

Corporations Support the Forests of the World



Environmental conservation is an important issue for corporations too. Many Japanese corporations develop business overseas, utilizing their strength such as environmentally-friendly production and technologies related to forest rehabilitation.

UCC Ueshima Coffee Co., Ltd.

from
Ethiopia

Producing high-quality 'forest coffee'

UCC Ueshima Coffee Co., Ltd. develops its integrated coffee business from growing coffee seedlings on directly owned farms in the production countries to procurement, manufacturing, distribution and sales. Based on tasty coffee needing a rich natural environment, the company proactively works on protecting the environment. One of their initiatives is a project to protect forests in the Belete-Gera region in Ethiopia in cooperation with JICA.

In Ethiopia, people cut down trees for income and therefore environmental destruction has become a concern. That is why the company focused on coffee, which grows naturally in the forests as a product, to simultaneously realize economic activities and environmental protection. First, the company gained a Rainforest Alliance certification which proves the sustainability of the production method. Then, they worked on quality improvement by teaching local producers how to separate the coffee beans by maturity and quality management. As a result, specialty coffee produced in Ethiopia was finally commercialized and has contributed to improving the motivation

and income of local residents. UCC Ueshima Coffee Co., Ltd. will continue this initiative so that local residents will be able to live without relying on income from logging.



A Japanese expert teaching the drying method of coffee cherries

Kanematsu Corporation

from
Indonesia

Decreasing slash-and-burn agriculture through cacao cultivation

Kanematsu Corporation participates in the new REDD+ business and engages in environmental business as a trading company, different from a manufacturing company. Under public-private partnership, the company is developing a mechanism in which credits for reducing greenhouse gas emission can be obtained by contributing to REDD+ and used to achieve Japan's reduction goal through market transactions.

Kanematsu is currently developing a project to introduce cacao cultivation in Gorontalo Province, Indonesia, which is suffering from deforestation due to slash-and-burn maize cultivation. In cooperation with Dari K Co., Ltd., which engages in producing and selling chocolate, Kanematsu provides technical guidance to local farmers to produce good-quality cacao and promotes value chain development such as purchasing cacao and marketing. The goal is to sell products made of cacao from this region in Japanese and Indonesian markets in the future, cooperating with product manufacturers. Kanematsu also promotes REDD+ projects in countries such as Vietnam

where the company started a survey for REDD+ business with a focus on reforestation.



Farmers receiving instructions of cacao cultivation (Photo courtesy of ERM Japan Ltd.)

Supporting the initiatives of private corporations!

Japan Public-Private Platform for REDD+

REDD+ is a system for developed countries to help developing countries. When developing countries reduce greenhouse gas emissions through forest conservation and maintaining or increasing carbon accumulation, they obtain financial support. The contributions of developed countries which support developing countries will also be evaluated and the developed countries will be rewarded by emission reduction credits.

Consideration on REDD+ started when it was proposed at COP 11 in 2005. The Paris Agreement, which will be the new framework to prevent global warming after 2020, was adopted at COP 21 at the end of 2015 and included articles to recommend promoting REDD+ in both developed and developing countries.

In order to implement REDD+, continuously measuring the forest area and amount of carbons is necessary. JICA supports countries in Asia and Africa that have insufficient know-how on such measuring technologies, using technical cooperation projects and training to strengthen forest monitoring systems and build policies and systems.

Furthermore, the Japan Public-Private Platform for REDD+ was established in November 2014 for private corporations, government organizations and research institutes to cooperate with each other in the All-Japan system towards full operation of REDD+. Having JICA and Forestry and Forest Products Research Institute as the



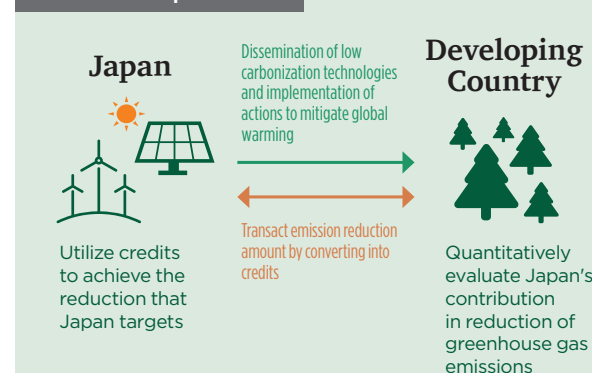
Members of the platform discuss developing business models which lead to forest conservation.

secretariat, 78 organizations have joined this project as of March 2016. The platform activities are largely categorized into three groups. The first is to expand understanding inside and outside Japan by communicating the importance of forest conservation and the content of participating organizations' activities through websites and events, as well as by also spreading information on occasions such as at international conferences. The second is to share information, knowledge and experience that are necessary to promote forest conservation and construct a network between the participating organizations. The third is to examine and make proposals about combining public support and private capital, and to develop business models related to forest conservation.

The government of Japan has advanced initiatives on REDD+ with the Joint Crediting Mechanism (JCM). JCM is implemented between two countries, Japan and a developing country that agreed on implementing the system; Japan has already signed agreements with 16 countries as of February 2016. The system enables Japan to provide partner countries with low carbon technologies and systems, work on reducing greenhouse gas emissions and utilize such contributions to reach Japan's emission reduction target.

• Website of REDD+ platform (in English)
http://www.reddplus-platform.jp/index_en.html

Basic concept of JCM



* Prepared using the website of "New Mechanisms Information Platform" as reference