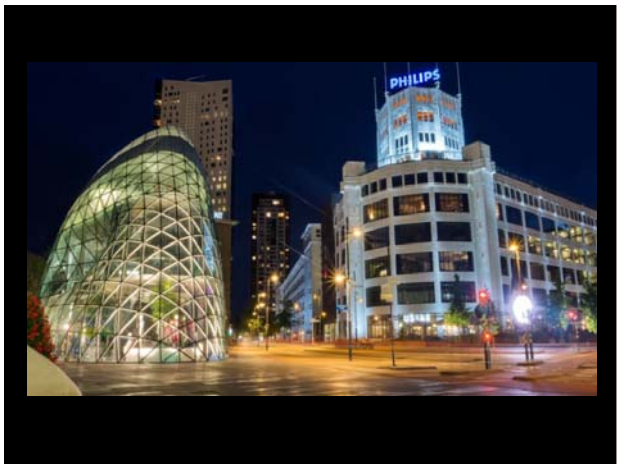
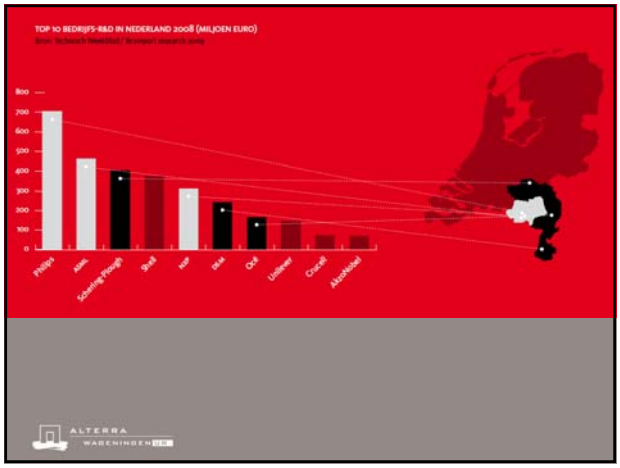

Brainport en biodiversiteit:
internationaal perspectief op natuur in de hightech werkomgeving
ALTERRA
WAGENINGEN UR
Dr. ir. Robbert Snep
onderzoeker Business & Biodiversity


PHILIPS


Brainport
Zoeken...
CREATING THE INDUSTRIES OF THE FUTURE
Broedplaats voor kennis & innovatie
Succes door samenwerking
Gunstig ondernemersklimaat
Thuisbasis voor leven & werken
Brainport 2020
meer dan 50%
van de jaarlijkse Nederlandse
patenten komt uit Brainport
Over Brainport
Video
Slideshow
Nieuws
Agenda
HIGH TECH SYSTEMS & MATERIALS
FOOD
AUTOMOTIVE
LIFETEC
DESIGN


TOP 10 BEDRIJFS-R&D IN NEDERLAND 2008 (MILJOEN EURO)
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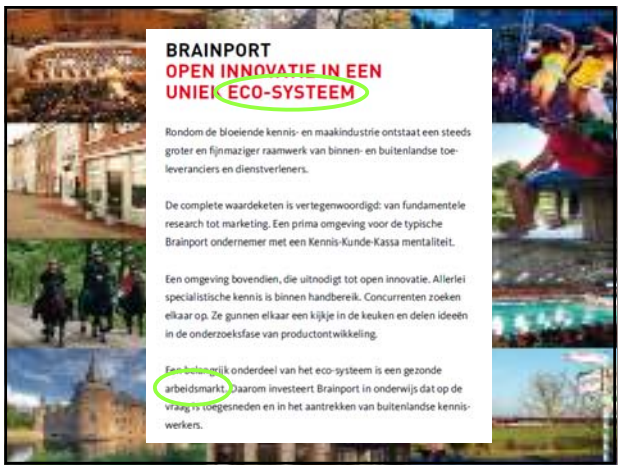
BRAINPORT
OPEN INNOVATIE IN EEN
UNIEK ECO-SYSTEEM
Rondom de bloeiende kennis- en maakindustrie ontstaat een steeds groter en fijnmaziger raamwerk van binnen- en buitenlandse toe-leveranciers en dienstverleners.
De complete waardeketen is vertegenwoordigd: van fundamentele research tot marketing. Een prima omgeving voor de typische Brainport ondernemer met een Kennis-Kunde-Kassa mentaliteit.
Een omgeving bovendien, die uitnodigt tot open innovatie. Allerlei specialistische kennis is binnen handbereik. Concurrenten zoeken elkaar op. Ze gunnen elkaar een kijkje in de keuken en delen ideeën in de onderzoeksfase van productontwikkeling.
Een belangrijk onderdeel van het eco-systeem is een gezonde arbeidsmarkt. Daarom investeert Brainport in onderwijs dat op de vraag is toegesneden en in het aantrekken van buitenlandse kennis-werkers.


