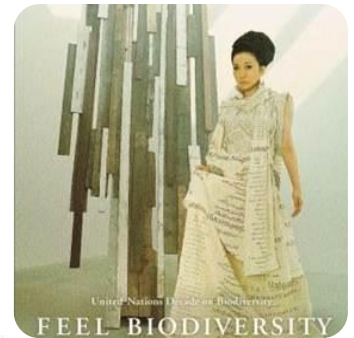




2011 Activity Report of MISIA, Honorary Ambassador for the tenth meeting of the conference of parties (cop10)

From May 2011 to April 2012



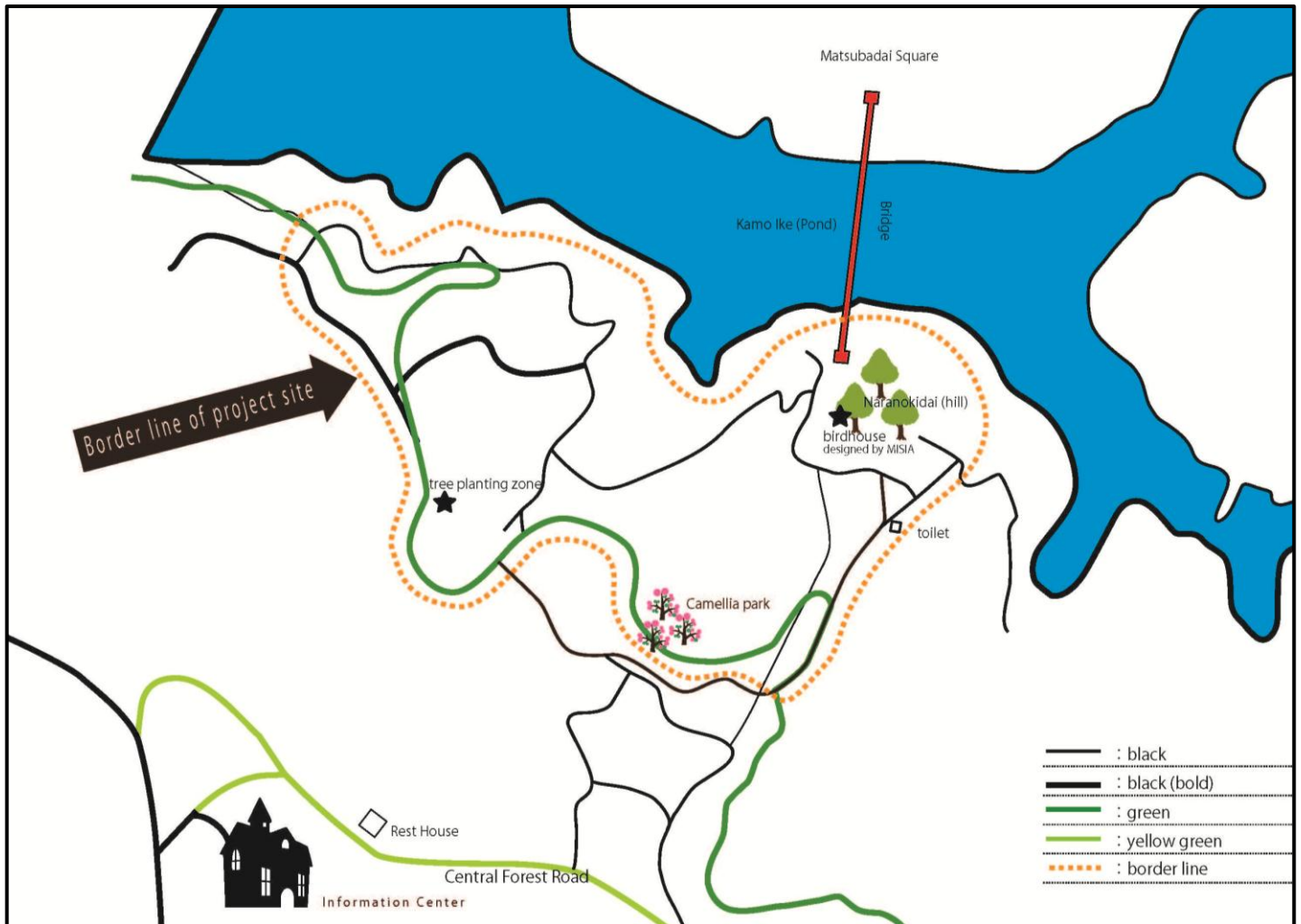
2011 Dissemination and awareness-raising

