

af News

2012 Blue Planet Prize Awards Ceremony and Congratulatory Party

The Asahi Glass Foundation awarded the 21st annual Blue Planet Prize in the ceremony held at Tokyo Kaikan on October 31, 2012. The winners of the prize this year were Professor William E. Rees of Canada and Dr. Mathis Wackernagel of Switzerland, and Dr. Thomas E. Lovejoy of the United States of America. The ceremony was graced by Their Imperial Highnesses Prince and Princess Akishino, along with numerous distinguished guests, including ambassadors and representatives from government, academia, and business.

The ceremony began with a film showing an image, created based on the wishes that we all take part in listening to the melodies of prayer which is filled with sentiments of all the lives on Earth, the planet of life. Mr. Tetsuji Tanaka, Chairman of the Foundation, presented the introductory remarks, followed by a report on the selection procedures and an introduction of the award winners by Dr. Yoshihiro Hayashi, Chairman of the Selection Committee.

After the remarks from Prince Akishino, a congratulatory message from Prime Minister Yoshihiko Noda was read by Mr. Kenyu Adachi, Vice-Minister of Economy, Trade and Industry. As representatives of the countries of the winners, Ambassador Jonathan T. Fried of Canada, Ambassador Urs Bucher of Switzerland, and Ms. Jessica Webster, Minister for Economic and Science Affairs of Embassy of the United States of America, also complimented the laureates on their dedication to environmental issues and their many accomplishments.

The Awards Ceremony was followed by a Congratulatory Party. Well-wishers surrounded Professor William E. Rees, Dr. Mathis Wackernagel, and Dr. Thomas E. Lovejoy throughout the evening, helping them celebrate the occasion, while toasts were proposed in recognition of their tremendous achievements.



Prince Akishino offers remarks at the Blue Planet Prize Awards Ceremony



Professor William E. Rees
Dr. Mathis Wackernagel



Dr. Thomas E.
Lovejoy

Formed over 3.7 billion years, the planet's ecosystem, now stands on the brink of destruction and, once again,

Remarks Made in Accepting the Blue Planet Prize

Professor William E. Rees

This is a critical juncture in the history of *Homo sapiens* – indeed, of all life on Earth. We have entered the Anthropocene, an epoch in which human activities have become the most significant geological force changing the face of the planet.

Ecological footprint analysis enables us to compare human demand on nature with available supplies of ecosystems' goods and services; it was one of the first sustainability indicators to show that many countries, and the human enterprise as a whole, are in a state of 'overshoot.' Ecological footprinting is thus playing a crucial role in reopening the debate on human carrying capacity around the world. Dr Wackernagel and I are therefore extremely proud that The Asahi Glass Foundation, through the Blue Planet prize, has recognized the contribution of our model. I am also delighted that Dr Thomas Lovejoy is the recipient of the companion 2012 Blue Planet Prize. Dr Lovejoy's documentation of biodiversity loss is highly complementary to our work – the expansion of the human footprint into other species' habitats inevitably accelerates population and species extinction.

Billions of people today enjoy a level of material well-being that would be the envy of royalty only a century or two ago, yet equivalent billions remain in abject poverty. So far, the only politically acceptable solution to the latter problem has been further material growth. For example, The Future We Want (the final report of the recent Rio +20 meetings in Brazil) essentially equates sustainable development with "sustained economic growth."

Ecological footprint analysis obviously raises serious questions about growth-based sustainability strategies. Arguably, the world community should consider instead a 'steady state' economy in which people live more equitably within the means of nature. We must create a new global cultural narrative that integrates *H. sapiens* harmoniously into the web of life as a responsible biotic citizen. It is enormously encouraging that the Blue Planet Prize has contributed so much toward the global consciousness-raising necessary to achieve this goal and a great honor to be recognized as part of the process.

Dr. Mathis Wackernagel



Together, at Global Footprint Network, we have been living our dream that indeed it is possible for all to live well within the means of our great, blue planet.

A dream without friends and family that share it, and invest in it, stays just a hallucination. We are part of a fabulous community of thousands of people who have contributed to dreaming with us

and who are spreading the dream and building tools and projects in order to turn an abstract idea into practice. I am convinced more than ever that it is possible to turn our economies into stewards of our planet. They do not serve us if they continue to be liquidation machines – or terminators, as Hollywood would say. We cannot continue forever to take more from the planet than the planet can give.

