Blue
Planet
Prize

FOR IMMEDIATE RELEASE
July 27, 2011

2011 BLUE PLANET PRIZE: ANNOUNCEMENT OF PRIZE WINNERS

Dr. Jane Lubchenco (USA)

For substantial contributions to the understanding of biodiversity and marine ecology and clear demonstration to the world of the importance of the social responsibility of scientists.

Barefoot College (India)

Having supported rural villagers in underdeveloped nations and created a model for autonomous regional social development through unique educational programs that emphasize traditional ideas and self-respect.

This year marks the 20th awarding of the Blue Planet Prize, the international environmental award sponsored by the Asahi Glass Foundation, chaired by Tetsuji Tanaka. Two Blue Planet Prizes are awarded to individuals or organizations each year that make outstanding achievements in scientific research and its application, and in so doing help to solve global environmental problems. The Board of Directors and Councillors selected the following recipients for this year.

1. Dr. Jane Lubchenco (USA)

Under Secretary of Commerce for Oceans and Atmosphere
Administrator of the National Oceanic and Atmospheric Administration

Dr. Jane Lubchenco has accomplished brilliant academic research in marine ecology, expanding the field into new areas by combining the physical and biological sciences. As one of the most frequently quoted ecologists in the world, she has had a profound impact on the fields of marine biology and environmental sciences. Her work demonstrates the close relationships between the environment, biodiversity, human health, economics, and national security, and therefore between the environment and human well-being. She has provided a powerful approach for scientists to address environmental issues based on her seminal concept, a “social contract for scientists”, which links scientists with society.

2. Barefoot College (Founded in India)

In its 40 years of grassroots educational programs to eradicate poverty and support the living standards of farming villages in developing countries, this organization has made great strides in assisting residents to resolve numerous issues on their own. The Barefoot College has been expanding its operations from India to other developing nations with problems common to rural farming villages. While it respects the traditional knowledge of the region, it has provided expertise for small-scale solar power generation and other new ideas, and implemented educational programs to provide opportunities and systems for learning to allow local residents to improve their own situation. Thus, the Barefoot College has a long track record of success in the autonomous and sustainable development of ecologically sound farming communities.

Both recipients will be awarded a certificate of merit, a commemorative trophy and a supplementary award of 50 million yen.
The awards ceremony will be held on November 9, 2011 (Wednesday), at the Tokyo Kaikan (Chiyoda Ward, Tokyo).The commemorative lectures by the prize recipients will be held at the United Nations University (Shibuya Ward, Tokyo) on November 10 (Thursday).

*This press release may also be viewed on our web site at www.af-info.or.jp. from 11:30, July 27, 2011.
The photos of the recipients are available from the web site of the Asahi Glass Foundation.

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Report on the Selection Process (20th Annual Prize, 2011)

A total of 800 nominators from Japan and 1,200 nominators from other countries recommended 89 candidates. The fields represented by the candidates, in order of number, were atmospheric and earth sciences (20), ecology (19), environmental economics and policy making (15) and Compound area (9).

The candidates represented 21 countries; 9 persons, 20 percent of the total, were from developing countries.

After individual evaluation of the 89 candidates by each Selection Committee member, the committee was convened to narrow down the field. The results of their deliberation were examined by the Presentation Committee, which forwarded its recommendations to the Board of Directors and Councillors. The Board formally resolved to award the Prize to **Dr. Jane Lubchenco** and **Barefoot College**.

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Attachment

Profile of the 2011 Blue Planet Prize Recipient

Dr. Jane Lubchenco (USA)

As a biologist and ecologist, Dr. Jane Lubchenco has contributed a legacy of research that offers profound insight into the way in which marine organisms interact with one another and adapt to their environments. Her outstanding scientific research has demonstrated that human activities have changed the physical structure, chemistry and biology of our planet, and that these changes in turn affect human well-being. She has been a leader in encouraging industries and governments to develop new methods and technologies that will reduce threats to the global environment. Dr. Lubchenco is most widely recognized for her efforts to bridge the gap between scientists and society.

Dr. Lubchenco has left a tremendous impact on the scientific community as well as the general public by showing clearly that while science should be rigorous and objective, scientists must not ignore their responsibility to communicate their knowledge about how the Earth is changing and help develop solutions to minimize adverse impacts. She is an excellent role model, a contemporary environmental scientist of great responsibility, integrity, and commitment.

Dr. Lubchenco was born December 4, 1947, in Denver, Colorado. She entered Colorado College in 1965, where she majored in biology and received her B.S. in 1969. She earned her M.S. in ecology from the University of Washington in 1971 and completed a Ph.D. in ecology at Harvard University in 1975.

