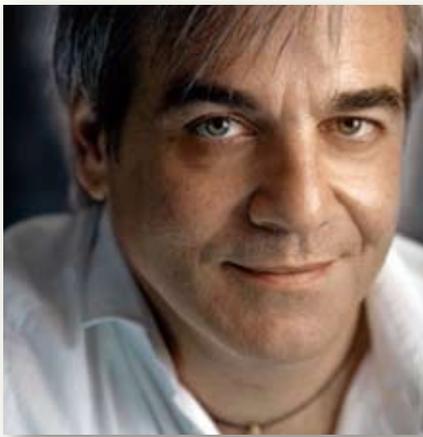


The MIDORI Prize for Biodiversity Announcement of the Recipients



Biologist, Explorer, Filmmaker
Mr. Jean Lemire



Professor, Stanford University
Dr. Gretchen C. Daily



Chairman of the Advisory Council to the President of Indonesia
Former Minister of State for Population and the Environment
Dr. Emil Salim

The MIDORI Prize for Biodiversity

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.

Following the implementation of the “Japan Awards for Biodiversity 2009 (*1),” AEON Environmental Foundation which also celebrates its 20th anniversary in 2010 established “The MIDORI Prize for Biodiversity (*2)” to support individuals who have achieved outstanding outcomes in various fields related to biodiversity.

(*1)The Japan Awards for Biodiversity 2009 were co-organized by AEON Environmental Foundation and Japan’s Ministry of the Environment.

(*2)‘MIDORI’ translates from Japanese as ‘green’ and evokes the image of trees and plants. In a wider sense, this term also represents nature (the environment) and links to biodiversity, as the totality of genes, species and ecosystems. This word is intrinsically linked with AEON’s continuous planting activities, and we named our prize as such, in the hope that such activities could ‘take root’ and grow steadily into the future, much in the same way as trees.

1. Conferment of the Prize

The MIDORI Prize for Biodiversity is to honor individuals appropriate as “Persons of Biodiversity” who have made outstanding contributions that developmentally influence various efforts related to biodiversity and raise peoples’ awareness about biodiversity.

2. Recipients of the Prize

The recipients were decided finally at a Judging Committee Meeting. Mr. Jean Lemire, Dr. Gretchen C. Daily and Dr. Emil Salim were selected as the recipients of the Midori Prize.

Jean Lemire (Canada) : Biologist , Explorer and Filmmaker

Mr. Lemire has been appealing environmental issues to the world through documentary films, by taking advantage of his unique background as both biologist and filmmaker. His voyage to the Antarctic as an explorer was documented in the film “The Last Continent.” Students in hundreds of schools followed the expedition through satellite and internet links, to learn about the vulnerability of marine and polar ecosystems. In 2010, he was appointed as Honorary Ambassador for The Green Wave by the Secretariat of the Convention on Biological Diversity and has raised awareness of biodiversity-related issues, increased engagement of children and youth in biodiversity-related activities. He is expected to increase the public awareness of biodiversity-related issues and the engagement of children and young people in the future.

Gretchen C. Daily (USA) : Professor, Stanford University

Dr. Daily has discovered the economic costs of environmental destruction caused by human societies and their economic activities, and has contributed to the preservation of the ecosystem through utilizing the concept of ecosystem services. She has published over 150 scholarly papers, and has made tremendous contributions in creating international research frameworks on the environment such as Ecosystems and Biodiversity (TEEB). In recent years, she has focused much of her energy on “the Natural Capital Project,” the ultimate objective of which is to improve the state of biodiversity and human well-being by motivating greater and more cost-effective investments in both. She has enhanced recognition of the value of ecosystems and has successfully translated scientific knowledge into practical frameworks that can be used by business and in the political area. It is expected that she will continue such innovative work and promote awareness of the concept of ecosystem services in the international community.

Emil Salim (Indonesia) : Chairman of the Advisory Council to the President of Indonesia,

Former Minister of State for Population and the Environment

Dr. Salim has been taking a leadership role not only in Indonesian environmental policy formation and its implementation but also in the promotion of activities for environmental NGOs. Furthermore, he has become highly regarded around the world and has served in many important roles in the international arena due to his innovative thinking in regard to the concept of sustainable development, such as in international conferences on the simultaneous pursuit of environmental conservation and economic development. In recent years, Dr Salim has been engaged in the promotion of the Satoyama Initiative and the United Nations – University Network on Climate and Ecosystems Change Adaptation Research (UN-CECAR) and is still delivering strong messages to the world.

