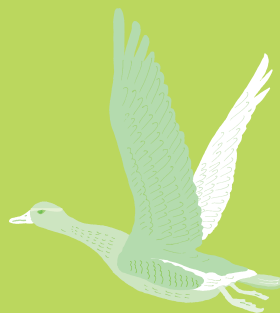


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# SAVE JAPAN Project 2011-2020



## "Looking back on 10 Years of the SAVE JAPAN Project"

Kayoko Sakai

Executive Director, Sompo Japan Insurance Inc.



Since participating in the Earth Summit held in Rio de Janeiro in 1992 and becoming the first financial institution in Japan to establish a specialized department dedicated to addressing global environmental issues, Sompo Japan Insurance Inc. has continued to make concerted efforts to resolve environmental issues for many years.

In solving complex and difficult environmental problems, we have placed special importance on working with our stakeholders. By leveraging the diverse strengths of companies, NPOs, citizens, and others, we are developing a variety of programs that emphasize partnerships.

One such program is the SAVE JAPAN Project, which was launched in 2011. The move was prompted by the introduction of online automobile insurance policies, which is one of our company's main products. We considered using the costs saved by not printing and mailing as a source of funds to contribute to a solution for environmental problems, and we studied the project together with the Japan NPO Center, NPO support centers in various regions, and environmental organizations. By making the most of our company's nationwide network of bases, we decided to develop biodiversity conservation projects throughout Japan with the aim of "creating an environment in which all creatures can live comfortably" and "creating opportunities for people to participate in environmental conservation activities."

In the 10 years since then, the project has grown into a

large-scale biodiversity conservation activity in which about 50,000 citizens participate in the conservation of about 300 rare species. In the post-survey, about 95% of the participants became interested in local environmental issues, and many of them answered that they would like to continue to participate in environmental conservation activities if they have the opportunity. Additionally, the number of members and new staff has increased among environmental organizations that participated in this project, leading to the strengthening of their organizational capacity. The project has created secondary social values that have gone beyond the original objectives.

We also took on the challenge of calculating social values in the field of biodiversity conservation using the social return on investment (SROI) method for the first time in Japan. The SROI figure is generated by comparing the social value created through the SAVE JAPAN Project with the cost required to create this value, and it is used to analyze the effectiveness of the project.

This year, the Post-Aichi Biodiversity Targets are finally scheduled to be adopted, and the world is once again focusing on biodiversity. However, over the past 10 years, biodiversity has been further damaged, and the environment on Mother Earth has become increasingly difficult, with frequent disasters caused by abnormal weather and the impact of the spread of COVID-19. Our company has a strong sense of crisis and will continue to take steps toward solving environmental problems in cooperation with various stakeholders.



# SAVE JAPAN Project : Impact Over the 10 Years ①

## Spreading Throughout Society and Building Connections

The SAVE JAPAN Project is an initiative to create opportunities for local residents to participate in environmental conservation activities nationwide in order to prevent biodiversity loss. For 10 years, we carried out the program while consistently reviewing it to fit its activities according to the phase. In the "Nationwide Development Phase (FY 2011 to FY 2015)," we aimed at creating an opportunity for many to participate, and in the following "Regional Establishment Phase (FY 2016 to FY 2019)," we aimed at further raising environmental awareness in local communities. Finally, in the "Challenge Phase" (FY 2020), we aimed at creating a new system for participants to become interested and involved in conservation activities.



