



ASEAN FOUNDATION

eNews

Wednesday, 10 March 2010

ASEAN Foundation, ACB promote ASEAN awareness through Biodiversity Award



Left photo: Dr. F.A. Uriarte, Jr. delivered remarks at the ASEAN Launch of International Year of Biodiversity.
Right photo: representatives from the government, regional and international organizations attended the IYB Launch.

Dr. Filemon A. Uriarte, Jr., Executive Director of the ASEAN Foundation, formally opened the call for nominations for ASEAN Champions of Biodiversity, a joint project of the ASEAN Foundation and ASEAN Centre for Biodiversity recognizing outstanding achievements in biodiversity conservation and advocacy in the region, during the ASEAN Launch of the International Year of Biodiversity held in Manila, Philippines. He stated that the project addresses the twin objectives of promoting conservation of biological diversity in the region and enhancing ASEAN awareness and identity. He called on the media to help publicize the search for biodiversity champions and provide the public relevant information on the ASEAN region.

Nominations for the ASEAN Champions of Biodiversity are open to three categories, namely, (1) Most Outstanding Biodiversity Conservation and/or Advocacy Project by a Private Business/Corporation; (2) Most Outstanding Biodiversity Conservation and/or Advocacy Project by a Youth Organization; and (3) Most Outstanding Biodiversity Reportage by a Media Organization. Nominees should come from the ten ASEAN Member States (Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand, and Viet Nam), and should have an outstanding biodiversity conservation or advocacy project that is duly recognized by the community where they operate. Nominees in the Media category should have a section, segment, or program devoted to biodiversity conservation advocacy, and should have comprehensive reports on biodiversity conservation. Co-funded by the European Union and the ASEAN Foundation through the Japan-ASEAN Solidarity Fund, the ASEAN Champions of Biodiversity will identify leaders among the private/business sector, media and youth from which a cadre of champions will be selected to serve as Ambassadors of Goodwill for biodiversity. The project is also supported by the United Nations Educational, Scientific and Cultural Organization (UNESCO). The ASEAN Centre for Biodiversity serves as the awards secretariat.

Awardees will receive cash prizes and will be recognized in October 2010 coinciding with the Tenth Conference of the Parties of the Convention on Biological Diversity. The awarding ceremonies will be held in the Philippines. The awardees or Ambassadors of Goodwill for biodiversity conservation and advocacy, will be given year-round opportunities to speak before business, youth and the media leaders, and in various events of the program sponsors. Detailed information on the ASEAN Champions of Biodiversity is available at www.aseanfoundation.org or www.aseanbiodiversity.org.

AF eNews is a publication of the ASEAN Foundation. We welcome your feedback.

**The ASEAN Foundation
Jl. Sam Ratulangi No.2, Menteng,
Jakarta Pusat 10350, INDONESIA**

Phone: +62-21-3192 4828 | Fax: +62-21-3192 6078

E-mail: secretariat@aseanfoundation.org | Web: <http://www.aseanfoundation.org>