiedun Dao in the Jiushan Islands – an archipelago where Chinese Crested Terns



Young Chinese Crested Tern



Tern decoys with a playback system for tern calls

used to breed. Since Chinese Crested Terns have always been found nesting within large colonies of Great Crested Terns, our plan was to initially attract Great Crested Terns, launching the project in May by installing 300 tern decoys with playback tern calls. Our initial attempt at attracting terns in

May by using the playback system showed a little sign of progress, and we expected that it would take several years before there was any hope of attracting Chinese Crested Terns back. However, when we visited the site in July and restarted the playback system, a few Great Crested Terns were immediately attracted in, and a high count of 2,600 Great Crested Terns had been recorded by the end of July, of which hundreds of pairs had laid eggs and begun incubation. Among them were 19 adult Chinese Crested Terns – the highest single count since the species' rediscovery in 2000, and at least two pairs laid eggs and started incubation. By late September, at least one Chinese Crested Tern chick had successfully fledged. We are going to continue with the project for colony restoration.

We also conducted scientific research and raised awareness of other endangered species such as Yellow-Breasted Buntings in China and Jankowski's Buntings in China's Inner Mongolia autonomous region.

### **Conservation of Forests**

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 restore an ecosystem in the north-central coastal areas of the Malay Peninsula. In the third year in 2013, with participation by Ricoh Malaysia and general public, mangrove seedlings were planted. Additionally in Burkina Faso, Ricoh supports to help us plant. The unique characteristics of effort is that the number of plants will be determined by the shots made at Women's British Open and in 2013, 5654 trees were planted, and since 2011, more than 20,000 seedlings were planted in order to redress the aridification of the Ramsar Sites. Moreover, when planed, wells were repaired so in addition to supplying water to the seedling beds, neighboring public of about 2,000 people were able to access to safe water and contributed greatly to human health by reducing the risks associated with



**Plantation by local people, Burkina Faso**



**Visiting rattan plantation site, Vietnam**

water-born infectious disease. In central Vietnam, with support from the Toyota Environmental Activities Grant Program, we are taking actions to improve local people's lives and to conserve forests by applying agroforestry. The areas where chemical defoliants were employed during the Vietnam War are inhabited by the poorest indigenous people, so we planted rattan as a cash crop and provided technical support for planting and processing to aim to support forest conservation and to provide better living for local people. This activity was well noted by Vietnam Forest Service and local governments and has already been determined to be promoted in other region in 2014.

### **Conservation of Wetlands**

BirdLife takes initiative to conserving waterbirds as well as their habitats of wetlands and nearby watersides 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 ranger to provide technical support globally.

Regarding the Ministry of the Environment's Southeast Asia's promotion of conservation of wetlands, we supported Shorebird Festival held in Khon Kaen, Thailand on 3 February and about 250 students and regional people participated in exhibits, lectures, bird-watching and drawing competition. BirdLife took this opportunity to discuss with local government and village representative in trying to register Khon Kaen as Ramsar wetland registration. We visited Myanmar, which is a concern for development pressure, and together with local BirdLife partnership BANCA we held a stakeholder meeting to explain Ramsar wetland registration in Mawlamyine City. More than 70 people participated the event (local government employees, town and village representatives and local teachers) and has gotten together and were introduced the Ramsar convention and awareness-raising efforts. Participants were very interested in Thai's Shorebirds Festival as



**Made a courtesy visit on Myanmar's  
Minister of the Environment**

neighboring country's initiative. In addition, in the meeting with government officials, we discussed with Ministry of Environmental Conservation and Forestry, Division Chiefs and others Myanmar's Wetland conservation and they commented Myanmar expects stronger relationship and further cooperation from Japan. In early 2014, as part of Ministry of the Environment project, in the interest of promoting Myanmar's wetland conservation and registration of Ramsar sites, we will investigate and understand issues.

