



# **Proposal for Integrating Biodiversity and Natural Capital Conservation with Sustainable Economic Growth**

**November 18, 2025**

**Keidanren ( Japan Business Federation)  
Keidanren Nature Conservation Council**

# **I. Introduction**

# Background

- The loss of biodiversity and natural capital has become increasingly severe, posing a significant threat to human socio-economic activities.



- At the 15th Conference of the Parties to the Convention on Biological Diversity (CBD COP15) held in 2022, the Kunming-Montreal Global Biodiversity Framework (GBF) was adopted as the global biodiversity goal.
- The framework sets forth the 2030 target of achieving a “Nature Positive”\* world—taking urgent actions to halt and reverse biodiversity loss to put nature on a path to recovery.

\* Nature Positive (NP) refers to urgent actions aimed at halting and reversing biodiversity loss to restore nature.



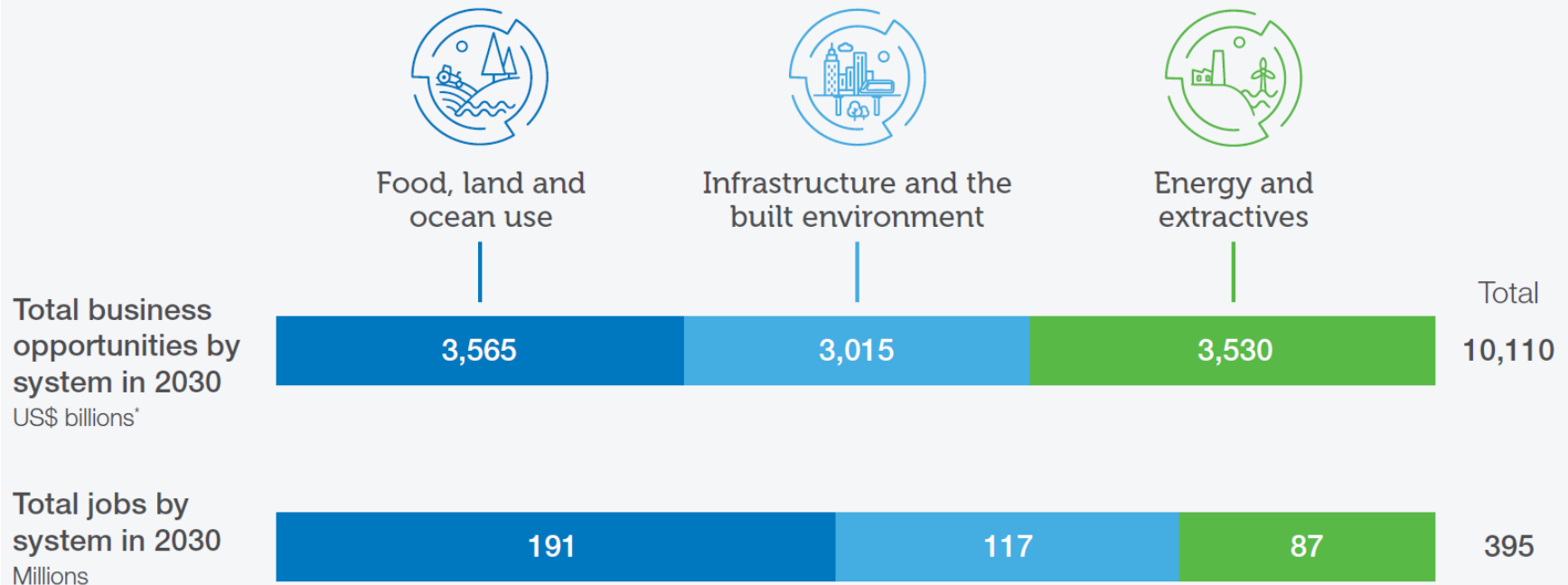
- Efforts to conserve biodiversity and natural capital serve as:
  1. A foundation for ensuring business continuity
  2. A source of growth through the creation of new value
- Achieving these goals requires:
  - ✓ Establishing a national foundation for conservation
  - ✓ Strengthening public–private collaboration to enhance supply chain resilience
  - ✓ Reinforcing medium- to long-term competitiveness
- At the 2026 CBD COP17, progress will be reviewed. Looking ahead to the subsequent development of related policies, this proposal focuses on the following two pillars:
  - 1. Positioning biodiversity and natural capital conservation as a new source of growth**
  - 2. Promoting integrated implementation with climate change measures and other initiatives**

## **II . Realizing Growth through the Transition to a Nature-Positive Economy**

# Nature-Positive Growth Opportunities

- Companies are expected to proactively and continuously pursue management that considers the conservation and restoration of biodiversity and natural capital, thereby promoting sustainable business practices and maintaining global competitiveness.