**10 Years of Project Activities (FY2011-FY2020)**

Total number of events  
**873**

Total number of animal and plant species targeted for conservation  
**299** species nationwide

\*See next page for details

Total number of environmental organizations that implemented activities as part of this project  
**357**

Total event participants  
**46,894**

Total number of local operational support groups (NPO support centers) that supported environmental organizations  
**266**

### Major Awards Received



#### 8th Eco-Products Awards

Chairman's Award (Excellence Award),  
Eco-Products Awards Promotion Council  
(Nov 2011)

#### Japan Committee for United Nations Decade on Biodiversity (UNPB-J)

Coordination Project Certification (Sep 2012)  
\* First certification for a private sector project



#### Eco Mark Awards 2011

Incentive Award (Feb 2012)



#### Biodiversity Action Awards 2013

Jury Prize (Oct 2013)

#### 2015 Young People's Experiential Activities Promotion Award

Award Committee Incentive Award (Feb 2016)







## Project Impact: Impact on Participants and Environmental Organizations

\*The following percentages represent those who answered "Yes" in surveys among participants, environmental organizations, and operational support organizations between 2016 and 2019.

### Participants



Became more interested in environmental issues and conservation activities

**95.3 %**



Want to participate in a similar event again

Adults **95.4 %**  
Children **82.3 %**

### Environmental Organizations



Gained new members

**48.0 %**

Collaboration expanded beyond this project

**48.7 %**



Had more people participate in the organization's own events

**71.2 %**

Gained new staff and volunteers

**37.1 %**



Collaboration with Sompo Japan Insurance Inc. and their agencies helped improve the organization's operational capacity.

**76.4 %**

### Corporate Donor

Customers choosing online policy clauses

**59.5% ▶ 91.9%**  
(2011–2021)



### Society



\* Media coverage 2011–2019

Newspaper **273 times**

Television **41 times**

Other Media **32 times**

## SAVE JAPAN Project : Impact Over the 10 Years ②

# Major Rare Species Targeted for Conservation Activities

[Total 299 species nationwide]

(The same species across prefectures within the same area are counted as one.)



Click here for details

<p><b>■ Endangered Class IA species</b></p> <p>Species that are at very high risk of extinction in the wild in the very near future</p>	<p><b>□ Endangered Class IB species</b></p> <p>Species that are at high risk of extinction in the wild in the very near future, but not as highly endangered as Class IA</p>
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(Note) Rare species classification for each area is as of November 2021 based on the Red Data Book published by each prefecture.

30 species

### Chugoku Region

- Giant salamander/amphibian
- Asiatic black bear/mammal
- Margaritifera laevis/mussel
- Horseshoe crab/spider
- Rosa rugosa /flowering plant
- Swertia pseudochinensis /flowering plant
- Hemerocallis citrina /flowering plant
- Eurystomus orientalis /bird
- Rhodeus atremius suigensis /fish
- Melitaea protomedia /insect
- Primrose /flowering plant
- (+19 other species)



### Kansai Region

- Caprimulgus indicus /bird
- Hemigrammocypripis rasborella/fish
- Pseudobagrus ichikawai/fish
- Cybister japonicus /insect
- Robin/bird
- Goshawk/bird
- Giant Salamander/amphibian
- Nepa hoffmanni /insect
- Atractylis ovata /flowering plant
- Leptobotia curta /fish
- Asian Salamander/amphibian
- (+19 other species)

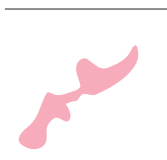
30 species



### Kyushu and Okinawa Region

- Neophocaena phocaenoides /mammal
- Okinawa rail/bird
- Libellula angelina /insect
- Fiddler crab/mussel
- Horseshoe crab/spider
- Clematis patens /flowering plant
- Eriocaulon nepalense Presc. ex Bong. /flowering plant
- Black Spoonbill/bird
- Everes lacturnus /insect
- Nannophya pygmaea /insect
- Berberis sieboldii /flowering plant
- Buteo /bird
- Tanakia limbata /fish
- (+33 other species)

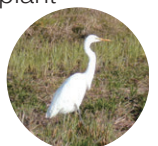
46 species



### Shikoku Region

- Cirsium lineare /flowering plant
- Rhodeus ocellatus kurumeus /fish
- Mortonagrion selenion /insect
- Fiddler crab/mussel
- Nymphoides peltata /flowering plant
- Thoroughwort /flowering plant
- (+10 other species)

