

"The *Satoyama* Initiative and the Green Economy"

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Developing a Green Economy: the Role of Socio-Ecological Production Landscapes

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The *Satoyama* Initiative

- For “realizing societies in harmony with nature”
- **Socio-ecological production landscapes**
 - Created through human-nature interaction
 - Wise use of the surrounding nature
 - Provide humans with various ecosystem services and maintain biodiversity
 - Contribute to human well-being
- Applicable both in developed and developing countries



The three key points for moving towards society in harmony with nature

- **New business models**

Monoculture → various products with added value

- **New commons**

Single stakeholder framework → multi-stakeholder framework

- **Resilience**

Resilience both in the face of frequent disasters and towards gradual environmental changes

Green economy for societies in harmony with nature

- Green economy for **mainstreaming sustainable development in the business sector**
- **New business models**
 - to improve livelihoods **without degrading** biodiversity and ecosystem services
 - align with the objective of promoting societies in harmony with nature
 - make the best use of natural resources by transitioning to **multi-products** and **high value-added** agriculture, forestry and fisheries industries.

New business model for promoting green economy

Conventional Systems

- **Mono cropping**
- **Mass production**
- **Homogeneous landscape**
- **Lower price**

Tea terraces of Yunnan



Photo L. Liang

Socio-ecological production system

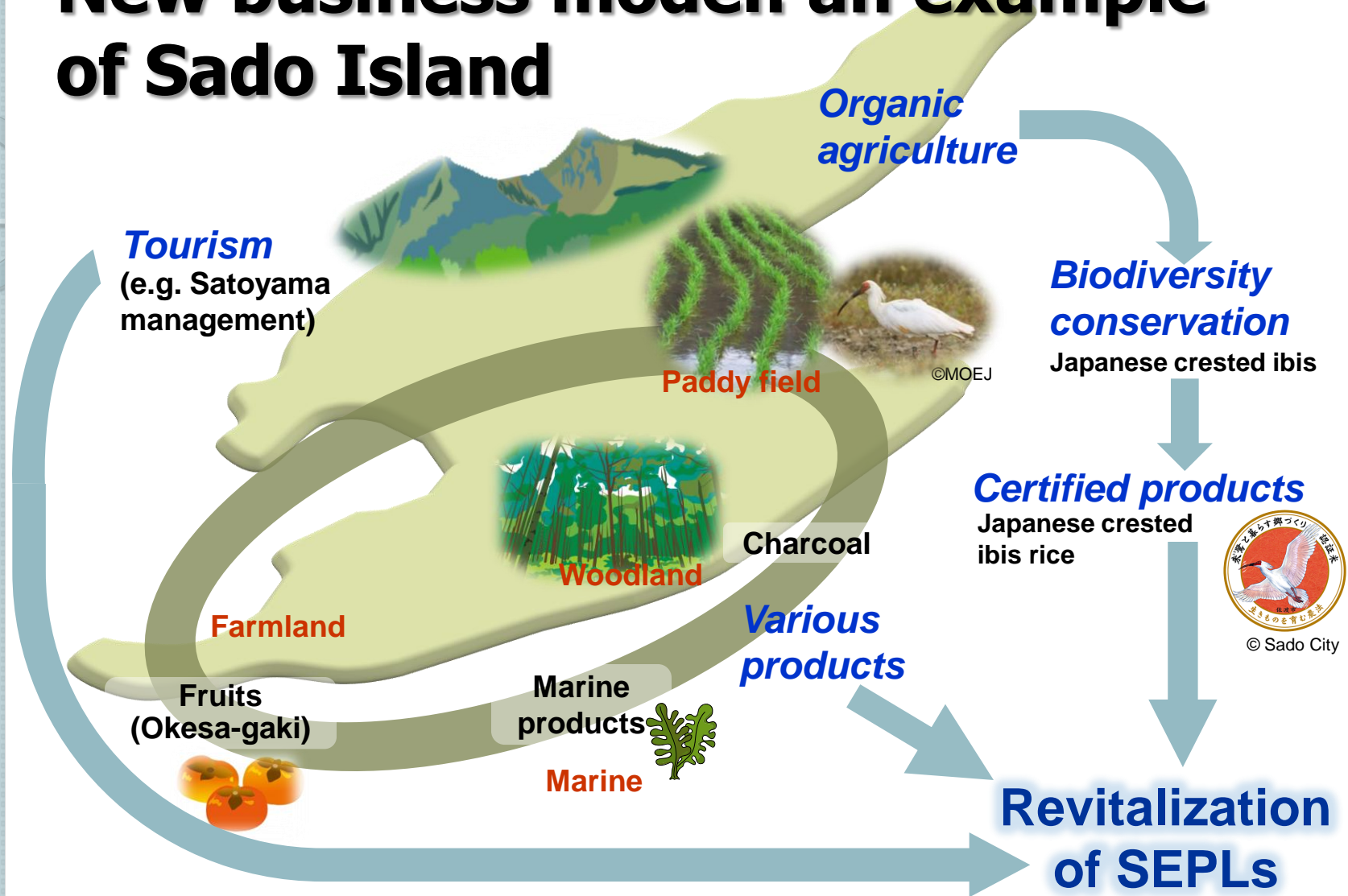
- **Multi cropping**
- **Small volume production**
- **Mosaic landscape**
- **Additional value**

