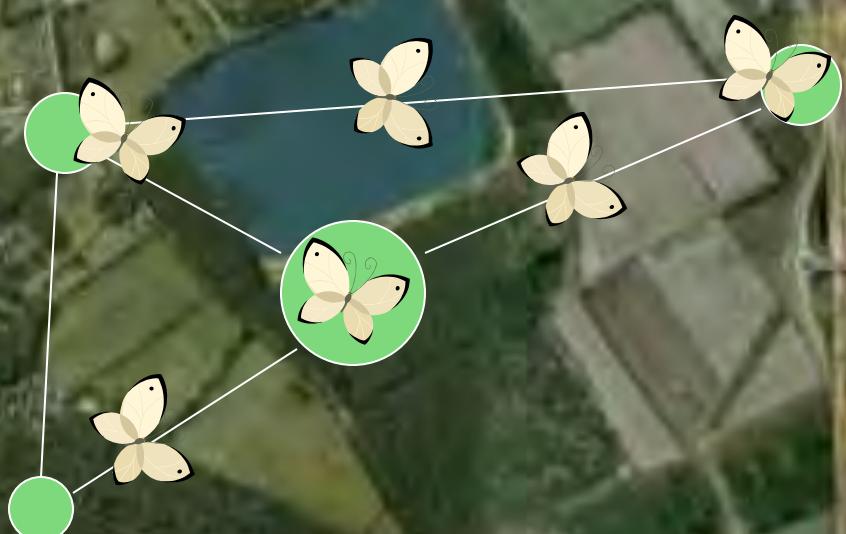


High Tech Campus  
Eindhoven

This image shows a satellite view of the High Tech Campus Eindhoven area. The campus is a large, modern complex of buildings, primarily white and light-colored, situated in a green, open landscape. A road labeled "Professor Heijlaan" runs through the campus. To the left, there is a residential area with a grid pattern of houses and streets, labeled "Woldijk". In the top left corner, a large blue lake or reservoir is visible, surrounded by green fields and some industrial buildings. The overall scene is a mix of urban development and rural agricultural land.

Professor Heijlaan

Woldijk



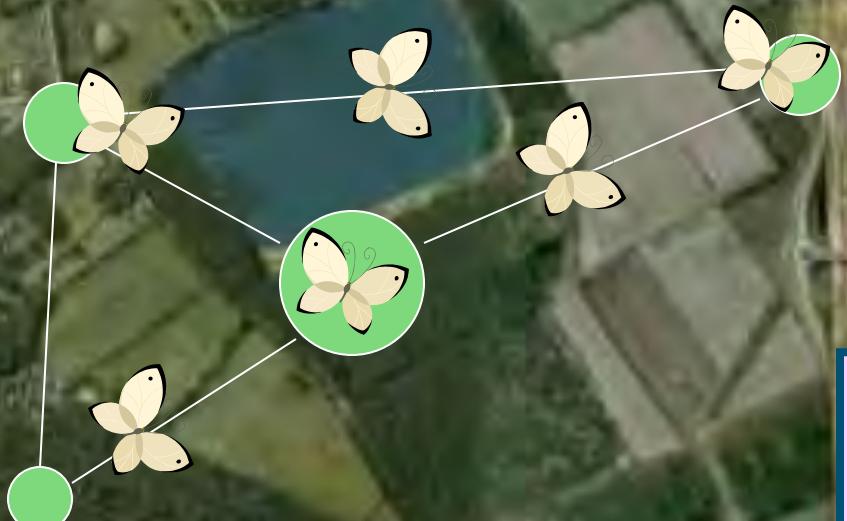
**Kwetsbare** metapopulatie  
van vlinderoort

High Tech Campus  
Eindhoven



Voldijk

● = Vlinderpopulatie



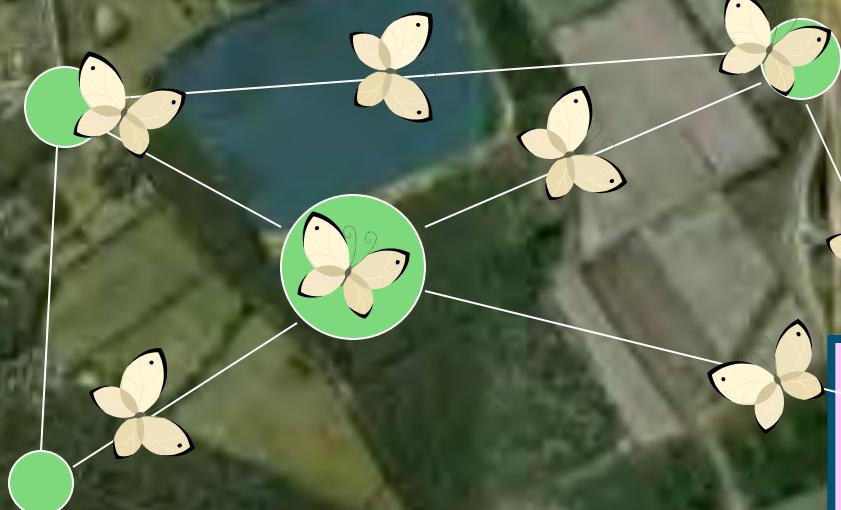
**Kwetsbare** metapopulatie  
van vlindersoort