* Please see the attached documents for details of the profiles and achievements of the recipients.

3. Judging Procedures

AEON Environmental Foundation accepted nominations on its website from April 15 to mid July, and more than 150 candidates were nominated from 35 countries. It also made a decision to incorporate civic-minded viewpoints into the screening process. This idea is novel, open-minded, and quite different from the screening processes of other prizes. The recipients of Japan Awards for Biodiversity 2009 joined the screening as representatives of citizens. The recipients were finally decided at the Judging Committee Meeting.

(1) 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 were 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.

(2) A New Viewpoint for the Screening

The recipients of Japan Awards for Biodiversity 2009, including the following five organizations, cooperated with the evaluation of the candidates as representatives of the citizens. Their opinions were reflected in the discussion at the Judging Committee Meeting. Names of the cooperating organizations are as follows (alphabetical order):

Asaza Fund, Chunichi Shinkin Bank, Kajima Corporation, Saraya Co., Ltd., and Sekisui House Corporation.

(3) The Judging Committee

Committee Chairman

Takuya Okada (Chairman, AEON Environmental Foundation/ Honorary Chairman, AEON Co. Ltd.)

Judges

Ahmed Djoghlaif (Executive Secretary, Convention on Biological Diversity)

Kunio Iwatsuki (Director, The Museum of Nature and Human Activities, Hyogo/Professor Emeritus, University of Tokyo)

Konrad Osterwalder (Under-Secretary-General of the United Nations/ Rector of the United Nations University)

Shiro Wakui (Professor, Department of Environmental and Information Studies, Tokyo City University/Professor, Chubu University)

Eric Falt (Assistant Director-General for External Relations and Public Information, UNESCO, ex-Director of the Outreach Division, Department of Public Information, United Nations)

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

4. Viewpoints Relating to the Judgement (Message from the Judges)

(1) Balancing the three elements: Ethics, Science and Economics

Candidates nominated by intellectuals and international organizations related to biodiversity were judged for the purpose of awarding the Prize. It was quite difficult to decide relative merits as most nominees had achieved notable outcomes. Furthermore, biodiversity relates to multi-disciplinary fields including research, policy making, leadership, activities at local level, education, PR, and media. Therefore, the Judging Committee of the Midori Prize referred to the Chairperson's summary statement adopted at Kobe G8 Environmental Ministers Meeting held as a follow-up meeting of the G8 Ministers Meeting in 2008. Participants attending the Environmental Ministers Meeting agreed to balance the three approaches (ethics, science and economics) in order to tackle the biodiversity issues, and the Judging Committee shared this recognition as an assumption in undertaking its judgment.

(2) Combination of Think-Make-Act

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. The Judging Committee placed emphasis on the combination of Think (research & science)-Make (policy)-Act (implementation) in selecting the recipients. This is based on the idea that biodiversity issues at global and local levels can be resolved through promoting the combination of Think-Make-Act, with the participation of various stakeholders and their joint efforts.

(3) Influence on the society and transmission of information

In addition to the achievements of the nominees, the Judging Committee considered probable future activities and influences on society as important elements for selection of the recipients. In particular, the Judging Committee highly evaluated influences on youth which carries the burden of future generations, international leadership such as the Convention on Biological Diversity and the United Nations, the transmission of information and regional contributions in developing countries, and the promotion of the rapid development of the "mainstreaming of biodiversity" following the Millennium Ecosystem Assessment (MA).

Regarding the mainstreaming of biodiversity, the Judging Committee placed great emphasis on the participation of all sectors including youth, and an approach from the socio-economic aspect anticipating a major contribution through the participation of the business sector. The three recipients have respectively achieved significant outcomes, and through awarding the Prize to them we look to larger social change.

5. Other

(1) Schedule

- The Award Ceremony of the MIDORI Prize for Biodiversity will be held on October 27 (Wednesday), 2010 during the high-level segment of the Convention on Biological Diversity (COP10) in Nagoya, Aichi Prefecture, Japan.
- The Winners' Forum will be held on October 29 (Friday), 2010 in Tokyo.
Wooden plaques and a prize of one hundred thousand US dollars will be awarded to each recipient.