16 species



33  
species

## Shin-etsu and Hokuriku Region

- Goshawk/bird
- Hawk-eagle/bird
- Stork/bird
- Abe Salamander/amphibian
- Hokuriku Salamander/amphibian
- Abroscelis anchoralis /insect
- Lysimachia maritima /flowering plant
- Nymphoides indica /flowering plant
- Monochoria korsakowii/flowering plant
- Sashiba/bird
- I Pungitius pungitius /fish  
(+22 other species)



12  
species

## Hokkaido Region

- Blakiston's fish owl /bird
- Circus spilonotus /bird
- Ezo hotoke loach/fish  
(+9 other species)



## Tohoku Region

38  
species

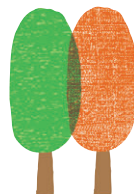
- Golden eagle/bird
- Black woodpecker/bird
- Corydalis/moss
- Pseudorasbora pumila /fish
- Acheilognathus typus /fish
- Sea crab/crustacean
- Koajisashi/bird
- Circus spilonotus /bird
- Bitterling/fish
- Hydrocharis dubia /flowering plant  
(+28 other species)



## Chubu Region

28  
species

- Hemigrammocypris rasborella/fish
- Pyrus calleryana Decne/flowering plant
- Pecteilis radiata/flowering plant
- Nuphar subintegerrimum Makino/flowering plant
- Liobagrus reinii/fish
- Lefua echigonia/fish
- Cybister japonicus /insect
- Vaccinium sieboldii /flowering plant
- Chionanthus retusus /flowering plant  
(+19 other species)



## Kanto Region

- Hawk-eagle/bird
- Flying fish/fish
- Dragonfly/insect
- Shijimi clam /insect
- Cybister japonicus /insect
- Euhadra scaevola scaevola/ invertebrate
- Aster kantoensis Kitam/flowering plant
- Menegazzia squamatica/lichen
- Steller's eagle/bird
- Limosella aquatic/flowering plant
- Amsonia elliptica/flowering plant
- Fimbristylis sericea/flowering plant  
(+54 other species)



66  
species



## ■ Measurement and Visualization of Social Value: Analysis Using the SROI Method

### SROI Overview & Discussion of Results

In order to visualize the social value of the SAVE JAPAN Project from FY 2011 to FY 2015 (during the Nationwide Development Phase), the SROI (Social Return on Investment) method was used to calculate the value of the changes caused by the project.

### Project Goals

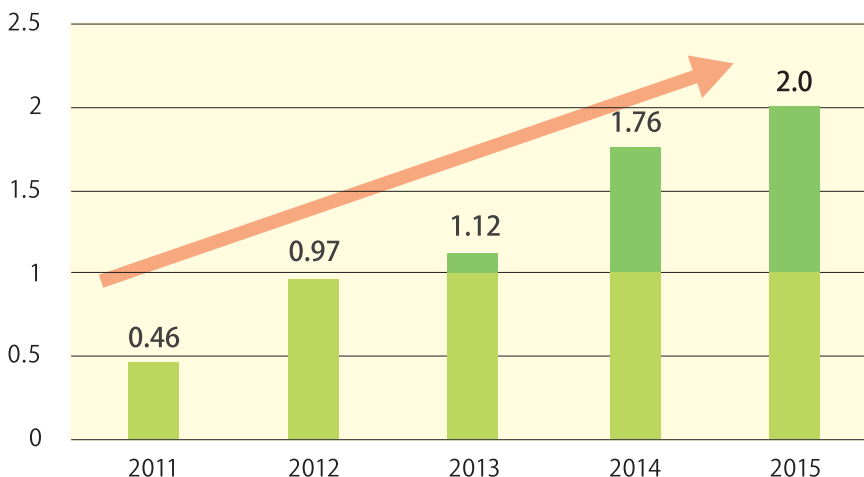
Conserving Japan's biodiversity in collaboration with local stakeholders through CSR initiatives in the company's core business

