

**BirdLife International Tokyo**

**Annual Report 2024**

**(1 January – 31 December 2024)**



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## Message from the Representative Director

Since its establishment in 2002, BirdLife International Tokyo (hereinafter referred to as BirdLife Tokyo) has been engaged in global efforts to protect species and ecosystems, enhance local livelihoods, and promote environmental education.

The activities of BirdLife Tokyo have expanded to 15 countries including Asia, Africa and South America. Especially in Indonesia, we have been working for the introduction of agroforestry and improving living standards with the support of Grant Assistance for Japanese NGO Projects (ODA), which we received for the first time this year. In Japan, the restoration of wetlands in Higashi Matsushima, Miyagi Prefecture—damaged by the Great East Japan Earthquake—has led to the return of many migratory birds, demonstrating signs of ecological recovery.

Together with our partner organisations in 123 countries and territories worldwide, we remain committed to advancing our shared goal of achieving a “nature-positive” future.



*K. Suzue*

Keiko Suzue  
Representative Director  
BirdLife International Tokyo

### Highlights in 2024



## About BirdLife International

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### OUR VISION

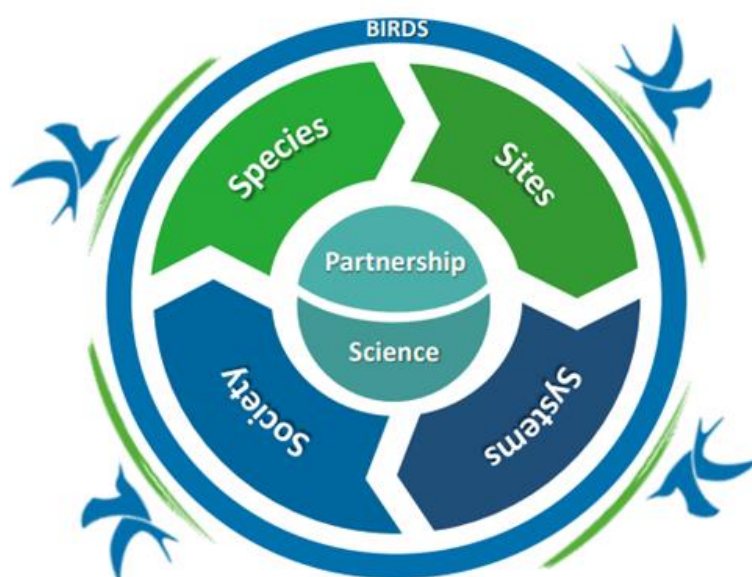
Together with our partners in 123 countries and regions around the world, BirdLife International aims for a world where nature and people can coexist more equitably and sustainably.

BirdLife International believes that empowering people to take action for nature in their own communities—and connecting those efforts across borders—is key to sustaining life on Earth. Through our unique local-to-global approach and world-leading science, we deliver effective and lasting conservation for the benefit of both nature and people.

### OUR APPROACH

We focus on four key pillars—Species, Sites, Systems, and Society—to connect birds, habitats, nature, and people, and to carry out science-based conservation of birds and ecosystems.

- **Species:** We focus on birds, often at the top of food chain, as an important indicator of biodiversity.
- **Sites:** We protect species through the conservation of the ecosystems in which birds live and migrate.
- **Systems:** We improve human activities affecting the natural environment in ways that benefit both nature and people.
- **Society:** We promote dialogue and collaboration with various stakeholders to achieve better environmental and social policies.