(2) Organization and cooperation

Organization: AEON Environmental Public Incorporated Foundation

Support : Ministry of the Environment, Japan (MOEJ)

Cooperation: Convention on Biological Diversity (CBD)

United Nations University (UNU)

6. Attachments

- Reasons for Awarding and Biographical Summaries of the Recipients

Inquiries

AEON Environmental Foundation <http://www.aeon.info/ef/en/index.html>

1-5-1 Nakase, Mihama-ku, Chiba-City, Chiba-Prefecture, 261-8515, Japan E-mail : ef@aeon.info

Reason for Awarding and Biographical Summary
Mr. Jean Lemire (Canada)

Born in 1962 (age 48)

Biologist, Explorer, Filmmaker

Mr. Jean Lemire has been contributing to raising awareness and supporting child and youth education in recognizing the importance of biodiversity and becoming involved in action to preserve life on Earth by taking advantage of his unique background as both biologist and filmmaker.

Mr. Lemire has been appealing environmental issues to the world through documentary films. For example, in 2006 he completed a 15-month voyage to the Antarctic on the *Sedna IV*, a schooner equipped with the latest communication technology. The voyage was documented in the feature documentary film “The Last Continent” and in the scientific TV series “Antarctic Mission”. Students in hundreds of schools followed the expedition through satellite and internet links to learn about the vulnerability of marine and polar ecosystems in the face of climate change.

In May 2010, Mr. Lemire was appointed as Honorary Ambassador for The Green Wave, a biodiversity campaign for children and youth coordinated by the Secretariat of the Convention on Biological Diversity. The campaign aims at raising awareness of biodiversity-related issues, increased engagement of children and youth in biodiversity-related activities, and better knowledge of the general public regarding biodiversity related concepts such as the sustainable use of biodiversity, ecosystems and ecosystem services, biodiversity conservation, and the impacts of climate change on biodiversity. His next multi-year voyage on *Sedna IV*, planned for departure in the spring of 2011, will focus on biodiversity and involve schools and communities taking part in The Green Wave. That is, the goal of the expedition is also in line with “the First Target of Strategic Goal A of the Strategic Plan 2011-2020 of the CBD (draft) “ to be adopted in October 2010 at the Tenth Conference of the Parties to the Convention on Biological Diversity (CBD/COP10) in Nagoya, Japan. By combining his mission as Green Wave Ambassador and his roles as filmmaker and chief of the *Sedna* expedition, Mr. Lemire is expected to reach out efficiently to a large number of children and youths.

In summary, Mr. Lemire has actively contributed to raising awareness of environmental issues. On top of this, Mr. Lemire is expected to increase public awareness of biodiversity-related issues and engagement of children and young people in the future. His achievement is valued highly and in line with the concept of the Midori Prize, that is an individual who has made outstanding contributions and has had an impact on future activities for biodiversity conservation.

Biographical Summary

- 1985 BSc in biology, University of Sherbrooke
- 1987 Founded Les Productions Ciné-bio (a scientific consulting and script-development firm for documentary film productions)
- 1994 Film “Marine Mammals Mission”
- 1996 Film “Encounters with the Whales of the St. Lawrence”
- 1998 Film “The Last Frontier”
- 2001 Founded Glacialis (a production company specializing in natural science, oceanography, the arts and culture)
- 2002 Film “Memories of Earth”
- 2002 Launched the Arctic Mission with *Sedna IV* (5months)
- 2004 Launched the Whale Mission with *Sedna IV*
- 2006 Film “The White Planet” (co-producer and co-director)
- 2006 Launched the Antarctic Mission with *Sedna IV* (15months)
- 2007 Film “The Last Continent”
- 2010 Appointed as Honorary Ambassador for The Green Wave by the Secretariat of the Convention on Biological Diversity

Record of Honors and Awards

- 2004 Gold Medal of the Royal Geographical Society of Canada
- 2007 Canadian Environment Award, citation of lifetime achievement
- 2008 Officer of the Order of Canada, Doctor Honoris causa (University of Rimouski), Great ambassador (Sherbrooke University)

Articles and Publications

- 2007 “Mission Antarctique, ”, Éditions La Presse
- 2009 “Le Dernier Continent, ”, Éditions La Presse

Reason for Awarding and Biographical Summary

Dr. Gretchen C. Daily (United States of America)

Born in 1964 (age 45)

Professor, Stanford University

Dr. Daily is a scholarly researcher in the Department of Biological Sciences at Stanford University. She has discovered the economic costs of environmental destructions, caused by human societies and their economic activities, and has contributed to the preservation of the ecosystem utilizing the concept of “ecosystem services.” She is a leading expert in biodiversity and its sustainable use, and has provided a comprehensive picture of ecosystem services through her research, contributed to creating international frameworks, and formulated policy proposals on biodiversity protection for companies, and local and national governments.

