

# Celebrating IYB

## 2010 - Looking Back and Moving Forward



生物多様性、それはいのち

生物多様性、それは私たちの暮らし

Biodiversity is life. Biodiversity is our life



いのちの共生を、未来へ

Life in harmony, into the future



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## IYB Proclaimed by UNGA

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Proclaimed by the United Nations General Assembly in resolution 61/203 on 20 December 2006, the International Year of Biodiversity (IYB) take place in 2010. This year coincides with the 2010 biodiversity target adopted by the Parties to the Convention on Biological Diversity (CBD) and by Heads of State and Government at the World Summit for Sustainable Development in Johannesburg in 2002. The message of the United Nations Secretary-General, Mr Ban Ki-moon, to the international community was issued on 2 January 2010.



## Aim of the UN resolution on IYB

The celebrations will seek to raise public and political awareness of the importance of biological diversity to human well-being. Within this context the IYB will seek to encourage a global discussion on the extent to which the goals of the Convention and relevant Millennium Development Goals have been met, including a celebration of successes in achieving the 2010 target.

The objective is to have these discussions culminate in a commitment, by the global community, to reinforce these goals beyond 2010.

The International Year of Biodiversity is an important contribution to implementation of the programme of work on communication, education and public awareness (CEPA) of the Convention on Biological Diversity and the mandate under its Article 13.

IYB is an opportunity for Parties to communicate the national implementation of the CBD, and to take steps to mainstream biodiversity considerations into education, and the work of important economic sectors.

## IYB Logo and Messaging

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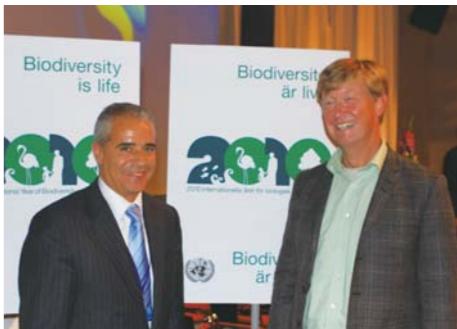


2010 International Year of Biodiversity

Biodiversity is life.  
Biodiversity is our life.

The logo and the messaging for the celebration of the International Year of Biodiversity were produced by the secretariat of the CBD with the generous financial support of the Government of Canada.

## Unveiling of IYB logo



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The logo and the messaging were unveiled on 8 September 2009 in Strömstad, Sweden, on the occasion of the high-level European Union meeting "Visions for Biodiversity Beyond 2010 - People, Ecosystem Services, and the Climate Crisis".

## Unveiling of Logos in Japan



Life in harmony,  
into the future  
COP10/MOP5  
AICHI-NAGOYA  
JAPAN 2010

The logo and the messaging of IYB were unveiled together with the COP10 Logo and slogan on 14 October by the Ahmed Djoghraf, Executive Secretary of the CBD, Mr. Sakihito Ozawa, then Japanese Minister of the Environment, and Issei Tajima, then Senior Vice Minister of the Environment at the Press Conference Room at the Ministry of the Environment of Japan.

Launching the logo and slogan Japan marked the one-year countdown to the tenth meeting of the Conference of the Parties (COP10) to the Convention on Biological Diversity, and the fifth meeting of the Conference of the Parties serving as the Meeting of the Parties (COP-MOP5) being held in Nagoya, Aichi Prefecture, Japan in October 2010.

The COP10/MOP5 logo, in the form of Japanese "Origami", portrays our life in harmony with nature, by arranging diverse flora and fauna in a circular shape with an adult and a child in the center. The adult and child represent our commitment to safeguard our precious biodiversity for the next generation. Origami, the Japanese paper folding art, is a reflection of Japanese culture and the wisdom of human beings.

The slogan for COP10, "Life in harmony, into the future" corresponds to the spirit of the logo and articulates the need for coexistence between humans and biodiversity for the sake of future generations.

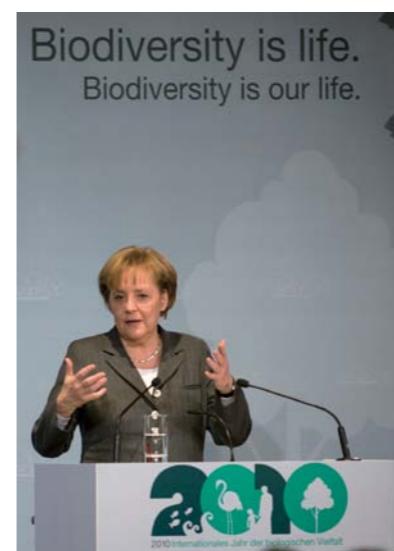
## IYB Celebrations

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### Official Launch of IYB in Germany

The International Year was officially launched by Presidency of the ninth meeting of the Conference of the Parties to the Convention at the Museum of Natural History in Berlin on 11 January 2010.

In the presence of over 400 participants, the German Chancellor Dr. Angela Merkel urged the world to take the necessary steps to protect the biological diversity of the Earth. The ceremony was attended by Mr. Issei Tajima, then Senior Vice-Minister for the Environment of Japan, as the representative of incoming President of the Conference of the Parties at its tenth meeting, and the Minister of Yemen in his capacity as the Chairman of the Group of 77 and China.



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## UNESCO Inaugural Event



The United Nations Educational, Scientific and Cultural Organization (UNESCO) hosted an inaugural event on 21-22 January, followed by a scientific conference from 25 to 29 January, at its headquarters in Paris. The ceremony took place with the participation of the Prime Minister of Guinea-Bissau and the French Minister of State, Mr Jean Louis Borloo, as well as the President of the General Conference of UNESCO.

The international exhibit of the International Year was inaugurated at the Event.

During IYB, UNESCO has lead several activities which aimed to educate and to raise public awareness on the reasons for conserving biodiversity, to fill the gaps in our knowledge of biodiversity and to catalyze further international action for its sustainable use.

UNESCO contributed to COP10 by promoting the advancement of the international biodiversity governance agenda, by highlighting specific UNESCO-relevant biodiversity issues through side-events and by the presentation of the Japanese version of the UNESCO-led official IYB travelling exhibition.

## IYB Launching in Japan

On 16 January, the COP10 CBD Promotion Committee organized an IYB commemorative event in Nagoya, Aichi, where the COP10 would take place.

On 25 January, the Japanese official launch took place in Tokyo.

During the event, the first meeting of the Japanese National Committee for the International Year of Biodiversity was held during the IYB kick-off event. The committee, chaired by the Chairman of Nippon Keidanren, was comprised of national and local governments, academia, NGOs, private sector and media.

The meeting was followed by the appointment of additional members of "Life on the Earth" Supporters (mostly celebrities and famous figures) which attracted much attention of the Japanese media.



## Launching the IYB Around the World

### January 2010

► **On 7 January**, Brazil celebrated the International Year in Curitiba, the host of COP 8, with the participation of Mayor Beto Richa of Curitiba, Acting Minister of Environment Izabella Teixeira of Brazil, and Minister Mah Bow Tan of Singapore. The event was held at the Second Curitiba Meeting on Cities and Biodiversity which was attended by 95 participants, including representatives of 18 cities from around the world.

► **On 12 January**, Minister Jean Louis Borloo of France organized the launch of the International Year in Paris with the participation of more than 1400 participants. The movie "Oceans" of Jacques Perrin was shown. The award competition for "French Capital on Biodiversity" was also launched.

► **On 14 January**, the British Royal Society celebrated its 350th anniversary by organizing a scientific event on biodiversity. The representatives of the 60 countries attending on 16 January the consultation on the strategic plan, organized by the United Kingdom and Brazil also celebrated the International Year at the Museum of Natural History of London, which had hosted, in November 2009, the launch of the UK-IYB committee comprising 200 partners.

In the United Kingdom, under the coordination of the Natural History Museum, 190 organizations have signed up to the national campaign and are organizing activities including talks, exhibitions, public dialogues, artwork, citizen science experiments encompassing science and the arts.