BEDRIJVEN  
TERREIN



● = Vlinderpopulatie

**Levensvatbare  
metapopulatie van  
vlinderoort**

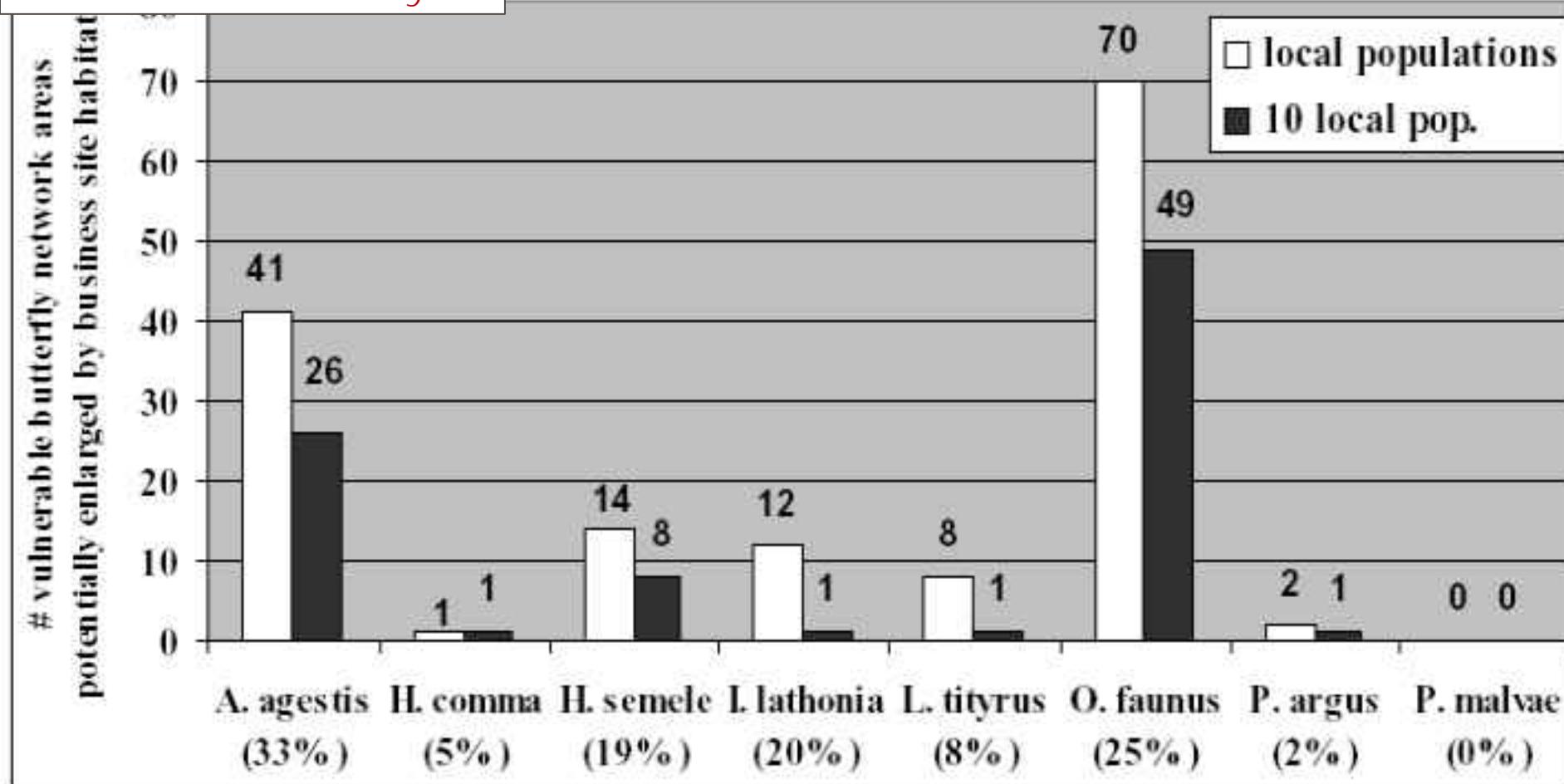


Bestaand  
bedrijfsgroen!



