

Eco-Asset Consortium Assisting in Project to Create Ecosystem Network
and Train the Next Generation

**Life Sustaining Project Receives
Prize at the Aichi Environmental Awards**

Sumitomo Forestry Co., Ltd. (President and Representative Director: Akira Ichikawa; Head Office: Chiyoda-ku, Tokyo) announced today that *Inochi-wo-Tsunagu* (Life Sustaining) Project received a prize at Aichi Environmental Awards. Eco-Asset Consortium, which consists of Sumitomo Forestry, wholly-owned subsidiary Sumitomo Forestry Landscaping Co., Ltd. (President: Kampei Tokunaga; Head Office: Nakano-ku, Tokyo), and other companies, who work together to offer land use consultation with the objective of preserving biodiversity. The consortium provides specialized technical knowhow and other support to this project.

Around 40 to 50 years ago, greenery was planted on a landfill, which had been created to establish an industrial zone. The corporate green zones that run along the industrial zone, on the seaboard of the Chita Peninsula, Aichi Prefecture, have grown into a vast green belt over time. The management and preservation of the green belt is handled by individual companies. For this reason, there is ample room for improvement from the viewpoint of biodiversity.

With the aim of preserving the biodiversity of this corporate green belt, Japan Ecologist Support Association, a non-profit organization (NPO) which partakes in volunteer activities related to environmental preservation throughout Japan, is cooperating with the Aichi Prefectural Government to plan the development of ecosystem networks to link each area as part of *Inochi-wo-Tsunagu* Project. Eco-Asset Consortium, which has been collaborating with the NPO since its establishment, is supporting these measures by sharing knowhow in specialized areas and also by offering biodiversity consulting to individual companies.

One activity in this project is the recruitment of supporters, eager to execute these measures, from among the young people in the local community. This next generation will continue the implementation of this program, planning and promoting various measures to survey and preserve the green belt and to promote biodiversity. This will provide a pioneer model for building an ecosystem network. The award was bestowed owing to high evaluation, as it is hoped that the project will have a ripple effect and be implemented in other regions—providing training of the younger generation.

About the Aichi Environmental Awards

This program invites public application and appraises pioneering and effective examples (technology, businesses, various activities, and education) that aim at resource recycling and the reduction of environmental impacts. By offering business support for and the wide introduction of these examples, the program also aims to promote the development of a recycle-oriented society.

Reference

About Eco-Asset Consortium

The consortium was established in 2004 and mainly handles consulting related to land usage for the purpose of biodiversity preservation. The members include Sumitomo Forestry, Sumitomo Forestry Landscaping, the InterRisk Research Institute & Consulting, Inc., which operates various consulting businesses, and Regional Environmental Planning Inc., which performs surveys and makes proposals related to the natural environment.

Sumitomo Forestry Group leverages the knowledge it has gained from carrying out businesses that pivot around the concept of “greenery,” such as urban greenery projects, home landscaping, and biodiversity, to offer a wide range of proposals. These include evaluating the degree to which company land contributes to the local ecosystem; land-use consulting; and the use of company land for employees and their families to experience biodiversity, which creates a system for preservation activities inside and outside the company.