► **On 15 January**, Bioversity International launched its campaign in support to the International Year.

An international conference on "Redefining Sustainability in the International Agenda: Inspiring Greater Engagement in Biodiversity Issues" and an EcoChic Fashion Show were organized in Geneva by the United Nations Conference on Trade and Development (UNCTAD) **on 20-21 January** as a contribution to the celebration of the International Year.

► **On 20 January**, the French Museum of Natural History hosted a meeting of the CBD Scientific Consortium to finalize their plans to celebrate the International Year.

► **On 26 January**, China initiated the IYB celebration in Beijing. About 500 participants attended this initiation ceremony, including Ministers and Vice-Ministers of all biodiversity-related central government departments, heads of provincial environment departments, representatives of international and non-governmental organizations and the media.

► **On 26-27 January** in Madrid, the Spanish Ministry for Environment and Rural Affairs, in cooperation with the Council of Europe and the European Commission, celebrated the launch of the International Year with the participation of 48 European countries attending the conference on the "Post-2010 Biodiversity Vision and Target". A Spanish public-awareness campaign, "biodiversity is music", was launched, and the European Commission announced a five million euro public-awareness biodiversity campaign.

► **On 28 January**, the Netherlands celebrated the launch of the International Year. The Minister of Agriculture, Nature and Food Quality and the Minister of Education, Culture and Science attended the festivities. It was a high-level event which also celebrated the launch of the Dutch National Center of Biodiversity: NCB Naturalis. The establishment of the National Center of Biodiversity is one of the ways in which the Dutch Government contributes to the national as well as international conservation of biodiversity.

► **On 29 January**, Environment Canada launched the "Nature Matters" contest inviting Canadians between the ages of 9 and 35 years to submit written or video essays that answer the following question "Why is nature important to you?".

► **On 29 January**, The Department of Conservation led the New Zealand Government in the celebration of the International Year with a media release.

### February 2010

► **On 1 February**, Norway organized the Norwegian launch of the International Year with more than 300 participants. The celebration was held with the participation of Mr. Erik Solheim, Minister of Environment and International Cooperation of Norway.

The 500 participants attending the sixth Trondheim Conference on Biodiversity held from **1 to 5 February** celebrated the International Year of Biodiversity and the video of the International Year was showed.

► **On 4 February**, the IYB was launched in New Delhi, India, at the Delhi Sustainable Development Summit 2010. An annual global event attended by several Heads of State and Government and chief executive officers of major companies.

The event was organized jointly by the Energy and Resources Institute (TERI) and UNESCO. A press/media event with Mr. Jairam Ramesh, Minister of Environment and Forests, in which the minister released a biodiversity brochure entitled "Achieving 2010 Biodiversity Target: India's Contributions".

► **On 10 February**, UNDP hosted an event to launch the International Year in New York at the American Museum of Natural History's famed Hall of Ocean Life.

These celebrations are the part of the countless projects and initiatives to celebrate the kick-off of the IYB around the world. By the end of November, 191 countries had organized and reported on celebrations for the IYB. Please visit [www.cbd.int/2010/celebrations](http://www.cbd.int/2010/celebrations) for more information on the IYB celebrations around the world.

## International Day for Biodiversity

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On 22 May, National celebrations were held with the government of Kenya, as well as an international event at UNON and in Karura forest, with the participation of the COP9 and the incoming COP10 presidency. 58 countries had reported International Day for Biodiversity (IDB) celebrations to the Secretariat of the CBD.

This year's IDB takes on added significance because 2010 is the International Year of Biodiversity. That is why the theme of the IDB, "Biodiversity for Development and Poverty Alleviation", is a major focus of the celebrations that are taking place throughout this year.



### The "Green Wave"

Each year to celebrate IDB, children and youth in participating schools plant a tree at 10 a.m. local time, creating a "green wave" of activity across time-zones. Participants post their photos and stories on an interactive map on The Green Wave website. The stories go live in the evening at 20:10 local time, creating a second, virtual, "green wave" around the world.



### The Green Wave in 2010

Thousands of students from more than 1000 schools and groups who took part in more than 60 countries have uploaded pictures and stories of their activities to The Green Wave website.

On 20 May, the Executive Secretary of the CBD has announced the appointment of the Canadian biologist, filmmaker and explorer, Mr. Jean Lemire, as Honorary Ambassador for the Green Wave.



### The "Green Wave 2010" in Japan

During the period from March 1, 2010, through May 31, 2010, the Ministry of the Environment(MOE), the Ministry of Agriculture, Forestry and Fisheries, and the Ministry of Land, Infrastructure, Transport and Tourism called for participation in the "Green Wave 2010", in which children and youth all around the world planted or watered trees in commemoration of the "International Day for Biological Diversity" (May 22nd).



In Shikotsuko, Hokkaido, the Environment Ministers of Japan, China and South Korea jointly planted trees in commemoration of the Green Wave on the occasion of TEMM.



## International Youth Conference

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The Ministry of the Environment of Japan and Aichi Prefecture held the International Youth Conference on Biodiversity in Aichi 2010 in Japan to promote communication among young people from around the world and to improve their mutual awareness of biodiversity.

The conference takes impetus from a previous international youth conference held just before COP9 in Germany in May 2008 and the Asia Youth Conference held in Japan in August 2009, and is intended to provide young people who will lead the next generation with opportunities to improve their understanding of and participation in conservation and sustainable use of biodiversity.

The result of the conference was reported to the high level segment of the COP10 by the participants.



## UN Ambassadors for Biodiversity

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United Nations appoints two outstanding figures as special advocates to bring greater public attention to biodiversity.

### COP10 Honorary Ambassador



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

MISIA helps raise awareness of the continuing depletion of biological resources and inform the public on the sustainable use of biodiversity. "LIFE IN HARMONY", a song written by MISIA, under the theme of biodiversity, has been designated by the Secretariat of the CBD as the official song for COP10. She introduced the song for the participants of the COP10 at its Opening Ceremony on 18 October 2010.

### UN Goodwill Ambassador for Biodiversity

On 8 July 2010, the United Nations Secretary-General Ban Ki-moon designated two-time Academy Award-nominated actor Edward Norton as United Nations Goodwill Ambassador for Biodiversity.

In selecting Edward Norton for this designation, the Secretary-General said, "As a highly successful actor with broad international appeal, Edward Norton has used the spotlight to further causes that have been close to his heart for years: community development and conservation. For example, as a board member of the Maasai Wilderness Conservation Trust, he has garnered support to conserve biodiversity and ecosystem integrity within the Maasai lands of East Africa by creating sustainable benefits for the community."



## UN Special Meeting on Biodiversity

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**On 22 September 2010, a high-level meeting on biodiversity with participation of Heads of State and Government was held in New York in conjunction with the general debate of the sixty-fifth session of the General Assembly of the United Nations.**

**As a means to mark the International Year of Biodiversity, the United Nations General Assembly decided on 15 April 2010 to hold a high-level event on biodiversity on 22 September 2010.**

**On the occasion of the high-level meeting at the UN, Japanese government and the CBD secretariat held a press briefing. Japanese Minister Mr. Ryu Matsumoto appealed his ambition for the COP10 including the agreement of ABS protocol. The UN Honorary ambassador attended the meeting and delivered her message. Executive secretary of the CBD also introduced the "MIDORI prize for Biodiversity" and the strong support of the Japan Air Lines for the COP10.**

**The Wildlife Conservation Society organized a high level IYB event with participation of Mr. Ryu Matsumoto, Minister of the Environment of Japan, MISIA, and Mr. Edward Norton and other distinguished guests at the Central Park Zoo in New York City.**