BRAINPORT
EEN AANGENAAM LEEFKLIMAAT
In Brainport is het prettig wonen, werken en leven. Brainport biedt een hoge 'quality of life'. Er zijn uitstekende sociale en culturele voorzieningen. Onder andere een topzwembad, het Philips PSV Stadion, het Van Abbemuseum, een internationaal centrum voor de hippische sport en een ruime keuze aan concertzalen, musea en uitgaansgelegenheden.
Uniek is de combinatie van een stedelijke en een landelijke omgeving. Economische groei gaat samen met behoud van 'groen'.
Kortom, Brainport biedt: high tech, high green, high culture.


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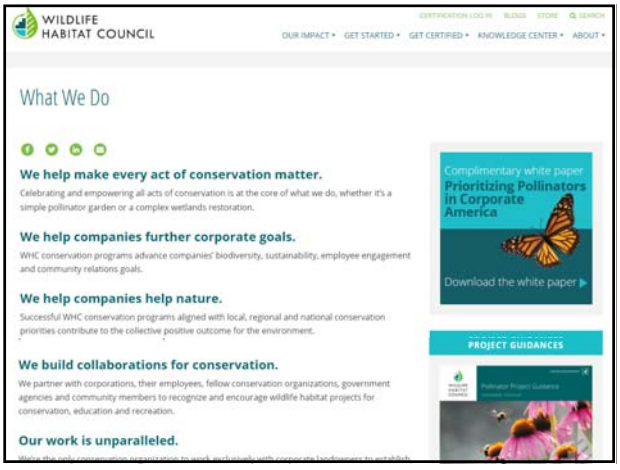
PHILIPS
ALTERRA
WAGENINGEN UR
9

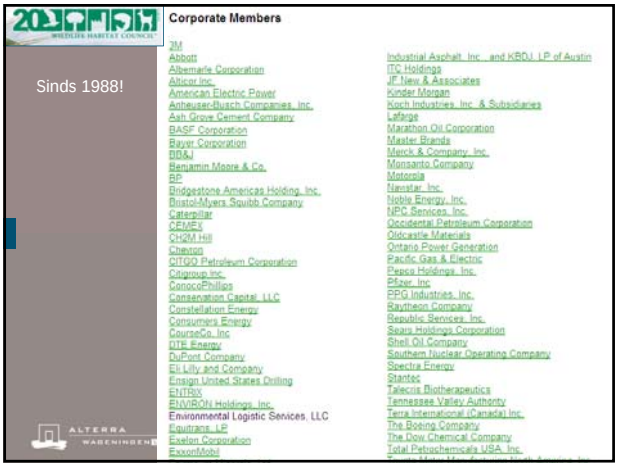

11


ALTERRA
WAGENINGEN UR
13


Krant
Trouw
Langhoorn, boktor onder de bijen
Nieuw: dwaaltuin bij kantoor
Dementor ontdekt in de rijke natuur van de Mekong-regio