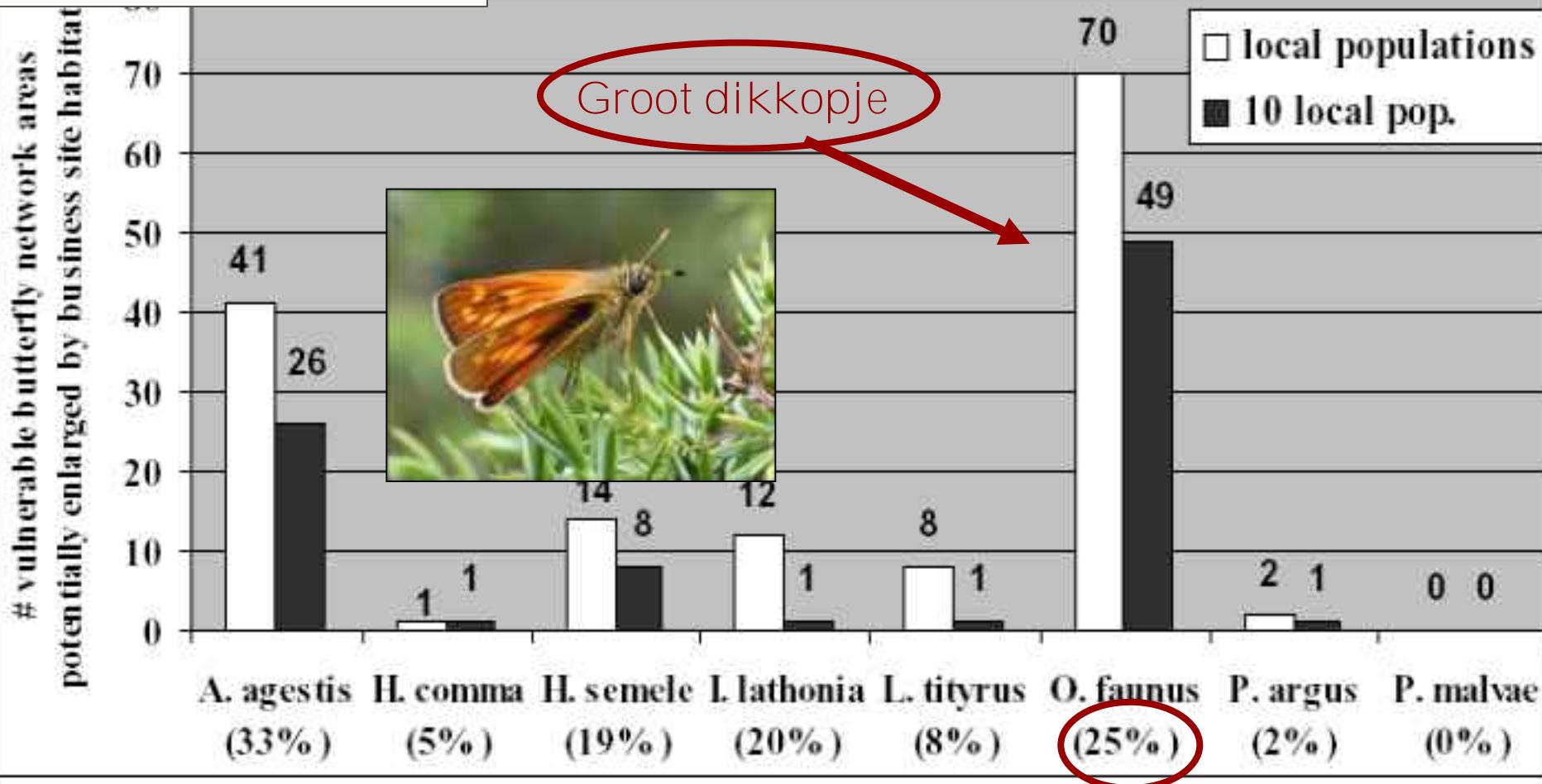
● = Vlinderpopulatie

## National level analysis



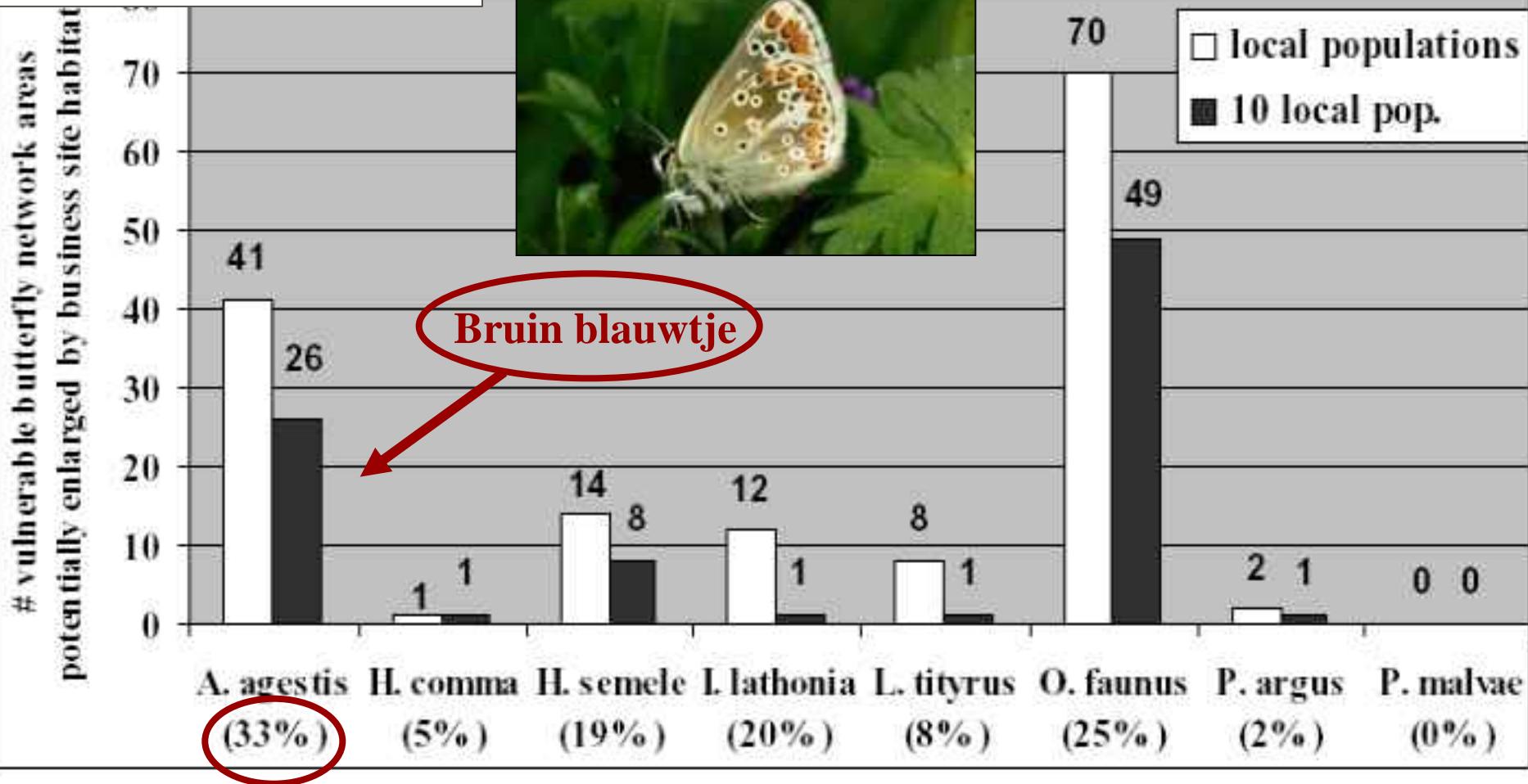
**Figure 3.** Number of vulnerable butterfly network areas that can be strengthened with additional habitat (for at least 1 local and for 10 local populations) at a neighboring business site. This number is also given as proportion (%) of the total number of vulnerable network areas. Vulnerable butterfly network area: contiguous area where the species was observed, with population considered as 'vulnerable for extinction' based on population size and network area size.

## National level analysis



**Figure 3.** Number of vulnerable butterfly network areas that can be strengthened with additional habitat (for at least 1 local and for 10 local populations) at a neighboring business site. This number is also given as proportion (%) of the total number of vulnerable network areas. Vulnerable butterfly network area: contiguous area where the species was observed, with population considered as 'vulnerable for extinction' based on population size and network area size.

## National level analysis



**Figure 3.** Number of vulnerable butterfly network areas that can be strengthened with additional habitat (for at least 1 local and for 10 local populations) at a neighboring business site. This number is also given as proportion (%) of the total number of vulnerable network areas. Vulnerable butterfly network area: continuous area where the species was observed, with population considered as