## Conservation of Seabirds and Marine Ecosystems

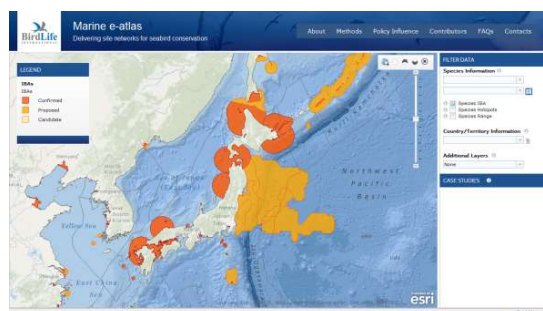
### *Identification of Marine IBAs*

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 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 the Keidanren Nature Conservation Fund (KNCF), we began identifying Asia's marine IBAs with seabird experts and BirdLife Partners including Malaysia, Philippines and Indonesia. 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 the candidate construction sites of the offshore wind farms. Furthermore 60% of seabirds breeding in Japan are listed in the Red Data Book published by the Ministry of the Environment, and marine IBAs are areas of crucial importance for the conservation of their habitat.

The second phase of the marine IBA project began in 2013, aiming to publish a complete list of marine IBAs in Japan in 2016 with information about each site including conservation status of the site, threats, LCGs (Local Conservation Groups) and engagement of fishermen in conservation activities (e.g. area and seasonal closures).

### *Efforts to Reduce Bycatch*

BirdLife International's Global Seabird Programme has been working on seabird conservation at a global level 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. For the last two years, all five tuna RFMOs agreed requirements for their longline vessels to use seabird mitigation



**Marine e-Atlas**



**Cohosted a seabird workshop  
with the Taiwan Fisheries Agency**

measures in areas overlapping albatross habitat, 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.

Since 2012, BirdLife has been helping Fisheries Agencies in different countries and RFMOs with observer training and identification of the best seabird mitigation measures in order to deliver implementation of RFMO seabird bycatch mitigation requirements in the high seas. In 2013, we promoted a collaborative research with Korean government to investigate the effect of some mitigation measures. In addition, we cohosted a seabird bycatch workshop with Taiwan government and Chinese Wild Bird Federation (CWBF) where representatives from the Taiwan Fisheries Agency, the Taiwan observer program, the Taiwan Tuna Association and national and international researchers shared the knowledge and discussed the current issues. We also cohosted a similar seabird workshop with the IOTC (Indian Ocean Tuna Commission). We are going to facilitate follow up activities that were identified in these workshops to ensure that each country appropriately delivers seabird bycatch mitigation measures required.

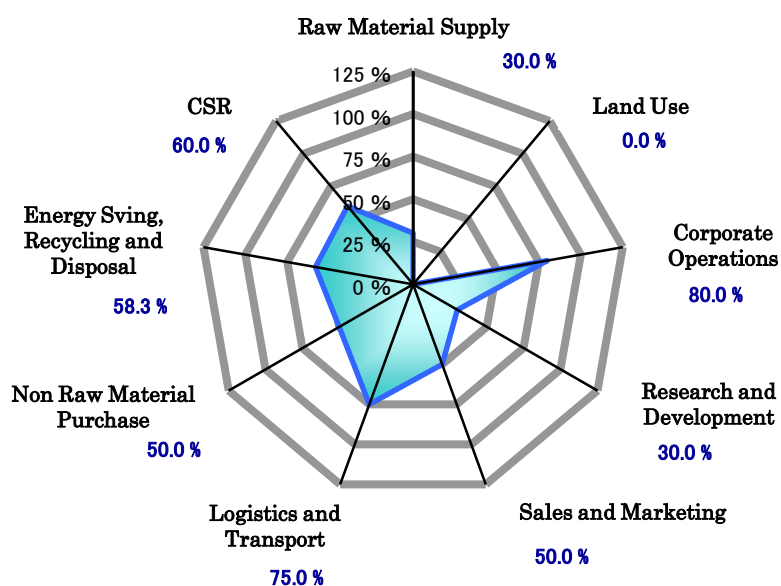
In Japan, we coauthored a FAO technical paper that reviewed recent reports on seabird bycatch, mitigation measures and ecology (in press). Furthermore we provided support and advice on the analysis of Japanese seabird bycatch data undertaken by the National Research Institute of Far Seas Fisheries (NRIFSF).

