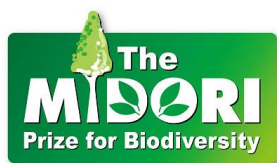


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February 15, 2016
AEON Environmental Foundation

An international prize program to honor individuals who have made outstanding contributions to the conservation and sustainable use of biodiversity

The MIDORI Prize for Biodiversity 2016 Begins **Public Solicitation of Applications**

The Aeon Environmental Foundation (Chairman, Takuya Okada, Honorary Chairman and Advisor, Aeon Co., Ltd.) (the "Foundation") begins to publicly solicit applications for the MIDORI Prize for Biodiversity 2016, from Monday, February 15, 2016.

This prize program is intended to honor the outstanding achievements regarding biodiversity and assist them by highlighting their dynamic biodiversity-related activities, thereby raising the public's interest in biodiversity.

Recently, the load on the Earth's resources has been continuing to grow, destroying and disrupting its ecosystems while degrading biodiversity. The public must make efforts to share these gifts of a beautiful Earth where diverse living things coexist and pass them on to future generations.

The tenth meeting of the Conference of the Parties to the Convention on Biological Diversity (COP 10) was held in Nagoya, Japan in 2010, the year in which the United Nations proclaimed 2010 to be the International Year of Biodiversity. Agreeing with this initiative, the Foundation, which celebrated its 20th anniversary in the same year, established the MIDORI Prize for Biodiversity together with the Secretariat of the Convention on Biological Diversity as the co-organizer. Since then, the Foundation has held this prize program every other year, alternately with the domestic prize, the Japan Awards for Biodiversity.

So far, the MIDORI Prize has been awarded to personages from 10 countries around the world including ones in Asia or the Americas, which has expanded the scope of the Foundation's environmental preservation activities over to all different locations across the world.

For example, the Foundation implemented the Indonesia Jakarta Tree-Planting program over a period of three years based on a proposal made by Mr. Emil Salim (Indonesia), one of the 2010 prize winners.

The prize awarded to Mr. Vo Quy (Vietnam) in 2012, likewise, served as a catalyst for the Vietnam National University, Hanoi to participate in Asian Students Environment Platform (ASEP)*¹ from 2013, which in turn resulted in the Vietnam Hanoi Tree-Planting program.

Having marked its 25th anniversary from its founding, the Foundation will continue to conduct various environmental preservation activities, thereby contributing to promoting the conservation and sustainable use of biodiversity.

*¹ Asia Students Environmental Platform (ASEP): Established in 2012 with the aim of nurturing future experts in the environmental field with a global perspective. It gathers college students from Asian countries for mutual exchange of views on biodiversity while giving opportunities to learn about the differences in the natural environment, history, culture, and sense of values of each country.

Public Solicitation of Applications for the MIDORI Prize for Biodiversity 2016

Organizer: AEON Environmental Foundation

Co-organizer: Secretariat of the Convention on Biological Diversity (*2)

Sponsor: Ministry of the Environment

Public Solicitation Period: From Monday, February 15 to Thursday June 30, 2016

Requirements: Each candidate must meet at least one of the following requirements:

- Has accomplished an outstanding achievement deemed to be a significant contribution for biodiversity;
- Has a potential of giving developmental impact on biodiversity-related activities;
- Engages in initiatives that positively impacts various biodiversity-related activities worldwide.

Prize Description: The MIDORI Prize will be awarded to three personages, who will each be given a wooden plaque, a commemorative gift, and an extra prize (US\$100,000).

Award Ceremony: The award ceremony is planned in December 2016 in Cancun, Mexico, in conjunction with the 13th meeting of the Conference of the Parties to the Convention on Biological Diversity (COP 13). The winner's forum is planned in the same month in Tokyo, where the winning personages are to give commemorative seminars.

Judging Committee (Honorifics omitted, as of February 15, 2016)

Committee Chairman: Takuya Okada, (Chairman, AEON Environmental Foundation)

Judges: Braulio Ferreira de Souza Dias (co-organizer of the MIDORI Prize,
(Alphabetical order) Executive Secretary, Convention on Biological Diversity Representative)

Mariana Bellot (National Coordinator, Biodiversity Finance Initiative
(BIOFIN-Mexico), United Nations Development Program)

Jae Chun Choe (Founding President, National Institute of Ecology, Korea
Distinguished Professor of EcoScience, Ewha Womans University)

Kunio Iwatsuki (Professor Emeritus, The University of Tokyo)

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

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

Takako Takano (Professor, Center for International Education, Waseda
University)

Shiro Wakui (Professor, Department of Environmental and Information
Studies, Tokyo City University; Vice-Chairman at Japan Committee for
UNDB)

How to Apply: Receiving candidate recommendations on our website. Go to Biodiversity Online Magazine The MIDORI Press (<http://www.midoripress-aeon.net/>).