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1. 'MISIA FOREST' PROJECT

- **Organizer:** General Incorporated Foundation mudef
- **Cooperation:** Ishikawa Prefecture, Tsubata-cho, Kanazawa University, United Nations University, UN Information Centre Tokyo, Secretariat of the Convention on Biological Diversity
- **Supporter:** ASAHI BREWERIES, LTD., APA GROUP, Development Association for Youthworkers
- **Schedule:** from May 22, 2011 to March 31, 2016 (5 years project)
- **Place:** Around Kamo ike (pond) in Ishikawa Forest Park



Forest Conservation

- ✓ **Tree Thinning :** Prior to starting the project, thin the forests
- ✓ **Tree plantation(May 22) :** Participants planted trees after the opening
- ✓ **Tree plantation of elementary students (May 31) :** Students planted trees that it was postponed on account of rain as the launch ceremony.
- ✓ **The Forest Conservation Event (September 10) :** 31 participants clears underbrush and researches the various vegetation and animals.



Art project



Artworks, which were produced by several artists on the theme of biodiversity, forest and ecosystem, are displayed in the Information Center of Ishikawa Forest Park. As of January 2011, 10 works were made by 9 artists including popular child actor Seishiro Kato. These works make visitors feel a connection with forest and various lives. mudef is also under consideration of the reuse of forest thinning.

Research

MISIA Forest project emphasizes on the importance of environmental education for children. We try to increase regular visitors through the research of the various vegetation and animals organized by local elementary school students. With collaboration with private sectors, mudef also organize research activities in summer and autumn.

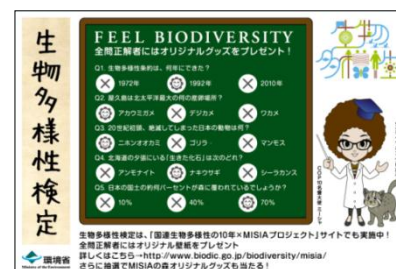
- ✓ **Research of the various vegetation and animals** : Students of Agata elementary school walk and research in MISIA Forest in spring, summer, and fall as of January 2012.
- ✓ **Maiking original guide by using Nintendo's DSi software**: Participants used the game software of Nintendo DSi to take photos and record their voice of their own explanation about what they found in the forest. The data was accumulated as "MISIA Forest guide" and released at the information center.



2. Biodiversity quiz

Collaborated with Ministry of Environment, United Nations University and Tohoku University, mudef implements biodiversity quiz which ordinary people can easily participate in.

- **Our goal** : to encourage the participants to learn and have interest in the biodiversity issues.
- **Supervisors** : Tohoku University, United Nations University
- **Quiz**: The scratch-off of 3 types distributed in the concert venue of MISIA. Also about 100 quizzes are put of the special website.
- **Venues** : The concert venues of MISIA and the special website of Ministry of the Environment
 - ※At the concert venue, a perfect scorers get three types of original postcards and the others get one type of them.
 - ※At the special website, a perfect scorers get the original wallpaper.
- **Participants**: More than 5,000 participants joined the quiz at the concert venues.



