



ASEAN Champions of Biodiversity

- The ASEAN region is rich in biodiversity that provides over 500 million people with food, medicine, shelter, and livelihood. However, it is losing plant and animal species at alarming rates.
- The region's capacity to curb the problem is constrained by several roadblocks, one of which is the dire lack of awareness and knowledge on the value of biodiversity. What worsens the problem is the fact that biodiversity has no face.
- Clearly, biodiversity is in urgent need of champions that people from various sectors can identify with – modern-day heroes who can bring biodiversity closer to everyone, and inspire them to take action and conserve biodiversity.
- To address this concern, the ASEAN Centre for Biodiversity, in partnership with the ASEAN Foundation and the United Nations Educational, Scientific and Cultural Organization, created the **ASEAN Champions of Biodiversity**, a project that seeks to recognize outstanding achievements in biodiversity conservation and advocacy, and develop a cadre of champions who will serve as Ambassadors of Goodwill for biodiversity.
- Who are we looking for?
 1. **Business/Corporations** – Most Outstanding Biodiversity Conservation and/or Advocacy Project by a Private Business/Corporation
 2. **Media** – Most Outstanding Biodiversity Reportage and Advocacy by a Media Organization
 3. **Youth** – Most Outstanding Biodiversity Conservation and/or Advocacy Project by a Youth Organization

Are you an ASEAN Champion of Biodiversity?

Are you ready to rise up to the challenge of being an Ambassador of Goodwill for biodiversity?

Watch out for details at www.aseanbiodiversity.org and www.aseanfoundation.org.