



PRESS RELEASE

Biodiversity Champions in Southeast Asia

Nagoya, 21 October 2010 – While the Association of Southeast Asian Nations (ASEAN) region is home to 20 per cent of all known plant and animal species, it is losing biodiversity at alarming rates. Unfortunately, this threat has not attracted enough attention from leaders, the public and the media to generate a concerted effort to halt the rate of biodiversity loss. This lack of awareness is attributed to the dearth of information campaigns and materials on the values of biodiversity. To help fill this gap, the ASEAN Centre for Biodiversity (ACB), supported by the Secretariat of the Convention on Biological Diversity (SCBD), the ASEAN Foundation (AF), the ASEAN-Japan Solidarity Fund, UNESCO, and the European Union (EU), has launched the search for the ASEAN Champions of Biodiversity.

Launched at the tenth meeting of the Conference of the Parties to the Convention on Biological Diversity, being held in Nagoya, Japan, the ASEAN Champions of Biodiversity is a recognition program for ongoing projects on biodiversity conservation and advocacy in Southeast Asia. It is aimed at generating greater leadership, public and media awareness of the problems facing the region's rich but highly threatened biodiversity and the need a concerted effort in biodiversity conservation and advocacy.

Specifically, the award seeks to: (i) Recognize ongoing projects of the private/corporate sector, media, and youth which have a clear impact on biodiversity conservation in the ASEAN region; (ii) Identify leaders among the private/corporate sector, media, and youth from which a cadre of champions will be selected to serve as Ambassadors of Goodwill for biodiversity; (iii) Promote awareness of the values of biodiversity among ASEAN leaders and the public in general; (iv) Promote corporate social responsibility (CSR) in biodiversity conservation and advocacy; and (v) Encourage the private sector, youth, and media to participate in biodiversity conservation and advocacy.

“We need action to build societies that live in harmony with nature. People can be inspired to act by the examples of champions,” said Ahmed Djoghlaif, Executive Secretary of the Convention on Biological Diversity. “This is why we are keen supporters of the ASEAN project to find Champions of Biodiversity in South-East Asia.”

During the launch, Mr. Rodrigo U. Fuentes, Executive Director of the ASEAN Centre for Biodiversity said, “We welcome the opportunity to partner with CBD in our search for modern-day heroes who can bring biodiversity closer to everyone, and inspire people to conserve and preserve our region's dwindling biological resources.”

Nominations are open for three categories: Most Outstanding Biodiversity Conservation and/or Advocacy Project by a Private Business/Corporation; Most Outstanding Biodiversity Conservation and/or Advocacy Project by a Youth Organization; and Most Outstanding Biodiversity Reportage by a Media Organization.



Secretariat of the Convention on Biological Diversity
United Nations Environment Programme
413 Saint-Jacques Street, Suite 800, Montreal, QC, H2Y 1N9, Canada
Tel : +1 514 288 2220, Fax : +1 514 288 6588
secretariat@cbd.int www.cbd.int



Life in harmony, into the future
いのちの共生を、未来へ
COP 10 / MOP 5

The nomination form and details may be downloaded from www.aseanbiodiversity.org. Deadline for submission of nominations is on 28 February 2011.

Winners will receive token cash prizes, and will be recognized on 22 May 2011, in time for the International Day for Biodiversity. They will also be given year-round opportunities to speak before business, youth, and media leaders. A publication of best practices will also be produced based on the stories of the finalists and winners.

Notes for Editors

ASEAN Champions of Biodiversity

For more information on the ASEAN Champions of Biodiversity, log on to www.aseanbiodiversity.org or www.aseanfoundation.org. The Secretariat may be contacted via e-mail at champions@aseanbiodiversity.org.

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 of biodiversity, the sustainable use of the components of biodiversity and the equitable sharing of the benefits derived from the use of genetic resources. With 193 Parties, the Convention has near universal participation among countries. 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, 159 countries and the European Union have ratified the Protocol. The Secretariat of the Convention and its Cartagena Protocol is located in Montreal.

For more information visit www.cbd.int

For additional information, please contact: David Ainsworth on +81 (0) 80 699 04168 (until 29 October 2010) or at david.ainsworth@cbd.int; or Johan Hedlund at johan.hedlund@cbd.int.