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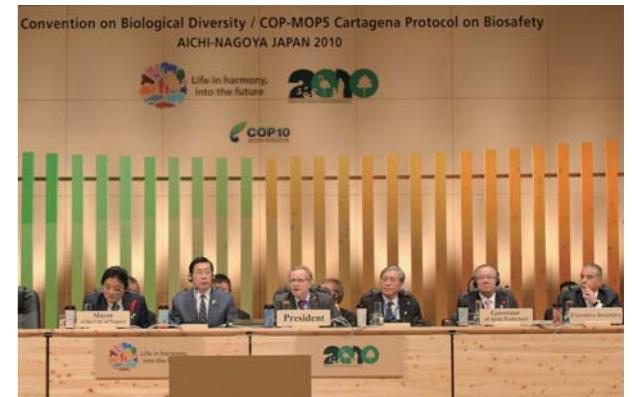
## COP10 / MOP5 AICHI-NAGOYA Japan 2010

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### COP-MOP5

The fifth meeting of the Conference of the Parties to the Convention on Biological Diversity serving as the meeting of the Parties to the Cartagena Protocol on Biosafety (COP-MOP5) was held in Nagoya, Aichi Prefecture, from 11 to 15 October 2010. It was held at the Nagoya Congress Centre, back-to-back with the tenth ordinary meeting of the Conference of the Parties to the Convention (COP10), which was convened at the same venue from 18 to 29 October 2010.

As one of the major outcomes of the COP-MOP5, a new international treaty, "the Nagoya - Kuala Lumpur Supplementary Protocol on Liability and Redress to the Cartagena Protocol on Biosafety", was adopted. The adoption of the new treaty came at the end of the five-day meeting of the governing body of the Cartagena Protocol on Biosafety and concluded six years of negotiations. The new supplementary Protocol provides international rules and procedure on liability and redress for damage to biodiversity resulting from living modified organisms (LMO).



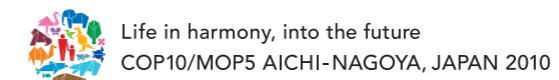
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## COP10



Tenth Meeting of the Conference of Parties to the Convention on Biological Diversity (COP10) was held from 18 to 29 October in Nagoya City, Aichi Prefecture, Japan. There were some 13,000 attendees which included representatives of international institutions and aboriginal peoples, in addition to 179 signatory nations. The conference resulted in the Nagoya Protocol, the Strategic Plan for Biodiversity, 2011-2020: Aichi Target, and other important decisions being adopted. COP-11 is decided as taking place in 2012 in India.

Furthermore the UN Decade for Biodiversity was agreed to be proposed UNGA that will designate the period from 2011 to 2020 as the decade devoted for Biodiversity.



## Results of 10th Meeting of the Conference of the Parties to the Convention on Biological Diversity

### ■ Outline

The 10th meeting of the Conference of the Parties (COP10) to the Convention on Biological Diversity (CBD) was held in Nagoya, Aichi Prefecture from October 18 (Mon) to 29 (Fri), 2010. The meeting drew the participation of more than 13,000 delegates from 180 parties, related international organizations, non-government organizations (NGOs), and other institutions, and Environment Minister Ryu Matsumoto served as the President of the Conference.



As the host country, Japan coordinated with related ministries and agencies, gained the cooperation of the Aichi-Nagoya COP10 CBD Promotion Committee comprising of representatives from Aichi Prefecture, Nagoya City and economic organizations, and advanced preparations together with the Secretariat of the Convention on Biological Diversity.





Concurrently to the meeting, ministerial-level meetings hosted by the Government of Japan (invited by the Minister for the Environment Ryu Matsumoto) were held from October 27 to 29, and Prime Minister Naoto Kan attended the meeting on October 27.

◀ Prime Minister Naoto Kan announced "the Life of Harmony Initiative"

The major outcomes of this meeting include, the adoptions of the Nagoya Protocol on Access and Benefit-Sharing (ABS) related to genetic resources and the New Strategic Plan of the Convention on Biological Diversity (the "Aichi Target") for 2011 onward, and the participating nations expressed great appreciation to Japan for its orchestrating efforts as the host country.



In addition to the above, decisions were adopted on the Strategy for Resource Mobilization, the sustainable use of biodiversity including the Satoyama Initiative, biofuel,

conservation and sustainable use of biodiversity in the agricultural, forest and marine ecosystems, as well as decisions made on the Intergovernmental Science-Policy Platform for Biodiversity and Ecosystem Services (IPBES), UN Decade for Biodiversity, and Administration Budget for 2011-2012.

◀ Environment Minister Ryu Matsumoto (left) and CBD Executive Secretary Ahmed Djoghlaf (right) expressing joy on the adoption of the Nagoya Protocol



## ■ Details

### 1. Meeting Period and Venue

October 18 (Mon) - 29 (Fri), 2010 (Venue: Nagoya Congress Center)  
(High Level Segment was held from October 27-29)

### 2. Participants and Side Events

(1) More than 13,000 delegates gathered from 180 parties, related international organizations such as the UN Environment Programme, indigenous community representatives, citizens groups, and other institutions.

(2) About 350 side events, the largest ever, were held. The Interactive Fair for Biodiversity organized by the COP10 CBD Promotion Committee was also held in the adjacent venue, which attracted more than 118,000 visitors.



▲ Interactive Fair venue



▲ Ministry of the Environment, Japan booth at the Interactive Fair



### 3. Participants from Japan

Environment Minister Ryu Matsumoto served as the President of COP10. Government representatives from Japan included members from the Ministry of Foreign Affairs, Ministry of Education, Culture, Sports, Science and Technology, Ministry of Health, Labour and Welfare, Ministry of Agriculture, Forestry and Fisheries, Ministry of Economy, Trade and Industry, Ministry of Land, Infrastructure and Transport, and Ministry of the Environment, along with representatives from business communities, labor circles, and NGOs. In addition, many members of local governments, corporations, and NGOs attended as observers.

### 4. High Level Segment

The COP10 High Level Segment (Ministerial-level meeting) was organized by the COP host country (Government of Japan) from October 27 to 29. At the opening session on October 27, Prime Minister Naoto Kan announced the Life in Harmony Initiative to support the efforts being made by developing countries for biological diversity conservation. In addition to statements made by organizations of participating countries, a panel discussion was held on October 28, inviting a wide range of participants from local governments, business communities, NGOs, youths and other organizations, and the Segment closed with the Chair's Summary Statement by Environment Minister Matsumoto on October 29.



### 5. Informal Ministerial-level Talks

Concurrently with the High Level Segment, informal ministerial-level talks were held on October 27 to 28, which only allowed the participation of Parties of the Convention (Up to two participants from each country, including cabinet ministers or government representatives and experts; closed-door). On the evening of October 28, the discussion results were compiled as a political guidance related to important issues in the negotiation process for negotiators from each country and presented by the Chair (Japanese Environment Minister Ryu Matsumoto).



### 6. Major Outcomes

#### ○ New Strategic Plan: "Aichi Target" (Post 2010 Target (2011-2020))

A compromise was sought between the EU seeking ambitious targets and developing countries emphasizing feasibility, while also taking into consideration discussions at the informal ministerial-level meeting. The final strategic plan calls to "Take effective and urgent action to halt the loss of biodiversity in order to ensure that by 2020 ecosystems are resilient and continue to provide essential services." In the discussion of biodiversity protection zones that required adjustments up to the last minute, the Parties agreed on targets to prevent biodiversity loss through 20 specific goals, including conserving at least 17% of the world's terrestrial areas and 10% of marine areas. As for the medium- to long-term target ("Living in harmony with nature"), the Parties agreed that "By 2050, biodiversity is valued, conserved, restored and wisely used, while maintaining ecosystem services, sustaining a healthy planet and delivering benefits essential for all people" and adopted this as the "Aichi Target."

services, sustaining a healthy planet and delivering benefits essential for all people" and adopted this as the "Aichi Target."