You, Asahi Glass Foundation, your highness, fabulous guests, inspire me and strengthen my conviction that another world is possible. And that we are many who are preparing this new path. So I accept this magnificent honor also with a great sense of responsibility. While it is clear that humanity's growing resource hunger has moved us all into global overshoot, it is equally distressing that so many people in the world are deprived of sufficient opportunities for a dignified life. This spectacular double challenge is confronting us – and there is little evidence that our past efforts have been effective in redirecting our destiny onto a sustainable path.

Making this most daring challenge the focus of Asahi Glass Foundation and its Blue Planet Prize is both noble and courageous. And I am deeply thankful for it. I feel particularly touched by the opportunity to join forces with the amazing laureates who come before – and after – me, and the many even more deserving individuals and organizations. It is great to be part of a much wider community of dedicated individuals at Global Footprint Network and its partner organizations across the globe, the indispensable community of funders, supporters, teachers, enablers, as well as all the others who have dedicated themselves to the most fundamental and so utterly necessary dream of flourishing lives for all on our great Blue Planet.



Dr. Thomas E. Lovejoy



It is an extraordinary and humbling honor to receive this 2012 Blue Planet Prize. I accept it on behalf of all those whose advice, encouragement and work has contributed to my achievements.

I also accept on behalf of the living planet the importance of which it recognizes. The 3.7 billion year history of life on Earth has been nothing short of extraordinary not only in the continuing evolution and proliferation of life forms but also in the way it has modified this planet. It has done so in ways that enabled our own evolution as a social animal with complex societies and knowledge systems. What is probably most important about that is that it enables us to

understand that our planet actually works as a linked biological and physical system.

We can manage that to the benefit of future generations and the rest of life on Earth, or we can fail in a downward spiral of self-indulgence and degradation of planetary carrying capacity. That becomes the ultimate challenge in our history, and one that calls for the best of scientific inquiry and expression of human values for future human generations and the rest of life on Earth.

It is daunting to say the least, but it is hard to believe that a species which can produce a Bach sonata, a Shakespearean play, a Hokusai wood block print and engineering triumphs, cannot rise above the current trend of accelerating environmental degradation. In the end it is in our interest to manage ourselves in ways that respect the living planet and the wonders of life on Earth. We – all living things – are all related and all share a 3.7 billion year pedigree.

The question before society is how much of the variety of life on Earth we will invite to share the future. In the end that will become a measure of our humanity.

Selection Rationale



Dr. Yoshihiro Hayashi
Chairman of the
Selection Committee

Professor William E. Rees **Dr. Mathis Wackernagel**

Professor Rees and Dr. Wackernagel have developed and advanced the Ecological Footprint, a comprehensive accounting system for comparing human demand on ecosystem to ecosystems' capacity to self-renew. Their approach measures human carrying capacity and helps assess the risks of overconsumption to planetary stability. If we employ the concept of the Ecological Footprint, sustainability could be defined as human consumption undershooting renewable natural resources by a factor that is less than 1. As a result of calculating natural resources and consumption for every country at first, and then the whole world, Professor Rees and Dr. Wackernagel have shown that at present, we are over-consuming natural resources by a factor of 1.6.

That is to say, it is clear that the human population carries on in a way that is far from sustainability.

Professor Rees and Dr. Wackernagel have rendered overconsumption (sustainability gap) in clear terms, presenting the world with a wealth of data backing up the detailed balance calculations. They have made a great contribution in reviewing the risk of overconsumption by the human population.

Dr. Thomas E. Lovejoy

In the 1960s when the concept of biological diversity did not yet exist, Dr. Lovejoy used his own original methods to carry out ground-breaking and large-scale surveys in the Amazon rain forest. Based on the results he obtained, the decline of species as a fact, and its main mechanisms were laid bare.

Based on this survey, Dr. Lovejoy was the first to clarify in scholarly terms how human behavior caused habitats to fragment, plunging mutually dependent ecosystems into critical situations. Founded on a deep knowledge of ecosystems gained from a series of studies, Dr. Lovejoy was the first to predict the extinction of species, and to lay the foundation for the concept of biodiversity.