DATE	PLACE	VENUE	Perfect scorer	Sea	Sky	Earth	Sub-total
10/9	Osaka	OSAKA INTERNATIONAL CONVENTION CENTER	297	12	10	29	348
10/10	Osaka	OSAKA INTERNATIONAL CONVENTION CENTER	246	31	24	32	333
10/16	Shizuoka	HAMAMATSU ACT CITY	136	12	15	15	178
10/21	Tokyo	SHIBUYA PUBLIC HALL	178	8	6	2	194
10/22	Tokyo	SHIBUYA PUBLIC HALL	410	19	10	10	449
10/27	Mie	MIE CULTURE HALL	143	5	8	10	166
10/28	Gifu	NAGARAGAWA INTERNATIONAL CONVENTION CENTER	190	12	15	15	232
11/5	Tokyo	FUCHU ART THEATER	194	37	24	38	293
11/11	Saitama	OMIYA SONIC CITY	350	50	22	56	478
11/20	Osaka	SAKAI CIVIC HALL	268	17	5	21	311
11/22	Fukui	FUKUI PHOENIX HALL	210	11	1	16	238
11/23	Ishikawa	HONDANOMORI HALL	182	16	8	31	237
12/10	Miyagi	SENDAI SUNPALAZA	65	18	8	6	97
12/11	Miyagi	SENDAI SUNPALAZA	58	4	8	10	80
12/17	Hokkaido	NITORI CULTURE HALL	156	11	9	23	199
12/18	Hokkaido	NITORI CULTURE HALL	240	12	25	10	287
12/23	Kumamoto	KUMAMOTO SOJO UNIVERSITY CULTURAL HALL	168	3	3	5	179
12/24	Kagoshima	KAGOSHIMA CITY HALL	172	12	0	10	194
12/25	Fukuoka	FUKUOKA SUNPALACE	132	11	5	7	155
1/28	Osaka	OSAKA-JO HALL	66	10	6	20	102
1/29	Osaka	OSAKA-JO HALL	95	30	23	46	194
2/4	Aichi	GAISHI HALL	99	8	6	11	124
2/18	Kanagawa	YOKOHAMA ARENA	143	12	18	5	178
2/19	Kanagawa	YOKOHAMA ARENA	176	5	8	8	197
TOTAL			4,374	366	267	436	5,443

- 'Sea', 'Sky', 'Earth' mean the type of postcard. Participants can select one out of three types. Perfect scorers can receive all types.

↓ Special website of the Ministry of Environment

www.biodic.go.jp/biodiversity/misia/quiz/quiz.html



FEEL BIODIVERSITY QUIZ

目指せ！ BIODIVERSITY MASTER!!

生物多様性クイズにチャレンジ！
全10問 正解者には
オリジナル壁紙プレゼント！

全問正解して応募フォームが開いたら、
MISIAの森オリジナルグッズプレゼントのチャンス！

キャンペーン期間(各期間それぞれ10名様にプレゼントとなります)
第1期：2011年10月7日～12月16日
第2期：2012年1月1日～2月14日

START

↓ This approach appeared in High School Times vol.33
“Have you ever heard the word 'Biodiversity'?”

19 HIGH SCHOOL TIMES 2012年10月24日(水)25日発行 第9巻第1号(33)

生物多様性という言葉

生物多様性とは

生物多様性とは、地球上の生物の多様性を指す言葉です。生物多様性には、生物の種多様性、遺伝子多様性、生態系多様性の3つがあります。生物多様性は、地球上の生物の多様性を指す言葉です。生物多様性には、生物の種多様性、遺伝子多様性、生態系多様性の3つがあります。

生物多様性検定って何だ？

生物多様性検定とは、生物多様性に関する知識を測るための検定です。生物多様性検定は、生物多様性に関する知識を測るための検定です。生物多様性検定は、生物多様性に関する知識を測るための検定です。

ぜひ参加してみてください！

ひとたびMISIAの森で生物多様性検定を受ければ、MISIAの森オリジナルグッズをプレゼント。MISIAの森オリジナルグッズをプレゼント。MISIAの森オリジナルグッズをプレゼント。

一般社団法人midef (midef design foundation) info@midef.net http://www.midef.net
〒115-0001 東京都港区新保町1-14-13 MISIAの森 03-6454-0100 http://www.misia.jp

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をきいたことがありますか？

生物多様性をテーマに掲げた「MISIA」の取り組み

MISIAの森は、生物多様性をテーマに掲げた取り組みを行っています。MISIAの森は、生物多様性をテーマに掲げた取り組みを行っています。MISIAの森は、生物多様性をテーマに掲げた取り組みを行っています。

MISIAさんのメッセージ

MISIAさんは、生物多様性をテーマに掲げた取り組みを行っています。MISIAさんは、生物多様性をテーマに掲げた取り組みを行っています。MISIAさんは、生物多様性をテーマに掲げた取り組みを行っています。