Dr. Daily has been seeking to develop ecosystem service control through scientific approaches, and so far has published over 150 scholarly papers, which includes “Ecosystem Services: Benefits Supplied to Human Societies by Natural Ecosystems” in 1997, and “The New Economy of Nature: The Quest to Make Conservation Profitable” in 2002.

Dr. Daily has made tremendous contributions in creating international research frameworks on the environment. She was a lead author for the “Millennium Ecosystem Assessment (MA),” an international framework, which aims at evaluating ecosystem services in order to preserve the ecosystem. In 1998, she contributed to an ecological forecasting and valuation effort for the US President’s Committee of Scientific Advisors in Science and Technology and has taken a leading role in establishing ecosystem service concepts and quantitative assessment. She has also made noteworthy contributions in establishing international frameworks such as the “Intergovernmental Platform on Biodiversity and Ecosystem Services (IPBES),” the “International Programme on Biodiversity Science (DIVERSITAS),” the “SATOYAMA Initiative,” and “The Economics of Ecosystems and Biodiversity (TEEB),” which prove that her research results and the ecosystem service concepts have worldwide influence.

In recent years, Dr. Daily has focused much of her energy on “the Natural Capital Project,” a joint effort by Stanford University, the University of Minnesota, the World Wide Fund for Nature (WWF) and The Nature Conservancy. She co-founded this effort with the goal of integrating ecosystem services approaches into all major resource decisions that affect Earth’s natural resources. The thrust of the Natural Capital Project is on three major advances that together will transform how businesses, governments, and individuals interact with nature: (1) developing new tools and approaches to value natural capital and incorporate those values into business practice and public policies; (2) demonstrating the power of NatCap tools in major resource decisions, in replicable and scalable models of success; and (3) engaging leaders in key institutions to magnify the impact of these successes. The ultimate objective is to improve the state of biodiversity and human well-being by motivating greater and more cost-effective investments in both.

This project is developing a software system to evaluate the economic value of ecosystems and forecast change under alternative decisions and scenarios. “InVEST” (for Integrated Valuation of Ecosystem Service and Tradeoffs) models and maps the delivery, distribution and economic value of ecosystem services. The tool will help visualize the impacts of potential decisions, identifying tradeoffs and compatibilities among environmental, economic and social

benefits. Already, “the Natural Capital Project” has been applied worldwide and Dr. Daily especially has been playing a vital role in China, Costa Rica and Hawaii to conserve biodiversity through designing specific plans and directions.

Dr. Daily has enhanced recognition of the value of ecosystems and has successfully translated scientific knowledge into practical frameworks that can be used by business and in the political arena. Dr. Daily is expected to continue such innovative work and promote awareness of the concept of ecosystem service in the international community.

Dr. Daily is expected to continue convey the importance and relevance of environmental science for biological diversity not only to the academic arena but also to business, NGOs and civil society all over the world through various public speaking engagements and workshops, in the future.

In summary, Dr. Daily has greatly contributed to sustainable use of biodiversity that is one of the aims of Convention on the Biological Diversity (CBD). Her achievements are suitable for the concept of the Midori Prize, that is, an individual who has made outstanding contributions and have had an impact on future activities for biodiversity conservation.

Biographical Summary

- 1986 B.S. in Biological Sciences, Stanford University
- 1987 M.S. in Biological Sciences, Stanford University
- 1992 Ph.D. in Biological Sciences, Stanford University
- 1992~1995 Winslow/Heinz Postdoctoral Fellow, Energy and Resources Group, UC Berkeley
- 1995~2002 Bing Interdisciplinary Research Scientist, Dept. Biological Sciences, Stanford University
- 2002~2005 Fellow, Institute for International Studies, Stanford University
- 2005~ Bing Professor of Environmental Science, Department of Biological Sciences, Stanford University
Senior Fellow, Woods Institute for the Environment
Director, Center for Conservation Biology

Record of Honors and Awards

- 2003 Fellow of the American Academy of Arts and Sciences, USA
- 2005 Fellow of the National Academy of Sciences, USA
- 2008 Fellow of the American Philosophical Society, USA
- 2008 The Sophie Prize, the Sophie Foundation, Norway
- 2009 International Cosmos Prize

Books and Articles

- 1997 “Nature’s Service: Societal Dependence on Natural Ecosystems.” Island Press
- 2002 “The New Economy of Nature: The Quest to Make Conservation Profitable,” Island Press
- 2009 “Ecosystem service in decision making: time to deliver” *Frontiers in Ecology and the Environment*, Vol7.No.1:21-28
- 2010 “Boundaries for a Healthy Planet,” *Scientific American*, April 2010 issue

Reason for Awarding and Biographical Summary **Dr. Emil Salim (Indonesia)**

Born in 1930 (age 80)

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

Dr. Salim has been taking a leadership role not only in Indonesian environmental policy formation and its implementation and the promotion of activities for environmental NGOs but also in international conferences on the simultaneous pursuit of environmental conservation and economic development.

