

March 1, 2012

AEON Environmental Foundation

## **Nomination for The MIDORI Prize for Biodiversity 2012**

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The AEON Environmental Foundation (Takuya Okada, Chairman of the Foundation and Honorary Chairman and Adviser of AEON Co., Ltd.) announces that nominations for The MIDORI Prize for Biodiversity commence on March 1, 2012.

The year 2010 was a milestone in fields related to biodiversity. The United Nations declared 2010 as the International Year of Biodiversity. Also, the tenth meeting of the Conference of the Parties to the Convention on Biological Diversity (COP10) was held in Nagoya, Aichi, Japan. In commemoration of this important year, the AEON Environmental Foundation, which also celebrated its 20<sup>th</sup> anniversary in 2010, established “The MIDORI Prize for Biodiversity.”

The MIDORI Prize is a biennial international prize to honour individuals who have made outstanding contributions to the conservation and sustainable use of biodiversity at global, regional or local levels. The aims of this Prize are to extend the developmental influence of the individual’s efforts to various projects relating to biodiversity throughout the world, and to raise awareness about biodiversity.

The first MIDORI Prize recipients in 2010 were Mr. Jean Lemire (biologist, explorer and filmmaker, Canada), Dr. Gretchen C. Daily (Professor, Stanford University, USA) and Dr. Emil Salim (Chairman of the Advisory Council to the President of Indonesia and former Minister of State for Population and the Environment, Indonesia) who had 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 awarded in commemoration of the 2010 International Year of Biodiversity.

In its second year, the MIDORI Prize is being co-hosted by the Secretariat of the Convention on Biological Diversity, making our collaboration stronger than ever. Nominations are solicited from nominators world-wide. In order to select distinguished recipients from a broad range of fields, nominations will be accepted from the MIDORI Prize website and from academic advisors.

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, through making diverse efforts, 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 promotion of The United Nations Decade on Biodiversity, which started in 2011.

### **The MIDORI Prize for Biodiversity**

#### **1, Organization**

Organization: AEON Environmental Foundation

Co-organization: Secretariat of the Convention on Biological Diversity

Support: Ministry of the Environment, Japan

#### **2, Criteria**

The recipients of the Prize are expected to have made outstanding contributions to the conservation of biodiversity from a global perspective and to make further contributions in future activities related to biodiversity. Also, by honoring the recipients, we expect dissemination and promotion of such activities at a global level. In order to select such recipients, 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.

#### **3, Conferment of the Prize**

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

#### 4, Acceptance of Nominations

March 1 (Thu.) - June 30 (Sat.), 2012

#### 5, Nomination Guidelines

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 (Email: [midori@ml.aeon.biz](mailto:midori@ml.aeon.biz)).

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

#### 6, 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

#### 7, Award Ceremony

-The 2012 prize will be awarded at an Award Ceremony to 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 in October 2012.

#### (FYI)

##### [The MIDORI Prize for Biodiversity]

'Midori' translates from Japanese as 'green' and evokes the image of trees and plants. In a wider sense, this term also represents the environment. This word is intrinsically linked with our continuous planting activities, and as such, we named our prize in the hope that such activities could 'take root' and grow steadily into the future, much like trees.

##### [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. The number of trees we have planted throughout the world totals more than 1.8 million.

In 2009, we established and organized "The Japan Awards for Biodiversity (domestic prize)." This prize is also biennial as well as the MIDORI Prize and these prizes are awarded alternately.

In order to sustain our green planet for future generations, through its various activities the AEON Environmental Foundation will make further efforts toward supporting biodiversity.

#### AEON Environmental Foundation

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