

Aiming at the construction of the ecological network in the city outskirts

Yoshihiko Hatakeyama

FUJITSU LIMITED, Japan

The decision to promote participation of companies to convention was adopted by COP9 of the Convention on Biological Diversity, and "Business and Biodiversity Initiative" started in COP9. Therefore, corporate activities for the biodiversity are expected more and more. Fujitsu signed the leadership declaration of "Business and Biodiversity Initiative" in May, 2008 and announced "Fujitsu Group Biodiversity Action Principles" in October, 2009. This action principle expresses the promotion of the biodiversity conservation by the use of ICT and the spread of biodiversity to the society.

In recent years, the residential development has greatly ruined the biodiversity of the city outskirts, has caused the heat island phenomenon because of the decrease in a green ratio, the decrease in the optical reflectance with asphalt and concrete, and the increase of the thermal absorption rates. It is also accelerating global warming.

In order to solve these problems in the city outskirts, Fujitsu would like to construct the ecological network in Kawasaki district, Kanagawa Prefecture, where Fujitsu has the factory.

Up to now, Fujitsu acquired Excellent Stage3 of Social and Environmental Green Evaluation System (SEGES) by Urban Green Space Development Foundation at the Numazu factory in Numazu City, Shizuoka Prefecture, and has worked on the maintenance of green land. Now, Fujitsu is promoting the construction of the ecological network which aims at the maintenance of the biodiversity of the area in the entire Kawasaki district including not only the site at the Kawasaki factory but also the surrounding area.

It is necessary to execute the study of ecosystem in the region as the first step for the construction of the ecological network. The collection, accumulation, and analysis of the data about when, where, and how the species of wild fauna and flora live and grow are important. Fujitsu introduced the photo system by cellular phone utilizing ICT for the ecosystem study, and is trying to collect the biological information. In this system, investigator takes a picture of the living thing (Or, environment of the area it is living and growing) with the camera of the cellular phone with the GPS function, appends the picture in which the location information by GPS and time information were included to the mail, fills in the state of the living thing on the mail text, and sends the mail to the server.

The biological information of the mail server is sent to the database server, and accumulated in the biological information database.

The biological information which should be collected is accumulated in the biological information data base by decided theme. A lot of people's participation becomes possible by selecting the theme which employee and local populace participate easily, and it is possible to raise participants' biodiversity consciousness. And, the data accumulated in the biological information database can be displayed and looked on the map by the Internet.

In the future, Fujitsu would like to select the appropriate theme, to collect biological information by a lot of participant, to settle on the measure to conserve the biodiversity by analysis and evaluation of the collected data. Fujitsu is aiming to execute the biodiversity conservation.

Reference

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