3. BIODIVERSITY x MISIA project

- **Special cooperation** : The Ministry of Environment
- **Release** : September, 2011

The message movie

- ✓ Creating the scenery of satoyama through animation with nursery rhyme "Furusato(My home country)" sung by MISIA. Character of living creatures and Seishiro Kato, a famous child actor, joined the movie and express the linkage of our lives.
- ✓ It was screened at the event related to United Nations Decade on Biodiversity on September 20 in New York, and has also introduced as in-flight video of JAL since October.
- ✓ This movie was screened through the MISIA live tour from October to February.



Poster/Postcard



- ✓ They are based on three theme of 'Earth', 'Sea', 'Sky'. Each costume of MISIA was illustrated by the name of endangered species.
- ✓ We made art work with wood scrap in line with these themes. It means "Reuse" and "Rebirth".
- ✓ The audiences can join the biodiversity quiz at MISIA concert venues, and they can get them after challenging the quiz.
- ✓ These visuals can be downloaded at special website of Ministry of Environment.



Exhibit the visual at the concert venue

The poster and the recorded video of 'FEEL BIODIVERSITY' were exhibited at the concert venue of 'THE TOUR OF MISIA JAPAN SOUL QUEST' from October 2011 to February 2012. In addition, we have provided the opportunity to learn joyfully about biodiversity to distribute quiz cards.

- ✓ **Term**: Since October 9, 2011 to February 19, 2012
- ✓ **Place**: 21 concert halls and 5 arena stages (The total of 26 venues)
<http://www.misia.jp/tour/tour2011/schedule/index.html>



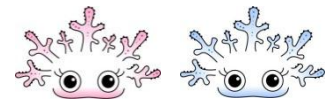
4. Backup campaign for Tsushima Yamaneko

Cooperated with Tsushima-city and Tsushima Wildlife Conservation Center, "Backup campaign for Tsushima Yamaneko (wild Leopard)" was launched. We publicly solicit ideas for awareness-raising toward the protection of Tsushima Yamaneko which is endangered species in Tsushima-city, Nagasaki Prefecture.



- **Judge :**
 - The President of General Incorporated Foundation mudef
 - Tsushima mayor
 - Ranger for Nature Conservation of Tsushima Wildlife Conservation Center
- **Special judge :**
 - MISIA
- **Award :**
 - Grand prix : one person/group
 - Excellent awards : 10 persons/groups
 - ※The winners are awarded sub-prize from local partners
- **Term :**
 - From March 19 to June 30, 2012

5. The conservation activities of corals



The project to support "Coral farm's", the conservation activities for corals launched in Yomitan-village, Okinawa Prefecture. The supportive activities will be promoted with the use of original character designed by MISIA.

6. Observation report

Biodiversity Center of Japan in Yamanashi prefecture

MUSIA visited "Biodiversity Center of Japan" on December. She made an inspection of this facility that take the lead in gathering and sharing information of biodiversity through information networks from all over the world.



Coral Farm in Okinawa prefecture

MISIA visited "Coral Farm" on February. Mr. Kinjo, president of the farm, successfully cultivated corals for the first time in the world. She went around there with Mr. Kinjo and learned the sea conservation and its challenge.



7. Reference : MISIA Profile

- **Birthday:** July 7
- **Place of birth:** Nagasaki Prefecture, Japan

Work record

MISIA is one of the most well-known female singers in Japan.

Since her debut in 1998 with 'Tsutsumikomuyouni,' MISIA has released a string of songs that have become major hits such as 'Everything' and 'Aitakute Ima.' She has sold over 30 million CDs and is popular across the Asian region. Her powerful 5-octave range and soulful voice often overwhelms the audience. She is highly regarded by her foreign fans for the perfectionism she brings to her live performances, which are the fruit of her relentless pursuit of entertaining all those who see her.

In 2004, she became the first Japanese female singer to play all five of the nation's major dome stadiums. In 2008, she embarked on an arena tour throughout the Asian region, including Japan and the five cities of Taipei (Taiwan), Shanghai (China), Singapore, Seoul (South Korea), and Hong Kong (China). She attracted a total of more than 2.5 million fans during her 2009 - 2010 tour titled "Hoshizora no Live V Just Ballade."

