



Policy for the future:

NEC group recognize the importance of biodiversity as bases for a sustainable society. With respect to international charters and frameworks related to biodiversity, we strive to minimize the impact business activities and our daily lives have on nature, and strongly encourage engaging in individual activities as well as providing IT solutions to contribute to biodiversity.

(1) NEC Paddy Making Project

Actively promoting restoration of abandoned farmland and protection of biodiversity in Kasumigaura water source since 2004. The field (Ushiku city, Ibaraki prefecture) of this project is now certified as “Monitoring Sites 1000” by Ministry of the Environment and will start ecological survey from 2024 (Note1). Research with NEC using eDNA, technology currently receiving attention for its ability to evaluate diversity of species, is also ongoing in this activity.



Paddy in Ravine, Before and After Reclamation



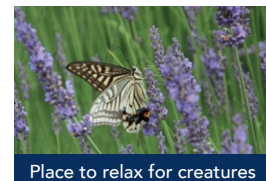
Rice Planting



Returning of wildlife



Lavender picking event



Place to relax for creatures

(2) Charity Herb Garden Activity

Community gardening activity since 2006 for local landscape in Koto-Ku, Tokyo where our head quarter is located. While maintaining the garden with local residents, we create products using herbs from the garden and sell them for charity at local events to gain next year’s flower and seeding fund. This activity meets “Tokyo Biodiversity Strategy” (Note 2) enacted in 2022 and its basic strategy “Tokyo-NbS” (Note 3) and contributes to promoting biodiversity.

(Note 1) <https://prtimes.jp/main/html/rd/p/000000449.000078149.html>

(Note 2) <https://www.kankyo.metro.tokyo.lg.jp/basic/plan/nature/strategy.html>

(Note 3) Abbreviation of Nature-based Solutions. Activity to solve issues utilizing nature promoted together by administration, business operator and private organization.