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October 22, 2013
AEON Environmental Foundation

The Japan Awards for Biodiversity Presentation Ceremony Will Be Held on Tuesday, October 29

The Aeon Environmental Foundation (Chairman Takuya Okada, Honorary Chairman and Adviser of Aeon Co., Ltd.; hereinafter "the Foundation") will hold the Japan Award for Biodiversity presentation ceremony at the United Nations University in Tokyo to honor the five recipients of the Excellence Awards and announce the Grand Prix winner.

The Japan Awards for Biodiversity was established in 2009 by the Foundation and the Ministry of the Environment, prior to the organization of the tenth meeting of the Conference of the Parties to the Convention on Biological Diversity (COP10) in Japan in 2010. Aiming to promote the conservation and sustainable use of biodiversity in Japan, the awards program is conducted every two years, alternating with the other international biennial awards program: the MIDORI Prize for Biodiversity.

In its third year, the Japan Awards for Biodiversity received 104 applications by individuals and organizations in Japan which strive for the conservation and sustainable use of biodiversity. Based on opinions of experts and environmentally conscious consumers, the Judging Committee has selected five projects which it judged make outstanding contributions to the conservation and sustainable use of biodiversity.

Aeon will continue striving to conserve biodiversity and maintain rich natural resources on the Earth for future generations.

About the award presentation ceremony

1. Date: 1:30 to 2:30 p.m. on Tuesday, October 29
 2. Place: U Thant Hall, United Nations University (5-53-70, Jingu-mae, Shibuya-ku, Tokyo)
 3. Excellence Award winners:
 - Ajinomoto Co., Inc.: Joint Tagging Survey of Skipjack off the Pacific Coast of Japan and a Series of Cooperative Projects and Enlightenment Activities
 - NPO Tambo: Restoration of Rice Paddies Devastated by the Tsunami of Great East Japan Earthquake Using Resilience of the Ecosystem
 - Chuetsu Pulp & Paper Co., Ltd.: Project on Bamboo Papers
 - TERUHA Forest Conference: Evergreen Broad-leaved Forests Project
 - Society for Nature Technology, Graduate School of Environmental Studies, Tohoku University: System Construction for the Creation of Nature Technology
- * After the award presentation ceremony, the winners will make presentations and Mr. Manabu Akaike will make a commemorative speech representing the Judging Committee.

[About the Japan Awards for Biodiversity]

Organized by: AEON Environmental Foundation
Sponsored by: Ministry of Environment; Japan Committee for UNDB; K.K. Kyodo News; The Asahi Shimbun Company; Sankei Shimbun Co., Ltd., Nikkei Inc.; The Mainichi Newspapers; The Yomiuri Shimbun
Applicant eligibility: Organizations and individuals living in Japan
Eligible activities: Activities related to the conservation, sustainable use, and promotion and awareness-raising of biodiversity

* The Grand Prix recipient is awarded a certificate and a monetary prize of two million yen. The four Excellence Award recipients are awarded a certificate and a monetary prize of one million yen, each.

* For more information about the Awards, please visit: <http://www.midoripress-aeon.net/index.html>

[About the third Japan Awards for Biodiversity]

Judging Committee:

[Chairman]

Takuya Okada, Chairman, the AEON Environmental Foundation

[Members]

Manabu Akaike: Director, Universal Design Intelligence Inc.

Kunio Iwatsuki: Professor Emeritus, The University of Tokyo

Daizaburo Kuroda: Senior Fellow, the Institute for Global Environmental Strategies (IEGS)

Ryo Kohsaka: Associate Professor, Graduate School of Human and Socio-Environmental Studies, Kanazawa University

Shinichi Fukuoka: Professor, School of Cultural and Creative Studies, Aoyama Gakuin University

Anne McDonald: Professor, Graduate School of Global Environmental Studies, Sophia University

Five recipients of the Excellence Awards and their activities

Award recipient	Ajinomoto Co., Inc.
Activity name	Joint Tagging Survey of Skipjack off the Coast of Japan and a Series of Cooperative Projects and Enlightenment Activities
Descriptions	Aiming to contribute to sustainable maintenance of skipjack in the Pacific ocean, the joint survey program with the National Research Institute of Far Seas Fisheries, Fisheries Research Agency has been conducted since fiscal 2009 to monitor tagged skipjack tuna in the Pacific coastal water of western Japan.

Award recipient	NPO Tambo
Activity name	Restoration of Rice Paddies Devastated by the Tsunami of the Great East Japan Earthquake Using Resilience of the Ecosystem
Descriptions	The project has successfully restored tsunami-ravaged rice fields by employing a natural farming method which utilizes the resilience of ecosystems, enabling a good rice harvest even in the fall of the disaster year. Currently, the project is aiming to establish a sustainable economic system with an integrated farming business which covers crop production, processing, and retailing.

Award recipient	Chuetsu Pulp & Paper Co., Ltd.
Activity name	Project of Bamboo Papers
Descriptions	By using bamboo as raw materials of paper, the project aims to address the issue of the expansion of abandoned bamboo forests in Japan. After many trials and errors since 1998, the project now turns more than 20,000 tons of domestic bamboo into paper annually.

Award recipient	TERUHA Forest Conference
Activity name	Evergreen Broad-leaved Forests Project
Descriptions	The five project members, the Kyushu Regional Forest Office, Miyazaki Prefecture, Aya Town, the Nature Conservation Society of Japan (NACS-J) and TERUHA Forest Conference work together to conserve Japan's largest evergreen broad-leaved forests. The project is also engaged in initiatives to turn secondary forests and wood plantations into evergreen broad-leaved forests and to build harmonious relationships between nature and local communities.

Award recipient	Society for Nature Technology, Graduate School of Environmental Studies, Tohoku University
Activity name	System Construction for the Creation of Nature Technology
Descriptions	Through scientific research on nature, back-casting, interviews with people aged 90, and other activities, the Group explores how best humankind should interact with nature, and learn and use the wisdoms of nature. It strives to turn research findings into practice (business, policy development).