

# The *Satoyama* Initiative and the Green Economy

18 June 2012

14:30 – 16:00

Japan Pavilion (Athletes' Park)



SATOYAMA  
INITIATIVE

## Event Summary:

The *Satoyama* Initiative is a comprehensive effort to benefit biodiversity and human well-being through promoting the conservation and sustainable use of natural resources in human-influenced natural environments. The Initiative has demonstrated global appeal across sectors and was specifically recognized in 2010 at CBD COP10. Human-influenced natural environments or socio-ecological production landscapes (SEPLs) are found all around the world; they have been formed and maintained through sustainable land use, and support human life by providing various goods and services.

During the side event, there will be presentations by leading experts and an in-depth panel discussion examining the effectiveness and usefulness of the *Satoyama* Initiative. Particular emphasis will be placed on the development of new business models based on sustainable land use including mosaic landscape management.

The side event will be enriched by a broad spectrum of presenters with long careers in a variety of areas, but united by common interests. They will draw on a wealth of experience working in international organizations, governments, and the private sector. In conclusion, there will be a discussion of how the *Satoyama* Initiative can further contribute to a green economy as it continues to follow its vision of realizing societies in harmony with nature.

### Organizers

Ministry of the Environment Japan, IPSI  
Secretariat (UNU-IAS)



### Partners

Government of Japan, United Nations  
University, United Nations Development  
Programme, World Agroforestry Centre  
(ICRAF), FRUTAFRUTA, Inc.

# Programme



**RIO+20**

United Nations Conference  
on Sustainable Development

## Opening Remarks

Mr. Kazuhiko Takemoto (*Senior Advisor to the Minister, Ministry of the Environment of Japan / Director, IPSI Secretariat, UNU-IAS*)

## Keynote Speech: Developing a Green Economy: The Role of Socio-Ecological Production Landscapes

Prof. Kazuhiko Takeuchi (*Vice Rector, United Nations University*)

## Panel: Presentations of Cases with Links to the Green Economy followed by Discussion with Speakers

Moderator: Prof. Kazuhiko Takeuchi (*Vice Rector, United Nations University*)

Investing in Community-Based Resilience of Socio-Ecological Production Landscapes  
*Dr. Yannick Glemarec, Executive Coordinator UNDP-GEF/ Director of Environment Finance, Energy and Environment Group, Bureau for Development Policy, UNDP*

Socio-Economic Activities in SEPLs: Japan's Experience  
*Mr. Kazuaki Hoshino, Advisor to Environment Minister of Japan*

Tree Landscapes of the Future  
*Dr. Tony Simons, Director General, World Agroforestry Centre*

Realization of Green Economy through 'Agroforestry Marketing'  
*Mr. Makoto Nagasawa, President and CEO, FRUTAFRUTA, Inc.*

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