

Maeda Corporation

<https://www.maeda.co.jp/english.html>

<https://www.maeda.co.jp/english/csr/environment/>



Policy for the future:

- We aim to contribute to biodiversity conservation by collecting and deploying data using AI and IoT.
- We contribute to the conservation of local biodiversity by utilizing the green area including the biotope located at the ICI General Center (Toride City, Ibaraki Prefecture), at the same time, it collects and analyzes data such as tree species and insect growth, wild bird flight, and reflects the results in property proposals.
- We achieve the medium- to long-term CO₂ emissions target to prevent global warming, and create a foundation for biodiversity conservation that includes both adaptation and mitigation to climate change.

< Examples of major initiatives >

[JP] Development of green area in ICI Center (2018)

We have developed approximately 50,000 m² of green space within our facility. It was planted with a focus on the native species of the area, and with the tree structure in mind.

We acquired JHEP certified AAA rank in 2018.



[JP] MAEDA no MORi maintenance activities (2011-)

In Nagano, Fukui and Kumamoto, we conducted forest maintenance activities by employees and their.



[VN] Restoration support for forests that have died with defoliants (2014-)

We are a forest devastated by Agent Orange by a local NGO to support recovery activities. The 7ha pilot plant has accumulated know-how on forest restoration by native species.



< Past achievements >

- Participatory activities increased the environmental awareness and knowledge of employees and their families.
- Vietnam's activities were recognized by the Vietnam Science and Technology Association (VUSTA) as "International Partners Contributing to the Sustainable Development of Vietnam" (2019).

< Future tasks >

- It is necessary that not only social contribution, but also the maturity of the market where biodiversity conservation is established as a business and corporate.
- For commercialization, it is necessary to create data on biodiversity using innovative technologies such as AI and IoT.

< What is biodiversity initiatives for us? >

Dividends for the future earth, and for us in the future