

The Japanese word *midori* means the environment where diverse organisms harmoniously live together.

The MIDORI Prize for Biodiversity was established for conservation of the earth's *midori*.

The MIDORI Prize is an international prize to support individuals who have made great contributions in fields related to biodiversity.

Since ancient times, Japan's inhabitants have respectfully lived together with nature. In the wake of the 2011 Great East Japan Earthquake, more than ever we regard the earth with reverence and realize the importance of *kizuna*, another Japanese word, which refers to linkages, relationships, or co-existence in biodiversity.

Diverse organisms co-exist in the earth's lush greenery. The MIDORI Prize encourages further efforts to conserve the earth's environment to ensure *kizuna* for the future of the earth.



Message from AEON Environmental Foundation

The AEON Environmental Foundation was established in 1990, based on a vision involving a quest for peace, respect for humans, and support to regions. Since its establishment, our foundation has made diverse efforts in planting trees in Japan and abroad, supporting environmental NGOs and NPOs, and organizing international congresses. Regarding the tree planting, we, along with citizen volunteers, have planted about 1 million trees around the Great Wall of China.

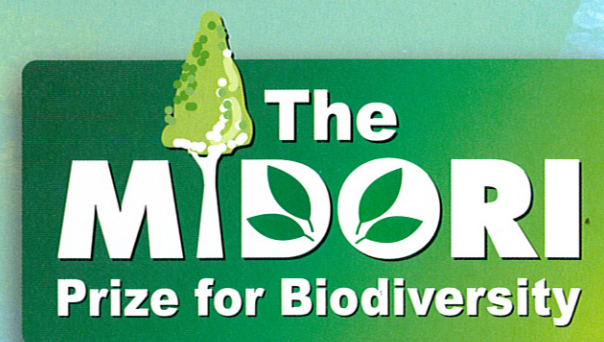
Today, the prevention of global warming and conservation of biodiversity are recognized as two challenging issues at the global level. In order to resolve such issues, we would like to make our collaboration with the Secretariat of the Convention on Biological Diversity (CBD) stronger than ever, through promoting the MIDORI Prize and continuing our efforts toward environmental education and tree planting activities, based on the MOU signed by the Secretariat of the CBD and our Foundation. We would also like to contribute to promotion of the Aichi Biodiversity Targets approved at the tenth meeting of the Conference of the Parties to the Convention on Biological Diversity (COP10), and of the United Nations Decade on Biodiversity, which started in 2011.

AEON Environmental Foundation

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- Website: <http://www.aeon.info/ef/>



The AEON Environmental Foundation supports the United Nations Decade on Biodiversity.



2012

AEON Environmental Foundation

in collaboration with
Secretariat of the Convention on Biological Diversity



The MIDORI Prize for Biodiversity 2012

The MIDORI Prize for Biodiversity was established by the AEON Environmental Foundation in 2010 as a biennial international prize to honour individuals who have made outstanding contributions for the conservation and sustainable use of biodiversity at global, regional or local levels. The year 2012 will be the second time for awarding the MIDORI Prize.

Conferment of the Prize

The MIDORI Prize will be awarded to three individuals, in principle. Each prize winner shall be awarded a certificate, a commemorative gift and a monetary prize of 100,000 US dollars.

Award Ceremony

The Award Ceremony of the MIDORI Prize will be held in Hyderabad, India, in October 2012, in conjunction with the high-level segment of the eleventh meeting of the Conference of the Parties to the Convention on Biological Diversity (COP11). Following the Award Ceremony, the recipients will be invited to Tokyo to give lectures at the Winners' Forum.

Call for Nominations

Nominations are solicited from nominators worldwide. The nomination form is available on the website of the MIDORI Prize for Biodiversity indicated below. Please fill out the form in English and submit it through our website. Nominations for the Prize will be accepted from March 1 (Thu.) to June 30 (Sat.), 2012.

The MIDORI Prize website: <http://www.aeon.info/ef/midori/prize/>



Criteria

In order to resolve biodiversity issues, it is important for various stakeholders such as citizens, governments, international organizations, NGOs, researchers and the private sector to work together. This is based on the idea that biodiversity issues at global and local levels can be resolved through promoting the combination of Think (research & science)-Make (policy & enlightenment)-Act (implementation), with the participation of various stakeholders and multidisciplinary cooperation.

In order to select recipients from such perspectives, applications will be judged based on the following criteria:

- ① International contribution
- ② Contribution to conservation and sustainable use
- ③ Social contribution
- ④ Long-term viewpoints/Continuity
- ⑤ Creativity/Originality
- ⑥ Civic mindedness/Broad viewpoints
- ⑦ Efficacy/Influence

The Judging Committee (Honorifics omitted, alphabetical order)

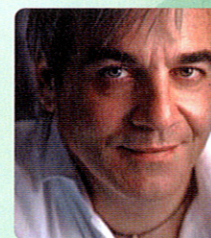
Chairman	Takuya Okada Chairman, AEON Environmental Foundation
Judge	Braulio Ferreira de Souza Dias Executive Secretary, Convention on Biological Diversity
Judge	Kunio Iwatsuki Director, Museum of Nature and Human Activities, Hyogo Professor Emeritus, The University of Tokyo
Judge	Daizaburo Kuroda Senior Councilor, Ministry of the Environment, Japan
Judge	Anne McDonald Professor, Graduate School of Global Environmental Studies, Sophia University
Judge	Keiko Nakamura Director General, JT Biohistory Research Hall
Judge	Shiro Wakui Professor, Tokyo City University
Advisor	Ashok Khosla President, Society for Development Alternatives President, International Union for Conservation of Nature

Organization

Organization: AEON Environmental Foundation
Co-organization: Secretariat of the Convention on Biological Diversity (CBD)
Support: Ministry of the Environment, Japan (MOEJ)

2010 Prize Winners

The 2010 recipients of the MIDORI Prize were Mr. Jean Lemire, Dr. Gretchen C. Daily and Dr. Emil Salim, who have made great efforts to protect the world's biodiversity and the health of the ecosystem. German Chancellor Angela Merkel was selected as the recipient of the Special Prize for the International Year of Biodiversity. This prize was especially established in commemoration of the 2010 International Year of Biodiversity declared by the United Nations.



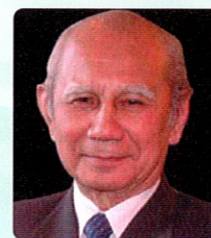
Biologist, Explorer and
Filmmaker

Jean Lemire
(Canada)



Professor, Stanford University

Gretchen C. Daily
(USA)



Chairman of the Advisory Council to
the President of Indonesia
Former Minister of State for
Population and the Environment

Emil Salim
(Indonesia)



2010 Special Prize for
the International Year of
Biodiversity

Chancellor of Germany

Angela Merkel
(Germany)