Since then, he has been consistently issuing warnings about the growing number of endangered species, influencing many academic institutions and societies and contributing to building the foundations for protecting the natural environment based on the concept of biodiversity, which is now in the mainstream.

Blue Planet Prize Commemorative Lectures

The award winners presented their lectures at the U Thant International Conference Hall at the United Nations University on November 1 to an audience of more than 230 persons. In the first part of the program, Professor Rees gave his lecture titled “Carrying Capacity, Globalization and the Unsustainable Entanglement of Nations,” followed by Dr. Wackernagel lecturing on “Reconstructing the Premise: Entering the Global Auction.” Then, the coordinator, Professor Kazuo Matsushita of the



Prof. Matsushita

Graduate School of Global Environmental Studies at Kyoto University chaired a Q&A session. In the second half, Dr. Lovejoy gave a



Prof. Nakashizuka

lecture titled “A Wild Solution for Climate Change,” followed by a Q&A session chaired by the coordinator, Professor Tohru Nakashizuka of the Graduate School of Life Sciences at Tohoku University. A lot of questions from the participants made the Q&A session substantial and lively. The handouts and lectures can be viewed at the website of the Asahi Glass Foundation.

Professor William E. Rees Dr. Mathis Wackernagel



Professor Rees (right) Impressed by the deep relationship with nature and land at his grandfather's farm



1973 Received Ph.D. in ecology from the University of Toronto



Dr. Wackernagel Since he was a teenager he has thought that resources were limited



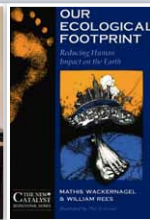
1987 Studied at the University of British Columbia



Dr. Wackernagel analyzed a huge amount of data under the guidance of Professor Rees



Professor Rees 1992 Hit on the word footprint because of the computer on his desk



Dr. Wackernagel 1994 Completed the footprint analysis as a framework for resource accounting and published two years later with Professor Rees as the co-author



Aiming for footprint analysis to become the pillar of accounting systems in many countries

Dr. Thomas E. Lovejoy



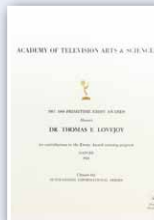
Started studying at Millbrook School under Frank Trevor, who founded a zoo, and developed a strong interest in animals



Entered Yale University and immersed himself in the research of birds and trees in the rain forest for a period of two years



1980 As well as coining the word biodiversity, he was the first in the world to predict the extinction of species



Contributed to the creation of Nature, documentary program, and lobbied widely for the preservation of biodiversity through lecturing activities and testifying before Congress



Currently, Professor of Environmental Science and Policy at George Mason University

Press Conference on the Results of the 21st Annual Questionnaire on Environmental Problems and the Survival of Humankind

On September 10, Mr. Tetsuji Tanaka, Chairman, Professor Akio Morishima, Trustee, Mr. Shunichi Samejima, Senior Executive Director, and Mr. Tetsuro Yasuda, Secretary General held a press conference to announce the results of the 21st annual Questionnaire on Environmental Problems and the Survival of



Press Conference



Prof. Morishima answering a question at the Q&A session. Dr. Lovejoy is on the left.

Humankind at the IUCN World Conservation Congress in Jeju Island, Korea.

After an opening address by Chairman Tanaka, Mr. Yasuda presented the survey results and then Professor Morishima gave his comments on the 21st questionnaire.

After the press conference, the meeting moved to another venue for a Q&A session. The participants, including Dr. Thomas E. Lovejoy, one of the winners of the Blue Planet Prize this year,

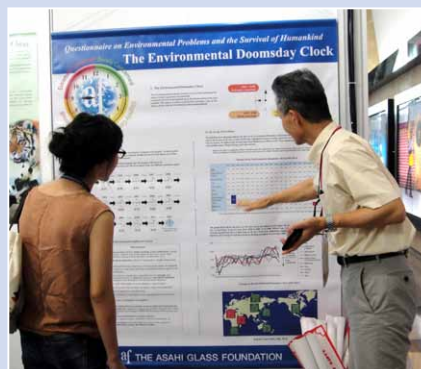
asked many questions in a lively exchange with Professor Morishima. At the event, we gave a poster presentation on the Environmental Doomsday Clock and had discussions on the global environment questionnaire with participants from all over the world.