Foto: Philips
DWAALTUIN
PHILIPS
ALTERRA
WAGENINGEN UR
15


WILDLIFE HABITAT COUNCIL
OUR IMPACT
GET STARTED
GET CERTIFIED
KNOWLEDGE CENTER
ABOUT
What We Do
We help make every act of conservation matter.
Celebrating and empowering all acts of conservation is at the core of what we do, whether it's a simple pollinator garden or a complex wetlands restoration.
We help companies further corporate goals.
WHC conservation programs advance companies' biodiversity, sustainability, employee engagement and community relations goals.
We help companies help nature.
Successful WHC conservation programs aligned with local, regional and national conservation priorities contribute to the collective positive outcome for the environment.
We build collaborations for conservation.
We partner with corporations, their employees, fellow conservation organizations, government agencies and community members to recognize and encourage wildlife habitat projects for conservation, education and recreation.
Our work is unparalleled.
Complimentary white paper
Prioritizing Pollinators in Corporate America
Download the white paper
PROJECT GUIDANCES


Sinds 1988!
Corporate Members
3M
Abbott
Albemarle Corporation
Allergan Inc.
American Electric Power
Anheuser-Busch Companies, Inc.
Ash Grove Cement Company
BASF Corporation
Bayer Corporation
BD&I
Benjamin Moore & Co.
BP
Bridgestone Americas Holding, Inc.
Bristol-Myers Squibb Company
Caterpillar
CEMEX
CH2M Hill
Chevron
CITGO Petroleum Corporation
Citigroup Inc.
ConocoPhillips
Conservation Capital, LLC
Constellation Energy
Consumers Energy
CourseCo, Inc
DTE Energy
DuPont Company
Eli Lilly and Company
Ensign United States Drilling
ENTRIX
ENVIRON Holdings, Inc.
Environmental Logistic Services, LLC
Equitrans, LP
Exelon Corporation
ExxonMobil
Industrial Asphalt, Inc., and KRDJ, LP of Austin
ITC Holdings
JF New & Associates
Kinder Morgan
Koch Industries, Inc. & Subsidiaries
Lafarge
Marathon Oil Corporation
Master Blends
Merck & Company, Inc.
Monsanto Company
Motorola
Navistar, Inc.
Noble Energy, Inc.
NPC Services, Inc.
Occidental Petroleum Corporation
Oldcastle Materials
Ontario Power Generation
Pacific Gas & Electric
Pepco Holdings, Inc.
Pfizer, Inc
PPG Industries, Inc.
Raytheon Company
Republic Services, Inc.
Sears Holdings Corporation
Shell Oil Company
Southern Nuclear Operating Company
Spectra Energy
Stantec
Talecris Biotherapeutics
Tennessee Valley Authority
Terra International (Canada) Inc.
The Boeing Company
The Dow Chemical Company
Total Petrochemicals USA, Inc.
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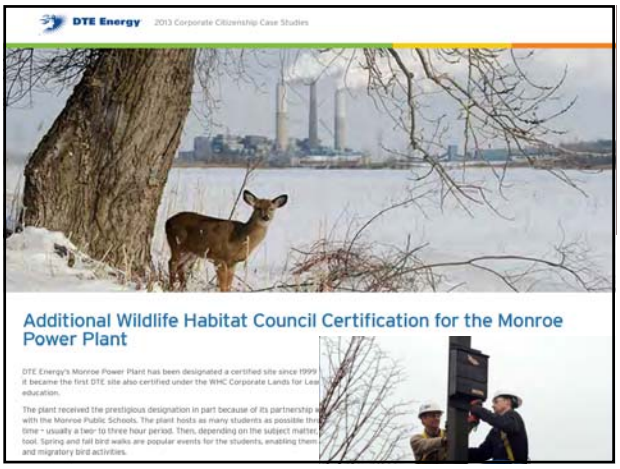
How to create a wildlife habitat with Wildlife Habitat Council and General Motors
Home of
Corvette
Wildlife Habitat
PROJECT
"GM Spring Hill Manufacturing"
ENVIRONMENTAL POLICY
Continually Improve
Reduce Waste
Obey the Law
Prevent Pollution


