

水源林管理のための神奈川県森林再生パートナー制度の現状

Current status of Forest Restoration Partnership System in Kanagawa Prefecture for water source forest improvement activities

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要旨：神奈川県には、県土の40%近くを占める森林を次世代に引き継ぐため企業・団体の社会貢献活動を推進し、協働で森林再生に取り組んでいく森林再生パートナー制度が2009年より開始されている。そこで、本研究の目的は、神奈川県の森林再生パートナー制度の仕組みと現状を把握し今後の展開について考察することである。その結果、前身の水源林パートナー制度から2013年に完全に移行を完了し、年々参加者数も増加傾向にあったが、近年では横ばいもしくは減少している。一方、企業・団体は、森林管理費用を寄付することで森林の命名権やCO₂吸収量算定証などが得られ、CSR活動の一環として説明責任を果たすことにつながる。さらに、企業・団体は寄付だけではなく、その制度には森林管理活動への参加もできるため、企業・団体の構成員の意識向上といった教育にもなる。しかし、県としては多くの人に参加してもらいたい一方で、安全面で非常に注意を要する。

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Abstract: Forests account for nearly 40% of the prefectural land in Kanagawa, and need to be managed and protected to provide a secure, high-quality water supply for future generations. The Forest Restoration Partner System (FRPS) started in 2009 is a prefecture-led mechanism for participation and cooperation between companies and organizations for water source forest improvement. The purpose of this study was to assess the current status of the FRPS in Kanagawa Prefecture and analyze possible future development opportunities. It was found that the number of partner organizations from 2011 to 2013 had not changed; however, as of 2016 the number of partners had decreased. Partner organizations benefit by showing accountability through the CSR activities, by gaining the naming rights of a forest, and by the issuance of a CO₂ absorption amount calculation report, in exchange for donating the forest improvement costs. In addition, the FRPS also has educational value in raising awareness of forest ecosystems, gained when members of the partner organizations participate in forest improvement activities. However, the prefecture wants to encourage the involvement of many people in these activities and so must exercise great caution in terms of safety.

Keywords: Corporate Social Responsibility (CSR), water source forest, Forest Restoration Partnership System, Kanagawa Prefecture

1 Introduction

Kanagawa Prefecture has been promoting the improvement and appropriate management of private forests through “forest improvement activities in Kanagawa water source” with the aim of ensuring a high-quality and reliable water source (3). Kanagawa Prefecture is attempting to secure the water source forest area for the next generation by improving the watershed function in cooperation with local residents, companies, and organizations. There is currently a prefecture-led Forest Restoration Partner System (FRPS), which was started in 2009, to improve corporate and organizational participation and

cooperation in water source forest improvement.

In recent years, companies and organizations have increasingly moved to fulfill their CSR, to ensure a positive impact on economic, social, and environmental factors through their business activities (2). Furthermore, a partnership that promotes CSR attracts attention, and is therefore beneficial to an organization that wants to raise its profile. A partnership is a mutually independent equal relationship, not a hierarchical relationship based on authoritarian and paternalistic interactions (9). A forest partnership is a social and economic cooperative system between the stakeholders (local residents, forest owners,

government, etc.) involving shared awareness and sharing roles relating to forest management and use by the local community (1).

Companies and organizations are seeking effective CSR activities and the image boost gained through such activities in the forest (7). To the best of our knowledge, little investigation has been conducted on the FRPS and how organizations might be using FRPS activities as part of their CSR. The purpose of this study was to analyze the current status and possible future development of the FRPS in Kanagawa Prefecture.

II Methods

In order to clarify the basic mechanism of the FRPS, information was collected from Kanagawa Prefecture website and related materials. The survey of existing conditions of partnership forests was conducted on August 21, 2014. Following on from this, we interviewed staff at the Kanagawa Prefecture Natural Environment Conservation Center on October 7, 2014. The contents of the interviews illustrated the framework of the FRPS and the effects of the system's adoption.

III FRPS in Kanagawa Prefecture

1. Background to the establishment of the FRPS

In January 1999, before the creation of the FRPS, the Water Source Forest Partner System (WSFPS) was launched to encourage participation and cooperation between stakeholders through water source and forest improvement activities such as thinning, pruning, and weeding (6). The system was established thanks to donations from Toyota Motor Corporation Kanagawa in July 1998 (6) and their involvement in forest activities.

