

General Incorporated Association
Mokuty Club



一般社団法人

モクティ倶楽部

Establishment

Corporate Profile



Name: General Incorporated Association Mokuty Club

Goal: Contribute to the realization of carbon neutrality by cutting down trees that have reached the end of their harvesting period, and reforesting as well as nurturing the forests after logging

Establishment: September 22nd 2021

Address: 68-1 Sakutadai, Motomiya, Motomiya City, Fukushima Prefecture

Main Business Activities: Stakeholders, from forest owners to final consumers, shall donate 1% of the purchase activity amount to the General Incorporated Association Mokuty Club, which uses the funds to reforest and afforest one hectare of forest each year

Representative Director: Masaaki Nemoto (President (CEO) KODAI Co., LTD.)

Director: Hiyoshi Suzuki

Director: Shun Matsuzawa

Director: Keiichi Satou

Director: Munetoshi Suzuki

Director: Sadakuni Takashima

Auditor: Hyouchi Takeda

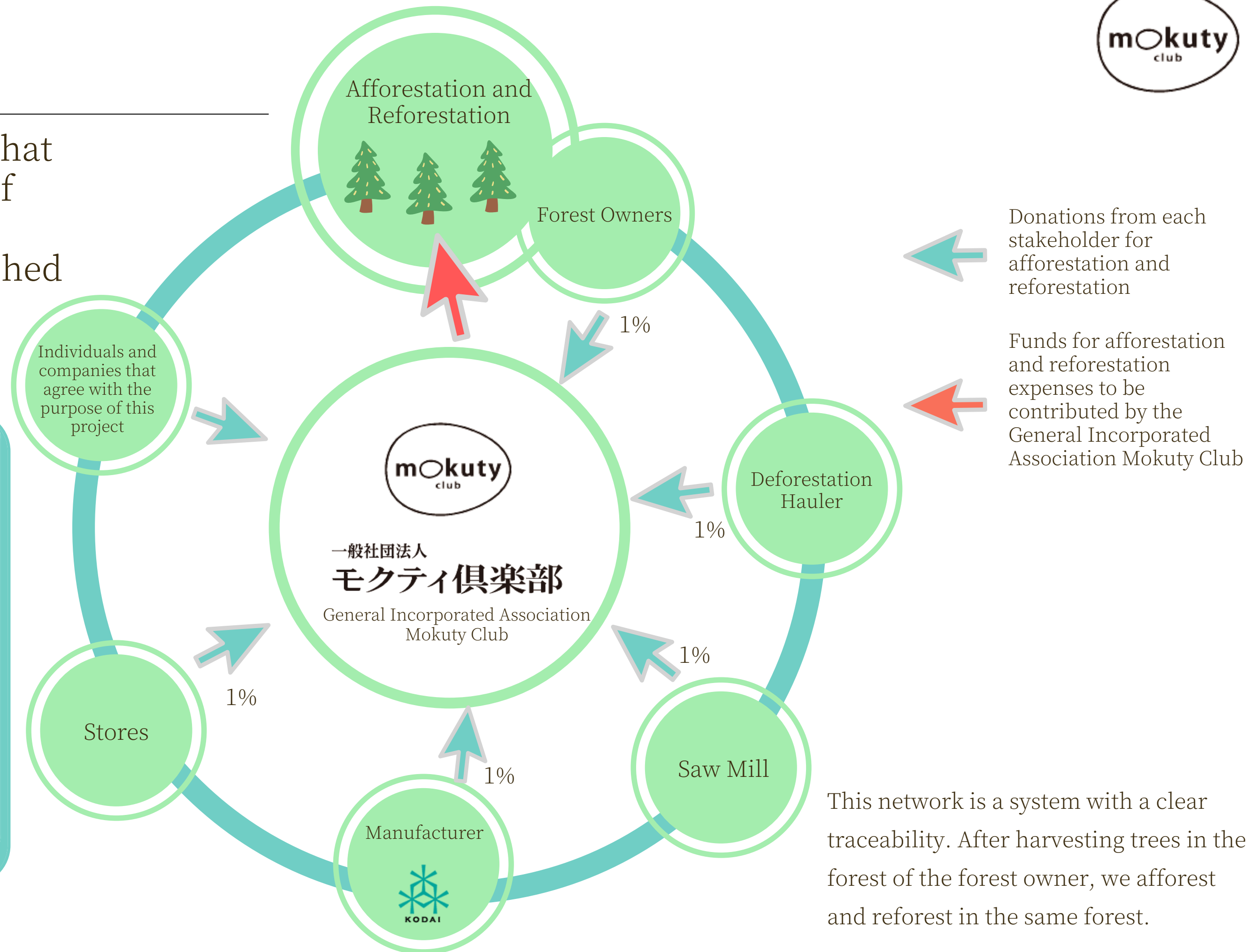
Auditor: Tsuyoshi Kusakabe

Initiatives



In order to build a network that facilitates the involvement of various people in forest circulation, we have established the "General Incorporated Association Mokuty Club".

We develop ethical products and established a forest circulation network based on the ethical consumption that all people, from forest owners to retailers, who are concerned with the consumption of the ethical products shall donate a part of the purchase activity amount to the General Incorporated Association Mokuty Club for funds of the afforestation and reforestation activities



What is Ethical Consumption ?

“Consumer behavior that considers people, society, and the environment, including regional revitalization and employment”

⇒ This means that each consumer considers the solution of social issues for themselves and supports businesses that are working on such issues while engaging in consumption activities (from the Consumer Affairs Agency website)

What we need to expand upon in the future

Ethical consumption has the potential to change the future of the world

Business Person ⇒ Improve the transparency of the supply chain and carry out manufacturing that recognizes the importance of "corporate social responsibility"