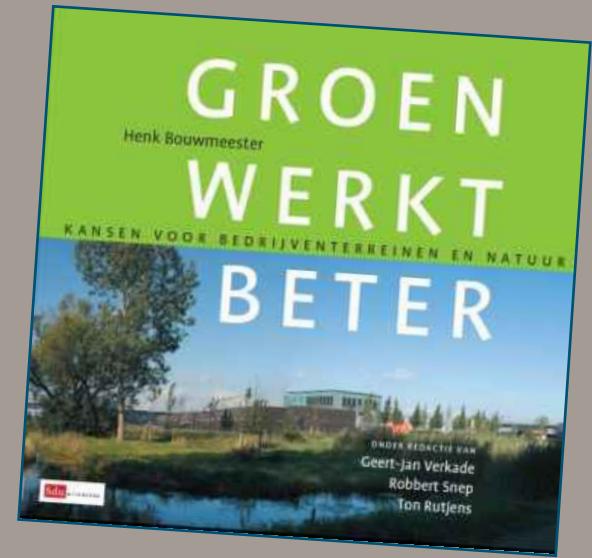
# Meerwaarde bedrijven voor natuurbehoud

Bedrijventerreinen:

- Specifiek habitat voor specifieke soorten (vb. pioniersoorten)
- Extra habitat voor soorten van klein oppervlak (vb. insecten)

Bedrijven:

- Vergroening terreinen >> beter kwaliteit werkomgeving
- Inzet bij ontwikkeling & beheer naburige natuur >> MVO: imago, bedrijfsvoering



# Research

Snep, RPH, WallisDeVries, MF, Opdam, P (2011). *Conservation where people work: A role for business districts and industrial areas in enhancing endangered butterfly populations?* Landscape and Urban Planning 103 ( 1 ): 94 – 101.

Snep RPH, Van Ierland EC, Opdam P (2009). *Enhancing biodiversity at business sites: What are the options, and which of these do stakeholders prefer?* Landscape and Urban Planning 91: 26-35.

Snep RPH, Ottburg FGWA 2008. *The 'habitat backbone' as a nature conservation strategy for industrial areas: Lessons from the natterjack toad (Bufo calamita) in the Port of Antwerp (Belgium).* Landscape Ecology 23: 1277-1289.

Snep RPH., Opdam PFM, Baveco JM, WallisDeVries MF, Timmermans W, Kwak RGM, Kuypers VHM 2006. *How peri-urban areas can strengthen animal populations in cities: a modeling approach.* Biological Conservation 127: 345-355.

Timmermans W, Snep RPH (2012). *Bridging the gap between architecture and biodiversity conservation: step beyond 'greening' buildings.* In: Haas T (ed.) SUSTAINABLE URBANISM AND BEYOND: Rethinking cities for the future. Rizzoli Press.