**15 transitions in the three socio-economic systems could deliver \$10.1 trillion of annual business opportunities and 395 million jobs by 2030**



\*Based on estimated savings or project market sizing in each area. These represent revenue opportunities that are incremental to business-as-usual scenarios. Where available, the range is estimated based on analysis of multiple sources. Rounded to nearest US\$5 billion.

SOURCE: Literature review; Market research; Expert interviews; AlphaBeta analysis

# Government Initiatives

- March 2024: Four ministries\* jointly formulated the Transition Strategies toward Nature Positive Economy
- Based on the strategies, MOE developed a roadmap, while MLIT and MAFF announced related initiatives.

\*MOE: Ministry of the Environment; MAFF: Ministry of Agriculture, Forestry and Fisheries;

MLIT: Ministry of Land, Infrastructure, Transport and Tourism; METI: Ministry of Economy, Trade and Industry

## MOE

### ☆ Overview of MOE's Key Policy Measures

Roadmap (2025-2030) of Transition Strategies toward a Nature Positive Economy (July 2025)

### ☆ Specific Initiatives

#### (1) Promoting NbS (Nature-based Solutions)

Enforcement of the Act on Promoting Activities to Enhance Regional Biodiversity (April 2025)

→ Introduced the Nationally Certified Sustainably Managed Natural Sites system as a framework for OECMs (Other Effective Area-based Conservation Measures), providing institutional support for conservation activities by companies and local communities

#### (2) Promoting the Collection and Disclosure of Nature-related Data

Announced a contribution of approximately USD 500,000 over two years to TNFD (October 2024)

→ Participated in joint research and the launch of the TNFD Nature Data Public Facility (NDPF)

#### (3) Promoting Behavioral Change among Consumers

Implemented a campaign to stimulate the market for nature-positive products

## MLIT

#### (1) Promoting NbS (Nature-based Solutions)

#### (2) Promoting the Collection and Disclosure of Nature-related Data

Green Infrastructure Promotion Strategy 2023 amended (September 2023)

→ Awareness-raising through the Green Infrastructure Public-Private Partnership Platform (GIPF)

Urban Green Space Conservation Act amended (May 2024)

Certification System for Securing Quantity and Quality Urban Green Space launched (November 2024)

Basic Land Policy revised and approved by Cabinet (June 2024)

## MAFF

#### (1) Promoting NbS (Nature-based Solutions)

MIDORI Strategy for Sustainable Food Systems (May 2021)

#### (3) Promoting Behavioral Change among Consumers

Visualization of Efforts to Reduce the Environmental Impact of Agricultural Products

—ChoiSTAR

(Full-scale implementation in March 2024)

