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2007 Blue Planet Prize Recipients Honored at the Awards Ceremony and the Congratulatory Party

The Foundation awarded the 16th annual Blue Planet Prize at the ceremony held at Tokyo Kaikan on October 17, 2007. This year's award recipients were Professor Joseph L. Sax and Dr. Amory B. Lovins both of the United States of America. Professor Sax drafted the world's first modern environmental law based on public trust doctrine supporting citizen action for protection of the environment, and contributed in development of the theory of environmental protection law and in establishing environmental laws internationally. Dr. Lovins has contributed to leading global energy strategy for protection of the global environment by efficient utilization of energy through his advocacy of the concept of the "soft energy path" and invention of the Hypercar®.

The ceremony was graced by Their Imperial Highnesses Prince and Princess Akishino and numerous distinguished guests, including ambassadors of various countries and representatives of government, politics, academia, and business.

The ceremony opened with an audio-video presentation. The film was created with the hope that it may let people reflect on the blue planet that tell's us the importance of all the lives and to lend an ear to the tune of wisdom of nature.

The presentation was followed by a felicitation from Prince Akishino and a congratulatory message from Prime Minister Yasuo Fukuda read by Mr. Takao Kitabata Vice-Minister of Economy, Trade and Industry. As representative of the native country of both recipients, Ambassador Mr. J. Thomas Schieffer of the United States of America also complimented the laureates for their dedication to environmental issues and their many accomplishments.

The Awards Ceremony was followed by a Congratulatory Party. Well-wishers surrounded Professor Sax and Dr. Lovins 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 Joseph L. Sax



Dr. Amory B. Lovins

A sustainable society can be built on acting in nature while paying careful attention to

Extracts from Remarks Made in Accepting the Blue Planet Prize

Professor Joseph L. Sax



It is a great honor for me to be one of the 2007 recipients of the esteemed Blue Planet presented by the Asahi Glass Foundation, and to be able to share receipt of the Prize with Amory Lovins whose achievements on behalf of environmental conservation are far greater than my own.

The Blue Planet Prize is of course a profoundly appreciated distinction for every recipient who is privileged to receive it, but even more importantly the Prize is significant for its recognition of the importance of work that aims to improve environmental quality for the benefit of human health and well-being, and to maintain and restore functioning natural systems upon which both we and future generations must depend.

The global significance of environmental protection is well-signified by the many different nations from which recipient individuals and organizations have come since the Prize was first awarded in 1992. The concerns that inspired the establishment of the Award more than 15 years ago—including global warming, energy, destruction of ecosystems, and species extinction—have indeed proven to be among those that are at the forefront of national and international concern today, and have shown the prescience of those who established the Foundation's programs directed to the study and solution of global environmental programs.

It is eminently appropriate that the Blue Planet Prize has been primarily bestowed upon those whose contributions have been in sciences and in technology, and upon organizations whose work has furthered such scientific and technological work. I am keenly aware that conferral of the Prize for legal work is precedential, and I am especially cognizant that this award this year recognizes that implementation of the vital work done by those in the sciences can only be fully achieved in those places where the rule of law operates and is respected.

In closing, I would like again to express appreciation for the presence of their Imperial Highnesses and other honored guests, and to thank our many Japanese friends who have taken time from their other responsibilities to be with us this afternoon. And, on behalf of myself, my wife Elli, and my three daughters who are also here to share this happy occasion with me, I want to express our appreciation for this opportunity to re-visit Japan, where we have many extremely happy memories from previous visits dating back to 1970; to give our thanks for the extraordinary hospitality and welcome accorded to all of us by the Asahi Glass Foundation.

Dr. Amory B. Lovins



This precious award honors decades of collaboration with my colleagues at Rocky Mountain Institute and around the world, including Japan. Special meaning comes from this Prize's roots in Japan—the world leader in eliminating **muda**, in beautifully simple design that

harmoniously integrates people within nature, and in social ability to form and quickly adopt a new consensus. These attributes can uniquely equip Japan—if the Japanese people choose to accept this mission—to lead the world on the historic shift to benign, secure, and affordable energy, for all, for ever.

This leadership will challenge the Japanese people to make four changes:

1. Japan's extraordinary gains in energy efficiency after the 1970s oil shocks have faded into complacency. Too many think climate protection means cost, burden, and sacrifice—not profit, competitive advantage, and higher quality of life. Today's techniques can profitably at least triple Japanese energy efficiency, enhance security, and help protect our blue planet—if Japanese people realize this is possible and insist that it happen.
2. Japan is poor in fuels, but is the richest of all major industrial countries in renewable energy. Japanese industry can do it faster than anyone—if Japanese policymakers acknowledge and allow it.
3. The old idea that a big industrial economy requires giant, vulnerable power plants is now obsolete. The revolutions in miniaturization and information make millions of smart distributed electric generators cheaper, faster to build, and more reliable than a few big plants—if old institutions and habits stop favoring central plants.
4. Today's fast-moving energy technologies and markets make old bureaucratic and monopolistic habits no longer in the national interest. Japanese energy policy needs to become more diverse, agile, and open. Japan's technological and commercial genius will best flower if all ways to save or produce energy can compete fairly, at honest prices—no matter which kind they are, what technology they use, where they are, how big they are, or who owns them.

Japan's energy future, and the world's, depend on these four big **ifs**. Each is a big challenge—and a huge opportunity. If Japan now turns these potentials into reality, and shares them with its neighbors, then Japan's highest purpose in history will be achieved; your country will have led the whole world to be healthier, safer, richer, fairer, and cooler; and all beings everywhere will be as happy and grateful as I am today.

on that harnesses the power of to the environment.