#### ○ Nagoya Protocol on Access and Benefit-Sharing (ABS) related to genetic resources

Based on the COP8 decision to finalize the negotiation on the formulation of an international regime on ABS within the framework of COP10, the ABS draft protocol was discussed at the Informal Open-ended Consultative Group (ICG) during COP10. However, due to a prolonged conflict of opinions between the provider countries and user countries on several issues such as derivatives, retroactive application and pathogens, the Government of Japan, as the presidency holder, submitted a President' s draft protocol to participating countries, and this draft was adopted as the Nagoya Protocol. Further, the Parties decided on the establishment of an intergovernmental committee to bring the Protocol into effect and endorsed the work plan for the committee.

#### ○ Strategy for Resource Mobilization

As a follow-up to the COP9 decision on the Strategy for Resource Mobilization, the discussion focused on indicators and targets for monitoring the implementation of the Strategy. The developing countries strongly requested to specify concrete value targets (targets for global financial flows including public and private sectors) but the developed countries refused to discuss target setting without having robust indicators, and the talks ran into rough waters. The developing countries finally withdrew their request for concrete targets and agreed to discuss indicators. Negotiations based on this led to the decisions, "To adopt the targets at COP11, provided that robust indicators have been identified," and "To consider the development of the target to increase the annual international financial flows by 2020 to developing countries in order to contribute to achieving the Convention's three objectives"

#### ○ Sustainable Use of Biodiversity

The Parties adopted decisions that includes the appropriate use of bushmeat (the meat of wild birds and animals as food), the application of the Addis Ababa Principle and Guidelines, and the promotion of the SATOYAMA Initiative. As for the SATOYAMA Initiative, the International Partnership for the SATOYAMA Initiative launched on October 19 was

positioned as one mechanism to carry out activities identified by the Initiative. Governments and relevant organizations were invited to participate in the Partnership, and 51 countries and organizations participated in its establishment.

#### ○ Biofuel and Biodiversity

Recognizing that the production and use of biofuels can affect related socio-economic conditions, including food and energy security, and in order to promote its positive impacts and minimize the negative impacts, the Parties decided to identify land deemed appropriate or inappropriate for biofuel production, and to encourage the provision of information on synthetic biology and biofuels, which may be used in the production of future generation biofuels.

#### ○ Marine and Coastal Biodiversity

In issues relating to the identification of ecologically or biologically significant areas (EBSAs), in cooperation with participating countries and relevant institutions such as the FAO, and subject to the availability of financial resources, the CBD Secretariat will be requested to hold a series of regional workshops to improve the understanding on the application of criteria on the identification of EBSAs, and in doing so, to collect scientific and technical information and cases. As for marine biological resources, the Parties decided to urge countries to take appropriate measures on sustainable use in consideration of biodiversity.

#### ○ Biodiversity and Climate Change

In the area of biodiversity conservation measures and evaluation of impact on biodiversity related to activities in Reducing Emissions from Deforestation and Forest Degradation (REDD+), the Parties decided that the CBD Secretariat will provide advice and study the issue without pre-empting any future decisions taken under the UN Framework Convention on Climate Change (UNFCCC), and study joint activities with other Rio conventions (UNFCCC and United Nations Convention to Combat Desertification (UNCCD)) with focus on the United Nations Conference on Sustainable Development 2012 (Rio +20).

#### ○ Scientific and Technical Cooperation and the Clearing House Mechanism (CHM)

The Parties adopted the mission, goals, and objectives of the CHM for the period 2011-2020. In addition, it adopted the proposal to make available CBD's CHM in all United Nations languages to facilitate information sharing.

#### ○ Global Strategy for Plant Conservation

The Parties decided the Global Strategy for Plant Conservation, including new numerical targets for the period 2011-2020. It also confirmed that the Strategy is to be viewed as a flexible framework according to national priorities and capacities, and that international organizations are invited to provide support to developing countries for the implementation of the Strategy.

#### ○ Communication, Education and Public Awareness (CEPA) and International Year of Biodiversity

The Parties decided on the CEPA activities and the set up of locations and operation systems for the UN Decade for Biodiversity, and to include Indigenous and Local Community (ILC) as a relevant stakeholder of CEPA.

#### ○ Biodiversity of Inland Water

The Parties confirmed the role of inland water ecosystems in areas such as water-use policies, and climate-change mitigation and adaptation, and also decided to establish an expert group on the role of biodiversity in supporting the water cycle and associated ecosystem services.

#### ○ Mountain Biological Diversity

The Parties decided to enhance the effectiveness of management in mountain protected areas, to address adaptation and mitigation measures on climate change, to develop and implement regional collaboration strategies and action plans, and to develop and implement mountain-to-mountain cooperation programs.

#### ○ Protected Areas

Decisions were made to develop a long-term action plan at the national level, to form regional (transboundary) initiatives, to ensure connectivity in order to address impacts

from climate change, to work toward assessing the effectiveness of the management of 60% of protected areas by 2015, and make efforts in alien species management and restoration of ecosystems and habitats. In addition, reporting formats by country were specified.

#### ○ Biodiversity of Dry and Sub-humid Lands

In the area of biodiversity of dry and sub-humid lands, the parties and other governments were urged to integrate issues related to dry and sub-humid lands into relevant national strategic plans on biodiversity, to establish specific targets on dry and sub-humid lands in line with the Strategic Plan for the period 2011-2020, and the CBD Executive Secretary was requested to ensure inclusion of the role of dry and sub-humid lands when conveying a proposal to develop joint activities between the three Rio conventions to the secretariats of the UNFCCC and UNCCD.

#### ○ Invasive Alien Species

A decision was made to establish an expert group to study how to resolve the identified gaps in the international regulatory framework on invasive alien species introduced as pets, aquarium and terrarium species, as live bait and live food.

#### ○ Global Taxonomy Initiative

Resolutions were adopted to implement an assessment on taxonomic needs and capacities, to develop a comprehensive capacity-building strategy, to promote transboundary movement of biological specimen for scientific and technical collaborations, and to facilitate funding by the Global Environment Facility (GEF) and other sources of funding.

#### ○ Cooperation with Various Organ

In the area of business and biodiversity, the Parties invited participating countries to promote businesses and biodiversity collaboration initiatives, to encourage concrete participation by the private sector, and to support the establishment of a global platform to facilitate national/regional businesses and biodiversity initiatives as well as international collaboration between initiatives.

In consideration of gender mainstreaming in the implementation of the Convention, the CBD Secretariat was requested to enhance efforts to implement the Gender Plan of Action under the COP9, and Parties and other governments were encouraged to contribute to the implementation of the Gender Plan of Action.

Further, the Parties endorsed the Plan of Action on Local Authorities for Biodiversity for 2011-2020, and encouraged Parties and other government organizations to implement the Plan.

#### ○ Administration Budget for Biennium 2011-2012

Japan is the number one donor of the CBD operating budget, accounting for about 16% of the total mandatory contribution amount. While some participating countries face a difficult situation in national finances due to the global economic crisis, as a result of budget allocation with priority on supplementary costs required to support the implementation and execution of the new strategic plan and ABS protocol adopted at COP10, the Parties achieved a consensus on a budget of US\$11,769,300 for the year 2011 and of US\$12,989,700 for the year 2012 (Total US\$24,759,000 for the biennium, up 4.3% from the previous period). Japan's contribution comes to a total of US\$3,586,800 for the biennium.

#### ○ Date and Venue of COP11

On the final day of October 29, the Parties decided that the 6th meeting of the Conference of the Parties serving as the meeting of the Parties to the Cartagena Protocol on Biosafety and the 11th meeting of the Parties to the Convention on Biological Diversity will be held in India from October 1 to 5 and October 8 to 19, 2012, respectively.

#### ○ Other

In the area of agricultural biodiversity, the Parties recognized the importance of paddy field farming, while welcoming the resolution X.31 or so-called "Rice-paddy Resolution" of the Ramsar Convention and requested the implementation of this resolution.

