



COMMUNIQUÉ

Young talent recognised in global photography competition

Raising children's awareness of biodiversity

Montreal, 7 December 2009. The eight winners of a children's international biodiversity photo competition were rewarded at a special event in Washington, DC on 4 December 2009. The competition was developed as part of Airbus' support for *The Green Wave* in collaboration with National Geographic and the Secretariat of the Convention on Biological Diversity (CBD).

Launched in July, the competition encouraged young people to engage in nature and consider the global loss of biodiversity. The eight winning photos were chosen from more than 2,500 entries from children in 99 countries. All entrants showed a common love of photography, a passion for their natural environment and concern for their future. A further 20 young people were given honourable mention for their impressive entries.

From 3 to 6 December the winners, accompanied by a guardian, spent three nights in Washington, DC. They visited the headquarters of the National Geographic Society, the Terra Cotta Warriors exhibition at the National Geographic museum, toured the city, and took part in a photography workshop with world-renowned National Geographic photographer Joel Sartore at the Smithsonian Institution National Museum of Natural History.

Sartore was a member of a global panel of judges, who were impressed by the range of subjects that engaged the entrants. Photographs featuring animals, plants and landscapes, were submitted by photographers as young as 6 years old. Speaking on the loss of biodiversity, Sartore said: "This is a global problem that needs to be addressed today if we want to retain the diversity of the natural world for the generations of tomorrow. It is about the food that we eat and the air that we breathe."

At the red-carpet awards ceremony at National Geographic on Friday 4 December, the eight winners were presented with a certificate by the Executive Secretary of the CBD, Dr. Ahmed Djoghlaif and a signed photograph by Joel Sartore. The ceremony was also attended by ambassadors of the winners' countries along with high-profile figures from Airbus, National Geographic, the CBD and related groups.



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Speaking at the awards ceremony, Allan McArtor, Chairman of Airbus Americas, said: “This photography competition is part of a wider acknowledgement of our responsibility as an international company to support a more sustainable world, and we are using our global outreach to raise awareness of the need to preserve the variety of life on earth. Our relationship with the CBD and National Geographic has allowed us to play a small part in the important task of raising awareness of the issue biodiversity amongst the youth of today.”

CBD Executive Secretary Djoghlaf, said: “We are delighted Airbus and National Geographic are working with us to inspire the next generation about the importance of protecting the rich biodiversity of the world we live in. This competition is helping to deliver that commitment, engaging and educating today’s children in the task of safeguarding the planet.”

The winners and those awarded honourable mention came from Canada, Dominican Republic, Finland, France, Germany, India, Norway, Philippines, Poland, Spain, UK and USA and they ranged from 6 to 16 years old.

To find out more and view the pictures visit www.seethebiggerpicture.org.

To get involved in *The Green Wave* for biodiversity, visit www.greenwave.cbd.int.