## BirdLife in numbers

*About half of the world's bird species are declining.*

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### Key Achievements in **2024**

- **1** new Partner: Wildlife Science and Conservation Center of Mongolia
- **20** years of the BirdLife Seabird Tracking Database
- As part of IUCN Red List update **4,742** species, representing **42%** of the world's total bird species, have been reassessed.
- **722** Key Biodiversity Areas identified in the tropical Andes and the Congo Basin

### Overview

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

## Environmental protection and poverty reduction

*We are working to improve farmers' livelihoods and support their self-reliance  
by developing an environmentally friendly cocoa bean value chain.*

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### ◆ Sustainable Agriculture and Livelihood Support – Indonesia

Gorontalo Province in Indonesia is one of the poorest in the country. Large areas of forest have been cleared for maize cultivation—the region's primary industry—causing significant harm to the local ecosystem. Since March 2024, BirdLife Tokyo, in collaboration with the partner organisation Burung Indonesia and with support from the Japanese NGO Partnership Grant Aid (ODA), has been working to improve the livelihoods of local farmers. The project promotes cocoa cultivation through the introduction of agroforestry, an environmentally friendly farming method, in 11 villages across the province. In 2024, cocoa cultivation facilities were established in all 11 villages, and 350 farmers received training in sustainable agricultural practices.



©Burung Indonesia



## SPECIES

*We are committed to preventing the extinction of species.*

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### ◆ Conservation of Blue-eyed Ground Dove - Brazil

In 2015, the Blue-eyed Ground Dove, once thought to be extinct, was rediscovered in southeastern Brazil after 75 years. The Blue-eyed Ground Dove is endemic to Brazil, inhabiting the unique ecosystem known as the Cerrado. Since 2024, BirdLife Tokyo, in collaboration with the partner organisation SAVE Brasil and with support from the Keidanren Fund for Nature Conservation, has been working to conserve the habitat and increase the population of the Blue-eyed Ground Dove. In 2024, local residents became actively engaged in patrols, maintenance, and monitoring activities within state parks, including the dove's habitats. SAVE Brasil also participated in council meetings to help draft management plans for the park.



The Blue-eyed Ground Dove, rediscovered after 75 years.  
©Ciro Albano



Monitoring in the tropical savanna region known as the Cerrado.  
©Ben Phalan

### ◆ Conservation of Songbirds - Indonesia

Songbird singing competition have become a significant industry in Indonesia, leading to the endangerment of many wild bird species due to poaching. Since 2023, BirdLife Tokyo, in collaboration with the partner organisation Burung Indonesia and with support from the Keidanren Fund for Nature Conservation, has been working to conserve wild songbirds in Java. In 2024, efforts continued to raise awareness and alter the behavior of songbird stakeholders, alongside training local residents in forest monitoring and the establishment of new environmentally friendly initiatives.



The songbird, the Gelatik Jawa ©jihad



## SITES

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

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### ◆ Restoration of Wetlands Affected by the Great East Japan Earthquake – Japan

Following the severe damage caused by the tsunami after the 2011 Great East Japan Earthquake, the Suzaki Wetland in Higashi-Matsushima, Miyagi Prefecture, was developed as part of the subsequent reconstruction efforts. However, many wild birds have begun to return to the small waterfront area that was left untouched. With the goal of transforming this area into a “wild bird sanctuary,” we, in collaboration with Higashi-Matsushima City and The C.W. Nicol Afan Woodland Trust, are working to restore the wetland with the support of ARTE GENESIS, Inc. and K and G Shoji K.K. In 2024, the Suzaki Wetland was expanded to recreate its natural shape, and the water quality was improved by installing drainage pipes.



©Higashi-Matsushima City

### ◆ Promoting Forest Conservation Activities Using ICT Technology - Indonesia.

The forests of Harapan in southern Sumatra, managed by BirdLife, have been severely deforested due to illegal logging and unsustainable land use. To protect the forest from illegal activities, patrols and monitoring the area have been conducted with the support of Fujitsu Ltd. using the company’s ICT technology since 2018. In 2024, two communication towers were built to provide internet access and enhance the forest monitoring system. Additionally, meetings were held with local communities to explore MPTS\* afforestation efforts aimed at restoring the destroyed forests.

