

BirdLife International Tokyo

Annual Report 2023

(1 January – 31 December 2023)



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Message from the Representative Director

BirdLife International Tokyo (hereinafter referred to as BirdLife Tokyo) was founded in April 2002 and has been advancing environmental conservation activities for the past 21 years. Currently, we are promoting a diverse range of activities on a global scale, including the conservation of species, ecosystems, forests, and oceans, as well as improving the lives of local communities and environmental education. In 2023, environmental conservation activities were implemented in nine countries, with a focus on Asia.

The activities of BirdLife International have expanded to 122 countries/regions and a network of 2 million people worldwide.

Last year, with the publication of TNFD guidelines, the conservation of biodiversity has become increasingly important. Thus, conservation efforts and biodiversity assessments by BirdLife are becoming more crucial. BirdLife Tokyo, in collaboration with partner organisations worldwide, is dedicated to addressing climate change and preserving biodiversity.



K. Suzue

Keiko Suzue
Director
BirdLife International Tokyo

Highlights in 2023



About BirdLife International

OUR VISION

BirdLife International (hereinafter referred to as BirdLife) aims for a world where nature and humans can coexist sustainably.

OUR MISSION

With collaboration with our partners, we strive for the sustainable use of natural resources, the conservation of birds and their habitats, and the overall biodiversity of the world.

OUR APPROACH

We advance environmental conservation activities based on three pillars: Birds, Science, and Partnership.

1. Birds

- Emphasis as Biodiversity Indicators: Birds, positioned at the top of the food chain, serve as important indicators of regional biodiversity and environmental conditions.
- Symbol of International Cooperation: Their migratory nature makes birds symbolic in advancing international cooperation beyond borders.
- Ease of Research and Surveys: With a large number of researchers and their diurnality habitat, birds allow for easy surveys and abundant research data.
- Promotion of Environmental Education: Birds, being approachable subjects, are suitable for promoting environmental education.

2. Science:

- Conservation Based on Scientific Evidence: Since its establishment in 1922, BirdLife has consistently promoted the conservation of birds and ecosystems based on scientific evidence.
- Role as an International Assessment Institution: Serving as the official assessment body for the bird section of the International Union for Conservation of Nature (IUCN) Red List by providing data.
- Selection of IBA: Designating Important Bird and Biodiversity Areas (IBA) worldwide, with their data utilized in various conservation activities.
- Management of IBAT: Collaborating with IUCN, the United Nations Environment Programme, and Conservation International in developing and managing the Integrated Biodiversity Assessment Tool (IBAT).
- International Recognition and Trust: Holds international recognition as an authority in biodiversity conservation and has gained high trust.

3. Partnership:

- Contribution to IUCN Red List: BirdLife plays a significant role as the official assessment body for the bird section of the IUCN Red List.
- Network with Like-minded Partners: Building a network with partners who share the same philosophy worldwide and promoting international initiatives.
- Sharing of Data and Experiences: Effectively addressing challenges faced by each country and region through the sharing of scientific data, achievements, and experiences.

BirdLife in numbers

1/8th of bird species are threatened with extinction.

Key Achievements from **2013** to **2022**

- **726** threatened bird species benefited from our conservation action.
- **4,000+** IBAs have received conservation attention from BirdLife Partners.
- **635** world class science publications which have influenced policies and plans for implementation of global conventions.

In **2022**,

- More than **500** bird species were reassessed.

Overview

Name:	BirdLife International Tokyo
Representative Director:	Keiko Suzue
Board of Directors:	Naruo Toda, Mitsuru Murai

Species Conservation

We are committed to preventing the extinction of species.

◆ Conservation of songbirds - Indonesia

In recent years, songbird singing contests have rapidly gained popularity in Indonesia, evolving into a massive industry exceeding 500 million yen. The demand for songbirds is high, leading to the rampant poaching of many wild birds and pushing them to the brink of extinction. BirdLife Tokyo and the partner organisation Burung Indonesia have been working on the conservation of wild songbirds in collaboration, supported by the Keidanren Nature Conservation Fund since 2023. This year, initiatives have begun, including biodiversity assessments for the creation of "Songbird Heaven" on Java Island, and surveys and discussions with stakeholders to promote awareness and behavioural changes among organisers of songbird breeding contests.



©Birdlife Asia

Ecosystem Conservation

To protect the ecosystems of wildlife, we are actively engaged in the conservation and development of habitats.