Consumers ⇒ Need to be aware of the social costs hidden in "cheapness" and "convenience", and change their consumption behavior



Ethical consumption contributes to the achievement of Goal 12 of the SDGs (Sustainable Development Goals)

Goal 12: Responsible consumption and production

- To ensure sustainable and production patterns

Which of the SDGs will this project contribute to achieve this goal?



Ensure sustainable consumption and production patterns

12 つくる責任
つかう責任

Responsible consumption and production

Target 12.2
By 2030, achieve the sustainable management and efficient use of natural resources.



- Establishing a forest circulation network

Target 12.8
By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature.



- Sales of ethical consumption products
- A portion of the sales proceeds is used for afforestation activities

Which of the SDGs will this project contribute to achieve this goal?

Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss



Target 15.2

By 2020, promote the implementation of sustainable management of all types of forests, halt deforestation, restore degraded forests and substantially increase afforestation and reforestation globally.



- Establishing a forest circulation network

Instead of protecting trees without cutting them down, it is important to create a cycle of cutting down making effective use, reforesting and afforesting trees.

Why do we need afforestation and reforestation activities ?

It is to protect the global environment and reduce disasters

Why does afforestation and reforestation help protect the global environment and reduce disasters?

➤➤➤ In Japan today, there are many trees that have reached the end of their harvesting period, but they are left unattended, and many of them have fallen into ruin due to lack of care



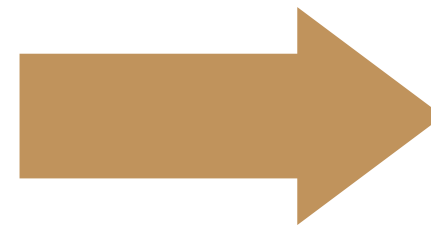
When forests are not cared for, they are unable to fulfill their purpose and can cause various disasters

Main functions of forests

- Carbon dioxide (CO₂) absorption
 - Prevention of landslide disasters
 - Water source recharge function
- ETC.

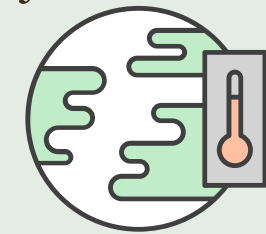


If the forests are not taken care of...



Phenomena Caused by

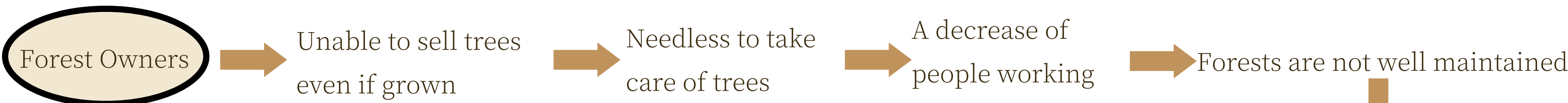
- Global warming
 - Landslide disaster caused by heavy rain
- ETC.