In the area of Intergovernmental Science-Policy Platform for Biodiversity and Ecosystem Services (IPBES), the Parties decided to encourage the 65th Session of the UN General Assembly to consider the establishment of IPBES at the earliest opportunity.

In addition, the Parties invited the United Nations General Assembly to consider adopting the United Nations Decade on Biodiversity, which is being proposed by Japan.

#### 7. Contributions by Japan

Japan, as the host country of COP10, actively participated and contributed to discussions on the agenda, while making various preparations for hosting COP10 together with the Aichi-Nagoya COP10 CBD Promotion Committee



▲ left: Nagoya Mayor Takashi Kawamura right: Aichi-Prefecture Governor Masaaki Kanda

Prime Minister Naoto Kan announced the Life in Harmony Initiative (2 billion dollars) to support efforts being made by developing countries for biological diversity conservation; Environment Minister Ryu Matsumoto announced the Japan Biodiversity Fund (1 billion yen) developed



under the above Initiative to support the compilation of national strategies on biological diversity, and assistance (1 billion yen) to developing countries for capacity building regarding ABS; and State Secretary for Foreign Affairs Yutaka Banno announced specific assistance measures concerning genetic resources and forest conservation. These initiatives were highly appreciated by other participating countries, especially developing countries.



Environment Minister Ryu Matsumoto served as the President of the Conference and chaired the COP10 opening session, plenary sessions and closing session, while coordinating with participating countries as the President. Senior-Vice Environment Minister Shoichi Kondo, representing the Government of Japan, held many bilateral talks with participating countries and exchanged opinions with international organizations during the COP10 session, and enhanced coordination with various local public entities, private-sector corporations and citizens through side events and other occasions.



▲ Environment Senior Vice-Minister Shoichi Kondo at a Bilateral meeting with the State Secretary Heidi Sorensen of Norway



▲ Nagoya Congress Center

### List of COP10 Decisions

- Mountain biological diversity
- Technology transfer and cooperation
- Examination of the outcome-oriented goals and targets (and associated indicators) and consideration of their adjustment for the period beyond 2010
- Scientific and technical cooperation and the Clearing House Mechanism (CHM)
- Article 8j and related provisions - Mechanisms to promote the effective participation of indigenous and local communities in the work of the Convention
- Article 8j and related provisions - Elements of systems for the protection of traditional knowledge
- The multi-year program of work of the Convention for the period 2011-2020 and periodicity of meetings
- 3rd edition of the Global Biodiversity Outlook: Progress of achieving the 2010 targets
- Reports by nation
- Biodiversity of inland water
- Protected areas
- Biodiversity of dry and sub-humid lands
- Sustainable use of biodiversity
- Integration of biodiversity into poverty eradication and development
- Gender mainstreaming
- Private-sector participation (Business and biodiversity)
- Global strategy for plant conservation
- UN decade for biodiversity
- Forest biodiversity
- Incentive measures

## Closing Event for IYB

- Plan of action on subnational governments, cities and other local authorities
- Implementation of the Convention and the Strategic Plan
- Science-policy interface on biodiversity, ecosystem services and human well-being and consideration of the outcome of the intergovernmental meetings
- New and emerging issues
- Ways and means to improve the effectiveness of SBSTTA
- Cooperation with other conventions, international organizations and initiatives
- Financial mechanism - Review of guidance
- Financial mechanism - Preparation for the 4th review of the effectiveness of the financial mechanism
  - Assessment of the amount of funds needed for the implementation of the Convention for the 6th replenishment period of the GEF
- Financial mechanism
- CEPA and International Year of Biodiversity
- Agricultural biodiversity
- Global taxonomy initiative
- Invasive alien species
- Biodiversity and climate change
- Retirement of decisions
- Article 8j and related articles - Elements of a code of ethical conduct to ensure respect for the cultural and intellectual heritage of indigenous and local communities
- Article 8j and related provisions - Multi-year program of work
- South-south cooperation
- Biofuel and biodiversity
- Marine and coastal biodiversity
- Access on genetic resources and sharing of benefits
- Update and revision of the Strategic Plan for Post-2010
- Strategy for resource mobilization - Measurable goals and targets
- Additional guidance to the financial mechanism
- Administration of the Convention and budget for the program of work for the biennium 2011-2012
- Date and venue of COP11
- Tribute to the government and people of Japan



**The Closing Event for the International Year of Biodiversity takes place at Hougaku Hall of the Ishikawa Ongakudo in Kanazawa City, Ishikawa Prefecture on 18 and 19 December, 2010. The Official Closing Ceremony is held on the 18th to wrap up IYB global celebrations and to bridge the momentum to the International Year of Forest in 2011.**

**A commemorative symposium and excursion is take place on the 19th.**



## History of the Life on Earth Committee



### International request related to biodiversity

A resolution of the UN General Assembly encourages the creation of national committees and events to commemorate the IYB.



### Major related events in Japan

January 25, 2010

Establishment of the Japan National Committee for IYB "Life on Earth Committee"  
First meeting of the Life on Earth Committee



April 29, 2010

International Year of Biodiversity Commemorative Event (Shinjuku Gyo-en)



May 22, 2010

The Green Wave 2010 (Locations across Japan)



August 10, 2010

Second meeting of the Life on Earth Committee



October 11 - 29, 2010

COP10/MOP5 (Nagoya, Aichi Prefecture)



December 17 - 18, 2010

International Year of Biodiversity Closing Event (Kanazawa, Ishikawa Prefecture)

January-March, 2011 (planned)

Third meeting of the Life on Earth Committee

We will continue to conduct awareness - raising activities in Japan post 2010.