## Biodiversity conservation at business sites

Options and opportunities



## Deel 2 - Praktijk

# 沼津工場での取り組み

FUJITSU

Approach in Numazu factory



SEGES

2006年 Excellent Stage 3 取得 Certification

敷地面積 534,671m<sup>2</sup>  
Lot area

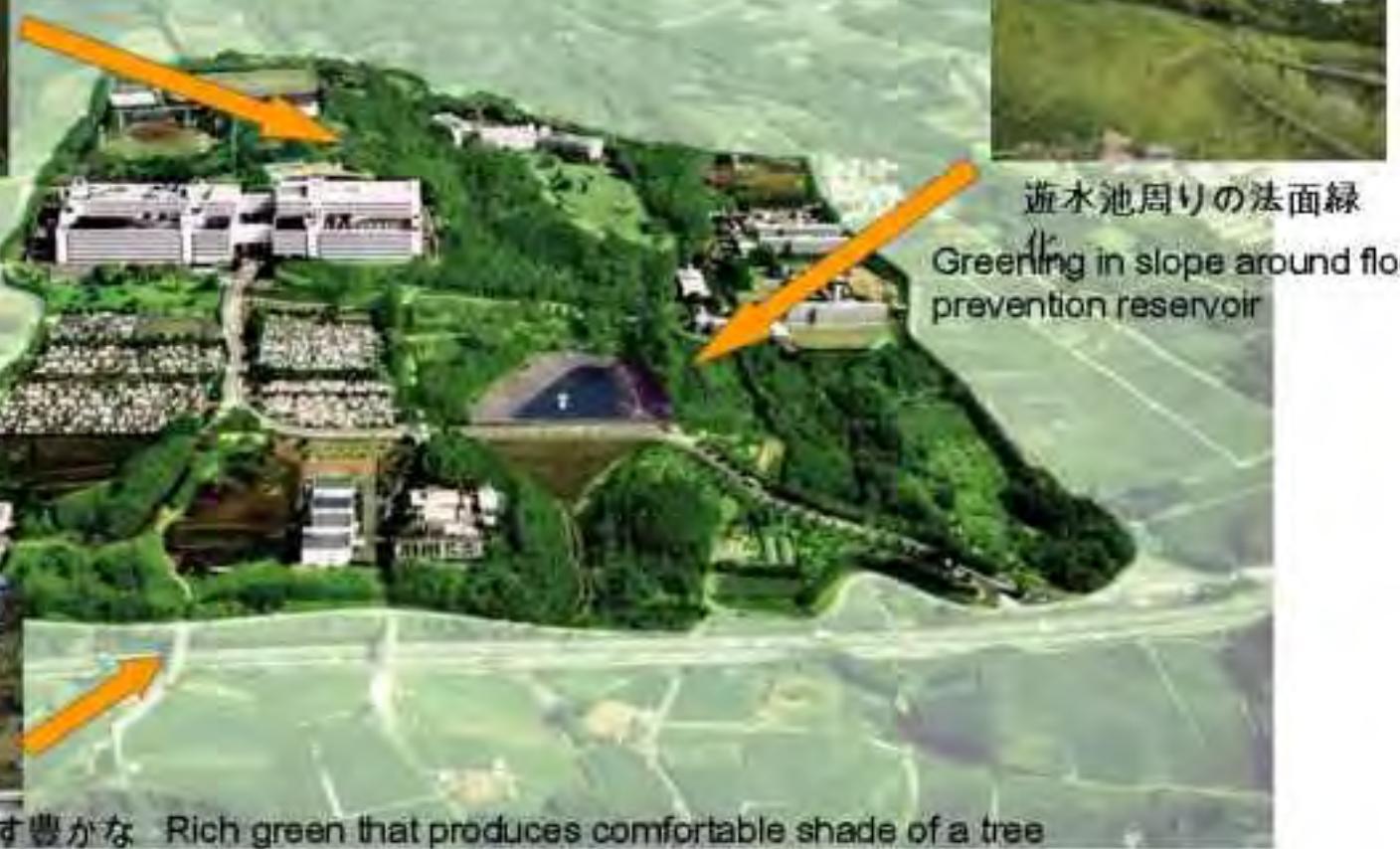
緑地面積 422,390m<sup>2</sup>  
Green area

緑被率79%  
Ratio of green coverage



多様な生物が生息する森

Forest where various  
living things live



心地よい木陰をつくりだす豊かな緑

## 鳥瞰図

Bird's eye view



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 -



|   |                                 |                                 |   |  |  |                                 |  |
|---|---------------------------------|---------------------------------|---|--|--|---------------------------------|--|
| ・'72 (創立)<br>Foundation                               | ・'82 (10周年)<br>10th anniversary | ・'92 (20周年)<br>20th anniversary | ・'95 山林保護活動開始<br>Start of mountain forest protection activities | ・'98 ソニーの森部分開放<br>(フィールドアスレチック設置)<br>Partial opening of the Sony Forest (Establishment of field athletic facilities) | 2000 ソニーの森全面開放<br>Full opening of the Sony Forest<br><b>内閣総理大臣賞<br/>Prime Minister's Award</b> | ・'05 SEGES<br>Excellent Stage 3 | ・'08 - 生物多様性への新たな取り組み<br>New approach to conservation of biodiversity<br>フクロウの寝む森づくり<br>Making of Owl's Forest |
| <b>1期緑地整備</b><br>First-period green space development | <b>2期緑地整備</b><br>Second-period  | <b>3期緑地整備</b><br>Third-period   |   |  |  |                                 |  |



2008年11月～2010年4月 ソニーオークスの森 里山復元活動 延べ参加 320名

SONY

November 2008 to April 2010 Sony Forest SATOYAMA restoration activities

Total number of people participated: 320



幸田町の木  
ヤマザクラの保護  
Protection of Kota town's tree, yama zakura (mountain cherry)



①里山復元のための整備活動エリア  
①Development activity area for SATOYAMA restoration

昆虫の棲みか（ヤード）

- ・竹の廃材を組立、落葉を入れる
- Insects' house (yard)
- ・Assembling waste bamboo together and putting fallen leaves



フクロウの棲む森  
・フクロウが巣箱から池まで森の中を滑空する空間作り  
Owls' Forest  
・Making of a space where owls will fly in the forest from birdhouses to the pond

③フクロウの棲む森づくりのための、整備エリア  
③Development area for making Owls' Forest



②小学生の遠足などに活用できる、オリエンテーリングエリア  
②Orienteering area that can be used for a field trip of elementary school students, etc.





# Map of Forest of Toyota

## Experience nature with Wonder Power

You can enjoy Forest of Toyota by using series of eyes, hands, ears, nose and mouth (we call these Wonder Power instead of 5 senses) and feel the nature with your heart!



### Clothes



### All weather, all seasons

- Long-sleeved shirt, long pants  
(Please wear long sleeves. Please wear color clothes to prevent bear bee attack)
- HAT cap
- Sports shoes, hiking boots

### When it rains

- Rainwear (prefer waterproof raincoat)
- Rain boots

### Better to bring

- Oranges, packed header in winter, insect repellent lotion

### Do's and Don'ts



There are numerous animals and humans that you mustn't be very careful of in the forest.

