



MEMORANDUM OF UNDERSTANDING

Between

AEON Environmental Foundation

And

The Secretariat of the United Nations Convention on Biological Diversity

AEON Environmental Foundation whose headquarters are at 1-5-1 Nakase, Mihama-ku, Chiba-City, Chiba-Prefecture, 261-8515, Japan and the Secretariat of the Convention on Biological Diversity:

Recalling the objectives of the AEON Environmental Foundation aimed at protecting the environment for the benefit of present and future generation;

Recalling the establishment of the MIDORI Prize on Biodiversity by the Chairman of the AEON Environmental Foundation as contribution to the objectives of the United Nations International Year of Biodiversity;

Recalling also the need to engage citizens for the implementation of the objectives of the Convention on Biological Diversity aimed at protecting life on earth;

Recalling further Article 13 of the Convention addressing issues relating to public education and awareness;

Taking note also of the programme of work for a Global Initiative on Communication, Education and Public Awareness adopted by the Conference of the Parties in its decision VI/19, of the short-list of priority activities for the programme of work and the implementation plan of the programme of work adopted by the Conference of the Parties through decision VIII/6;

Stressing the importance of engaging youth and children on biodiversity related issues and the benefit to enhance in Japan and in the world *The Green Wave* initiative;

Recalling the importance of the new Strategic Plan of the Convention on Biological Diversity for 2011-2020 aimed at reversing the loss of biodiversity at global, regional and national levels as a contribution to poverty alleviation and to the benefit of all life on earth;

Have reached the following understanding:

Article 1

Objective

The objective of the present Memorandum of Understanding (hereinafter “the Memorandum”) is to promote the collaboration of AEON Environmental Foundation and the Secretariat of the Convention on Biological Diversity in Japan and in partner countries of the Foundation on issues related to education and public awareness programmes on biodiversity and in particular youth and children.

Article 2

Activities

1. The AEON Environmental Foundation will assist the CBD Secretariat to increase education and public awareness across Japan and other partner countries about biodiversity. To this end the Foundation will:
 - (a) Support *The Green Wave* initiative by encouraging schools to celebrate the International Day on Biodiversity;
 - (b) Contribute to the development and implementation of the CBD Secretariat’s youth programme;
 - (c) Support the celebrations of the annual International Biodiversity Day;
 - (d) Support the celebration of the United Nations Decade on Biodiversity;
 - (e) Promote the MIDORI Prize for Biodiversity ;
2. The CBD Secretariat will:
 - (a) Provide the Foundation with relevant outreach materials;
 - (b) Provide educational and information materials;
 - (c) Provide technical support for the MIDORI Prize on Biodiversity.

Article 3

Steering Committee

A steering committee comprising the representative of the secretariat of AEON Environmental Foundation and the Executive Secretary is established to oversee the implementation of this agreement. The Steering committee will meet as often as required and preferably at least once a year by teleconference or other means. Focal points of the two institutions will be designated for the implementation of this agreement.

Article 4

Financial Aspects

1. Joint activities under this Memorandum are subject to the availability of funding for that purpose.
2. The signatories will undertake concerted fundraising initiatives for the implementation of activities under this Memorandum.

Article 5

Entry into Effect, Review and Termination

This Memorandum will enter into effect upon signature by the Chairman of the AEON Environmental Foundation and the Executive Secretary of the Convention on Biological Diversity. The signatories may, by mutual agreement, review and amend this Memorandum. This Memorandum may be terminated by either signatory giving a six-month written notice.

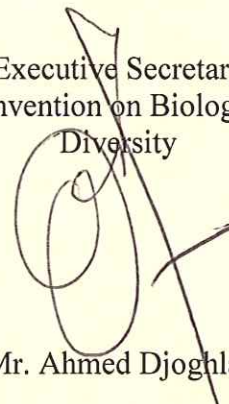
Signed this 26th day of October 2010 in Nagoya, Aichi Prefecture, Japan

Chairman
AEON Environmental Foundation



Mr. Takuya Okada

Executive Secretary
Convention on Biological
Diversity



Mr. Ahmed Djoghla