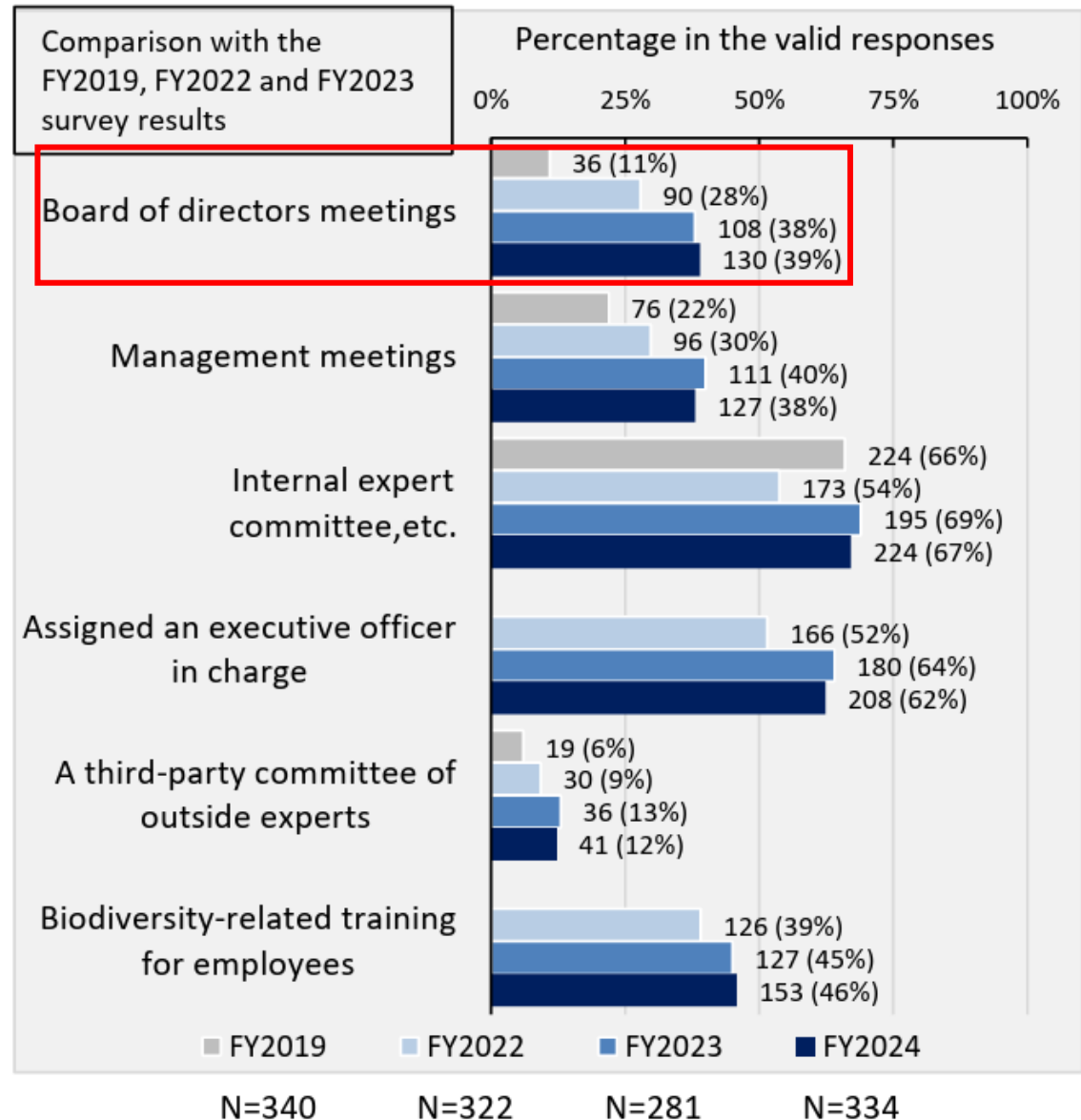


# Current Efforts of Japanese Companies: Keidanren Survey Results (1)

Question:

Which organizational structure applies to your company to promote biodiversity actions?

- More companies now report or decide on biodiversity issues at the board level.
- Over 60% report through internal committees or have a biodiversity officer.



Source:

Keidanren Questionnaire Survey on Corporate Biodiversity Actions in Japan: Summary of the FY2024 survey results (November 2025)

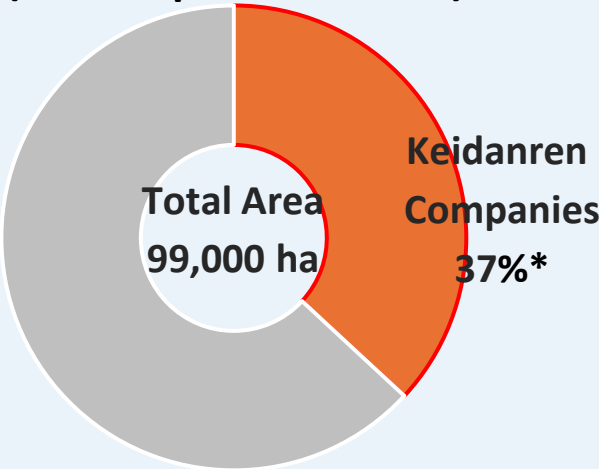
# Current Efforts of Japanese Companies: Conservation and Disclosure

- Progress in certification systems and disclosure frameworks promoting biodiversity and natural capital conservation and restoration

## Nationally Certified Sustainably Managed Natural Sites (Japan's OECM Framework)

MOE launched the system of Nationally Certified Sustainably Managed Natural Sites in FY2023. Non-overlapping areas are registered in the OECM database. Certified sites include company-owned forests, factory green spaces, and biotopes.