Life on Earth Projects

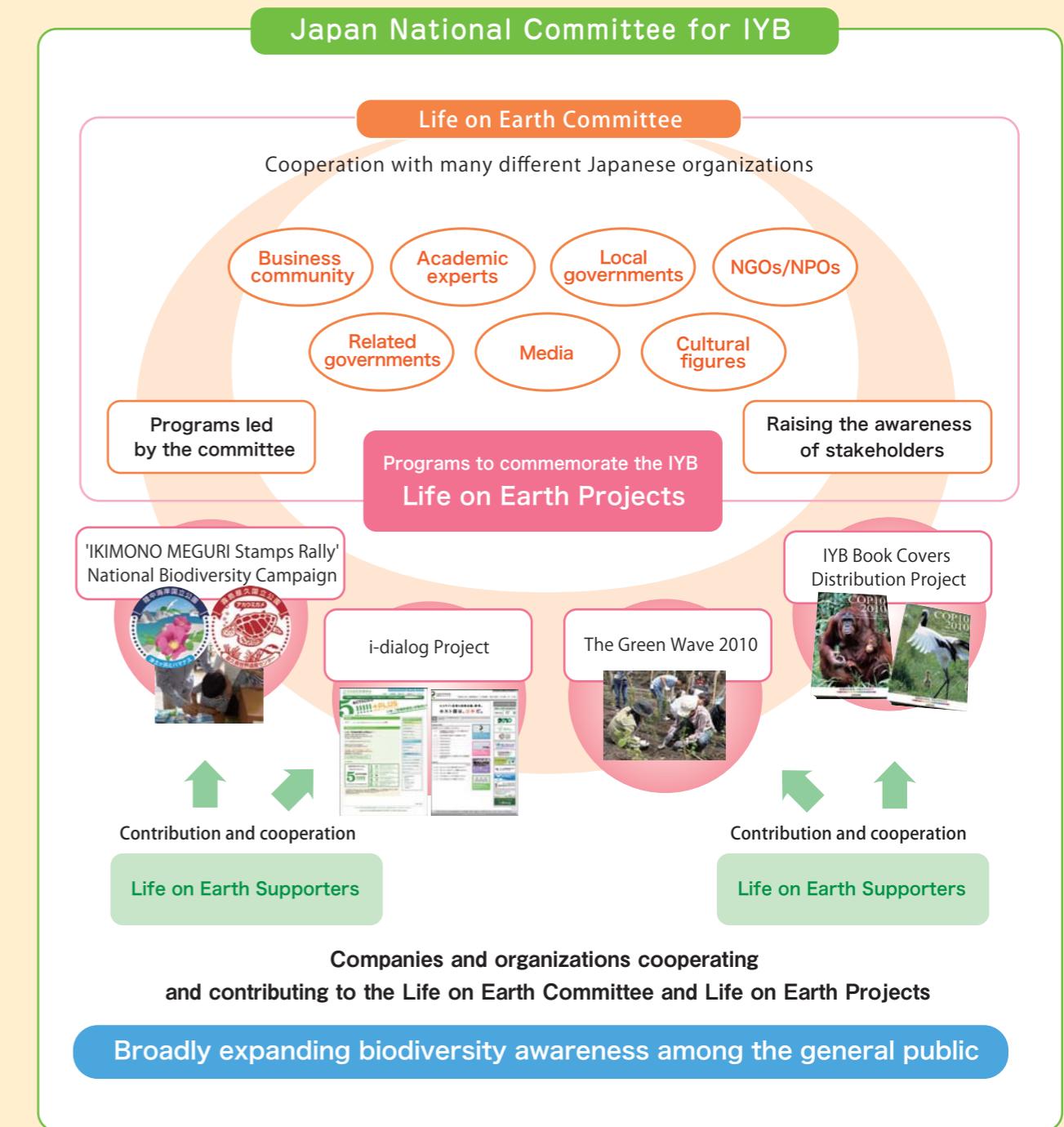
Programs led by the committee

Raising the awareness of stakeholders

« During the UN Decade on Biodiversity 2011-2020 »

Raise awareness of biodiversity in Japan and work for a shift to biodiversity-friendly lifestyles

## Configuration of the Japan National Committee for IYB "Life on Earth Committee"



## Activities of the Life on Earth Committee

### Member of the Life on Earth Committee

■ Chair person	Hiromasa Yonekura/Chairman, Nippon Keidanren
■ Acting chairman	Shiro Wakui/Professor, Tokyo City University
■ Academic expert	Kunio Iwatsuki/Director, Museum of Nature and Human Activities, Hyogo Akiko Domoto/Former Governor, Chiba Prefecture • Former Vice-President, IUCN
■ Business community	Satoshi Yamagishi/Honorary Director General, Yamashina Institute for Ornithology Shiro Wakui/Professor, Tokyo City University
■ Media	KEIZAI DOYUKAI (Japan Association of Corporate Executives) Nippon Keidanren, The Japan Chamber of Commerce and Industry
■ Cultural figures	The Japan Newspaper Publishers & Editors Association The National Association of Commercial Broadcasters in Japan
■ Related organizations	IRUKA/Goodwill ambassador of IUCN Masao Kosuge/Former Director, Asahiyama Zoo
■ Local governments	Aichi-Nagoya COP 10 CBD Promotion Committee Japan Civil Network for Convention on Biological Diversity IUCN-J Japan Committee for IUCN, Junior Chamber International Japan Natural Parks Foundation, Earth Water & Green Foundation
■ Related government ministries	Aichi Prefecture, City of Nagoya (site of COP10) Ishikawa Prefecture, City of Kanazawa (site of closing event)
	Ministry of Foreign Affairs Ministry of Education, Sports, Science and Technology Ministry of Agriculture, Forestry and Fisheries Ministry of Economy, Trade and Industry Ministry of the Environment

### Life on Earth Projects

The member of the Life on Earth Committee are carrying out "Life on Earth Projects" in each of their respective fields. These projects are aimed at communicating the actions which we must take in order to conserve all of the irreplaceable life on this planet and continue to enjoy its benefits. The projects which are open to the public are listed in the event calendar on the Life on Earth Committee website. We hope for your participation.

#### ● Examples of projects



### Opening of the Life on Earth Committee homepage

The Life on Earth Committee homepage was opened to provide related information. URL: <http://iybj.jp>



### A Call for "My Action Declaration"

My Action Declaration is a statement of commitment to individual action based on the idea that changes to our everyday lives can have an effect on biodiversity. These commitments have been solicited at events conducted by or in cooperation with the Life on Earth Committee.



### Call for Life on Earth Supporters !

There are two ways to become a Life on Earth Supporter.

#### Contribution to the Life on Earth Committee activities

For the registration procedure, required documents, and important information about registering as a supporter, please see the Life on Earth Committee website (<http://iybj.jp>). \*Japanese only.

#### Sponsorship of Life on Earth Projects

## Action Principles of Life on Earth Committee



Hiromasa Yonekura

Chair person of the Life on Earth Committee  
(Chairman, Nippon Keidanren)

The Life on Earth Committee has formulated action principles aimed at expanding awareness of, conserving, and ensuring the sustainable use of biodiversity.

Through a variety of projects related to biodiversity, we sincerely hope that as many people as possible will encounter nature and living creatures, and take action to conserve biodiversity and communicate its importance. I hope we can count on everyone's cooperation.

The Japan National Committee for IYB recognizes the current state of biodiversity and will work to share a long-range vision for the conservation and sustainable use of biodiversity with the people of Japan, and will also engage in medium- and long-term actions aimed at achieving the post-2010 target.

● We recognize that an extensive diversity of ecologies, species, and genes exists in highly varied countries and regions, that the blessings of biodiversity are supporting our ways of life, and that this biodiversity is the foundation of many of our traditions, cultures, and histories.

● With an understanding of the extremely severe circumstances which will result if the loss of biodiversity is not halted, we will share a long-range vision for improving the conditions of biodiversity from their present state, and for the fair and equitable sharing of the benefits of biodiversity.

● We will encourage voluntary and active efforts in various fields so that all the varied persons and organizations that are linked together in biodiversity can fulfill their necessary roles, and will combine and promote these efforts as a platform for communication in all fields.

● With both a global and local perspective, we will take action centered on ethics, science, and economics while ensuring communication between different fields and between different persons and organizations.

● The foundation for all these activities shall be CEPA (Communication, Education, and Public Awareness) of the importance of biodiversity as described in the Convention on Biological Diversity.

## Activities of the Life on Earth Committee at COP10/MOP5

The Life on Earth Committee is conducting the following activities at COP10/MOP5.

### ■ CEPA Fair

The CEPA Fair (Fair on Experiences and Best Practices in Communication, Education and Public Awareness) is an opportunity for the parties to each convention and various organizations to present their efforts and success stories of CEPA that contributes to achieving the targets of the Convention on Biological Diversity and the Cartagena Protocol.

#### [Exhibition]

- Dates: October 11 – 29 (MOP/COP period)
- Contents: Exhibition of posters and distribution of pamphlets related to the programs of the Life on Earth Committee

#### [Presentation]

- Date/time: 13:15 – 14:00, October 18
- Location: Room 216, Building 2, Nagoya Congress Center
- Subject: Programs of the Japan National Committee for IYB (Life on Earth Committee)
- Contents: Introduction of Life on Earth Committee activities, talk session by committee members concerning future developments

### ■ Booth Exhibition at the Interactive Fair for Biodiversity

We will be exhibiting at the Interactive Fair for Biodiversity, an international presentation and communication exhibition on the subject of biodiversity held primarily at Shiroitori Park next to the COP10 conference center.