The WSFPS required prospective partner organizations each to commit to contribute three million yen to the prefecture over five years, and the prefecture would then carry out forest management. The prefecture would publicize the CSR activity of the Water Source Forest Partner through a website and the prefecture's brochure (6). Subsequently, the incentives of forest naming rights and "CO₂ absorption amount calculation" were added to the WSFPS offer, which was then re-launched as the FRPS in March 2009 (5).

2. Mechanism of the FRPS

Partner organizations have the choice of supporting forest restoration by supporting the prefecture, or by supporting the forest owners. These approaches to participation are known as "cooperation in forest improvement activities by Kanagawa Prefecture," and "direct support to the forest owner,"

respectively (5). Both approaches offer the same common benefits.

Partner organizations can decide the name of the specified forest. The prefecture issues a CO₂ absorption amount calculation report for partner organizations, and promotes the CSR activities on the prefecture homepage, including the named forest on the map, the CO₂ absorption amount calculation report, and images of forest activities. Moreover, employees, organization members, and their families can join in forest improvement volunteer activities (Fig. 1 and 2) (5).

If the partner organization chooses to support the prefecture, the required donation is three million yen for forest maintenance costs over five years (4). On the other hand, if the partner organization wants to support the forest owners, then they agree to donate the cost of forest management by the forest owners for five years (5). The prefecture coordinates partner organizations and forest owners, and provides direct support to the forest owner (Fig. 2) (5).

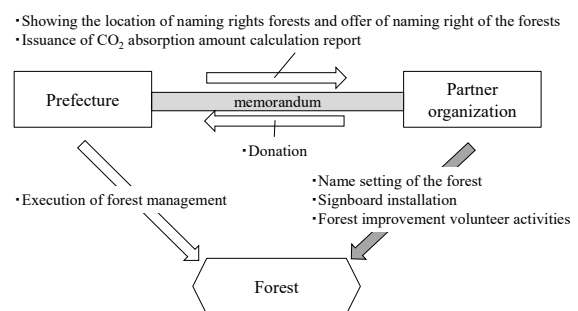


Fig. 1 Cooperation in forest improvement activities by Kanagawa Prefecture. Source: (5)

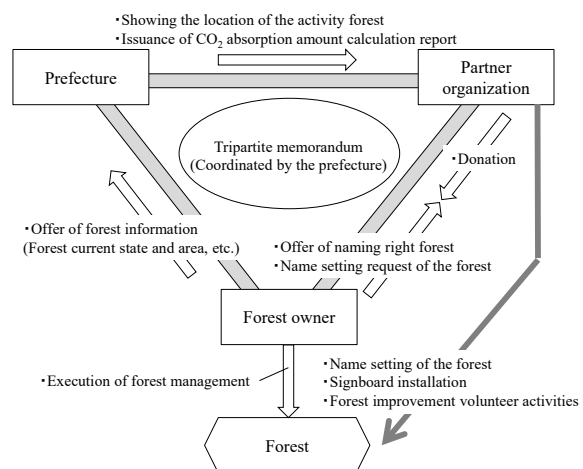


Fig. 2 Direct support to the forest owner. Source: (5)

IV Results and Discussion

1. Investigation of naming rights forests

We performed the fieldwork in two of the naming rights forests: Enju forest of Tsurugaoka Hachimangu, and Fujitsu FIP forest. The area of Enju forest was 7.58 ha, and the slope of the forest was relatively steep which discouraged access. The area of Fujitsu FIP forest was 8.87 ha, and the slope of the forest was steep; furthermore, the forest was some distance from the parking lot, and access by car was difficult because of the narrow width of the road approaching the forest. We therefore concluded that the naming rights did not necessarily include access to the forest for the partner organization.

2. Interview investigation

2.1 Publicizing the FRPS Promotion of the system by the prefecture was limited to the production of a brochure and information on the website, and was not actively pitched to potential partner companies and organizations. If the prefecture wants to increase the number of partners, a new active public relations strategy will need to be adopted.

2.2 Advantages and disadvantages of the FRPS for the prefecture Two main benefits exist for the prefecture. Firstly, donations from the partner organizations provide a fund of approximately 45 million yen per year, which is used directly by the prefecture for water source improvement. Secondly, the public awareness generated creates a driving force for continued improvement and appropriate forest management through partner activities. A disadvantage though is the involvement of untrained volunteers in arboricultural and land management activities, as well as recreational forest activities, which poses health and safety challenges requiring careful management and vigilance on the part of the prefecture and the partner organizations. Overall, however, the system is highly beneficial for the prefecture.