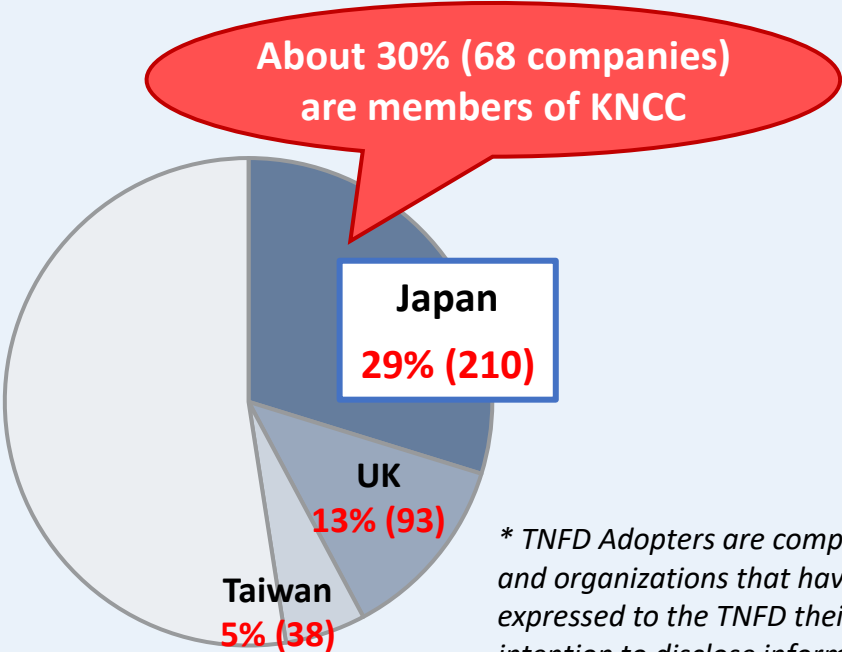
### Nationally Certified Sustainably Managed Natural Sites (as of September 2025)



\* Member companies of the KNCC account for 33%.

## TNFD Adopters (As of October 31, 2025)

TNFD released its disclosure recommendations (September 2023). Japan ranks first for the number of TNFD Adopters.\* KNCC promotes nature-related financial disclosures, aiming to broaden participation and enhance quality.



\* TNFD Adopters are companies and organizations that have expressed to the TNFD their intention to disclose information in line with its recommendations. Total: 731 companies



# Assessment of Corporate Efforts

- According to the JBO4 Interim Report, progress toward achieving the target for corporate efforts—consideration for biodiversity in business activities—has been assessed as “on track.”

## *JBO (Japan Biodiversity Outlook)*

The JBO presents the results of a comprehensive assessment, based on scientific information and other relevant data, conducted by an expert panel on the current status of biodiversity and ecosystem services in Japan.

*The Interim Report also refers to the survey results of the KNCC.*

According to the survey conducted by the Keidanren Committee on Nature Conservation, the proportions of companies that have incorporated biodiversity into their management policies, set rational targets related to biodiversity, and disclosed information on biodiversity have all shown an increasing trend.

## *Basic Strategy*

### 3. Realization of Nature Positive Economies

#### *State-Oriented Target*

3-1 ESG finance is promoted

3-2 Negative impacts of business activities are reduced

3-3 Sustainable agriculture, forestry and fisheries are expanding

Progress toward consideration for biodiversity in business activities has been assessed as “on track.”

# Challenges in Linking Biodiversity and Natural Capital Conservation to Economic Growth

Challenges to Positioning Biodiversity and Natural Capital as Growth Sectors and Promoting Further Investment

**1. Establishing the foundation for linking biodiversity and natural capital conservation to economic growth**

**2. Understanding nature-related information and visualizing the effectiveness of initiatives**

**3. Enhancing international recognition and reflecting efforts in global standards**

**4. Positioning within management strategies**

## ■ Organizing Growth-oriented Policy Measures from Three Perspectives

- (1) Enhancing corporate value and creating markets through biodiversity and natural capital conservation initiatives
- (2) Developing data infrastructure, ensuring traceability, and participating in international rulemaking
- (3) Promoting regional revitalization and global expansion through the advancement of NbS and OECMs