- Dates: October 11 – 29 (MOP/COP period)
- Booth name: Japan National Committee for IYB (Life on Earth Committee) – Ministry of the Environment
- Contents: Introduction of Life on Earth Committee activities and Life on Earth Projects, solicitation of personal biodiversity action commitments, and other contents

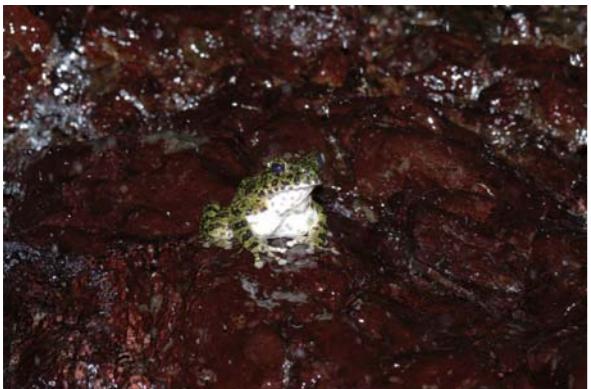
### ■ Side Event

- Date/time: 13:15 – 14:45 (gates open 13:00), October 26
- Location: Nagoya Gakuin University gymnasium
- Subject: Activities of Japan National Committee for IYB "Life on Earth Committee" - Towards the UN Decade on Biodiversity 2011-2020
- Contents: Introduction of Life on Earth Committee activities, composed of a diverse range of persons including representatives of the business community, academic experts, and related institutions, as well as a panel discussion by committee members concerning future action for the UN Decade on Biodiversity 2011-2020

## 2010 Wildlife Photography Contest



Battle for Survival (Great Cormorant and Common Carp)  
Won the highest award and the Environment Minister's Award for 2009.  
Photo by Kunihiko Suzuki.



The Guardian of the Gorge (Ishikawa's Frog)  
Won an award for excellence, the Satoyama, Satochi, Satoumi Category Award, and the Ministry of the Environment, Nature Conservation Bureau Director-General's Award for 2009.  
Photo by Hiroyuki Fujita.

The Japanese islands are blessed with a unique variety of nature that extends across the archipelago, running from north to south. The subtle seasonal changes and natural environs nurture and sustain an array of wildlife and wealth of biodiversity. Nearby satoyama and beaches support abundant wildlife. The wildlife photo contest is being carried out in the hope of contributing to a lasting photographic record of the lives of these creatures in the natural environment.

July 1, 2010 - January 10, 2011  
Nationwide

## The Green Wave 2010 in Japan



Umi-no-mori (Sea Forest) ,Tokyo



Kanazawa University, Ishikawa Prefecture

The Green Wave is an activity spearheaded by the secretariat of the Convention on Biological Diversity that called upon the youth of the world to plant trees, such as on their school grounds, at 10 a.m. on the International Day for Biological Diversity in various locations around the world. The activity is dubbed Green Wave, because the planting trees at 10 a.m. on May 22 in worldwide meant that there would be a movement of greenery being erected from the east to the west akin to a wave.

The purpose of the activity is through the process of having students plant trees, to encourage them to consider and better understand the need for biodiversity and nature conservation. In Japan, nearly 111,000 participants from 1,588 groups in 43 prefectures took part in the event planting approximately 254,000 saplings.

March 1 - May 31, 2010  
Nationwide

## The International Year of Biodiversity Visualization Project



2010 has been designated the International Year of Biodiversity by the United Nations. It is also the year of COP 10, a vital meeting that will decide the future course of the planet with respect to biodiversity—and hence the well-being of the Earth itself.

In order to help as many people as possible understand the concept of biodiversity and its importance, the Life on Earth Committee (also known as the Japan National Committee for the International Year of Biodiversity) Visualization Project has created the documentary film "Biodiversity: The Interconnectedness of Life on Earth."

The film has been released on DVD and is being shown at schools, businesses, local government offices, and myriad other events to transmit as widely as possible the importance and value of the connections between life on our planet and the individual forms of life that make up those links.

May 22, 2010 onward  
Nationwide

## Let's Origami COP 10 Project ---Your Own Target for 2020---



Members of the African Youth Climate Change Initiative contemplate biodiversity and climate change tried to make origami at the University of Nairobi, Kenya.

Fourth, fifth and sixth graders at Tsuchiya Primary School in Kanagawa Prefecture try to express local nature through origami as part of a project to consider the situation a decade in the future.

Biodiversity is life. Biodiversity is our life.  
This project aims to give all people an opportunity to think about their relationship to biodiversity and imagine how this world will be in 2020. Also, we believe that people all over the world can feel a sense of harmony by making origami, a Japanese traditional art, and writing their own messages/targets for 2020.

May to December 2010  
Various places including Kenya, Nagoya and Tokyo.

## The 1st Contest for Corporate Activities on Biodiversity



Minister's Prize, Ministry of Environment Animal Pathway Project in Hokuto City  
 Enwit Co., Ltd., Shimizu Corporation, Taisei Corporation, Nippon Telegraph and Telephone East Corporation



Minister's Prize, Ministry of Agriculture, Forestry and Fisheries  
 Hokkaido Fuyumizu-Tanbo (Winter-flooded Rice Paddies)  
 Project Aleph Inc.

We decided to hold the 1st Contest for Corporate Activities on Biodiversity in order to recognize and promote measures and activities for the conservation and sustainable use of biodiversity among Japanese corporations, as well as to disseminate relevant information at home and abroad on such initiatives, by calling for entries describing concrete activities taken. Of the 154 entries, 12 activities were awarded prizes.

Through this event, we expect that examples of the outstanding activities recognized and the companies' experiences will be shared with other corporations and NGOs, and that this will offer hints and spur them to pursue new, bold activities. We are also in the midst of planning the second contest.

Application period: November 27, 2009 - March 1, 2010  
 Awards ceremony: June 19, 2010

Nationwide / Awards ceremony: Minato City Eco-Plaza

## The National Biodiversity Campaign: IKIMONO MEGURI Stamp Rally



Stamps were placed at a total of 84 visitor centers nationwide



A total of 84 different stamps were prepared.



The Nature Experience Program

The visitor centers in national parks are disseminating information on biodiversity for the regional area. In the form of a "Stamp Rally," this initiative launched in July 2010 and is being implemented at facilities throughout Japan over a three-year period. Visitors to these exhibitions, can, upon enjoying the exhibition, receive a stamp uniquely designed to represent local wildlife. Also, when individuals participate in the Nature Experience Program at these facilities they receive special stickers.



This Stamp Rally is designed to encourage participants to have communication with and experience nature and, in the process, to learn the importance of and deepen their understanding of biodiversity.

July 21, 2010 - March 31, 2013

A total of 84 places in the visitor centers of national parks.

## International Year of Biodiversity 2010:Exhibition on Interacting with Nature



Works displayed at the Art Exhibition of Biodiversity through Children' s Eyes vividly depict the close relationships between humans and other living creatures.



At the entrance of the art gallery is displayed a painting titled Wildlife Treasure Island by the artist Nobuyuki Nagata. The illustration is a straightforward representation of Japan' s rich biodiversity.

**As the backbone of support for national parks and the conservation and utilization of biodiversity in Japan, this collection of organizations worked to support and put together an exhibition based on the theme of mankind' s contact and interaction with wildlife commemorate the International Year of Biodiversity.**

In order to raise awareness about COP 10, the exhibit includes outstanding works of art, posters and illustrations created by children as well as photographs of wildlife.

## Municipality Tree-planting Relay for COP 10



The of tree-planting relay taking place in Toei Town.



The of tree-planting relay taking place in Toyone Village.

On the occasion of the convening of COP 10, Aichi Prefecture rolled out the Foresting Project for Sustaining the Life with the aim of deepening the appreciation of many actors of biodiversity through tree planting and to further promote environment conservation activities. As part of this project, many municipality governments hosted tree-planting events in form of a relay from one town to another, resulting in increased awareness of COP 10 and a better understanding of biodiversity.

1st : Art Exhibition of Biodiversity through Children' s Eyes August 10 - September 5, 2010

2nd : Wildlife Photo Exhibition October 26 - October 31, 2010

Shinjuku Gyoen National Park Information Center Art Gallery

March 5, 2010 - October 11, 2011

Municipalities in Aichi Pref. (Toei Town, Togo Town, Tobishima Village, Toyone Village, Shitara Town, Aisai City, Kariya City, Owariasahi City, Yatomi City, Okazaki City, Kanie Town, Chita City, Obu City)

## International Year of Biodiversity Opening Event



Awards ceremony for The Art and Photo Contest.