Dr. Lubchenco worked as an assistant professor at Harvard from 1975 until 1977. With grants from the National Science Foundation, she conducted research in New England and Panama. She was a visiting professor at the Discovery Bay Marine Laboratory in Jamaica, and a research associate at the Smithsonian Tropical Research Institute in Panama. In the early 1970s, she married Dr. Bruce Menge, who is also an ecologist. In 1978, Dr. Lubchenco and her husband moved to Corvallis, Oregon, to become Assistant Professors at Oregon State University. They pioneered a novel solution for academic career couples by splitting a single professorship into two half-time, tenure-track positions. This arrangement enabled each of them to teach, do research, and spend significant amounts of time with their children. They have two sons. During this period, she did field research in Panama for six years, which resulted in a number of highly cited papers about the ecology of plant-herbivore interactions, predator-prey interactions, algal ecology and community ecology.

In 1979, Dr. Lubchenco and her husband won the George Mercer Award from the Ecological Society of America for the best paper on ecology published in 1978.
In the 1980s, Dr. Lubchenco became a visiting professor in ecology at the University of Antofagasta in Chile and the Institute of Oceanology in Qingdao, China. From 1982 to 1984, she also served as a council member of the Ecological Society of America. In 1988, she was promoted to full professor of zoology at Oregon State University, where she was chairperson of the department of zoology at Oregon State University from 1989 to 1992. She taught and conducted research at Oregon State University until 2009.

Dr. Lubchenco's highly influential research contributions include topics such as marine ecosystem services, the relationship between biodiversity and ecosystem functioning, causes and consequences of climatic change, the design of marine reserves, aquaculture, dead zones, and the interface between economics and ecology. One of her most important contributions to

science is the “Sustainable Biosphere Initiative.” This multi-authored report, published in 1991, highlights climate change, biodiversity, and sustainability science as priorities for ecological research because of their relevance to solving global problems.

For her pioneering scientific work and social activities, Dr. Lubchenco has won numerous awards. She was elected president of the Ecological Society of America in 1992 and of the American Association for the Advancement of Science (AAAS) in 1997. In her address as president of AAAS, Dr. Lubchenco introduced the seminal concept of a "social contract" between scientists and society in 1997. She outlined the intimate connections between the environment and human health, the economy, social justice, and national security. According to the “contract,” scientists should make a commitment to exert all the power of science to discover new knowledge, to communicate existing and new understanding to the public and policy makers, and to help society transition to a more sustainable biosphere.

Through concepts like the "social contract," Dr. Lubchenco seeks to incorporate sound and clearly stated scientific ecological principles into responsibly enacted public policy. She has shown that the environment is too great an issue for partisanship, because its condition affects us all.

Dr. Jane Lubchenco is now Under Secretary of Commerce for Oceans and Atmosphere and the Administrator of the National Oceanic and Atmospheric Administration (NOAA). She is the first woman and the first marine ecologist to lead NOAA.
NOAA seeks to understand and predict changes in the oceans and atmosphere, to use that knowledge to save lives and property and contribute to the economy, and to be good stewards of oceans and coasts.

Biographical Summary

1947	Born on December 4, in Denver, Colorado
1969	B.S. in biology at the Colorado College
1971	M.S. in ecology at the University of Washington
1975	Ph.D. in ecology at Harvard University
1975~1977	Assistant professor at Harvard
1978-1982	Assistant professor at Oregon State University
1978-1984	Research associate, Smithsonian Tropical Research Institute, Panama
1979	Awarded the George Mercer Award from the Ecological Society of America for the best paper on ecology published in 1978
1982-1988	Associate professor of zoology at Oregon State University
1988	Full professor of zoology at Oregon State University
1989-1992	Chairperson of the department of zoology at Oregon State University
1992	President of the Ecological Society of America Pew Scholar in Conservation and the Environment
1992-2001	14 Honorary Doctoral Degrees, including from Princeton University, Georgetown University, Darmouth College, University of Copenhagen, Loyola University of New Orleans, Stony Brook University
1993	Elected to the American Academy of Arts and Sciences
1993-1996	A John D. And Catherine C. MacArthur Fellow
1993-2009	Distinguished Professor of Zoology, Oregon State University
1994-95, 1999-2000, 2002-2003	A visiting researcher, University of Canterbury, Christchurch, New Zealand
1995-2009	Wayne and Gladys Valley Professor of Marine Biology, Oregon State University
1996	Elected to the (US) National Academy of Sciences