\* MPTS (Multi Purposes Tree Species): trees that are intentionally cultivated and managed to gain multiple products

## SYSTEMS

*We provide a range of assessment tools to support biodiversity conservation, promoting social system change through them.*

### ◆ Supporting biodiversity information disclosure using IBAT

The IBAT (Integrated Biodiversity Assessment Tool) integrates and displays on a map the distribution of protected areas, conservation areas such as Key Biodiversity Areas (KBAs), and endangered species around the designated area.

To support companies in utilizing IBAT, BirdLife Tokyo, in collaboration with Kokusai Kogyo K.K., organised online seminars and in-person meetings with IBAT headquarters staff.

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

Assessment Tool	Overview
<b>IBAT</b> Integrated Biodiversity Assessment Tool	A tool that utilizes data on species and critical habitats to conduct desk-based biodiversity impact assessments. It provides specific information on biodiversity and important habitats. It is possible to analyse and evaluate under the "L" of TNFD's LEAP approach*. In 2024, the "Disclosure Preparation Report," which supports CDP responses and GRI-compliant information disclosure, was published.  *LEAP approach: Analysis Process of TNFD* which conducts location identification, impact analysis, and priority setting. *TNFD (Taskforce for Nature-related Financial Disclosure): An international framework which fosters assessment and disclosure of natural capital and biodiversity risk.
<b>AVISTEP</b> The Avian Sensitivity Tool for Energy Planning	A tool to assess the impact of renewable energy development on birds.
<b>PRISM</b> 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.
<b>Economic Value Assessment for Afforestation Activities</b>	A tool to estimate and evaluate the economic value contributed by afforestation, allowing for calculation from just one tree. Limited to use in Japan only.
<b>TESSA</b> 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.

### ◆ Assessing the Impact of Oil Spills on Shorebirds - Mauritius

In collaboration with the partner organisation, the Mauritian Wildlife Foundation, we are working to assess the medium- and long-term impacts of the oil spill caused by the WAKASHIO stranding accident in 2020 on bird populations in Mauritius. We are also working to establish local monitoring and conservation systems. This project is supported by the MOL Mauritius International Fund for Natural Environment Recovery and Sustainability. In 2024, monitoring and foraging surveys of shorebirds and seabirds were conducted, and bird-watching events were organised to raise public awareness.



Shorebirds such as sandpipers and plovers were observed during birdwatching. ©MWF

### ◆ Efforts to Promote Coexistence Between Seabirds and Fisheries in Japan

Aiming to reduce fisheries bycatch (incidental catch of non-target species in fishing gear) that kills many seabirds, including endangered species, we carried out the following three activities in 2024: 1. With support from the David and Lucile Packard Foundation, we participated in meetings of international tuna fisheries management organisations and engaged with fishers, government representatives, and researchers to reduce bycatch in longline fisheries, which pose a high risk to albatrosses and other species; 2. In gillnet fisheries, where diving seabirds are vulnerable to bycatch, we continued to collaborate with fishers in the Haboro area of Hokkaido and researchers to systematically collect data to investigate the bycatch level and factors, and



developed a leaflet as an educational tool for the public and fishers, with support from the Tokyo Zoological Park Society and the David and Lucile Packard Foundation. 3. With support from the Japanese Association of Zoos and Aquariums, experiments were conducted at Tokyo Sea Life Park with researchers from Toyo University and another institution to test measures to reduce bycatch in gillnets.

A parent and chick of the Snowy Albatross. ©Liz Holmes

## SOCIETY

*We are actively advancing various initiatives  
to realise coexistence between nature and humans.*

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### ◆ Sustainable Forest Resource Management and Livelihood Improvement Support – Indonesia

In Gorontalo Province, Indonesia, deforestation due to agricultural land expansion is a significant issue. To address this, activities aimed at disseminating knowledge and technologies for sustainable forest resource management and livelihood improvement were implemented as a JICA (Japan International Cooperation Agency) Grassroots Technical Cooperation Project. Through this initiative, 12 instructors and target farmers from six villages were trained, and a system was established to enable the cultivation of high-value-added crops using organic fertilisers.

