



## PRESS RELEASE

### **United Nations Secretary-General appoints the Japanese singer MISIA as Honorary Ambassador for the 2010 United Nations Biodiversity Conference**

*Montreal, 1 March 2010.* United Nations Secretary-General Ban Ki-moon has appointed the Japanese female singer and songwriter, MISIA, as the Honorary Ambassador for the forthcoming tenth meeting of the Conference of the Parties to the Convention on Biological Diversity, which will be held from 18 to 29 October 2010 in Nagoya, Aichi Prefecture, Japan.

In her honorary role, MISIA will help raise awareness of the continuing depletion of biological resources and inform the public on the sustainable use of biodiversity. “In this International Year of Biodiversity, we must counter the perception that people are disconnected from our natural environment. We must increase understanding of the implications of losing biodiversity,” said Secretary-General Ban Ki-moon. Referring to Honorary Ambassador MISIA, the Secretary-General said she could “help highlight our common struggles for protecting life on Earth and the actions we can take to slow down biodiversity loss.”

Throughout her successful career, MISIA has been an advocate of sustainable development. Through her performances, she has worked to raise public awareness on the United Nations Millennium Development Goals and, in 2008, she established a voluntary organization, Child AFRICA, to support education in Africa. This honorary appointment will help bring much needed attention to the importance of biodiversity and the urgent need for progress to meet the three objectives of the Convention on Biological Diversity (CBD).

On learning of her appointment, MISIA said, “While travelling to different parts of the world, I have realized that our life and culture vary a lot and this diversity has been nurtured by the rich natural environments of different regions. I have also realized that serious global issues such as poverty, war and environmental destruction are interrelated. As Honorary Ambassador, I do hope to join a cause to address biodiversity and other related issues around the world by thinking and acting together with all of you.”

The United Nations conference on biodiversity—the tenth meeting of the Conference of the Parties to the Convention on Biological Diversity (COP10)—takes place in Nagoya, Aichi Prefecture, Japan, from 18 to 29 October 2010. In September 2010, a high-level meeting on biodiversity with participation of Heads of State and Government will be held in New York in conjunction with the general debate of the sixty-fifth session of the General Assembly of the United Nations. These two major United Nations events will shape the world’s response to the global loss of biodiversity that continues to accelerate, exacerbated by climate change. It is expected they will result in adoption at Nagoya of international targets for the state of biodiversity in 2020 and 2050, together with identified means of implementation, monitoring and evaluation that harness the active engagement of all stakeholders.

Welcoming the honorary appointment, Japan’s Minister of the Environment, Sakihito Ozawa, said, “Music is a universal language that transcends boundaries around the world. With this ultimate instrument of communication, MISIA is working actively to make the world a better place for all and is gaining great public support, including from young people, the next generation. I am convinced that she is the right person for the United Nations Honorary Ambassador for the tenth meeting of the Conference of the Parties to the CBD.”



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Echoing this sentiment, the Executive Secretary of the Convention, Ahmed Djoghlaif, said, “I am delighted by news of this appointment by the Secretary-General. More than ever we need a global alliance to safeguard life on Earth and the appointment of MISIA as the COP10 Honorary Ambassador is an important step to help build public awareness and support for this.”

Building on momentum generated by the 2010 International Year of Biodiversity, MISIA’s honorary role will continue through to the next United Nations Biodiversity Conference, to be held in 2012. MISIA’s appointment also coincides with another important United Nations observance, the International Year of Youth, that runs from 13 August 2010 to 12 August 2011. In view of her background and dedication to raising awareness on sustainable development issues, MISIA will be in a perfect position to help build links between youth and biodiversity.

### *Notes for editors*

#### ***The Convention on Biological Diversity (CBD)***

Opened for signature at the Earth Summit in Rio de Janeiro in 1992, and entering into force in December 1993, the Convention on Biological Diversity is an international treaty for the conservation and sustainable use of biodiversity and the equitable sharing of the benefits from utilization of genetic resources. With 193 Parties, the Convention has near universal participation among countries committed to preserving life on Earth. The Convention seeks to address all threats to biodiversity and ecosystem services, including threats from climate change, through scientific assessments, the development of tools, incentives and processes, the transfer of technologies and good practices and the full and active involvement of relevant stakeholders including indigenous and local communities, youth, NGOs, women and the business community.

The Cartagena Protocol on Biosafety a supplementary treaty to the Convention seeks to protect biological diversity from the potential risks posed by living modified organisms resulting from modern biotechnology. To date, 156 countries and the European Community are party to the Protocol. The Secretariat of the Convention and its Cartagena Protocol is located in Montreal.

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IYB website: [www.cbd.int/2010](http://www.cbd.int/2010)

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The tenth meeting of the Conference of the Parties to the Convention on Biological Diversity (COP-10) will take place in Nagoya, Aichi Prefecture in Japan from 18 to 29 October 2010. COP 10 will include a high-level ministerial segment which will take place from 27 to 29 October 2010. Prior to its tenth regular meeting, the Conference of the Parties will hold its fifth meeting serving as the meeting of the Parties to the Cartagena Protocol (COP-MOP 5) at the same venue, from 11 to 15 October 2010.

For more information visit [www.cbd.int/cop10](http://www.cbd.int/cop10) and [www.cbd.int/mop5](http://www.cbd.int/mop5)

#### ***MISIA***

Born in Nagasaki, Japan, MISIA debuted as a recording artist in 1998. Her hit single *Everything* sold over two million copies.

For more information visit [www.misia.jp/index\\_main.html](http://www.misia.jp/index_main.html)

#### ***Child AFRICA***

<http://child-africa.org/en>