



November 18, 2014  
Sompo Japan Nipponkoa Insurance Inc.

## Sompo Japan Nipponkoa Receives the "Environment Minister's Award" for its Biodiversity Conservation Activities

Sompo Japan Nipponkoa Insurance Inc. (President: Masaya Futamiya) has received the "Environment Minister's Award" for its efforts in conserving biodiversity in the SAVE JAPAN Project, at the 3<sup>rd</sup> Contest for Corporate Activities on Biodiversity.

### 1. Overview of the SAVE JAPAN Project:

In the SAVE JAPAN Project, donations are made to NPOs proportionate to the number of customers who select "web-based insurance clause" option. The project works with groups such as the Japan NPO Center and NPO support centers which promote local civic activities, and environmental NPOs across the country, to support participatory biodiversity conservation efforts. From its start in the 2011 fiscal year, more than 400 different events have been held, involving more than 22,000 citizens.

Presenting a platform where citizens, NPOs and Sompo Japan Nipponkoa from business sector work together, the SAVE JAPAN Project helps citizens to cultivate an appreciation for the natural environment around them and expands opportunities to protect Japan's rare species and natural environment.

### 2. Overview of the Contest for Corporate Activities on Biodiversity:

The contest was established in response to the 10th Conference of the Parties, convened by the Convention on Biological Diversity in 2010, in Nagoya City, Aichi Prefecture. This meeting garnered attention for the symbiosis between nature and living things, and provided the chance for Japanese businesses and other organizations to further promote their efforts towards the preservation and sustainable use of biodiversity. This contest honors particularly outstanding efforts on an ongoing basis, and promotes the expansion of those activities.

Organizers: "The Contest for Corporate Activities on Biodiversity" Executive Committee:

National Land Afforestation Promotion Organization; Aromatherapy Association of Japan; Earth, Water & Green Foundation

Supported by the Ministry of the Environment, and the Ministry of Agriculture, Forestry and Fisheries of Japan

### 3. Future Plans:

Sompo Japan Nipponkoa will continue to work with various organizations to provide opportunities for citizens to cultivate an appreciation of the natural environment, and strive for the realization of a sustainable society.