

The Four Electrical and Electronic Industry Associations*/4EEIA



<http://www.jema-net.or.jp/English/businessfields/environment/biodiversity.html>

Policy for the future:

We will evaluate our activities linked to the Aichi Biodiversity Targets, and discuss how to formulate our action plan for the post-Aichi Goals by 2030. We will show initiatives that can promote and contribute to biodiversity, taking into account social issues that have a high impact on biodiversity, such as SDGs, adaptation to climate change, and marine plastics.

* JEMA: The Japan Electrical Manufacturers' Association, CIAJ: Communications and Information Network Association of Japan, JEITA: Japan Electronics and Information Technology Industries Association, JBMA: Japan Business Machine and Information System Industries Association

Activities outcome of this decade

4EEIA launched the Biodiversity Working Group in May 2011, contributing to the mainstreaming of biodiversity conservation in the electrical and electronic industries.



Based on our unique analysis of the relationship between our industries and biodiversity conservation, we have developed education tools and database of case study, formulated action guidelines, and held hands-on seminars to support the companies of our industry.

TOPICS: Actions for Marine plastic issue

Promoting cleanup activities and reduction of single-use plastics use which contribute to marine biodiversity conservation!!



Cleanup activities at Riverside