# Growth-oriented Measures (1)

## Enhancing Corporate Value and Creating Markets through Biodiversity and Natural Capital Conservation Efforts

### *Vision for the Future*

- Companies integrate biodiversity and natural capital conservation into their management strategies.
  - ⇒ Raw material procurement and business operations with negative impacts on biodiversity and natural capital are significantly reduced.
  - ⇒ Innovation and regional collaboration contribute to the creation of sustainable industries and cultures.
- Progress in information disclosure and human resource utilization leads to enhanced corporate value and the creation of new markets.

### *Challenges*

- Incorporation into management strategies remains limited.
- Indicators and metrics necessary for decision-making and disclosure are still under development.

# Growth-oriented Measures (1)

## Enhancing Corporate Value and Creating Markets through Biodiversity and Natural Capital Conservation Efforts

### *Required Actions*

#### Government

1. Integration into growth strategies and enhancement of policy measures
2. Monitoring international trends in biodiversity credits and examining evaluation methodologies
3. Development of domestic and international data infrastructure
4. Participating in Rule-Making
5. Fostering public understanding and encouraging behavioral change

#### Companies

1. Integration into corporate management strategies
2. Creation of businesses related to biodiversity and natural capital conservation
3. Promoting dialogue between companies and investors
4. Human resource development and utilization

## Growth-oriented Measures (2)

### Developing Data Infrastructure, Ensuring Traceability, and Participating in International Rulemaking

#### *Vision for the Future*

- Traceability is ensured across global supply chains.
- Impacts and effectiveness of initiatives can be assessed using simple and practical methods.
- Through public-private collaboration, Japan actively participates in international rulemaking, with its knowledge and perspectives being recognized and reflected in global standards.

#### *Challenges*

- Ensuring traceability across global supply chains
- Developing international and integrated data infrastructure and evaluation frameworks
- Demonstrating leadership in international rulemaking

#### *Required Actions*

##### Government

1. Developing domestic and international nature-related data infrastructure, and creating indicators and evaluation methods
2. Participating in international rulemaking and strengthening Japan's influence
3. Promoting collaboration with foreign governments to ensure traceability across global supply chains

##### Companies

1. Establishing information-sharing frameworks at the global supply chain level
2. Participating in international rulemaking
3. Securing and developing human resources

# Growth-oriented Measures (3)

## Promoting Regional Revitalization and Global Expansion through the Advancement of NbS and OECMs

### *Vision for the Future*

- The advancement of NbS\* and OECMs\* contributes to revitalizing regional economies and addressing social challenges by utilizing local biodiversity, natural capital, culture, and lifestyles.
- The expansion of Nationally Certified Sustainably Managed Natural Sites contributes to achieving the 30by30 target in Japan.
- Knowledge and experiences gained in Japan are shared internationally, contributing to the dissemination of the OECM concept.

### *Challenges*

- Formulation of a cross-governmental strategy on NbS (scaling up and replication of initiatives)
- Strengthening regional collaboration and coordination among diverse stakeholders
- Enhancing understanding of the value and importance of NbS and promoting its global expansion
- Global dissemination of the OECM concept

\* NbS (Nature-based Solutions) refers to a concept that seeks to address social challenges by harnessing the functions of healthy natural ecosystems.

\* OECMs (Other Effective Area-based Conservation Measures) refers to the conservation of natural environments outside of officially designated protected areas, carried out in collaboration with private initiatives and other stakeholders. It includes company-owned forests, *satoyama* landscapes, and urban green spaces.

# Growth-oriented Measures (3)

## Promoting Regional Revitalization and Global Expansion through the Advancement of NbS and OECMs

### *Required Actions*

#### Government

1. Strengthening inter-ministerial collaboration
2. Simplification of administrative procedures
3. Enhancement of incentives
4. Strengthening international outreach
5. Fostering momentum toward the success of GREEN×EXPO 2027

#### Local Government

1. Implementation of region-specific NbS
2. Leading collaboration with diverse stakeholders
3. Identifying regional challenges and setting strategic goals

#### Companies

1. Participation in NbS projects
2. Promoting registration of Nationally Certified Sustainably Managed Natural Sites
3. Strengthening information dissemination