2007 Blue Planet Prize



Selection Rationale Dr. Hiroyuki Yoshikawa, Chairman of the Selection Committee

Professor Joseph L. Sax

In the mid-1960s, Professor Sax was drawn to environmental protections and further engaged himself in the field of environmental law through series of unsuccessful lawsuits against pesticide spraying.

Michigan Environment Protection Act which was adopted in 1970 and known as the "Sax Act" was drafted by Professor Sax. A primary feature of the law was its recognition that every person is legally entitled to the benefits of legal protection against pollution and other environmentally destructive activities. Professor Sax joined the Boalt faculty of the University of California at Berkeley in 1986, and has in recent years sought the need to protect cultural treasures, and has therefore written about "cultural property" as another example of the need for a public trust concept.

Professor Sax has been and still is the leading environmental law scholar in the world, and he has repeatedly created new legal innovations to expand the realms of environmental and natural resources protection laws, and has influenced the ideas of scholars in many other countries.



Dr. Amory B. Lovins

Dr. Lovins, while studying in Oxford, took interest in nature and environment, and became involved increasingly in energy strategy through his research on climate. In 1976, he published a groundbreaking essay "Energy Strategy: The Road Not Taken?" and there he put forward the concept of the "soft energy path." The concept points out to a new system with efficient use of energy and the use of "soft energy technologies" based on such resources as solar, wind force, bio-fuel and geothermal heat.

Dr. Lovins co-founded Rocky Mountain Institute in 1982 to foster the efficient and restorative use of resources. He built the original headquarters of Rocky Mountain Institute, still one of the world's most efficient buildings and invented the triple fuel economy Hypercar®.

Dr. Lovins has pointed out that inefficient energy use has created many economic and security issues and most of the world's environmental problems, and has shown how to achieve a society where high energy efficiency and sustainable energy supplies can lead to a safer, environmentally healthier, climate-stabilized, and more rewarding future, thus influenced in building global energy strategy.

Extracts from the Profile Film Shown at the Awards Ceremony

Professor Joseph L. Sax



Studied Literature at Harvard University



Visiting Turkey while serving as Deputy Assistant Secretary of the U.S. Interior Department



Taught environmental law at University of Michigan, 1966



Published an article on public trust doctrine concept, 1970



Attended the International symposium held in Tokyo, 1970



With his family

Dr. Amory B. Lovins



With the request by David Brower (left, 1998 Blue Planet Prize recipient), served as British Representative for Friends of the Earth



Surrounded by RMI staffs



Established Rocky Mountain Institute (RMI) in 1982



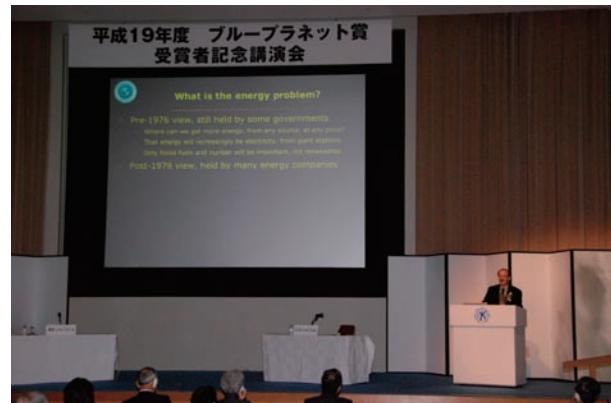
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THE ASAHI GLASS FOUNDATION

Large Audience Gathers for Commemorative Lectures

On October 18, the award recipients delivered commemorative lectures in U Thant International Conference Hall at the United Nations University in Tokyo. Over 300 people attended, nearly full of the auditorium to capacity. Professor Sax gave his lecture in the first section of the program, which was followed by a question-and-answer period coordinated by Prof. Akio Morishima, Professor Emeritus of Nagoya University. Dr. Lovins presented his lecture in the second half, with a question-and-answer period coordinated by Ms. Charmine Koda, Director of

United Nations Information Centre. The coordinator's skillful dialogue and progression of the question-and-answer period led to an enlivened session that attracted many questions from the audience, resulting in a rich and substantive discussion. The session gave the attendees a deeper understanding of the accomplishments of the recipients, as well as a valuable opportunity to reflect on the guiding principles of their own actions. The dynamic discussion made the four hours or less pass unnoticed.



— Worldwide Poll of Environmental Practitioners —

Results of the 16th Annual Questionnaire on Environmental Problems and the Survival of Humankind

The questionnaire, which has surveyed experts involved in environmental problems across the world since 1992, has been intended for people worldwide to establish a common understanding and cooperative relation to solve the environmental problems, because it is imperative to have a global measure to conserve the global environment. This year, the survey included the customary questions about the environmental doomsday clock and Agenda 21. In addition, it also focused on specific environmental problems and their priorities. The following is a report on the environmental doomsday clock, a subject regularly attracting a high level of interest. We are indebted once again to Professor Akio Morishima, Special Research Advisor of the Institute for Global Environmental Strategies and a director of the Asahi Glass Foundation, for his assistance in formulating and compiling the survey. (Questionnaires returned: 715 (Japan 322, overseas 393), response rate: 18.3%).

To see a more complete excerpt of the survey, please access the Foundation's web site (<http://www.af-info.or.jp/>)

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

The environmental doomsday clock shows the sense of crisis the respondents have on the survival of mankind by using the needles of a clock. The sense of crisis reported in 2007 was 9:31, which advanced 14 minutes from the previous year; marking the furthest advance of the clock, expressing a high sense of crisis. The result from overseas respondents was 9:28, advanced 9 minutes from the previous year, whereas Japanese respondents advanced 19 minutes from the previous year to 9:34.