If you meet them, DO NOT touch or be excited. Gently leave that area.

DO NOT bring of fruits not yet ripe, insects, dried products.

DO NOT wear perfume when walking path. And DO NOT wear the same smell in a community, especially when it is night.

DO NOT bring your pet dog home with you.

DO NOT bring fire.

DO NOT smoke. Banquette using bats.

## Winter



## Autumn

## 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)<br>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   |







秋篠宮殿下

## Environment

- ▶ Basic Philosophy
- ▶ Toyota Environmental Activities Grant Program
- ▶ Forest of Toyota (Japan)
- ▶ Toyota Shirakawa-Go Eco-Institute (Japan)
- ▶ Toyomori Institute of Sustainable Living
- ▶ TOYOTA Mie Miyagawa Mountain Forest
- ▶ Environmental Conservation at Office Sites and in the Areas Surrounding Them (Belgium)
- ▶ Toyota's APA Costa dos Corais (Environment Protection Area) (Brazil)
- ▶ Saving the Hyacinth Macaw (Brazil)
- ▶ Preventing the Desertification in China (China)
- ▶ Toyota China Youth Environmental Protection Aid Program (China)
- ▶ Toyota Weekend Farmers (Korea)
- ▶ Toyota Eco Youth (Malaysia / Indonesia)
- ▶ Stop Global Warming (Thailand)
- ▶ Joint Initiative with Kew Gardens to Nurture Biodiversity (United Kingdom)
- ▶ Annual National Mayor's Challenge for Water Conservation (United States)
- ▶ TogetherGreen (United States)
- ▶ Eco-Schools(Europe)
- ▶ Rainforest Restoration Initiatives (Philippines)





# 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.

We're the only conservation organization to work exclusively with corporate landowners to establish,

Complimentary white paper  
**Prioritizing Pollinators  
in Corporate America**



Download the white paper ▶

## PROJECT GUIDANCES





## Corporate Members

Sinds 1988!

[3M](#)

[Abbott](#)

[Albemarle Corporation](#)

[Alticor Inc.](#)

[American Electric Power](#)

[Anheuser-Busch Companies, Inc.](#)

[Ash Grove Cement Company](#)

[BASF Corporation](#)

[Bayer Corporation](#)

[BB&J](#)

[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](#)

[FCCM - Foothills Construction Materials](#)

[Industrial Asphalt, Inc., and KBDJ, LP of Austin](#)

[ITC Holdings](#)

[JF New & Associates](#)

[Kinder Morgan](#)

[Koch Industries, Inc. & Subsidiaries](#)

[Lafarge](#)

[Marathon Oil Corporation](#)

[Master Brands](#)

[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.](#)

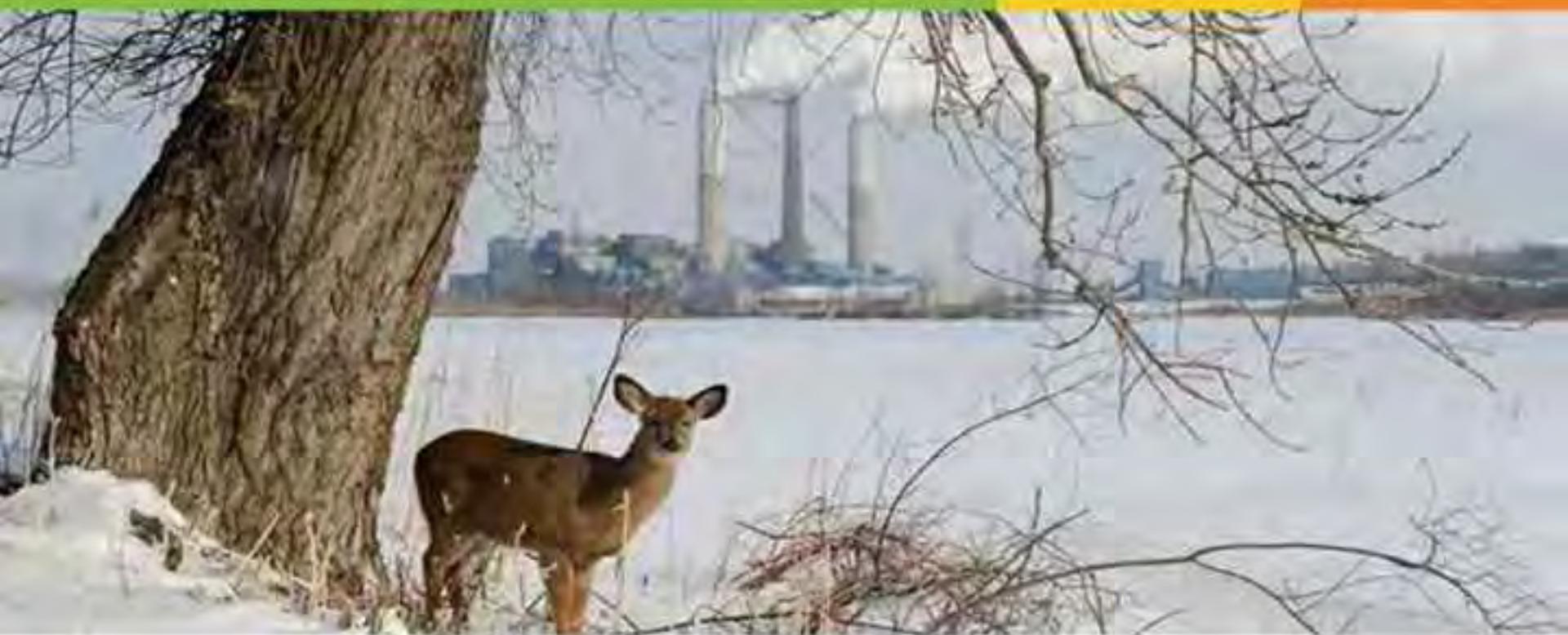
[The Boeing Company](#)