### **III. Integrated Approach to Biodiversity and Natural Capital Conservation, Climate Change Measures, and Related Issues**

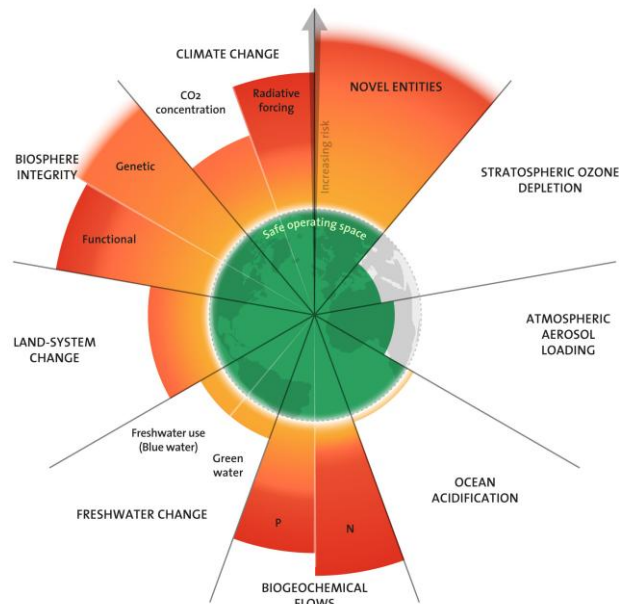


# Assessment of Current Situation (1)

- The loss of biodiversity and climate change are among the most critical challenges facing the world today.
- Biodiversity, natural capital, and climate change are deeply interconnected.

## Planetary Boundaries

- Planetary boundaries define the limits for Earth's stability and capacity to recover from environmental change.
- Seven of nine Earth system boundaries have already been exceeded.
- Boundaries for climate change and biosphere integrity are among those crossed.

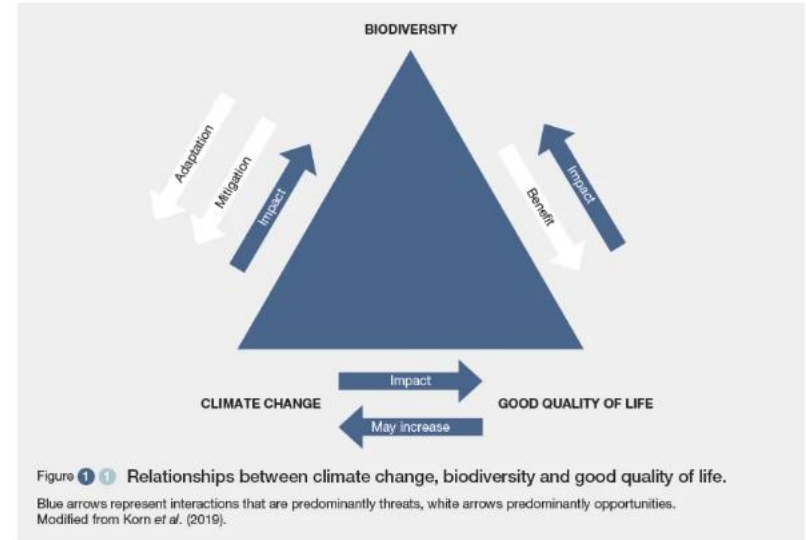


Source: Azote for Stockholm Resilience Centre, based on analysis in Sakschewski and Caesar et al. 2025. Licensed under CC BY-NC-ND 3.0

## Findings of the IPBES\*-IPCC Co-Sponsored Workshop on Biodiversity and Climate Change: Workshop Report

- Climate regulation and biodiversity conservation are interdependent.
- Biodiversity measures often create synergies with climate action.

\* IPBES: Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services



Source: IPBES-IPCC Co-Sponsored Workshop on Biodiversity and Climate Change (June 2021)

## Assessment of Current Situation (2)

- Global trend toward integrating biodiversity, natural capital, and climate change.
- Keidanren's FUTURE DESIGN 2040 (December 2024) envisions Green Transformation (GX), the Circular Economy (CE), and the Nature Positive (NP) economy advancing together toward 2040.

### Trends in International Conferences

#### CBD COP 16 (2024)

- Emphasis on integrated responses to biodiversity, climate, Indigenous Peoples, and health; cross-sectoral cooperation highlighted.