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

### ◆ Developing the Next Generation of Leaders - Japan

Since 2020, with support from Pacific Century Premium Developments, we have been working alongside the Miyajima-numa Association to conserve vital habitats for migratory birds in Hokkaido. In 2024, we repaired a shading wall on the south bank of Miyajima-numa to reduce stress on the geese. Furthermore, with the aim of fostering the next generation of environmental leaders, we launched an exchange program between the Nature Squadron Magarangers, a group of children from Miyajima-numa (Bibai City), and children from other regions. This program, designed to promote an understanding of the importance of nature, included exchange activities and nature experiences in Kutchan Town and Miyajima-numa in July and September.



Elementary and middle school students from Kutchan Town and Miyajima-numa observing nature at Miyajima-numa.  
© Miyajima-numa Association



## Expanding the Circle of Support

*We organise charity events to support BirdLife's research, surveys, and environmental conservation activities around the world.*

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### ◆ Organising Gala Dinner

BirdLife Tokyo holds Gala Dinners twice a year, in Tokyo and Osaka, to support environmental conservation work. In 2024, approximately 500 people attended the Tokyo Gala Dinner and over 400 people participated in the Osaka Spring Gala. We received a lot of support. The contributions have been used to expand the BirdLife International Japan Fund for Science, to build a bird rescue and conservation centre in Tahiti, and to support the conservation of endangered bird species in Argentina, Mauritius, Africa, and Vietnam.



©Keyshots.com

## ◆ BirdLife International Japan Fund for Science

The BirdLife International Japan Fund for Science, established in 2019 to commemorate the 15th anniversary of Her Imperial Highness Princess Takamado's appointment as Honorary President, supports BirdLife's global research activities, which form the foundation for bird and nature conservation.

Having achieved its initial goal in 2023, the fund began supporting the research team at BirdLife's headquarters in 2024, using income generated from the ongoing management of the fund. The findings from this research are provided not only as foundational data to BirdLife but also to various international organisations and national governments. These results are published in the IUCN Red List, contributing to the broader efforts in biodiversity conservation. In 2024, 4,742 bird species, representing 42% of the global species, were reassessed.

The Fund received 50% of the proceeds from the Gala Dinners held in Osaka and Tokyo, along with substantial contributions from individuals, organisations, and companies, including Chopard Japan Ltd. We will continue to support research activities through this fund.



Construction of a bird rescue and conservation centre - Tahiti



Vulture conservation - African countries



Conservation of the Patagonia Grebe - Argentina



Conservation of the Mauritius Kestrel - Mauritius



Conservation of the Edwards's pheasant - Vietnam



Distribution of cocoa seedlings and planting activities in Gorontalo Province - Indonesia  
©BirdLife International Tokyo

## Your Support

*We received generous support from many individuals and companies  
who share our values and activities at BirdLife.*

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◆ **ARTE GENESIS, Inc.**

◆ **K and G Shoji K.K.**

ARTE GENESIS, which operates over 300 beauty salons worldwide, and K and G Shoji K.K., with over 130 beauty salons mainly in the Kanto region, have made donations based on the number of hair color treatments performed in their salons. The beauty industry, which uses large amounts of water and where chemicals in dyes may lead to water pollution, continuously supports BirdLife Tokyo's environmental conservation efforts. The support is being used for wetland restoration and maintenance activities in Higashi-Matsushima City, Miyagi Prefecture, which was affected by flooding caused by the Great East Japan Earthquake.

◆ **ITO-YA LTD.**

ITO-YA's original ROMEO No.3 ballpoint pen, created with the desire to "protect birds and nature," features an endangered bird design and is adorned with the technique of high maki-e. A portion of the sales from these pens is donated to BirdLife's environmental conservation activities.

◆ **FELISSIMO CORPORATION**

In collaboration with FELISSIMO, which sells a wide range of fashion and lifestyle products, we have sold products designed with birds. For each product sold, 100 yen is donated to the BirdLife wildlife fund to support our environmental conservation efforts.