1996-2006	Member of the National Science Board (Board of Directors for the National Science Foundation); nominated by President Clinton and confirmed by the US Senate
1997	President of the American Association for the Advancement of Science
1998	Elected to the American Philosophical Society
2002-2005	President of the International Council for Science
2002	Elected to the European Academy of Sciences
	Heinz Award for the Environment, Heinz Family Foundation
2003	Nierenberg Prize for Science in the Public Interest, Scripps Insitution of Oceanography
	Highly Cited Researcher in Ecology/Environment, ISI
2004	The Distinguished Scientist Award from the American Institute of Biological Sciences
	Elected Foreign Member of the Royal Society (UK)
	Elected Associate Member of the Academy of Sciences for the Developing World(TWAS)
2005	The Public Understanding of Science and Technology Award from the American Association for the Advancement of Science
2007	Elected Corresponding Member of the Academia Chilena de Ciencias (Chilean Academy of Sciences)
2008	The Zayed International Prize for the Environment, Dubai, United Arab Emirates
2009~	Under Secretary of Commerce for Oceans and Atmosphere for the National Oceanic and Atmospheric Administration (NOAA)
2010	Peter Benchley Ocean Award for Excellence in Policy, Blue Frontier
	Newsmaker of the Year, the scientific journal *Nature*
2011	Public Understanding of Science Award, the *Exploratorium*

Barefoot College (India)

Established in 1972, the Barefoot College has a long history providing basic services and solutions to problems in rural communities. The ultimate objective of the college is to help these communities achieve self-sufficiency and sustainability. These 'Barefoot Solutions' can be broad, encompassing solar energy, water, education, health care, rural handicrafts, people's action, communication, women's empowerment, and wasteland development. All Barefoot initiatives are planned and implemented by a network of rural men and women. Because the College believes that it must be based in the village as well as managed and owned by those whom it serves. Those who teach and help rural communities are known as 'Barefoot Professionals', and they defy social stereotypes as to the ability of rural communities and people. It is noteworthy that these Barefoot Professionals have been exemplifying an environmentally sustainable and energy-efficient life realized not only in India but in other developing countries. The most precious and irreplaceable achievement of the Barefoot College is that it enables people to help themselves and live with dignity and self respect.

History and values of the college

In the late 1960s, a very small group of individuals in India sought an alternative ways of living, thinking about, and looking for rural solutions. After a long and difficult period of trial and error, the group began a process of re-learning life in remote villages with the villagers themselves.

By the early 1970s, urban educated persons and professionals started their own search for working models. However, they were not all successful. While some individuals chose to live in villages, others thought it better to base themselves in the big towns and cities of India. At that time, the idea of living and work in villages was considered 'crazy and daring'. Even with considerable opposition from their parents, they chose an alternative way of life.

Founder Bunker Roy was one person who came to rural community and chose to live there. In 1972, he and other educated people were given permission to collectively register as the Social Work and Research Centre (SWRC), today known as "Barefoot College'. The name emphasises the organisation's commitment to poor, neglected, and marginalized sections of society.

In 1972, forty-five acres of Government land and an abandoned Tuberculosis Sanatorium (consisting of 21 buildings) was leased from the Government at Re.1 a month, to serve as a campus. The Barefoot College started working in the village of Tilonia in Rajasthan, with a population of about 2,000 people.

When it was founded, most people working at the College were geologists, economists, doctors, medical and social workers, chartered accountants, graduates and post graduates from universities, who were determined to serve in the villages. Local participation was limited to men, as the College was misunderstood as a missionary organization seeking conversions.

Members of the College focused on trying to identify the needs and priorities of village communities to improve their standard of living and quality of life. The idea was to upgrade their existing traditional skills and knowledge through training, and to help them take control over basic services at the grassroots level. The College struggled and campaigned for justice and the fair application of law, as well as to bring transparency and public accountability to rural communities in whose name the funds were received.

Rise of the Barefoot College

The early 1980s saw a substantial change in the nature of the College work force, with locals forming 80% of the organization. Local people were gradually were taking charge of the

activities and initiatives right from planning to completion, reducing on the need external aid and learning to self sufficient.
The Barefoot College aimed to adopt a new approach to and understanding of social work and community development, by using the local skills to achieve sustainable people-centric and participatory development. The importance of respect the wisdom of traditional knowledge was fully understood and moulds it with the involvement of rural communities to meet their needs. It identified and worked with only poor and marginalised farmers, landless peasants, rural artisans, women, children, and scheduled castes and tribes as its target groups.