We also exhibited a booth introducing the Asahi Glass Foundation and its activities including the Questionnaire on Environmental Problems and the Survival of Humankind.

The Hello Kitty Environmental Doomsday Clock poster, which explains the Environmental Doomsday Clock to children simply and other related goods were very popular handouts to children who came by. Please look into our website for the detailed survey results.



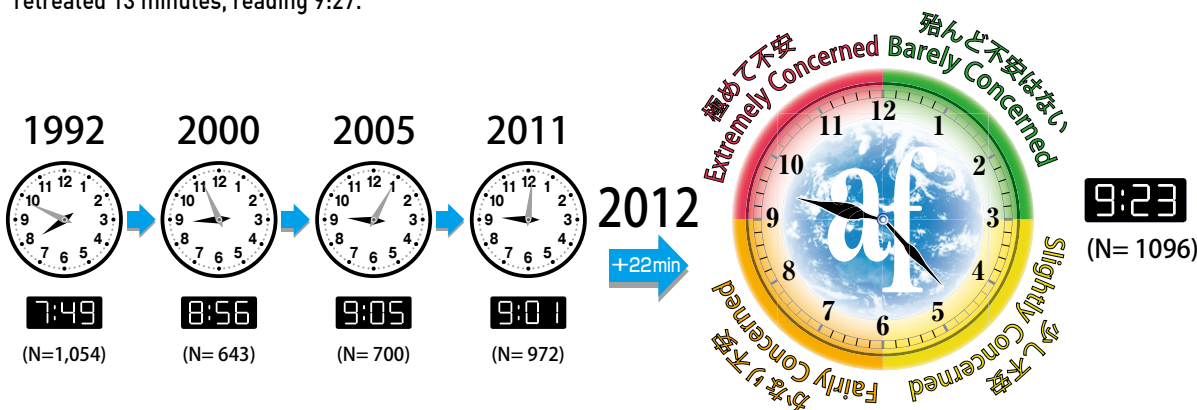
The Foundation's booth



Mr. Yasuda presenting the poster

❖ Environmental Doomsday Clock (Perception of the Crisis Facing Human Survival) ❖

The average global time on the Environmental Doomsday Clock was 9:23, a 22-minute advancement from last year. The needle had been retreating for three consecutive years since 2009, but this year reverted back to 2009 levels. While the time for Japanese respondents advanced 28 minutes, reading 9:14, the time for overseas advanced retreated 13 minutes, reading 9:27.



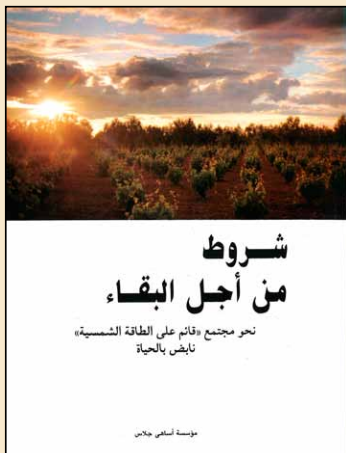
• Hello Kitty joined the Environmental Doomsday Clock •



**The Environment, the Future:
Let's think together with Hello Kitty**

To commemorate the 20th anniversary of our environmental questionnaire, we produced a poster of the Environmental Doomsday Clock for children with the popular character of Hello Kitty highlighted. In the hope that the poster will make a modest contribution to environmental activities among the children in raising their awareness toward the issue, we have offered the poster to be displayed in many elementary schools and facilities for children in Japan.

The Arabic version of *Conditions for Survival* published



- ◆ Publisher
UNESCO Publication Centre
- ◆ Editor
Dr. SAMIR I. GHABBOUR
Emeritus Professor,
Cairo University

The Asahi Glass Foundation published the Japanese and English versions of *Conditions for Survival* in 2010. The book has widely been applauded in various countries around the world. Overseas collaborators are now translating the work into other languages. Following Chinese and Korean version published in 2011, Arabic version was published in 2012.

The French version is now planned.

**"Nikkei Weekly Advertising Award"
Awarded**



Mr. Tanaka receives the award certificate

The Asahi Glass Foundation ad won the 32nd Nikkei Weekly Advertising Award.

On December 7, Mr. Tetsuji Tanaka, Chairman of the Foundation, attended the 61st Nikkei Advertising Awards Ceremony at Nikkei Hall where he received the award certificate.



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