DTE Energy
2013 Corporate Citizenship Case Studies
Additional Wildlife Habitat Council Certification for the Monroe Power Plant


Sustainability
Creating Wildlife Habitats


Environmental stakeholder management as business strategy: the case of the corporate wildlife habitat enhancement programme
H. Cordeiro and D. J. Lober
Results:
59 % improved employee morale
60 % positive effect on community relations
49 % improved relationship with regulators
50 % annual cost savings


Silicon Valley


Silicon Valley
© Sand Hill/Caters News


Brainport Industry Campus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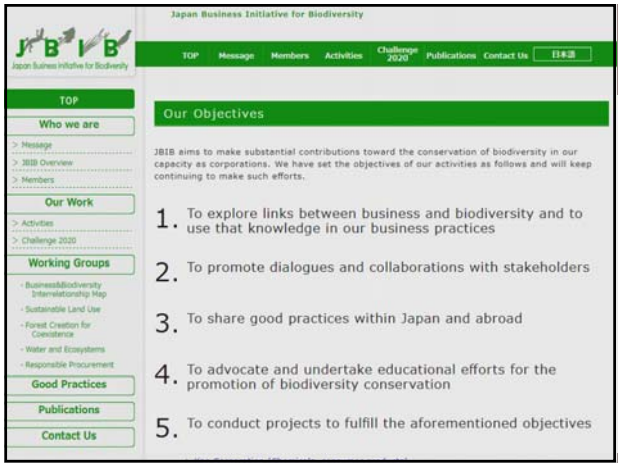
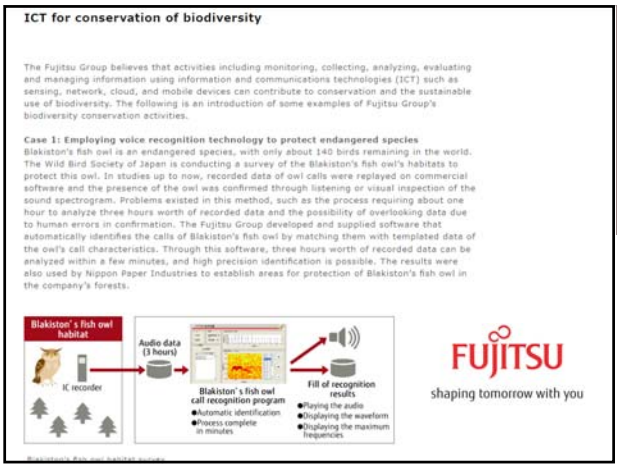
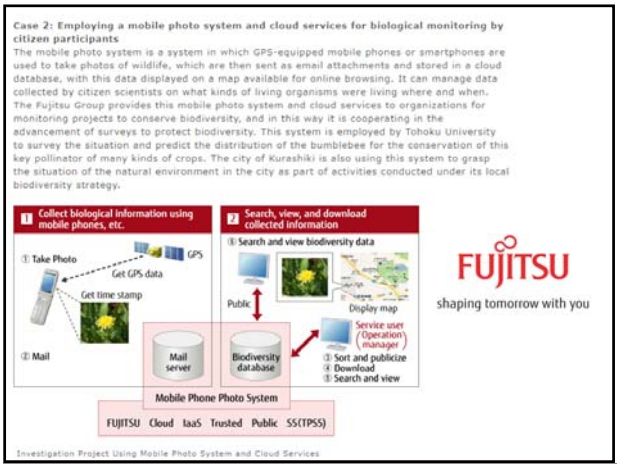