Barefoot Campus
In 1977, the College acquired eight acres of land for its new campus in Tilonia. The campus was constructed between 1980 and 1986, and was designed by a team of rural Barefoot architects, masons, blacksmiths, farmers, and members of women groups, who all worked together through the difficult basic design of the campus.
One example of the eco-friendly construction of the campus is that all rooftops were designed to connect one underground water tank with the capacity to collect 400,000 litres of rain water. This tank was constructed under an amphitheatre to utilise the space more efficiently. Overflow from the tank was designed to be directed to open wells.

Basic values
The Barefoot College has been providing simple solutions to rural problems based on five non-negotiable values: equality, collective decision-making, self-reliance, decentralization, and austerity. For example, the salary structure of the organization is set according to basic values, irrespective of caste and class barriers. People eat in the same mess and wash their own plates. The Barefoot College has also been very flexible in learning from its own mistakes and adapting to changing times.
Although most of the people involved with the Barefoot College are living on less than $1 a day, the College trains them to be self-sufficient, which enables them to live with dignity and self respect. This appears to be the secret and source of the success of the College, with its impressive history. The most powerful technique that the College has been using is the ‘learn and relearn’ method that enables people to adopt new ideas flexibly without being afraid of making mistakes. Thus the organization has laid a solid foundation for itself.

Awards
2003：Ashden awards
2006：Alcan Prize
2009：Sierra Club Award
2009：Robert Hill Award

Remarks from the Award Recipients upon Notification of their Selection

Dr. Jane Lubchenco

It is a singular honor to accept the prestigious Blue Planet Prize. I extend my deepest gratitude to the Asahi Glass Foundation, and I applaud the Foundation's recognition of the importance of science-based environmental conservation.

The people of Japan have an intimate knowledge of the bounty, beauty, and the fury of oceans. All life on Earth is linked to oceans. They are the lifeblood of our "blue" planet, sustaining ecosystems, communities, economies, and our spirits. However, the oceans face numerous threats: climate change, habitat loss, overfishing, and pollution. The resulting degradation and depletion threaten both ocean ecosystems and the numerous benefits they provide to people.

As an ecologist, I have dedicated my career to understanding the impacts of global changes on nature and people, and to finding solutions. As a public servant, I work to implement solutions, raise awareness and provide people with information to make informed decisions – all grounded in science. As a mother, and a grandmother, I passionately want to leave a healthy blue planet for future generations. But only by working together as a global community, with a sense of purpose, urgency and hope, can we achieve the goal of a more sustainable future for our blue planet.

Barefoot College

On behalf of the Barefoot College we are honoured and humbled by the extraordinary recognition of being the recipient of the 2011 Blue Planet Prize. We are indebted to the Asahi Glass Foundation for selecting the College for the oldest and most prestigious Environment Prize awarded in Japan and being only the second organization to receive it in India.

We believe the rural poor globally have found all the answers to the serious environment problems facing the world today. By recognizing the work of the College the Foundation has shown that the application of traditional knowledge, village skills and the wisdom of the Elders so powerfully demonstrated by Mahatma Gandhi nearly half a century ago is still universally relevant and indeed urgently required to be revisited again. More than what we learn in formal education is the sustainable real life low cost solutions that we need to re-learn from. The Planet can still be saved if we listen with patience and humility to the rural poor and how simple solutions are the need of the hour.

The Blue Planet Prize has given this vast repository of practical wisdom the respect and dignity it deserves. We are enormously grateful.

Message to the Japanese public

Dr. Jane Lubchenco

With deep humility and gratitude, I accept the Blue Planet Prize from the Asahi Glass Foundation. This award is timely, as our nations face the lingering effects of Hurricane Katrina, the Deepwater Horizon oil spill and the Sendai earthquake, tsunami and radiation leak. Following these tragedies, our nations came together to help one another, develop solutions, share lessons learned, and begin to heal our oceans, coasts, communities and economies. We must also commit to restoring harmony elsewhere in our environment and communities, and move towards a more sustainable future for the blue planet we share with all of humanity.

Barefoot College

I believe the rural poor have all the solutions. We need to listen and learn from them. Their knowledge and skills and practical wisdom cannot be learnt through the formal educational system. If we are serious about removing poverty in the world we need to study their informal inexpensive methods, adopt their simple solutions, replicate and scale up their idea on a global scale. The barefoot approach of demystifying technology and decentralizing the responsibility and ownership of all projects in the hands of the poor themselves is the long term sustainable answer to tackling poverty.