[The Dow Chemical Company](#)

[Total Petrochemicals USA, Inc.](#)

[Toyota Motor Manufacturing North America, Inc.](#)





## Additional Wildlife Habitat Council Certification for the Monroe Power Plant

DTE Energy's Monroe Power Plant has been designated a certified site since 1999. It became the first DTE site also certified under the WHC Corporate Lands for Lear education.

The plant received the prestigious designation in part because of its partnership with the Monroe Public Schools. The plant hosts as many students as possible three times - usually a two- to three hour period. Then, depending on the subject matter, tool. Spring and fall bird walks are popular events for the students, enabling them to learn about local and migratory bird activities.





The miracles of science®

Select Industry

- Select -



## Sustainability



[DuPont Home](#) > [Sustainability in Action](#) > [Environmental Stewardship](#)

- [Sustainability](#)
  - [DuPont's Role](#)
  - [Where We Stand](#)
  - [Marketplace Goals](#)
  - [DuPont Footprint Goals](#)
  - [Market Solutions](#)
  - [Sustainability Online Media Room](#)
  - [Performance and Reporting](#)
  - [External Recognition](#)
  - [Sustainability Leadership](#)
  - [Sustainability in Action](#)
- Sustainability by Example**

## Creating Wildlife Habitats



DuPont has a strategy for land conservation that includes placing surplus property into protected status through the company's Land Legacy Program, as well as lending support to activities in local communities aimed at preserving green space. In addition, DuPont manages as much of its company property as possible for wildlife habitat.

Currently, 16 DuPont sites around the globe have been certified by the Wildlife Habitat Council, a Maryland-based non-profit organization dedicated to increasing the quality and amount of wildlife

# **Environmental stakeholder management as business strategy: the case of the corporate wildlife habitat enhancement programme**

**H. Cardskadden and D. J. Lober\***

*A new management approach and conservation process is the corporate wildlife habitat programme. This programme, co-ordinated by the non-profit-making Wildlife Habitat Council, encourages corporations to voluntarily manage lands for wildlife and biodiversity protection. This case study examines the benefits to corporations from participating in this programme in terms of the programme's influence on relationships with key corporate stakeholders including employees, host communities, environmental groups and regulators. The method of the study was a survey of individuals responsible for wildlife habitat enhancement programmes at 164 sites in the United States.*

*Ninety-five percent of respondents indicated that wildlife habitat programmes led to improved employee morale. Seventy-two percent indicated improved relationships with environmental groups. Sixty percent of respondents noted a positive effect of the programme on community relations. Forty-nine percent of respondents reported an improved relationship with regulators. Furthermore, 50 percent of programmes that reported annual cost savings did so because of the programme.*

*The study also identifies specific benefits to companies that participate in the programme. These include increased employee involvement. Relationships with community, Government and environmental groups improve due to increased expertise. Furthermore, the programme can lead to improved relationships with environmental groups.*

*These results are useful, both for aiding managers in developing a corporate wildlife habitat enhancement programme can provide to their companies, as well as to improve their organization's wildlife and biodiversity protection. Furthermore, this case provides a tangible example of where business and the environment can be mutually compatible.*

## **Results:**

*59% improved employee morale*

*60% positive effect on community relations*

*49% improved relationship with regulators*

*50% annual cost savings*



Silicon Valley



Silicon Valley



# Brainport Industry Campus