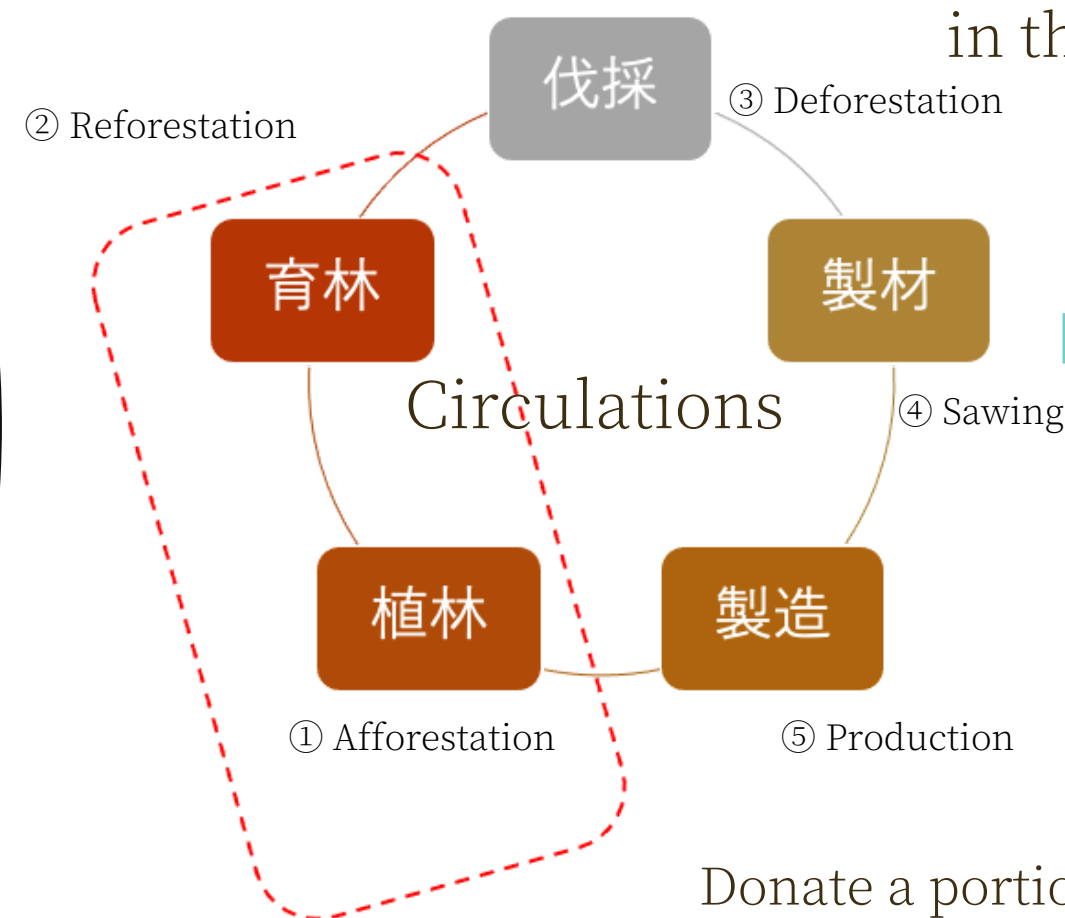
Why do we need afforestation and reforestation activities ?

Why are forests no longer cared for ?

➤➤➤ The post-war policy of expanded afforestation led to the creation of many planted forests, but as imported timber became cheaper to purchase, the demand for domestic timber decreased. As a result, forest owners stopped taking care of their forests.



In order to break this vicious cycle...



We need to keep this cycle going

We first develop ethical products to turn this cycle around

Donate a portion of the sales proceeds of ethical products to the General Incorporated Association Mokuty Club, to support reforestation activities

Why do we need afforestation and reforestation activities ?

Is it ok to cut down trees?

➡➡➡ Cutting down trees (besides thinning) is considered bad in Japan, but not cutting down trees is not always good

In Japan, there are many trees that were planted under the post-war policy of expanded afforestation, but in some cases, the trees have been left unattended without being cut down even though they have reached the end of their harvesting period.