MISIA has not only used her talents in the music scene. Since 2005, she has been participating in the Japanese campaign of G-CAP (Global Call to Action Against Poverty).

Social activities

During TICAD IV (The Fourth Tokyo International Conference on African Development), MISIA held a live show titled "Africa Benefit Live Yokohama" aiming to develop awareness of African and global issues. She joined Bono of U2 and Youssou N'Dour in an event to advocate the eradication of poverty.

In 2008, working hand-in-hand with UN organizations and local non-governmental organizations, MISIA successfully launched her "Child Africa" project to improve the educational environment of children in developing countries. She has been focusing on social action from a global point of view.

The Honorary Ambassador for COP10

Her achievements led to her appointment as the Honorary Ambassador for the Tenth Meeting of the Conference of the Parties (COP10) by the United Nations in March 2010. MISIA joined Mudef as a board member in May 2010, a general incorporated foundation established to raise awareness towards global issues through music and art.

MISIA released her latest album, with the theme of biodiversity, titled "Life In Harmony" in August 2010, produced by world-renowned music producer David Foster.



8. Reference : About mudef



mudef stands for 'Music Design Foundation'. It is a coined word combining music and design. mudef, which will implement sustainable activities with global perspective, is established in order to organize and manage artists' social activities. mudef set 8 goals of MDGs (Millennium Development Goals) as the center of its activities.

Activity of an honorary ambassador for the tenth Meeting of the Conference of the Parties to the United Nations Convention on Biological Diversity (COP10) support for Goal7 of MDGs.

※MDGs are comprehensive and specific development goals which were set by combining United Nations Millennium Declaration, adopted at the United Nations Millennium Summit in 2000 and other various international development goals adopted at major international conferences and summits in 1990s.

It sets 8 goals such as eradicating extreme poverty and hunger and achieving universal primary education which are to be accomplished by 2015.

✓ **Child AFRICA[MDGs2]**

Child AFRICA campaign was started with the proposition by MISIA in 2008 in order to promote child education in Africa.

✓ **PROJECT MAGOSO[MDGs2]**

Project Magoso supports 13 children at Magoso School in Kibera Slum in Nairobi, which is ran voluntarily by the local community since 2009.

✓ **White Ribbon Alliance Campaign[MDGs5]**

MISIA has taken part in 'White Ribbon Alliance' since 2008. It is an international campaign which aims at protecting lives and health of expected mothers and babies in developing world.

✓ **Love is Free Campaign[MDGs6]**

The project aims at supporting children of the HIV/AIDS orphan care center in Malawi. In 2011, 2000 bed nets were distributed.

✓ **SAToyAMA BASKET[MDGs7]**

SAToyAMA BASKET is campaign of biodiversity conservation. MISIA Forest is a part of this project.

✓ **Hoshizora Gardians[MDGs8]**

We will promote better understanding of MDGs.

✓ **HOPE FOR JAPAN**

mudef implements emergency relief and recovery projects in 2011



mudef Outline

- **Name:**General Incorporated Foundation mudef (music design foundation)
- **Address:**Shibuya-ku Tokyo Japan
- **Contact:**TEL&FAX 03.5414.7778 E-mail info@mudef.net
- **Founded on:**May 21, 2010
- **URL:**<http://www.mudef.net>
- **Board:**
 - President :Hiroto TANIGAWA
 - Subdelegate :Mitsuo SHINDO (Art Director)
 - Others :MISIA(musician)/Takuro Okubo(musician)/Keiko Horiki(Horiki business office)/Kayoko Shimizu(Shimizu Group)
- **Auditor:**
Keiji Ogawa(Advocate)/Kunihiko Sugawara(Accountant chartered)
- **Councilor:**
Masaaki Morita(A Japan Tennis Association)/Norio Kaifu(Astronomer)/Fukuji Hashimoto(KYODO OSAKA)/Shigetomo Sugawara(Howfulls)/Masaharu Ota(Japan Association for the Promotion of Creative Events)
- **Director general:**Miki Nagashima