- Providing opportunities for citizens to engage in environmental conservation activities (= environmental awareness raising among citizens)
- Supporting organizational capacity building among NPOs (= improvement of operational capacity)

### Objectives of Effectiveness Measurement (SROI Analysis)

- Understanding the degree to which the project goals have been realized by quantifying and visualizing the social and business values of the project
- Utilizing the results of analysis to continuously improve the project
- Objectively measuring and understanding the impact from a third-party perspective

Changes in SROI Figures, FY2011-FY2015



As we can see from the bar chart, we found that the first two years of the project were an initial investment period, and the costs exceeded the social and business values. However, starting in the third year, benefits exceeded costs by more than 1.00, and they continued to increase each year until the fifth year where the SROI value was 2.00. These figures indicate and verify the effectiveness and efficiency of this project.

#### What is Social Return on Investment (SROI)?

A framework for evaluating and verifying the value of an investment in a business or a project based on a broader concept of value. Social value, which

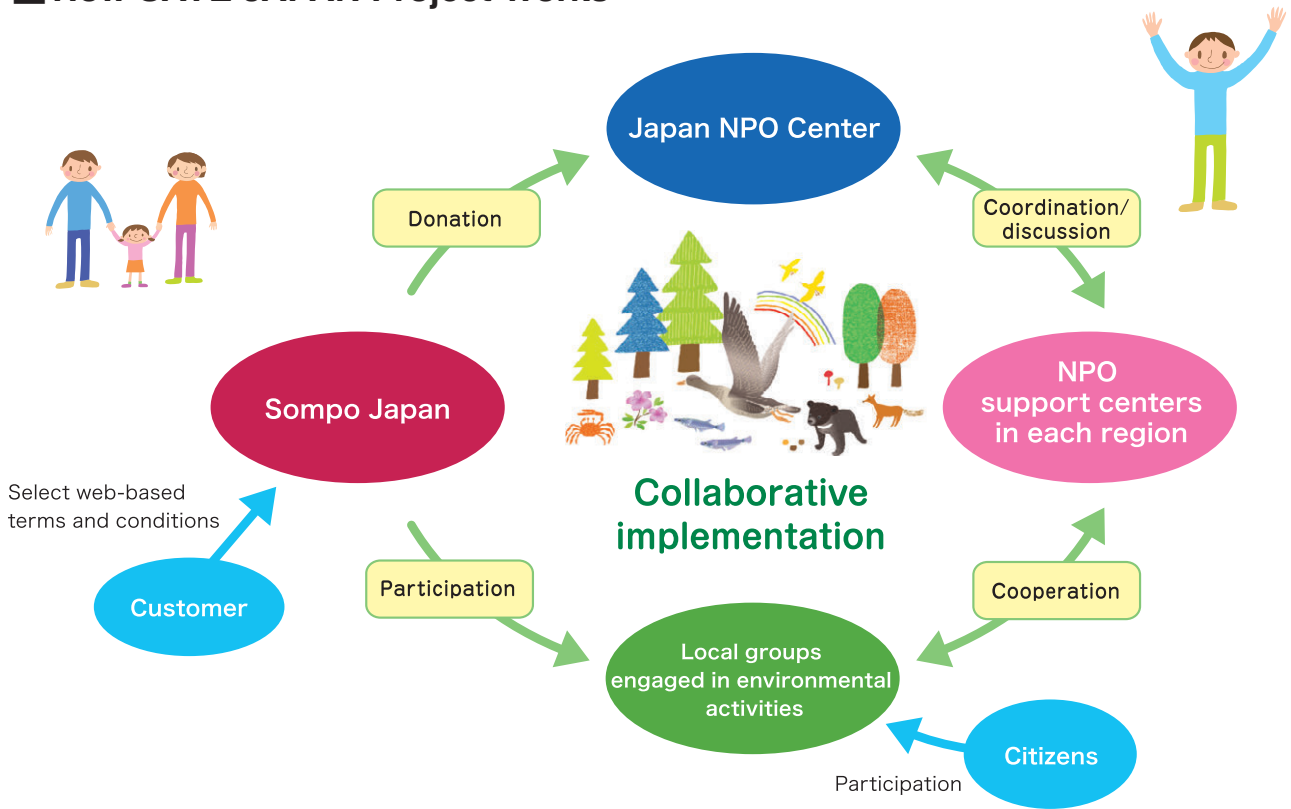
is difficult to understand as monetary value in the past, is converted into monetary value using proxy indicators. The performance of the project can then be understood using figures that includes social value.







