

Collaboration with The Nature Conservation Society of Japan

Our Group has joined the Japan Nature Conservation Society (Public Interest Incorporated Foundation; hereinafter referred to as the "NACS-J") and works in partnership to support the growth of children who will shape the future through experiences in nature, as well as to promote biodiversity conservation and the realization of a nature-positive society.



Parent and child nature schools in Tadami



In 2013, we started sponsoring the parent and child nature school initiative, which aims to support parents and children living in areas affected by the accident at Fukushima Daiichi Nuclear Power Plant by providing children with opportunities to play outside and grow in their own way.

More than ten years have passed since the Great East Japan Earthquake, and conditions in the affected areas have changed. In response, we now provide a nature-based experiential program for children who will shape Fukushima's future. The program takes place in Tadami Town, Fukushima Prefecture, which is registered as a Biosphere Reserve, and offers opportunities for children to fully engage with nature and local culture while deepening their understanding of the importance and value of protecting nature and the connection between people and nature.

Main program activities

Wetland restoration activities and *satoyama* biodiversity search

Tadami is surrounded by an abundant region of mountain villages and *satoyama* (the human-influenced natural landscape around settlements) but the number of rice paddies lying fallow is increasing each year. Wetland environments like rice paddies are important natural habitats, so this activity teaches children about the importance of this natural environment by allowing them to play in the mud while aiding biodiversity by converting unused rice paddies back into wetland. Play ends with a search for living creatures, enabling the children to feel the effects of their efforts as they get to see the extent to which the number of living things increases each year.

In 2024, through this initiative, we were able to carry out activities to conserve and restore the paddy field ecosystem together with approximately 40 participants from both the town and outside the town at "Fuzawa no Tanbo" (0.01 ha), which is designated as one of the town's important areas.

Tadami Town has established a Biosphere Reserve management and action plan and has been recognized as a Nature Positive-certified municipality. As this activity was evaluated as contributing to Target 3 of the Kunming-Montreal Global Biodiversity Framework (GBF), "Conserving 30% of land and inland waters and seas," we received the FY2024 "Nature Positive Contribution Certificate," jointly awarded by NACS-J and Tadami Town, Fukushima Prefecture.



Aizu Fragrance Workshop

Experience in making an aroma spray by blending ten different scents, mainly derived from wood produced in Fukushima Prefecture.



Visit to the Tadami Beech and River Museum

Participants learn about the natural environment centered on beech forests, as well as the wisdom and skills of the people in the past who lived by skillfully making use of nature.



Japanese beech forest tour and riverside outing

A nature tour through Tadami's world-rivalling pristine Japanese beech forest together with a chance to play in a river.



Nighttime insect observation and star-gazing event

This activity enables children to experience the value of the Tadami area by observing insects using a light trap*, followed by star gazing with explanations from an instructor from the National Astronomical Observatory of Japan.

* These traps are used with special permission from Tadami Town. Afterwards, the insects are released at the same location.



Provision of meals made with local ingredients

The initiative gives children a taste of the extraordinary nature around Tadami by providing meals such as barbecued mutton, pizza, and pasta, made using local ingredients and plenty of freshly harvested vegetables.



Nature Tea Party for Mothers to Relax

They talk about what motivated them to enroll in the nature school, the changes they saw in their children during the program, and the moments when they were deeply moved by their children's growth. Families who usually have little time to spend together look back, often in tears, on how they were able to enjoy the three days together to the fullest.