Tea forests of Yunnan



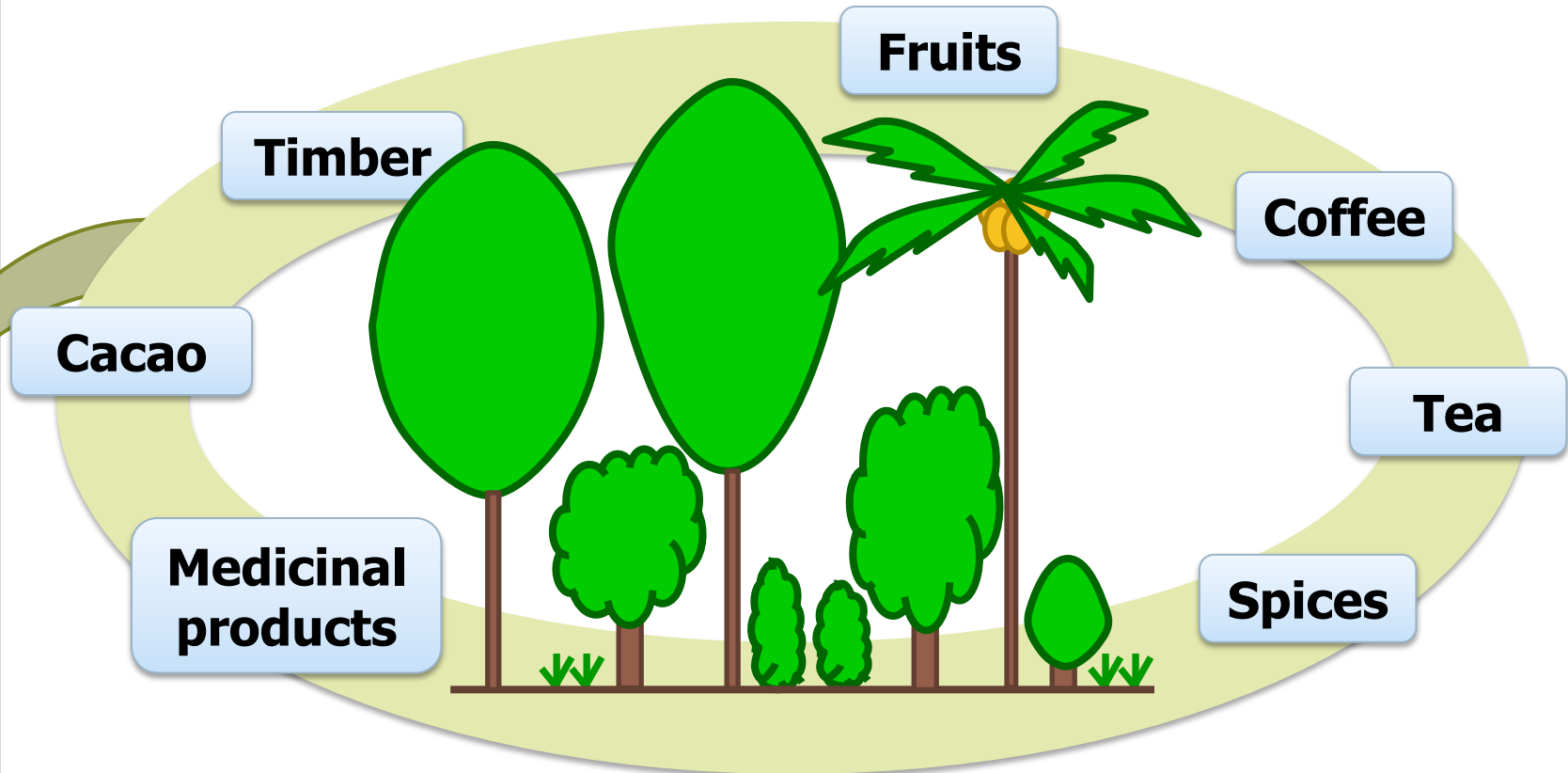
Photo L. Liang

New business model: an example of Sado Island



- **Add high value** through production systems, which sustain biodiversity
- Handle various goods collectively and establish **access to markets**
- **Build synergy** between tourism and bio-production industries

New business model: an example of Kandyan homegarden in Sri Lanka



Development of **partnerships with multiple companies** for handling of various products while ensuring market access



Adding high-value to products

Conclusion: the *Satoyama* Initiative and green economy

- Notion of improving livelihoods without degrading biodiversity and ecosystem services is in alignment with the vision of the *Satoyama* Initiative, namely realizing “societies in harmony with nature”
- The *Satoyama* Initiative can contribute to promoting the green economy through activities that build on and secure real “green” capital (i.e. natural capital)
- It is important to develop new business models by transitioning away from conventional uniform mass production towards models that keep diversity of products with high value added



Thank you !