## How SAVE JAPAN Project Works



By having the customers select the web-based terms and conditions (\*1), Sompo Japan donates (\*2) and holds citizen-participatory outdoor events in cooperation with local environmental groups, regional NPO support centers (\*3), and Japan NPO Center. We aim to create events in which everyone in the community can participate.

(\*1) Web-based terms & conditions are a system that allows customers to view insurance and other contracts on a website instead of on paper.

(\*2) When Sompo Japan's customers select web-based insurance policy or terms and conditions, or choose recycled parts for vehicle accident repairs, a part of the cost savings is donated to the SAVE JAPAN Project.

(\*3) NPO support centers are organizations that help local NPOs without specifying the NPO's field of activity.

### Background and Purpose

In October 2010, the 10th meeting of the Conference of the Parties to the Convention on Biological Diversity (COP10) was held in Nagoya, Aichi Prefecture. The adopted Aichi Biodiversity Targets aimed to implement effective and urgent actions to halt biodiversity loss by 2020 and to achieve 20 individual targets. In order to address these issues, the SAVE JAPAN Project was launched in 2011 as a collaborative effort among local environmental groups, NPO support centers, the Japan NPO Center, and Sompo Japan to work with local residents to create an environment conducive to living in all parts of Japan.

The primary purpose of this project is to provide opportunities for local residents to participate in environmental conservation activities, thereby contributing to the creation of a community with a high level of interest in environmental issues. We also hope that by promoting cooperation and collaboration with various stakeholders and NPOs, companies and local residents can learn from each other to create a positive cycle of increased action to solve local environmental problems, thereby leading to the creation of an environment that is comfortable for all living creatures.

Appendix

Survey responses among environmental organizations and participants taking part in the project during the Regional Establishment Phase (FY 2016 to FY 2019).

\*Percentages represent "Yes" answers unless otherwise noted.

		2016-2017	2017-2018	2018-2019	
<b>Impact on participants</b> <small>*Based on questionnaire for participants</small>	Have you participated in this event and become interested in environmental issues and conservation activities?	94.6%	94.5%	96.9%	↗
	Do you want to participate in this kind of event again in the future?	Adults: 94.9%	Adults: 93.7%	Adults: 97.5%	↗
		Children: 80.0%	Children: 79.9%	Children: 86.9%	↗
<b>Impact on environmental organizations</b> <small>*Based on questionnaire for environmental organizations</small>	Did your participation in the SAVE JAPAN Project help your capacity and skills?	96.0%	96.0%	100.0%	↗
	<i>Improvement on operational capacity</i>	Percentage of respondents answering "Improved" or "Markedly improved" for specific survey items	76% (Ability to collaborate with other organizations)	60.0%	79.2%
52% (Program management)			44.0%	66.7%	↗
<b>Impact on environmental organizations</b> <small>*Based on questionnaire for environmental organizations</small>	Collaboration with other organizations expanded to activities beyond this project	44.0%	52.0%	50.0%	↗
	Participation in the project led to gaining new staff and volunteers	43.5%	22.7%	45.0%	↗
	Participation in the project increased the membership of the organization.	46.2%	36.4%	61.5%	↗
	Participation in the project increased the number of new participants in the events.	74.0%	68.0%	71.6%	→
	Cooperation with Sompo Japan Insurance Inc. and agencies helped improve organizational capacity	60.0%	87.5%	81.8%	↗
<i>Expansions and new connections</i>					