Japan Business Initiative for Biodiversity
JBIB
Japan Business Initiative for Biodiversity
TOP
Message
Members
Activities
Challenge 2020
Publications
Contact Us
日本語
TOP
Who we are
> Message
> JBIB Overview
> Members
Our Work
> Activities
> Challenge 2020
Working Groups
· Business&Biodiversity Interrelationship Map
· Sustainable Land Use
· Forest Creation for Coexistence
· Water and Ecosystems
· Responsible Procurement
Good Practices
Publications
Contact Us
Our Objectives
JBIB aims to make substantial contributions toward the conservation of biodiversity in our capacity as corporations. We have set the objectives of our activities as follows and will keep continuing to make such efforts.
1. To explore links between business and biodiversity and to use that knowledge in our business practices
2. To promote dialogues and collaborations with stakeholders
3. To share good practices within Japan and abroad
4. To advocate and undertake educational efforts for the promotion of biodiversity conservation
5. To conduct projects to fulfill the aforementioned objectives


沼津工場での取り組み
FUJITSU


ICT for conservation of biodiversity
The Fujitsu Group believes that activities including monitoring, collecting, analyzing, evaluating and managing information using information and communications technologies (ICT) such as sensing, network, cloud, and mobile devices can contribute to conservation and the sustainable use of biodiversity. The following is an introduction of some examples of Fujitsu Group's biodiversity conservation activities.
Case 1: Employing voice recognition technology to protect endangered species
Blakiston's fish owl is an endangered species, with only about 140 birds remaining in the world. The Wild Bird Society of Japan is conducting a survey of the Blakiston's fish owl's habitats to protect this owl. In studies up to now, recorded data of owl calls were replayed on commercial software and the presence of the owl was confirmed through listening or visual inspection of the sound spectrogram. Problems existed in this method, such as the process requiring about one hour to analyze three hours worth of recorded data and the possibility of overlooking data due to human errors in confirmation. The Fujitsu Group developed and supplied software that automatically identifies the calls of Blakiston's fish owl by matching them with templated data of the owl's call characteristics. Through this software, three hours worth of recorded data can be analyzed within a few minutes, and high precision identification is possible. The results were also used by Nippon Paper Industries to establish areas for protection of Blakiston's fish owl in the company's forests.
Blakiston's fish owl habitat
IC recorder
Audio data (3 hours)
Blakiston's fish owl call recognition program
Automatic identification
Process complete in minutes
Fill of recognition results
Playing the audio
Displaying the waveform
Displaying the maximum frequencies
FUJITSU
shaping tomorrow with you


Case 2: Employing a mobile photo system and cloud services for biological monitoring by citizen participants
The mobile photo system is a system in which GPS-equipped mobile phones or smartphones are used to take photos of wildlife, which are then sent as email attachments and stored in a cloud database, with this data displayed on a map available for online browsing. It can manage data collected by citizen scientists on what kinds of living organisms were living where and when. The Fujitsu Group provides this mobile photo system and cloud services to organizations for monitoring projects to conserve biodiversity, and in this way it is cooperating in the advancement of surveys to protect biodiversity. This system is employed by Tohoku University to survey the situation and predict the distribution of the bumblebee for the conservation of this key pollinator of many kinds of crops. The city of Kurashiki is also using this system to grasp the situation of the natural environment in the city as part of activities conducted under its local biodiversity strategy.
1 Collect biological information using mobile phones, etc.
2 Search, view, and download collected information
① Take Photo
GPS
Get GPS data
Get time stamp
② Mail
Mail server
Biodiversity database
① Search and view biodiversity data
Public
Display map
Service user (Operation manager)
② Sort and publicize
③ Download
④ Search and view
Mobile Phone Photo System
FUJITSU Cloud IaaS Trusted Public S5(TPS5)
FUJITSU
shaping tomorrow with you
Investigation Project Using Mobile Photo System and Cloud Services


鳥瞰図
Bird's eye view
ソニーの森
Sony Forest
体育館・食堂
Gymnasium and cafeteria
電波暗室
Anechoic chamber
工場棟
Factory building
辛田町 公園
Kota town park
ソニーイーエムシーエス(株)東海テック辛田サイト
Sony EMCS Corporation Tokai TEC Kohda Site
・敷地 面積 18万1千㎡(100%)
Premise area: 181,000 m² (100%)
・建築 面積 3万6千㎡
Building area: 36,000 m²
・緑地 面積 7万6千㎡(約42%)
Green space area: 76,000 m² (approx. 42%)
(内 ソニーの森 面積 5万8千㎡)
(In the green space area, the Sony Forest area is 58,000 m².)
SONY
地域開放型公園工場
Park factory open to the community