After Dr. Salim earned a PhD in Economics from the University of California, Berkley, he started to teach at the University of Indonesia and became influential in developmental policy under President Soeharto. In 1970, Dr. Salim was appointed the Vice Chairperson of the National Development Planning Agency, which was a key institution for economic development in Indonesia, and afterwards he was appointed as the first Minister of the Environment in Indonesia. During his term as Environment Minister, Dr. Salim pursued the coexistence of the environment and development by introducing innovative environmental policies such as formulation of the National Law for Environmental Management and creation of the Environment Impact Management Agency.

Dr. Salim highly regarded around the world and served in many important roles in the international arena due to his innovative thinking, in regard to the concept of sustainable development. Dr. Salim consistently led discussions at the conferences of ASEAN nations and at high-level officials meetings. Thanks to Dr. Salim's contributions, opinions of the Asian countries became important inputs for the international community. In 1994, Dr. Salim was appointed co-chair of the World Commission on Forests and Sustainable Development, modeled after the Brundtland Commission, and compiled "Our Forests Our Future." Also, he chaired the Preparatory Committee of the World Summit on Sustainable Development in 2002.

After completing his term as the Environment Minister, Dr. Salim actively promoted the establishment of environmental institutions in many universities and supported many environmental NGOs. For example, Dr. Salim was a chairperson of the Indonesian Biodiversity Foundation (KEHATI) which was founded in 1994 to conserve biodiversity in Indonesia through promoting cooperation between the governments of Indonesia, Japan and the United States. Nowadays, the Indonesian Biodiversity Foundation is highly influential in the field of biodiversity conservation policies.

In recent years, Dr. Salim has been engaged in the promotion of the SATOYAMA initiative and the United Nations – University Network on Climate and Ecosystems Change Adaptation Research (UN-CECAR) and is still delivering strong messages to the world.

In summary, Dr Salim has exerted leadership in policy formation at both national and international levels for a long time and still has great influence regarding the simultaneous pursuit of environmental conservation and economic development. His achievements are valued highly and are in line with the concept of the Midori Prize, that is an individual who has made outstanding contributions and has had an impact on future activities for biodiversity conservation.

Biographical Summary

- 1970~1972 Vice Chairperson of the National Development Planning Agency, and concurrently State Minister for State Apparatus Reform
- 1978~1983 Minister of Development Monitoring and Environment
- 1983~1993 Minister of Population and Environment
- 1983~1987 Member of the World Commission on Environment and Development
- 1987 Chairperson of the Third ASEAN Environment Ministerial Conference
- Since 1992~ Founder and Chairperson of the Board of Trustees of the Sustainable Development Foundation
- 1993~2003 Founder and Chairperson of the Board of Trustees of the Indonesian Ecolabelling Institute
- Since 1994~ Founder and Chairperson of the Board of Trustees of the Indonesian Biodiversity Foundation
- 1994~1999 Co-chair the World Commission on Forests and Sustainable Development
- 1995~1999 Deputy Chairperson of UN High Level Advisory Council for Sustainable Development
- 2000~2002 Chairperson of the 10th Session of the UN Commission for Sustainable Development
- 2001~2002 Chairperson of the National Economic Council
- 2001~2002 Chairperson of the Preparatory Committee of the World Summit on Sustainable Development
- 2001~2002 Member of Advisory Group for the President of the Republic of Indonesia
- 2007~2009 Member of the Advisory Council to the President of Indonesia
- 2010.3~ Chairman of the Advisory Council to the President of Indonesia

Record of Honors and Awards

- 1973 Bintang Mahaputera Adiprandana from the Government of Indonesia
- 1982 Golden ARK (Commandeur) of the Netherlands
- 1990 Paul Getty Award, USA
- 2005 Zayed Prize Winner for Environmental Action Leading to Positive Change in Society
- 2006 Blue Planet Prize

Articles and Publications

- 1997 "Recollections of my career" Bulletin of Indonesian Economic Studies 33(1):45-74
- 1999 "Our Forests, Our Future", Cambridge University Press
- 2007 "The Paradigm of Sustainable Development", OECD Sustainable Development Studies "Istitutionalising Sustainable Development", 2007