### **Business and Biodiversity**

Every business affects biodiversity and therefore it is very important to strengthen efforts by corporations to conserve biodiversity. BirdLife evaluates environmental burden from business activities and offers consultation for improvement by analysing 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 to quantify a part of ecosystem services. In Japan, based on this knowledge, we have started to consider the Japanese version of 'Evaluation and Measurements of Ecosystem Services'. As interests in natural capital grew among corporations recently, we participated in the 1st World Forum on Natural Capital held in Edinburgh, UK, in November and proposed to adopt environmental strategies based on the world trend and promotion on biodiversity measures. In 2013, we evaluated enterprise activities of Mitsubishi Heavy Industries Ltd on biodiversity. Our advice was adopted as part of their group's second environmental goal's additional action plan and they are going to continue to work on it.



**Example of an evaluation of enterprise activity**



Items		
Corporate Actions	Raw Material Supply	Evaluate raw material supply. Considered as the most influential to biodiversity in all manufacturing
	Land Use	Evaluate control of negative effects on environmental/biodiversity in business management and operations
	Corporate Operations	Evaluate control of negative effects on environmental/biodiversity at plants and operating sites
	Research and Development	Evaluate contribution and control of negative effects on biodiversity and environmental conservation through products
	Sales and Marketing	Evaluate sales activity and customer management in contribution and control of negative effects on biodiversity and environmental
	Logistics and Transport	Evaluate efforts on reduction of environmental load in human and products logistics and transportation
	Non Raw Material Purchase	Evaluate whether when purchasing, environment and biodiversity are considered in purchasing
	Energy Saving, Recycling and Disposal Management	Evaluate efforts on energy saving, recycling and disposal in the management division
	Corporate Social Responsibility	Evaluate the contribution and control negative effects over biodiversity in CSR activities

**Raising Awareness and Issues**

The roles of environmental NGOs include promoting conservation activities 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 forest conservation and deliver presentation on forest conservation efforts as a case study.

On 5 April, BirdLife cohosted with Response Ability, Inc. a seminar on biodiversity,

‘Corporation and Biodiversity: Evaluation and Measurements of Ecosystem Services’. Chairman Dr Naoki Adachi and BirdLife’s CEO Dr Marco Lambertini spoke status of natural capital and corporations’ approach to it, results of the evaluation and measurements of ecosystem services and most recent trend. After presentation, ideas and opinions were exchanges and it shows ecosystem and biodiversity conservation are the topics of interest to corporations, and they will only be more interested in. On 22 May, BirdLife, representing NGO sector, exchanged ideas on the topic of biodiversity as a main issue in the Keidanren Nature Conservation Fund 2013 annual meeting’s commemorative panel discussion ‘The Expectation and Role to Corporations toward Biodiversity Conservation’.

Also, on 8 November, at a study session within Japan Federation of Bar Associations’ Environmental Pollution and Conservation Committee Nature Protection Section, BirdLife gave a lecture on seabird conservation, focusing on seabird ecology, most recent conservation efforts and bycatch issues that have threaten seabirds worldwide. As seabird conservation is deeply related to fisheries that are familiar to many of us, ideas and opinions were actively exchanged and discussed.



**Cohosted a seminar on biodiversity**



**A study session at the Japan Federation of Bar Associations**

### **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 organisms and their habitat by working together with local Partners so that local people coexists 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 Dinner every year since 2009.

Up through the 4th Gala dinner in 2012, a total of 69,090,000 JPY was collected, some of which were applied to the ‘Forests of Hope Fund’ to be used for the conservation of global tropical rain forests. In the funds from 2012 Gala Dinner, the support for which was to help children living in the forests of Vietnam, three schools were remodeled and a community center was built, and learning

materials and stationary items were distributed as well. In 2013, the 5<sup>th</sup> Gala Dinner was held in Tokyo on 25 October with 584 participants, fundraising 26,500,000 JPY in total. The proceeds, 11,000,000 of which was allocated to the Forests of Hope Fund for the global tropical rain forest conservation, 8,000,000 of which was to be applied to Asian forest conservation, 5,500,000 of which was to provide continued efforts to help support those children dependent on Vietnam forest and 2,000,000 JPY was to fund emergency actions 'Gala Fund'. Gala Dinner in Kansai, which was started in 2012, was held for the second time on 28 June in Kobe with 411 participants. Out of the proceeds of 7,340,000 JPY, 6 million JPY was allocated to the research on forests and organisms in Vietnam and Indonesia, and the rest of 1.34 million was to fund 'Gala Fund' for emergency actions.