◆ Restoration of Wetlands which was affected by the Great East Japan Earthquake – Japan

The serene and magnificent Suzaki Wetland located in the Nobiru area of Higashi Matsushima City, Miyagi Prefecture, suffered extensive damage from the massive tsunami flooding caused by the 2011 Great East Japan Earthquake.

From the post-disaster recovery efforts, the wetland once again became a destination for migratory birds. However, aiming to create a more secure environment for the habitat, we have undertaken a three-year project for the development of the "Bird Sanctuary," with the support funds from Arte Salon Holdings, Inc. and KENJE GROUP and collaboration with the city of Higashi Matsushima City and C.W. Nicol Afan Woodland Foundation.

Following the construction of creating artificial tidal flat in the first year, various migratory birds such as ducks, plovers, and swans have become observable. In the current fiscal year, further development of the artificial tidal flat is underway, with plans for wetland expansion in the coming year. The project aims to enhance water circulation through tidal fluctuations, promoting water quality conservation in the wetland.



©Higashi Matsushima City

◆ Conservation of Habitats along the Migration Routes of Migratory Birds – Japan

Migratory birds play a crucial role in various locations along their migration routes, preying on pests, contributing to seed dispersal and flower pollination, and regulating ecosystems.

Supported by Pacific Century Premium Developments, BirdLife Tokyo has been actively involved in the conservation of migratory bird habitats in Hokkaido, Japan, since 2020.

In 2023, efforts were focused on expanding the stopover site for Anatidae in the Sarobetsu Wetland. This involved conducting surveys to assess the utilisation of the wetland by Anatidae in potential locations and engaging in outreach activities to emphasize the importance of these sites as crucial stopover sites for migratory birds.



©NPO Sarobetsu Eco Network

Forest Conservation

Over the 30-year period from 1990 to 2020, the global forest area has decreased by 178 million hectares.

◆ Promotion of Forest Conservation Activities Using ICT – Indonesia

In the southern part of Sumatra Island, where BirdLife manages the "Harapan Forest," there is active development of oil palm plantations posing a threat to the forest through illegal logging and cultivation by local residents. To protect the forest from illegal activities, since 2018, BirdLife Tokyo has received support from Fujitsu Limited and implemented patrols and monitoring of the forest using ICT technology. In 2023, efforts were directed towards improving forest patrol efficiency through skills enhancement training and the construction of telecommunication towers to enable rapid and stable sharing of information.



©Burung Indonesia

Marine Conservation

We are committed to conservation efforts aiming for the coexistence of seabirds and fisheries.

◆ Reducing Seabird Bycatch in High Seas Tuna Longline Fishery - Japan

One of the top three threats facing seabirds is fisheries bycatch (incidental catch in fishing gear). Many albatrosses and other species, including endangered species, are getting bycaught and drown in tuna longline fishery. In 2023, with support from David and Lucile Packard Foundation, we held discussions with stakeholders, including the fishing industry, the government, and national scientists. We also attended meetings of international tuna fisheries management organisations and provided expertise to a global initiative of the seafood supply chain. Through our social media campaign, Albatross Stories, we continued to promote public awareness.



©Oli Prince

◆ Gillnet Seabird Bycatch At-Sea Data Collection and Mitigation Experiments - Japan

Estimated 400,000 seabirds die each year globally due to bycatch in gillnet fisheries. In 2023, with support from Tokyo Zoological Society, Inui Taisuke Memorial Fund for Animal Science Research, Kingfisher Foundation, and David and Lucile Packard Foundation, we collaborated with fishers in the Town of Haboro area of Hokkaido and researchers to systematically collect data to understand the current status of gillnet bycatch. With support from Japanese Association of Zoos and Aquariums, we also conducted an experiment to evaluate a potential bycatch mitigation measure at Tokyo Sea Life Park, where diving seabirds are kept, in collaboration with researchers from Toyo University and another institution.

Improvement of Livelihoods

We are actively advancing various initiatives to address challenges faced by communities in developing countries.

◆ Sustainable Forest Resource Management and Livelihood Improvement Support – Indonesia

In the Gorontalo Province of Indonesia, challenges such as deforestation for agricultural expansion exist. To address these issues, BirdLife Tokyo has been implementing activities to share knowledge and technology for sustainable forest resource management and livelihood improvement as part of the grassroots technical cooperation project of the Japan International Cooperation Agency (JICA). In 2023, working alongside Burung Indonesia and 12 instructors from six trained villages, BirdLife Tokyo conducted training for 150 farmers, initiating crop cultivation using organic fertilisers.