2.3 Advantages of the FRPS for companies and organizations In recent years there has been an increase in CSR activities, and people have become more aware of the need to maintain and protect our forests. Thus participation in the FRPS is attractive to companies both because it provides CSR activities with the associated positive impact on public relations, and also because of the kudos and enhancement of the company profile resulting from the naming rights of a forest.

2.4 Naming rights forests and partner forests The proposed locations of forests with naming rights are in the prefectural forests around Lake Tanzawa, Lake Miyagase, and Lake Tsukui, and can be viewed and chosen by the partner

organization. These naming rights forests are separate from the partner forests, where the partner activities take place.

2.5 “Cooperation in forest improvement activities performed by the prefecture” or “Direct support to the forest restoration owners” As of October 1, 2014, there were 39 forest restoration partner organizations. Thirty-six of the organizations were supporting the prefecture, two were providing direct support to the forest owner, and one was supporting both the prefecture and the forest owner. Support for the prefecture is probably the preferred option as the financial commitment required from the partner organization is fixed, whereas promised support to forest owners is potentially uncapped.

2.6 Selection of forest owners to receive direct support The forest owner in the FRPS is the Forest Owners’ Cooperative in each city, town, or village. Depending on the requests of partners and the business status of the Forest Owners’ Cooperative, either one may turn down the partnership. An example of a successful partnership was the introduction of the Forest Owners’ Cooperative around Atsugi city.

2.7 Role of mediating the “direct support to forest owners” by the prefecture The forest volunteer activities desired by the partners are diverse, and some activities such as large-scale tree planting are difficult for the prefecture to implement. Instead, the partners can provide “direct support to forest restoration owner,” which is mediated by the prefecture. Companies interested in tree-planting activities in many cases will also use this system (2). The role of the prefecture is to ensure that the various requirements of the partners are being met.

2.8 Donation only option, or donation plus forest improvement activities option The prefecture is seeking to involve as many parties as possible in forest improvement activities. Whilst the prefecture is grateful to partners regardless of whether they directly participated in activities or whether they supported forest improvement through donations, active participation is desirable. In order to undertake these forest improvement activities though, funds are required in advance for preparation and resources, and even more so where travel is required to reach the more distant activity forests. Therefore, donations for the prefecture are the central requirement for participation of partner organizations, and forest improvement activities are offered as an option.

2.9 Location of naming rights forest In many cases, the naming rights forests were on steep slopes running down to a reservoir. This presented safety concerns as footing was bad,

and activities in these forests would involve an unacceptable degree of risk or would simply be impossible because of the gradient. Therefore, volunteer activities do not take place in the naming rights forest, but in activity forests. The importance of the naming rights forest is to provide publicity and to be promoted by the organization in their literature, and on the homepage of the publication of the prefecture. Therefore, it is the naming of the forest, not its location, which is important.

2.10 FRPS volunteer involvement The number of participants in forest improvement activities from partner organizations has increased. Volunteer participation has further been boosted by the involvement of members of the Kanagawa Trust Green Foundation volunteer group, which now has more than 18,000 members participating every year despite starting with only 800 members in 1990.

2.11 Changes in the number of partner organizations All partners participating in the WSFPS moved to the FRPS at the end of 2013. The number of partners had increased every year and plateaued between 2011 and 2013, but at the time of writing the number had reduced to 35 (Table 1) (4). If we are to keep these partner organizations into the future and recruit new partners, then the prefecture needs a new public relations strategy to raise awareness of the FRPS and its benefits to all parties.

Table 1 Changes in the number of partner organization

Year	WSFPS	FRPS	Total
2009	18	9	27
2010	12	22	34
2011	8	31	39
2012	4	35	39
2013	0	39	39

V Conclusion

The FRPS is highly beneficial for the prefecture in order to provide funds for water source forest management. In addition, the CSR activities of the partner organizations are highly beneficial to the water source forests and a powerful incentive for companies to become partners. It is a successful system that meets the interests of all parties. However, the number of partners has decreased in recent years. If this trend is to be reversed and the number of partner organizations increased, a new public relations strategy is required. The number of companies planning activities in the Yadoriki Water Source Forest as part of their CSR activities is increasing (8) and the

FRPS has the potential to provide a similar offer. However, caution must be exercised if the prefecture is to attempt to emulate such a model, as ensuring safety in such activities requires a high level of experience and expertise that not all forest activity companies would be able to provide.

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