*² The Convention on Biological Diversity: An international convention with the goals of conserving biodiversity, ensuring the sustainable use of components of biodiversity, and promoting the fair and equitable sharing of the benefits arising out of the utilization of genetic resources. The Convention on Biological Diversity strives to address all possible types of crisis threatening biodiversity on the Earth and its ecosystem, including threats from climate change.

Reference: The List of the Past Prize Winners

■ The MIDORI Prize for Biodiversity 2010



◇Jean Lemire (Canada)

Biologist, Explorer, Filmmaker

Mr. Jean Lemire (b. 1962) 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 a

biologist and filmmaker.



◇Gretchen C. Daily (United States of America)

Professor, Stanford University

Dr. Daily (b. 1964) 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."



◇Emil Salim (Indonesia)

Chairman of the Advisory Council to the President of Indonesia

Former Minister of State for Population and the Environment

Dr. Salim (b. 1930) 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. He took the initiative in holding the Indonesia Jakarta Tree-Planting program started by the Foundation in 2011.

■ Special Prize for the International Year of Biodiversity 2010



◇Angela Merkel (Germany)

Chancellor of Germany

Angela Merkel (b. 1954) has demonstrated strong leadership of global environmental issues including climate change and biodiversity conservation policy at national, EU and international levels as the Chancellor of Germany.

■ The MIDORI Prize for Biodiversity 2012



◇Juan Carlos Castilla (Chile)

Professor, Marine Ecology, Department of Ecology, Pontificia Universidad Catolica de Chile

As "the pioneer of South American marine ecology," Dr. Castilla has been involved in national strategies promoting the conservation and sustainable use of biodiversity. He worked with governments, coastal and more marginalized artisanal fisher communities, and proved that the small scale Marine Protected Area is effective for sustainably developing the community as well as growing a green economy.



◇Rodrigo Gámez-Lobo (Costa Rica)

President, Instituto Nacional de Biodiversidad (INBio)

Dr. Gámez founded and initiated the INBio in Costa Rica, a country of mega-diversity. He provided a successful model for the conservation and sustainable use of biodiversity to the world in various fields including the inventorying of biodiversity, environmental education, bioprospecting, policy and legislation, land use management/technical assistance, capacity building and eco tourism.



◇Vo Quy (Viet Nam)

Honorary President, Center for Natural Resources Management and Environmental Studies (CRES), Vietnam National University, Hanoi

Dr. Quy, who took the initiative to involve rural communities as the main proponents of the country's nature conservation and reforestation program, is rightly called the father of Vietnam's environmental conservation movement. He showed a model of the conservation and rehabilitation of nature, offering hope that lands devastated by urbanization or warfare can be regenerated. The prize awarded to him served as a catalyst for the Vietnam National University, Hanoi to participate in the Asia Students Environmental Platform (ASEP), and it has been doing so since 2013. In addition, this resulted in the Vietnam Hanoi Tree-Planting Project, which has been carried out since 2014.

■ The MIDORI Prize for Biodiversity 2014



◇ Kamal Bawa (India)

President, Ashoka Trust for Research in Ecology and the Environment (ATREE), India

Distinguished Professor, University of Massachusetts, Boston

Dr. Bawa has achieved notable results in research on tropical forests.

Through developing new methods and genetic markers he has shown that forest fragmentation, widespread in the tropics, depletes biodiversity. He has led research on conservation biology for many years, including on the extraction of non-timber products and on mainstreaming biodiversity into agricultural landscapes. He established the Ashoka Trust for Research in Ecology and the Environment (ATREE) as a research institution for biodiversity conservation and sustainable development. He has displayed operational leadership and integrally promoted research, education and implementation at the ATREE.



◇ Alfred Oteng-Yeboah (Ghana)

Chair, Ghana National Biodiversity Committee

Dr. Oteng-Yeboah is a leader of biodiversity representing Africa. He has held several important positions at international institutions including Chair of the Subsidiary Body on Scientific, Technical and Technological Advice (SBSTTA). He has led international negotiations on biodiversity

from a global perspective and had a worldwide impact. Especially, he has made significant contributions in the establishment and management of the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES) through advocating the importance of dialogues between science and policy.



◇ Bibiana Vilá (Argentina)

Director, Vicuñas, Camelids and Environment (VICAM)

Principal Researcher, National Research Council (CONICET) Argentina

Regarding the conservation of wild vicuñas in the Andean altiplano, Dr.

Vilá has led the implementation of conservation measures integrating both traditional knowledge of indigenous communities and modern science including ecology, ethology and animal welfare. Also, she has made significant contributions by integrally promoting support to local communities and the implementation of environmental education. This has been achieved through the sustainable use of economically high-value vicuña fiber, realizing both the conservation of wild animals and the stable development of regional communities, and through leading a local-based and globally important project.