Learn more: <https://tokyo.birdlife.org/kusanone>



©Burung Indonesia

◆ **Environmentally Friendly Rice Farming and Conservation of Sarus Cranes – Cambodia**

Cambodia faces challenges such as environmental pollution and health issues due to intensive pesticide and fertiliser use in agriculture. BirdLife Tokyo, in collaboration with the partner organisation NatureLife Cambodia, has been conducting conservation programmes supported by the Keidanren Nature Conservation Fund since 2021. The activities focus on the production of environmentally friendly branded rice, "Tsuru-mai" (Crane Rice), and the conservation of Sarus Crane habitats. In 2023, efforts were made to strengthen the marketing and sales structure of Tsuru-mai, along with the establishment of a sustainable and autonomous system for continuous Tsuru-mai production.



©NatureLife Cambodia

Plastic Recycling

We are working to reduce plastic waste and create a recycling-oriented society.

◆ Community participatory plastic bottle recycling programme – Japan

With the support of Dow Chemical Japan Limited, we are implementing a plastic recycling project to recycle discarded plastic and produce bin bags that can be used in the following clean-up activities. In 2023, chairbird Giran (Giravanz Kitakyushu) of the J-League Bird Club, which consists of J-League clubs with a bird as their mascots, and pupils from Sone Higashi Elementary School in Kitakyushu, Fukuoka Prefecture, we picked up waste plastic bottles on mudflats. In addition, we collected plastic bottles at the stadium during a Giravanz Kitakyushu home game. In November, chairbird Giran handed over recycled bin bags to the participating primary school's pupils. Next year, the project aims to expand the number of clean-up activity sites.



©GIRAVANZ

Impact Assessment on Ecosystems

To maintain a healthy ecosystem, various scientific surveys and research activities are conducted.

◆ Monitoring and Assessment of the Impact of Oil Spills on Waterbirds – Mauritius

BirdLife Tokyo, in collaboration with the Mauritian Wildlife Foundation, a partner organisation in Mauritius, conducted a scientific assessment of the impact of the oil spill caused by the WAKASHIO grounding incident off the coast of Mauritius in 2020. This research is supported by the MOL Mauritius International Fund for Natural Environment Recovery and Sustainability. In 2023, in addition to the ongoing monitoring surveys of shorebirds, waders, and seabirds, BirdLife Tokyo conducted investigations into their foraging conditions. Workshops were also held for local stakeholders to establish a continuous survey system.



©Tohki Inoue

The East Asian-Australian Flyway Partnership (EAAFP) is an international framework established to further strengthen international cooperation on the conservation of migratory waterbirds and their habitats in the Asia-Pacific region. BirdLife Tokyo supports the conservation of migratory waterbirds and their habitats in the Asia-Pacific region by organising domestic coordination meetings, national conferences, and partner meetings under contract from the Ministry of the Environment. In addition, BirdLife Tokyo conducts surveys, studies and compilations related to migratory bird conservation efforts in order to promote the exchange of information on migratory birds and other species and the preparation of joint research and survey plans in accordance with the Convention for the Protection of Migratory Birds.

Biodiversity Assessment

We provide a range of assessment tools to address biodiversity conservation.

◆ Biodiversity Assessment using IBAT

IBAT (Biodiversity Assessment Tool) is a tool developed by four organisations: BirdLife International, World Conservation Monitoring Centre (WCMC), International Union for Conservation of Nature (IUCN), and Conservation International. It displays designated areas such as protected areas and Key Biodiversity Areas (KBAs) around the target location, as well as the distribution of endangered species, on a map. BirdLife Tokyo, commissioned by Honda Motor Co., Ltd., conducted an evaluation using IBAT to assess the potential impact on biodiversity through its business activities at the company's worldwide production sites (86 locations).

----- Biodiversity Assessment Tools Offered by BirdLife -----

BirdLife provides tools to evaluate the impacts at various stages of biodiversity.