Standard harvesting season (approximate time for harvesting)

- Japanese cedar: 35 to 50 years old
- Japanese cypress: 45 to 60 years old
- Japanese larch: 30 to 40 years old

What happens when you don't cut a tree at the end of its harvesting period...

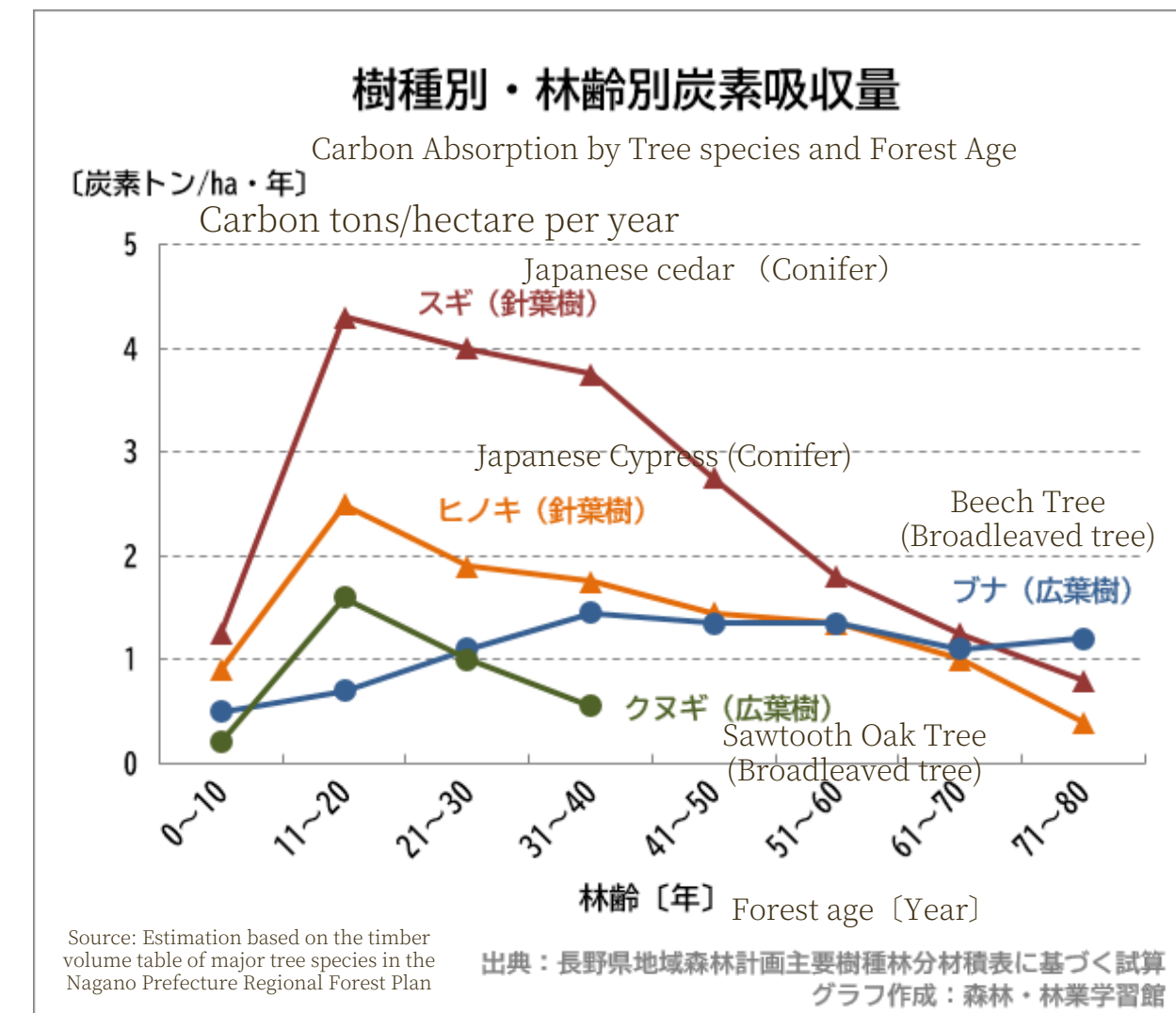
- Decreased absorption of carbon dioxide
- Releases carbon dioxide (CO2) when it decomposes and returns to the soil



Global warming is on the rise

By cutting down trees that have reached the end of their harvesting period, using the trees to make wood products, replanting trees at the same place, and nurturing them as well, we will be able to protect the forests and, in turn, protect our lives in the future

Reference Information



Why do we need afforestation and reforestation activities ?