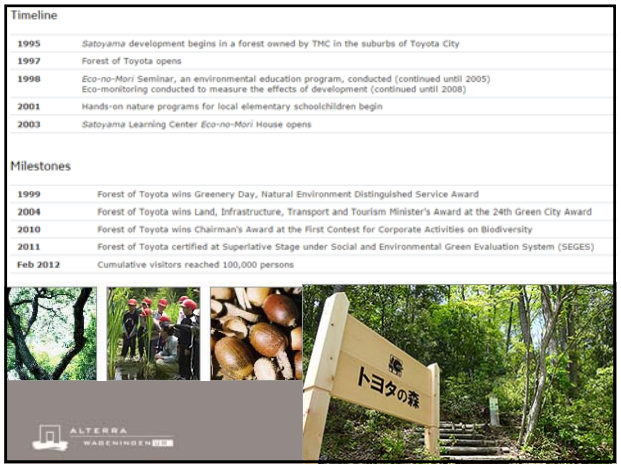

緑豊かな公園工場 ～インダストリアルパークを目指して～
Green and lush park factory - Aiming for an industrial park -


SONY
企業緑地による環境コミュニケーションの充実
Enhancement of environmental communication through corporate green space
人間視点 Human viewpoint
生物視点 Creatures' viewpoint


SONY
Meetings roadmap for "Koda Site" greening activities
2008
2009
2010
2011
2012


SONY


Map of Forest of Toyota
Experience nature with Wonder Power


Timeline
1995 Satoyama development begins in a forest owned by TMC in the suburbs of Toyota City
1997 Forest of Toyota opens
1998 Eco-no-Mori Seminar, an environmental education program, conducted (continued until 2005)
Eco-monitoring conducted to measure the effects of development (continued until 2008)
2001 Hands-on nature programs for local elementary schoolchildren begin
2003 Satoyama Learning Center Eco-no-Mori House opens
Milestones
1999 Forest of Toyota wins Greenery Day, Natural Environment Distinguished Service Award
2004 Forest of Toyota wins Land, Infrastructure, Transport and Tourism Minister's Award at the 24th Green City Award
2010 Forest of Toyota wins Chairman's Award at the First Contest for Corporate Activities on Biodiversity
2011 Forest of Toyota certified at Superlative Stage under Social and Environmental Green Evaluation System (SEGES)
Feb 2012 Cumulative visitors reached 100,000 persons
トヨタの森
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TOYOTA
Shouroom
Innovation
Events
Sustainability
Company
News
Investors
Select Region
Main contents of Eco-no-Mori Seminar
●Developing satoyama in the 21st century
Concept / Program Development
●Human Resource Development
"Interpreters' Camp"
●Local contribution
"Mori Asobi Club"
●Communications
Symposium, websites, etc
These environmental studies are now referred to as "learning through experience from interaction with nature," with the number of participants having increased each year. In fact, now they take place about 180 times a year and more than 7,000 children participate. As such, it has become the main activity of the Forest of Toyota. In that sense, what our interpreters convey from results and data obtained from eco-monitoring is really important. We also plan to utilize accumulated data and results to help leverage mostly civic activities.


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平成27年度 全国都市緑化祭


秋篠宮殿下


ALTERRA
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Green lunch garden with habitat for butterflies and birds
ALTERRA
WAGENINGEN UR


High Tech Campus Eindhoven


Realisatie Plan Lobelia - Huis ter Heide
FUJIFILM
heijmans


SCORE MET DE
BIODIVERSE
CAMPUS


Hartelijk dank voor uw aandacht!
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