Participants engage in the panel discussion.



Mr. C.W. Nicol giving his keynote speech.

To commemorate the opening of the International Year of Biodiversity, an awards ceremony for winners in the The Art and Photo Contest was held.

After the ceremony, Mr. C.W. Nicol, a writer and the chairman of board of trustees of the C.W. Nicol Afan Woodland Trust, gave a lecture titled of "Coexisting with the

Nature." In this talk, he appealed to the audience to enhance further the wonderful nature of Japan.

Subsequently, a panel discussion was held on the subject of "Human Livelihood and Biodiversity," which offered an opportunity to recognize, understand and better appreciate the close relationship between our daily life and biodiversity.

## COP 10 Special Program Live Streaming of Animals from 30 Zoos and Aquariums

On the opening day of COP 10, NHK and NTV will, in conjunction with their broadcasts, run a special program, connecting 30 zoos and aquariums all over Japan, and provide a real-time look at endangered animals via the Internet.

This project aims to encourage people to think about our future by showing the ecological wonders related to these animals and their desperate situations. It is an unusually ambitious challenge, both in Japan and internationally, to stream live 30 different locations simultaneously. This event will be conducted in cooperation with the Japanese Association of Zoos and Aquariums, Dwango Co., Ltd. and Ustream Inc.



Live images are streamed via the Internet from cameras in zoos and aquariums throughout Japan. Viewers click on the image of any living creature they wish to see, and then are connected to a feed of a camera showing a live image of the endangered creature in action.

January 16, 2010

Meitetsu Hall (Nakamura Ward, Nagoya City)

October 11, 2010

On the Internet: <http://www.ikimono-live.jp>

## International Year of Biodiversity IRUKA-produced COP 10 The Earth is Round Concert



Folkmusic singer IruKA

A concert was produced by and featured IRUKA, who is concurrently a member of the Life on Earth Committee, a "Life on Earth" Supporters' Club member and also the Goodwill Ambassador of the IUCN (International Union for Conservation of Nature).

Concert performers: IRUKA, Kosetsu Minami, SHOZO ISE, Toma Kambe.

\* The concert was produced for the purpose of conveying the concept of biodiversity to as many people as possible through music.

\* Donation boxes were placed in the Nagoya Civic Assembly Hall, and the funds collected are to be used for biodiversity enlightenment activities to be conducted through IUCN.

\* Concert tickets sold out the day they went on sale.

## Summer Conference 2010 Forum for the Revitalization of Small & Tiny Companies Part I: New Business Management that Utilizes Nature Effectively



The keynote speech by Mr. Naoki Adachi—titled "What is New Company Management that Wisely Uses the Blessings of Nature?"—focused on the significance and meaning of a new corporate approach to utilizing biodiversity, and how it could be an important factor for revitalizing economies and regional communities. Junior Chamber International Japan organized this forum with the intention that it contribute to the establishment of tiny, small and midsize companies and pave the path to the revitalization of regional economies.

October 24, 2010

Nagoya Civic Assembly Hall

July 24, 2010

Conference Center, 1F Main Hall, Pacifico Yokohama Convention Complex

## COP 10/MOP 5 Countdown 100 Project



Countdown 100 Forum Conference Hall in Tokyo



Photo Exhibition in Okinawa Prefecture



Symposium in Outaki Village, Nagano Prefecture

Citizens of each city held COP 10/MOP 5 Countdown 100 project on a weekend in July, 100 days before the opening of COP 10/MOP 5.

The event was held to herald the holding of the international conference in Nagoya and drive home to the public that the conference would be critical in determining the future of the Earth. The conference hall event venues were uniformly packed with participants and the project became a good opportunity to deepen the public's understanding of biodiversity.

July 2010

Tokyo, Nagoya, Nagano, Toyooka and Okinawa

## The MIDORI Prize for Biodiversity [ Special Prize for the International Year of Biodiversity ]

ÆON Environmental Foundation which also celebrates its 20th anniversary this year, established The MIDORI Prize for Biodiversity<sup>(\*)</sup> and announced the three recipients at a press conference held at the UN Headquarters in New York, USA, on September 21, 2010.

In addition, a Special Prize was established at the suggestion of the Judges, in commemoration of the International Year of Biodiversity declared by the United Nations. Based on the discussion that took place at the Judging Committee Meeting, German Chancellor Angela Merkel was selected as the recipient of the Special Prize for the International Year of Biodiversity.



Dr. Angela Merkel (Germany)  
Chancellor of Germany

### ----- <The MIDORI Prize for Biodiversity 2010> Recipients -----



Mr. Jean Lemire (Canada)  
Biologist, Explorer and  
Filmmaker



Dr. Gretchen C. Daily (U.S.)  
Professor, Stanford University



Dr. Emil Salim (Indonesia)  
Chairman of the Advisory Council  
to the President of Indonesia,  
Former Minister of State for  
Population and the Environment

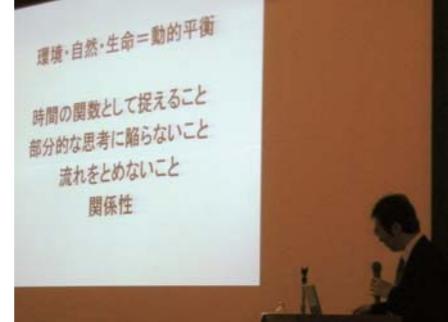
## Festival & Symposium in Commemoration of the International Day for Biological Diversity and the Six-Month Countdown to COP 10



Booth at the Commemorative Festival



Panoramic view of the Commemorative Festival venue



Lecture being presented at the Commemorative Symposium

At the Commemorative Festival, a panel discussion, mini-concerts, and presentations on biodiversity initiatives by children, ranging from kindergarten to junior high school students. The venue was also home to 21 booths hosting an array of NGOs, businesses and the government organizations.

At the Commemorative Symposium, Professor Shinichi Fukuoka, a molecular biologist and professor at Aoyama Gakuin University, gave a lecture entitled "Redefining Life" Following the lecture, a panel discussion was held in which participants talked about what we can do for biodiversity in our daily lives.

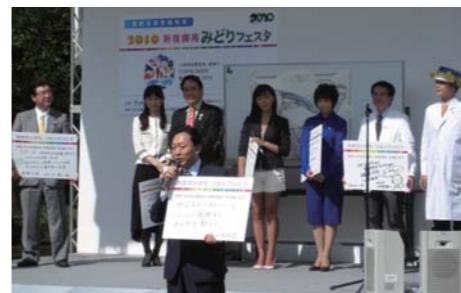
## Commemorative Event for the International Year of Biodiversity



Recipients of the Green Day Minister of the Environment's Prize for Meritorious Service Related to the Natural Environment



My Action Declaration of Life on Earth



Former Prime Minister Yukio Hatoyama speaks at the 2010 Shinjuku Gyoen National Garden Green Festival as other participants look on.

Commemorative Festival :May 22 - May 23, 2010,Commemorative Symposium:May 22, 2010

Commemorative Festival:Oasis 21/Commemorative Symposium: Aichi Arts Center

April 29, 2010

Shinjuku Gyoen National Park (Shinjuku City, Tokyo)



INTERNATIONAL YEAR  
OF FORESTS • 2011

On 20 December 2006, the General Assembly, in its resolution 61/193, declared 2011 as the International Year of Forests and invited Governments, the United Nations system, relevant non-governmental organizations, the private sector and other actors to make concerted efforts to raise awareness at all levels to strengthen the sustainable management, conservation and sustainable development of all types of forests for the benefit of current and future generations. The secretariat of the United Nations Forum on Forests (UNFF) serves as the focal point for the implementation of the Year.

