

To gain widespread recognition for the Asahi Glass Foundation and its activities, materials including Blue Planet Prize pamphlets, flyers introducing the Environmental Doomsday Clock and comics featuring original characters of the Environmental Doomsday Clock were distributed with the help of AGC Glass Products Co., Ltd. at Eco-Products 2015 held at Tokyo Big Sight from Thursday, December 10 to Saturday, December 12. In addition, at the Tokachi Municipal Environmental Exchange Meeting in 2015, comics were also distributed to children taking part in a kids eco workshop.



Eco-Products 2015



Eco Workshop (Tokachi Municipal Economic Exchange Meeting in 2015)

In deploying new PR activities, videos of events such as commemorative lectures by Blue Planet Prize winners were released on YouTube, and accounts for Twitter and Facebook were launched for the Blue Planet Prize and Environmental Doomsday Clock.

As part of efforts to boost recognition of the Blue Planet Prize, the Blue Planet Prize Twitter account introduced successive prize winners in the lead-up to the awards ceremony, and the account has quickly gained several followers.

For the Environmental Doomsday Clock Twitter account, there are plans to introduce points on the Environmental Doomsday Clock from 1992 to 2015 ahead of the start of questionnaire surveys to be conducted in April 2016.

In addition, Gring and Woodin, two characters representing the Environmental Doomsday Clock, have also begun activities on Twitter. There are plans to use the account to tweet information targeted at young people, including comics and introductions to the Environmental Doomsday Clock.



Blue Planet Prize Twitter account: @BluePlanetPrize



Environmental Doomsday Clock Twitter account: @afquestionnaire



Gring and Woodin Twitter account: @clock\_gw

## Environmental Doomsday Clock Original Character Comic Book

The Foundation has been publishing a series of comics primarily targeted at younger generations in particular with the aim of expanding awareness of the environment through the Environmental Doomsday Clock. The first issue of Gring and Woodin's Adventure in Water Kingdom was published in 2013, and the series was recently completed with the publication of the 13th issue in December 2015. By reading about Gring and Woodin's adventures during their travels, children can enjoy a story that teaches them about the environmental issues happening around the world. The comic can be viewed on the foundation's website. We will send the comics upon request. Apply using the Order Form on the foundation's website (<http://www.af-info.or.jp>).



## Grantees Report

### Environmental Research: The Kondo Grant

**Title: Study on landscape-level dynamics and resilience of bird communities in forests affected by deer browsing**  
**Recipient: Associate Professor Kiyoshi Umeki, Graduate School of Horticulture, Chiba University (Total: 3.7 million yen, Grant period: 3 years from FY2015)**

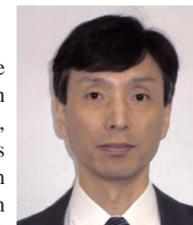


Research activities conducted in the University of Tokyo Chichibu Forest  
 Flora is compared inside and outside the erected deer exclusion barrier (top)  
 Malaise trap to capture flying insects (bottom)

In recent years, the population density of Japanese deer in wooded areas around Japan has been increasing. As you may have heard in news reports, this has placed a high strain on groups of forest plants due to feeding, and is impacting the ecosystem in various ways. The decrease in understory vegetation and increase in withered trees has also brought about changes to bird communities through changes to the insect fauna they feed on and their habitat.

In this study, instead of investigating a small number of sites, we established a large number of impact study test sites on a spatial scale at the landscape level to examine how feeding damage by deer was impacting bird habitation. Another aim was to develop a simulator that would recreate changes to the forest ecosystem on such a large scale.

At present we are conducting field surveys at the University of Tokyo Chichibu Forest to investigate bird fauna in each season with the use of voice recorders, and using malaise traps to monitor insect fauna with flying abilities. Based on this data, we will create a forest ecosystem simulator, which will lead to the presentation of a Japanese Deer population control index. Beyond that, we believe this simulator can be used as a method for assessing the level of breakdown in forest ecosystems using birds as an indicator.