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

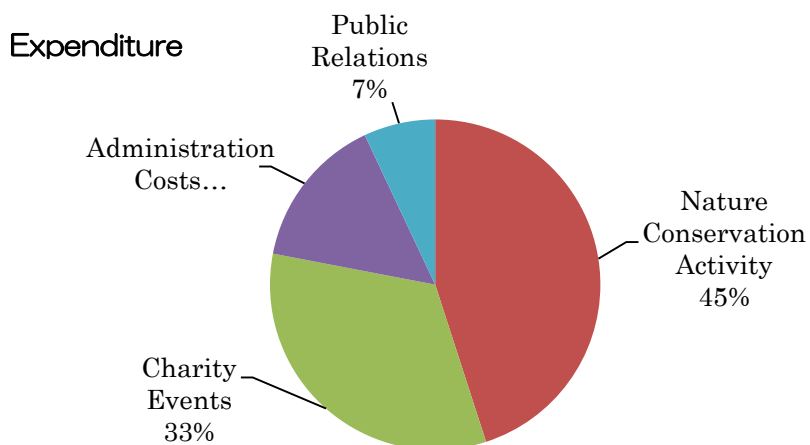
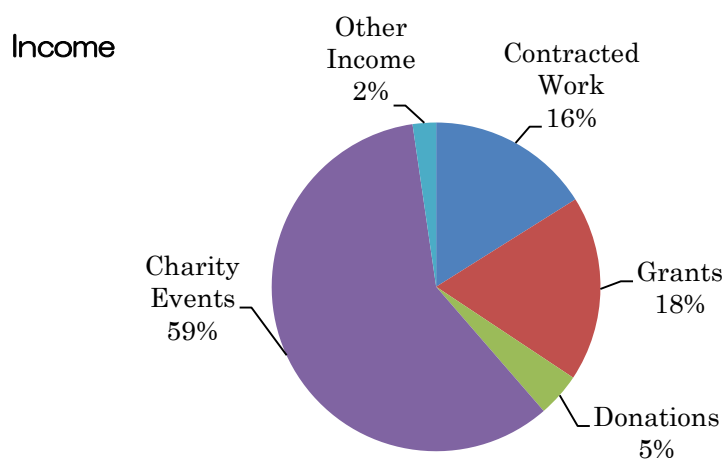


## 4. Income and Expenditure

Income and expenditure in 2013 are as follows:

Income: 126,579,000 JPY

Expenditure: 121,666,000 JPY



## 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 per person, 50% of which will be allocated to Asian environmental conservation efforts. We will continue to apply to conservation efforts of Philippines ‘Philippine Eagle’ and the rest will be allocated to BirdLife operating costs. Philippine eagles are a Philippine’s 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 2,500 JPY can provide six trees in their habitat, and with participation of 120 people, a forest of 50 hector can be patrolled for one year. Since its launch, a total of 31 people participated to this program.

### Support from Corporations

Since 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 fundraising efforts such as Gala Dinner, general corporation and generous support from group members, and we value them greatly. Members who contributed to a donation of 100,000 JPY annually are as follows:

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:

Upfarm,  
Izumo Oyashiro,  
Osawa Group Co., Ltd., Think the Earth,  
Cedyna Financial Corporation,  
Tokyo Dai Jingu,  
UCC Holdings,  
One Step Co., Ltd.

**General Incorporated Association BirdLife International Tokyo**

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Telephone: +81-3-5213-0461

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

\*We have changed and re-registered our official name to BirdLife International Tokyo as of 1 May 2014.  
(Former name: BirdLife International Asia Division)