

## Message from Takuya Okada, Chairman of AEON Environmental Foundation

AEON Environmental Foundation celebrates its 20th anniversary this year. We would like to thank you for generously supporting us since our establishment in 1990. The 20th anniversary of Jusco Co., Ltd., which belongs to AEON's supermarket chain, fell in the year 1989. This was the year that saw the fall of the Berlin Wall and many great changes in the world.

In order to fulfill our responsibility as a corporation, we sought a new direction based on the recognition that the North-South issue would become an important concern in the 21st century, and from this, we arrived at the key word—'the environment'.

AEON Environmental Foundation was established in 1990, with the aim of finding solutions to environmental problems. Toward this aim, we have supported the activities of environmental NGOs and have planted trees in both Japan and other Asian countries along with citizen volunteers. The number of trees we have planted around the Great Wall of China will exceed 1 million in April 2010.

Today, the prevention of global warming and conservation of biodiversity are recognized as two challenging issues at the global level. 2010 is the International Year of Biodiversity and the Conference of the Parties (COP10) will be held in Nagoya, Aichi, Japan. The AEON Environmental Foundation intends to make further contributions to save our beautiful and irreplaceable planet for future generations.

Throughout human history, civilizations—such as the Greeks or Egyptians—flourished in locations that were rich in water and greenery, and so also did they vanish due to the wanton waste of natural resources. We intend to continue planting trees with citizens in our endeavor to solve these two problems, for a better earth 20 years later and for our children who will comprise the future generation.



Chairman  
Takuya Okada

岡田 卓也

## Our Activities

Since ancient times, humans have employed resources from the natural environment in the course of civilization. As a result, the environment has been affected by human activities. At present, the impacts of human activities are considerable, and environmental problems have been recognized as a major worldwide crisis in addition to poverty and disputes.

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, reusing resources, supporting environmental NGOs, and co-sponsoring international congresses. As mentioned, we, along with citizen volunteers, planted about 1 million trees around the Great Wall of China alone. The number of trees we planted throughout the world will total more than 9 million. In 2009, our foundation and Japan's Ministry of the Environment were the co-sponsors of the 'Japan Awards for Biodiversity'.

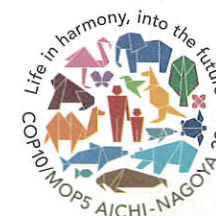
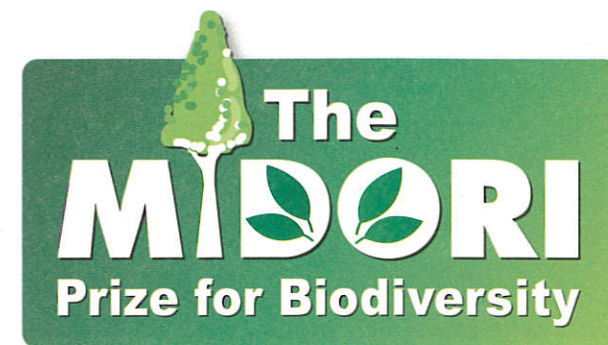
In order to sustain our green planet for future generations, AEON Environmental Foundation will make further efforts toward resolving the problems of biodiversity through our various activities.

## Contact

### AEON Environmental Foundation

- Address : 1-5-1 Nakase, Mihama-ku, Chiba, Chiba, Japan
- Zip code : 261-8515
- Website : <http://www.aeon.info/ef/en/index.html>

AEON



AEON Environmental Foundation



# The Midori Prize for Biodiversity

What can we do to improve our future?

We at AEON Environmental Foundation thought about the ways this can be done and decided that we can contribute to preserve our precious planet by planting trees all over the world. This is our answer. Our challenge started from one little tree, and from then on, we continue making efforts for the benefit for the earth and the future generations.

Like us, there are many other individuals in the world who are taking steps to sustain the future of our planet. The year 2010 was declared by the United Nations as the International Year of Biodiversity. Also, the tenth meeting of the Conference of the Parties to the Convention on Biological Diversity (COP10) will be held in Nagoya, Aichi Prefecture, Japan, in October 2010.

In commemoration of this important year, AEON Environmental Foundation announces 'The Midori Prize for Biodiversity' to support the efforts toward biodiversity protection in various fields.

'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.

In celebration of its 20th anniversary, AEON Environmental Foundation will present 'The Midori Prize for Biodiversity' as our next 'planting' activity.

We aim to 'plant' projects and keep working toward future challenges through The Midori Prize for Biodiversity.

This prize will be awarded to honour and support the individuals who have made outstanding contributions and have had an impact on future activities for biodiversity.

The relevant activities are required to:

- ① have actually been conducted;
- ② have started from a past date and continue to the future; and
- ③ contribute to safeguard the local ecosystem.



## Outline

- ① Name of the prize : The Midori Prize for Biodiversity
- ② Sponsored by : AEON Environmental Foundation  
Cooperation : Ministry of the Environment, Japan  
Secretariat of the Convention on Biological Diversity (CBD)  
United Nations University (UNU)

## Nomination Method

The Nomination form of The Midori Prize for Biodiversity is available on the website of AEON Environmental Foundation. Please fill out the form and submit it through our website. All nominations must be submitted in English, and be supported by two referees.

URL : <http://www.aeon.info/ef/en/midori>

## Acceptance of the nomination

Nominations will be accepted from April 15 (Thursday) to June 15 (Tuesday), 2010. The deadline for nomination will be June 15, 2010 (Japan time).

## Criteria

The activities are required to have made outstanding contributions and have had an impact on future activities for biodiversity. The nominations will be judged based on the following categories.

- 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

## A New Viewpoint of the Screening

AEON Environmental Foundation has made a decision to incorporate civic-minded viewpoints into the screening process. This idea is novel, open-minded, and quite different from the screening process of other prizes. The recipients of Japan Awards for Biodiversity 2009 will join the screening as representatives of the citizens. The recipients will finally be decided at the Judging Committee Meeting.

## The Judging Committee

### ● Committee Chairman

- Takuya Okada (Chairman, AEON Environmental Foundation)

### ● Judges

- Ahmed Djoghlaif (Executive Secretary, Convention on Biological Diversity)
- Kunio Iwatsuki (Director, The Museum of Nature and Human Activities, Hyogo / Professor Emeritus, The University of Tokyo)
- Konrad Osterwalder (Under-Secretary-General of the United Nations / Rector of the United Nations University UNU)
- Shiro Wakui (Professor, Department of Environmental and Information Studies, Tokyo City University / Professor, Chubu University)
- Eric Falt (Director of the Outreach Division, Department of Public Information, United Nations)

### ● Advisor

- Daizaburo Kuroda (Senior Councilor, Ministry of the Environment, Japan)

## Award Ceremony

The Award Ceremony of the Midori Prize for Biodiversity will be held at the high-level segment of the Convention on Biological Diversity (COP10) in Nagoya, Aichi Prefecture, Japan.