Assessment Tool	Overview
IBAT Integrated Biodiversity Assessment Tool	A tool that utilises data on species and critical habitats to conduct an initial assessment of biodiversity on a desk. It provides specific information on biodiversity and important habitats.
PRISM Practical methods for evaluating the outcomes & Impacts of Small–Medium sized conservation projects	A guide (kit) for setting better targets and conducting pre-and-post evaluations of small to medium-sized environmental conservation projects to create a positive cycle of environmental activities.
Economic Value Assessment for Afforestation Activities	A tool to estimate and evaluate the economic value contributed by afforestation, allowing for on the desk calculation from just one tree. Limited to use in Japan only.
TESSA Toolkit for Ecosystem Service Site-based Assessment	A tool to evaluate the economic value of ecosystem services at specific locations using existing data and survey information.

Charity Events

Providing opportunities to contribute to environmental conservation.

BirdLife Tokyo organises gala dinners twice a year in Tokyo and Osaka to support nature conservation activities. With sponsorship from companies and individuals nationwide, funds are raised through charity auctions.

In the Osaka Spring Gala in March 2023, we raised 19 million yen, and at the 15th Tokyo Gala Dinner 2023 held in October, we achieved a record-breaking profit of 63 million yen. The proceeds have been utilised to support the recovery of cockatoos in Australia, which suffered significant damage from wildfires, as well as for BirdLife's scientific research, including contributions to the BirdLife International Japan Fund for Science and support for the Red List.



BirdLife International Japan Fund for Science

This fund supports BirdLife's scientific research and surveys that form the foundation for bird conservation and environmental protection worldwide.

Established in 2019 to commemorate the 15th anniversary of the honorary presidency of Her Imperial Highness Princess Takamado, the fund has successfully achieved its initial goal this year.

BirdLife International Japan Fund for Science aims to support BirdLife's scientific research and study that form the basis for bird conservation and nature conservation around the world. In 2023, it significantly surpassed the initial goal of 300 million yen over five years, enabling the provision of 20 million yen annually to the headquarters' research team from 2024. The research outcomes are not only valuable for BirdLife but also serve as foundational data for various international organisations, national governments, and are announced as part of the IUCN Red List, contributing to nature conservation.

In 2023, a portion of the proceeds from the gala dinners held in Osaka and Tokyo was allocated to the fund. Generous donations were also received from individuals, organisations, and companies, including substantial contributions from our corporate partner Chopard Japan Ltd.

◆ Chopard

In April 2023, Chopard Japan Ltd. collaborated with BirdLife to create and sell a unique timepiece, "L.U.C XP BirdLife," featuring the design of the Pallas's rosefinch photographed by Her Imperial Highness Princess Takamado, commemorating BirdLife's 100th anniversary. The proceed from the sale of this exclusive watch was donated to the BirdLife International Japan Fund for Science. Chopard Japan Ltd. has been a continuous corporate partner, making sustained donations to the fund since its inception in 2019.



Broadening Circle of Support

Many individuals and organisations support us
with friendly sympathy toward our philosophy.

- ◆ **Arte Salon Holdings, Inc.**
- ◆ **KENJE GROUP**

Arte Salon Holdings Inc. and KENJE GROUP have donated money according to the number of colour treatments done throughout the year. They have a keen interest in nature conservation due to their concerns about potentially causing water pollution from using chemicals for hair dye. The donations have been used for the project to restore and maintain wetlands in Higashi Matsushima City, Miyagi Prefecture.

- ◆ **Sorimachi Group**

The Sorimachi Group, which has been supporting Japanese accounting in all its forms for more than 60 years since its foundation, has made a donation through an in-house fundraising campaign. This is the fourth year that the company has made donation. The money is being used to protect the group's image character, the penguin, in South Africa.

- ◆ **FELISSIMO CORPORATION**

FELISSIMO, which sells a wide range of products, mainly in-house designed products, as well as fashion and household goods. This year, four new products were launched to celebrate BirdLife's 100th anniversary. 100 yen from every unit sold were donated to the BirdLife.

- ◆ **ITO-YA LTD.**

The ballpoint pens created by ITO-YA LTD., with the desire to protect birds and preserve nature, are decorated with endangered birds using beautiful and delicate maki-e technique which is a traditional Japanese decorating technique. A portion of the sales of the ballpoint pen was donated to BirdLife's environmental conservation activities.

- ◆ **BLS (BirdLife Supporters Club)**

The BirdLife Supporters Club, formed by a group of anaesthetists, provided support again this year. Donations were collected through auctions and other activities at the meeting.