The approximate amount of wood needed for daily human lives

 The amount of carbon dioxide (CO₂) emitted from one person breathing is about 320kg per year

↓
About 23 Japanese cedar trees are reportedly needed to absorb this amount of carbon dioxide (based on a 50-year-old Japanese cedar tree).

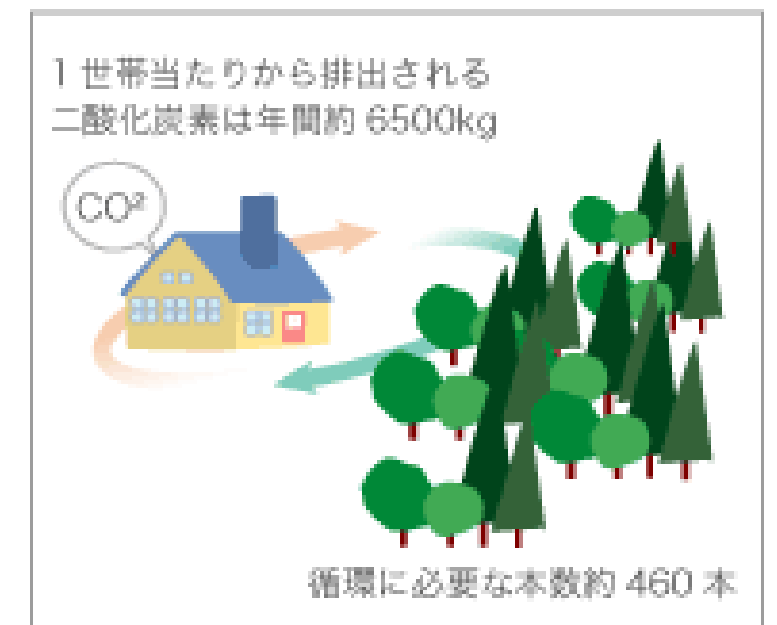
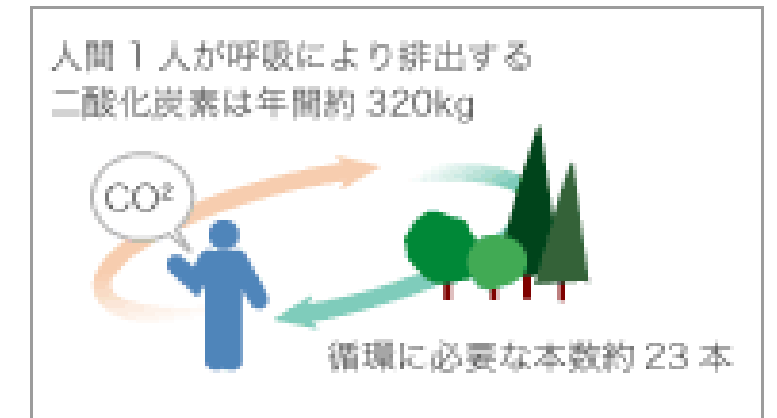
 The amount of carbon dioxide (CO₂) emitted from each private car is about 2,300kg per year

↓
About 160 Japanese cedar trees are reportedly needed to absorb this amount of carbon dioxide (based on a 50-year-old Japanese cedar tree).

 The amount of carbon dioxide (CO₂) emitted from each household is about 6,500kg per year

↓
About 460 Japanese cedar trees are reportedly needed to absorb this amount of carbon dioxide (based on a 50-year-old Japanese cedar tree).

 We hope the carbon dioxide emitted from our own breathing will be absorbed and recycled by afforestation.



We kindly ask for your cooperation

We will not be able to fulfil our initiatives alone.
With your help, we can share this to as many people as possible.
We would like to ask for the cooperation of those who would like to assist us with our goals.



- ★The first planting date has been decided
Date: June 5, 2022 (Sunday)
Location: Haryu district, Minami-Aizu Town, Fukushima Prefecture
Number of trees to be planted:
Approximately 2,500 trees

Planned
Planting Site

