

Key word

“Biodiversity”

This year “Biodiversity” was added as a theme to our Cosmo Oil Eco Card Fund activities. “Biodiversity” may be a somewhat unfamiliar word to many but it will play a very important role in the future of our global environment and our own lives.

Q What is biodiversity?

A It is understood that there are about 1,750,000 known species on the earth, and it is estimated that combined with undiscovered species there is a total of 30 million species altogether. The existence of these many (diverse) living things forms the ecology of earth which we refer to as “Biodiversity.”

Q Why is biodiversity important?

A Our daily lives are supported by bountiful endowments from nature including animals, plants, insects, and bacteria. For example, animals and plants become our food. Oxygen is released from plants through photosynthesis. And many ingredients in medicines we use when we are sick were discovered in living things. In fact, the bountiful endowments from nature are a result of the diverse living beings in our environment. To keep using these bountiful resources from nature, it is important for us to protect (preserve) the biodiversity of our planet.

Q Which of the Eco Card Fund projects are related to biodiversity?

A The Seed Planting School is one of these projects. After collecting seedlings (plants just germinated from seeds) from nearby mountains, the school raises them in a nursery and later supplies the grown seedlings for reforestation. This effort contributes to the regeneration of original natural forests and the ecology that previously existed in the region. Afforestation in the Qin Ling Mountains in China is another project aimed at protecting and preserving biodiversity. Participants in this project direct their efforts to regenerating local forests and protecting the habitats of animals, such as the golden snub-nosed monkey (*Rhinopithecus roxellana*), which play important roles in the ecology of the area. Training in sustainable agriculture in Papua New Guinea and Solomon Islands is also helping to protect the environment by controlling traditional slash-and-burn agriculture, and is effective in preserving tropical rainforests.

These efforts at regeneration of forests and ecology and the understanding of the importance of planting trees and tree thinning which children gain through their hands-on experience in the Eco Card Fund projects contribute to the protection and preservation of the environment where all types of living things can exist. These efforts ultimately lead to the protection of earth’s biodiversity.



Golden snub-nosed monkey living in the Qin Ling Mountains

Once-a-day fundraising through the Internet

Through the Cosmo Oil Click Fundraising site, Cosmo Oil makes donations to the Cosmo Oil Eco Card Fund when customers select their favorite projects by clicking on them. Each customer has the opportunity to select one project every day.

5,429,756 clicks (= yen) were recorded in fiscal 2009.

<http://www.cosmo-oil.co.jp/kankyo/charity/>
home > environment activities > click fundraising (Japanese only)



For click fundraising by mobile phone

Click fundraising via mobile phone is now possible. You can now access Click fundraising from the Cosmo Oil official mobile site. (Japanese only)



Introducing Cosmo The Card

Cosmo The Card Opus Eco and Cosmo The Card House Eco are card plans that anyone can join if they want to do something good for the earth.



Cosmo The Card Opus Eco Cosmo The Card House Eco

Cosmo The Card Opus Eco and Cosmo The Card House Eco receive 500 yen contributions each year from their customers as well as a donation from Cosmo Oil, and this money is then used to provide donations to support the activities of NPOs and public service organizations dedicated to environmental conservation.

Donations from holders of Cosmo The Card Opus Eco and Cosmo The Card House Eco

Cardholders make 500 yen donations when they join, and then again every subsequent year in the month that they joined.



Donations by the Cosmo Oil Group

Funds are used to run “Living With Our Planet” projects for the sake of environmental protection



Donations to the Eco Card Fund by the Cosmo Oil Group

A percentage of revenues from sales of the Cosmo ECO.R battery (a product of group affiliate Cosmo Trade and Service) and the Cosmo Eco series of lubricants (sold by group affiliate Cosmo Oil Lubricants) is donated to the Cosmo Oil Eco Card Fund.

Cosmo ECO.R <http://www.cosmo-trade.com/> (Japanese only)

Cosmo ECO series <http://www.cosmo-lube.co.jp/car/eco.html>

For further information on Cosmo Oil cards

Cosmo The Card House Eco	0120-987-622 (from inside Japan only) If calling from a mobile phone: +81-3-4330-1660	Mon-Sat & holidays: 9:15-17:30 Sundays: 10:00-17:30
Cosmo The Card Opus Eco	Northern Japan: +81-22-771-1500 Chubu: +81-59-353-2100	Tokyo: +81-43-296-6200 Osaka: +81-6-4863-0100 Open all year round 9:00-21:00

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