- ◆ **LGT Wealth Management Trust Inc.**

LGT Wealth Management Trust Inc, the Japanese subsidiary of LGT, an international private banking and asset management group managed by the Princely Family of Liechtenstein, has made a donation. The company is committed to ESG and sustainability and has supported BirdLife's scientific research activities since 2022.

◆ The All Nippon Kyudo Federation

The All Japan Kyudo Federation has made a donation. Since bird feathers are used in Kyudo arrows, the Japanese martial art of archery, they have taken an interest in bird conservation and have supported BirdLife's scientific research and analysis activities since 2021.

◆ Yahoo! Internet Fund

On our Yahoo! Online Donation platform, there are project pages to support BirdLife Tokyo office as well as pages for Spoon-billed Sandpipers, Cape Penguins, Sarus Crane, wild birds in Brazil, and forests in Indonesia.

◆ Support Members of Organisations and Individuals

Birdlife has supporter systems for corporations and organisations or for individuals. We also have a unique supporter system allowing members to support actions to conserve endangered species as foster parents called the RBC (Rare Bird Club).

Below is the list of corporate and individual sponsors of 2023 (in the alphabetical order).

• Corporate Members

- Alpha Foods Co., Ltd.
- Arte Salon Holdings, Inc.
- IMH Holdings Co., Ltd.
- Izumo Oyashiro
- Izumo Oyashiro Cultural Foundation
- Fushimi Inari Taisha
- Hokkaido Jingu
- Komajakko no kai
- Koma Jinja
- Masumida Shrine
- Medical Corporation Koujin kai
- Morikawa Clinic
- Nippon Shokubai Co., Ltd.
- Samukawa-jinja Shrine

• Individual Members (Friends of BirdLife)

“Friends of BirdLife” is a support system of a donation which is 5,000 JPY per unit. Donation from individual members is allocated for the projects and our operating expenses. We accept bank transfer and credit card payments. Automatic renewal system is available with a credit card.

• Other Supporters

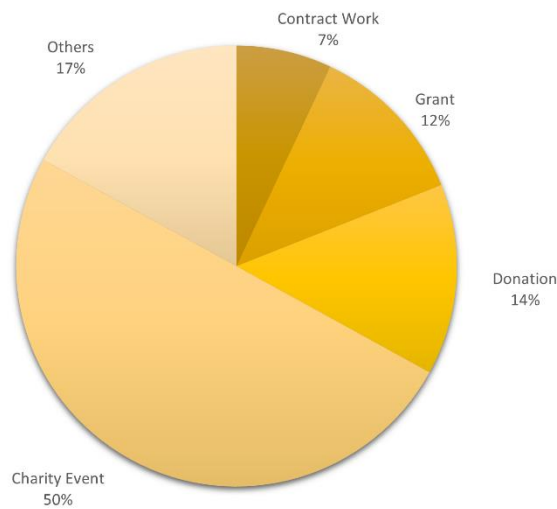
- Daihonzan Sojiji Temple
- Fujitsu Limited
- One Step Co., Ltd
- Toyu kai Kanto Branch Volunteer Group

Financial Report

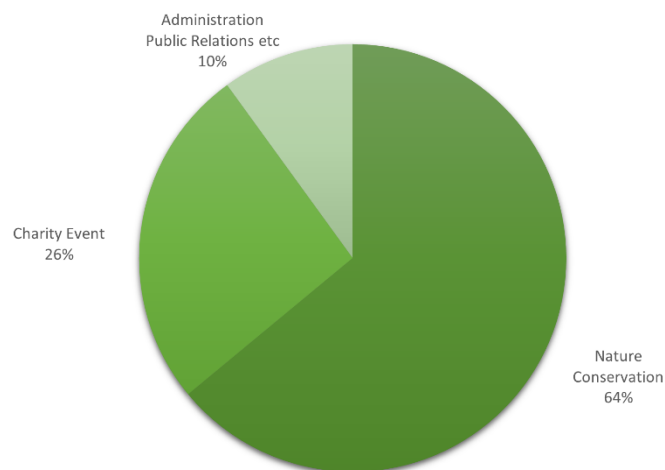
Financial Report for FY 2023 (January 2023 to December 2023) is as follows:

- Income: JPY 283,229,975
- Expenditure: JPY 283,229,975

➤ Income



➤ Expenditure



The forecasted figures at the end of December 2023 (prior to accounting audit)

Together we are BirdLife International Partnership for nature and people



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