◆ **BLS (BirdLife Supporters Club)**

The BirdLife Supporters Club, formed by volunteers from the field of anaesthesiology, has raised funds through auctions at their meetings again this year.

◆ **Sorimachi Group**

Since its founding in 1955, Sorimachi Group has been supporting Japanese accounting in various forms. Through the company's internal fundraising efforts, they have made contributions to BirdLife's activities. The group aims to be a "first penguin," boldly taking on challenges, and has supported us for five years. The funds are used to support penguin conservation efforts in South Africa.

◆ **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 donated funds. The company emphasizes sustainability and has supported BirdLife's scientific research and activities since 2022.

◆ **The All Nippon Kyudo Federation**

The All Japan Kyudo Federation, where bird feathers are used in the arrows of Kyudo (Japanese archery), has been supporting BirdLife's scientific research and 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 2024 (in the alphabetical order).

### • Corporate Members

- |                                      |                                  |
|--------------------------------------|----------------------------------|
| - Alpha Foods Co., Ltd.              | - Komajakko no kai               |
| - ARTE GENESIS, Inc.                 | - Koma Jinja                     |
| - Izumo Oyashiro                     | - Masumida Shrine                |
| - Izumo Oyashiro Cultural Foundation | - Medical Corporation Koujin kai |
| - Fushimi Inari Taisha               | Morikawa Clinic                  |
| - Hokkaido Jingu                     | - Nippon Shokubai Co., Ltd.      |
| - K and G Shoji K.K.                 | - 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 | - Toyu kai Kanto Branch Volunteer |
| - One Step Co., Ltd       | Group                             |

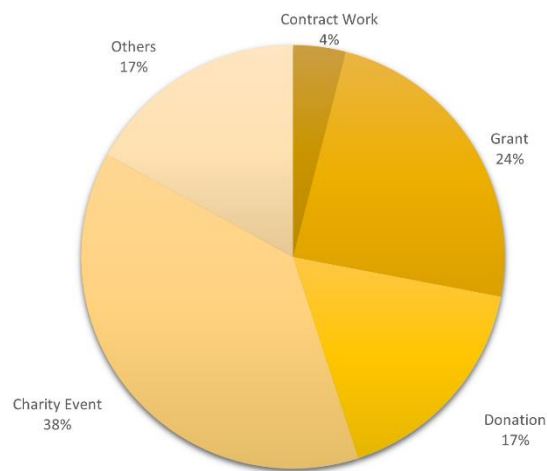


## Financial Report

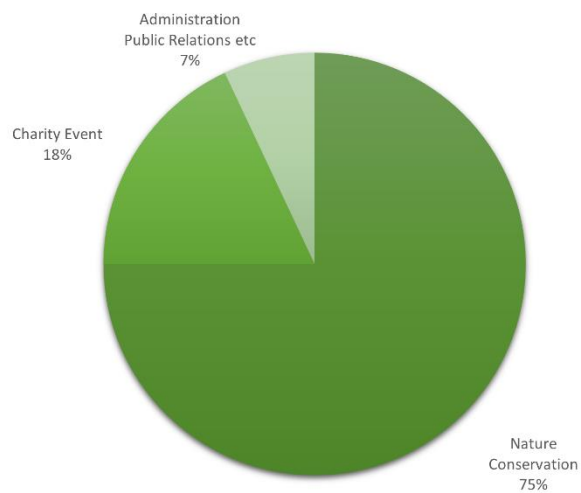
Financial Report for FY 2024 (January 2024 to December 2024) is as follows:

- Income: JPY 478,403,593
- Expenditure: JPY 478,403,593

### ➤ Income



### ➤ Expenditure



The forecasted figures at the end of December 2024 (prior to accounting audit)

## Together we are BirdLife International

### Partnership for nature and people



### General Incorporated Association BirdLife International Tokyo

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