#### COP 30 (Nov 2025, Belém, Brazil)

- The “Nature COP”; discussions on integrated approaches expected.

#### UNEP IRP findings

- Resource extraction and processing cause over 90% of terrestrial biodiversity loss and water stress; improving resource efficiency and circularity is vital.

# Vision for the Future and Challenges

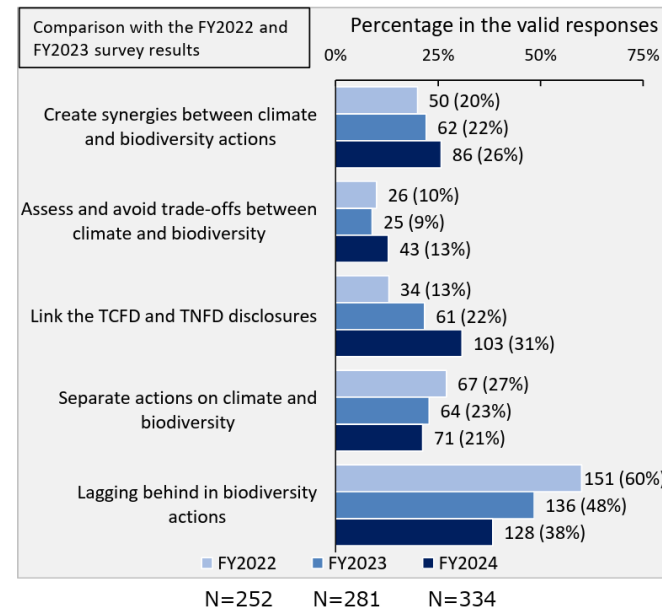
## *Vision for the Future*

- Government, local authorities, and companies pursue an integrated approach to maximize synergies and minimize trade-offs.
- Resource circulation efforts create positive cycles for biodiversity and natural capital.
- Data platforms and industry-government-academia collaboration enhance global effectiveness.

## *Challenges*

- Foster stakeholder understanding of the significance of integrated initiatives
- Promote awareness of biodiversity and natural capital through resource circulation
- Focus on developing technologies and solutions for the integrated approach

Creating synergies through the promotion of integrated initiatives remains a key challenge.



Source:

Keidanren Questionnaire Survey on Corporate Biodiversity Actions in Japan: Summary of the FY2024 survey results (November 2025)

# Actions Required to Promote an Integrated Approach

## Government

### **(1) Alignment among international conventions**

- Enhance coherence and multilateral cooperation (UNFCCC-CBD).

### **(2) Cross-ministerial policy promotion**

- Improve synergies and cost-effectiveness; pursue integrated approaches with resource circulation.

### **(3) Responses to global credit market trends**

- Reflect Japan's context; engage actively in international discussions.

### **(4) Public awareness & adaptation measures**

- Foster understanding and strengthen actions under the Adaptation Plan.

## Companies

### **(1) Promotion of an integrated approach**

- Deepen understanding, develop human resources, and strengthen internal systems.

### **(2) Enhancement of corporate value through community contributions**

- Implement integrated initiatives in tourism, urban development, and disaster risk reduction.

# Examples of Integrated Actions for Biodiversity and Natural Capital Conservation

- As of November 4, information on a total of 70 initiatives had been received in the five categories below.
- For more information on each initiative, please see the annexed document, Examples of Integrated Actions for Biodiversity and Natural Capital Conservation. (43 of them are in English.)

## Afforestation and Forest Restoration (28 initiatives)

Efforts to create synergies with climate change measures through tree planting and related activities, to promote resource recycling through sustainable use of forest resources, and to manage *satoyama* areas.

## Urban Greening (10 initiatives)

Efforts to create synergies with climate change measures through greening of office buildings and facilities, and to promote resource recycling through composting of waste and other materials.

## Marine Environment (9 initiatives)

Efforts to create blue carbon by restoring seagrass and mangrove ecosystems, and to promote resource recycling through actions to reduce marine plastic waste.

## Utilization of Biomass Resources (8 initiatives)

Efforts to reduce the use of fossil-based materials by developing and using biomass resources, contributing to climate change measures and resource recycling.

## Others (15 initiatives)

Information on a range of initiatives has been received, such as the publication of integrated TCFD and TNFD reports, promotion of nature finance, and integrated efforts in business operations.