

June 1, 2023

Sompo Japan Insurance Inc.

“Save Japan Project” Entering a New Phase Toward a Nature Positive World ~Contributions to achieving the 30 by 30 target in Japan~

Sompo Japan Insurance Inc. (President and CEO: Giichi Shirakawa, hereinafter Sompo Japan) has over 10 years of history supporting biodiversity conservation projects in Japan through the Save Japan Project which started in 2011, in partnership with Japan NPO Center (Chairperson: Natsuko Hagiwara), regional NPO support centers, and local environmental groups. Through this project, we have succeeded in conserving 300+ endangered species across the nation with a total of 62,000+ multi-stakeholders' participation.

Kunming-Montreal Global Biodiversity Framework (GBF) was adopted at the 15th Conference of the Parties to the UN Convention on Biological Diversity (CBD) held in Montreal, Canada, in December 2022, and became the new framework after the Aichi Targets. Ministry of the Environment of Japan announced its new National Biodiversity Strategy and Action Plan (NBSAP) in March 2023 that reflects GBF and includes targets such as 30 by 30, which aims to conserve at least 30% of land and sea areas by 2030. Under these historic circumstances regarding the urgency to halt and reverse nature loss, there is high momentum to realize a nature positive environment.

In Phase 5 of the Save Japan Project, Sompo Japan will support projects that contribute to 30 by 30, such as Eco-DRR (Ecosystem-based Disaster Risk Reduction) and OECMs (Other Effective Area-based Conservation Measures).

Sompo Japan will continue to raise awareness of biodiversity conservation and take action.



1. About Save Japan Project

Sompo Japan asks our customers to consider choosing web-based policies or terms and conditions when they purchase automobile insurance and using recycled parts for vehicle accident repairs. The cost savings are used to fund biodiversity conservation projects.

This project aims to raise awareness of biodiversity conservation among civil society through partnerships between the private sector and environmental NPOs working to create an environment where we can live in harmony with nature. It started in 2011, right after the adoption of the Aichi Targets at the 10th Conference of the Parties to CBD in Nagoya, Japan, in 2010.

2. Save Japan Project Outcomes

- 300+ endangered species conserved.
- 1,015 events with 62,000+ participants in total (as of March 2023).
- Raised awareness among civil society across the nation and built capacity and networks among local environmental NPOs.

3. About Phase 5 (2023-2024)

- Supporting Eco-DRR projects that lead to integrated approaches against biodiversity loss and climate change.
- Supporting OECM applications to the Ministry of the Environment to promote 30 by 30.

4. Our Commitment

What we have supported in the past through the Save Japan Project all align with the directions presented in the GBF and NBSAP. Sompo Japan will evolve our biodiversity conservation activities in partnership with multi-stakeholders and raise more awareness.