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# af News

## 2015 Blue Planet Prize Awards Ceremony and Congratulatory Party

The Asahi Glass Foundation awarded the 24<sup>th</sup> annual Blue Planet Prize in the ceremony held at Palace Hotel Tokyo on October 14, 2015. The recipients of the award this year were Professor Sir Partha Dasgupta FBA FRS of the United Kingdom and Professor Jeffrey D. Sachs of the United States.

Professor Dasgupta has pointed to the equivalence of the dual concepts of intergenerational equity and sustainable development and unified development economics with environmental economics. Professor Dasgupta has had a widespread impact, advocating an inclusive measure of a nation's wealth representing a new stock index for sustainable economic development, and providing the world with theoretical solutions and practical prescriptions for issues of poverty and the environment. Professor Sachs has an impressive record of helping developing countries rebuild their economies. Using his own interdisciplinary and innovative "clinical economics," Professor Sachs serves as a scholar, practitioner and senior advisor to governments the United Nations, urging equality for mankind and promoting solutions to various issues concerning governance, poverty, public health, education and the environment, and has made

enormous contributions to sustainable development.

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.

Mr. Kazuhiko Ishimura, Chairman of the Foundation, presented the introductory remarks, followed by an introduction of the award winners by Dr. Yoshihiro Hayashi, Chairman of the Selection Committee.

Prince Akishino, gave the Congratulatory address. Then the message from Prime Minister Shinzo Abe was read by Mr. Ikuro Sugawara, Vice-Minister of Economy, Trade and Industry. As representatives of the countries of the winners, Ambassador Tim Hitchens of the United Kingdom was read by Mr. Jonathan Joo-Thomson, Head of Climate Change and Energy, and Ambassador Caroline Kennedy 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 Prof. Dasgupta, Prof. Sachs throughout the evening, celebrating the occasion, while toasts were proposed in recognition of their tremendous achievements.



Prince Akishino offers remarks at the Blue Planet Prize Awards Ceremony



Mr. Ishimura, Chairman of the Foundation and Prof. Dasgupta



Mr. Ishimura and Prof. Sachs



# 2015 Blue Planet Prize

## Professor Sir Partha Dasgupta FBA FRS



Humanity's engagement with Nature is the most significant feature of our lives and in urgent need of repair, and yet we mostly avoid addressing it. The institution that is the Blue Planet Prize signals that sad fact annually and brings environmental problems, both in the large and the small, to the world's attention. It is understandable that global

environmental problems attract public attention, but the "large" is made up of the myriad of "smalls". Ultimately, if Humanity is to make peace with Nature, the move will have to come from each of us. Understanding the way we at the individual level tread nature as we go about our lives is the necessary first step toward any resolution of the problems we face. In my own work I have tried over the years to understand the ways in which poverty and wealth at the household level leave their distinctive marks on Nature. I have also tried to construct an account of the way macro-economic reasoning influences our understanding (more accurately, lack of understanding) of the way economic policy affects the environment. And of course, I have tried also to uncover the reverse influence, namely, the way societies respond to growing scarcities. That mutual feed-back carries with it distinctive cultural and historical markers. That makes Human-Nature engagement both temporally and spatially specific, and is a reason the field of enquiry I have tried to contribute to is dauntingly hard. It explains why over the years I have had to borrow not only from ecologists and environmental scientists, but also from evolutionary biologists, anthropologists, political scientists, nutritionists, epidemiologists, and moral philosophers. So, it is both a great honour and an enormous pleasure for me that the perspective I have tied to introduce into our collective thinking has been recognized by the award of the Prize. The honour is all the greater because in receiving the Prize I am following in the footsteps of my teacher and friend, a great social thinker, the late Professor Hirofumi Uzawa. It is a matter of sadness that he is not with us today, but it is also a matter of great satisfaction that his widow, Hiroko Uzawa has been able to join us at this occasion.

Since the announcement of the Prize I have been overwhelmed by the care, concern, and friendship shown to me and my wife Carol by the Asahi Glass Foundation. It is the Foundation's generosity that has made this entire period thrilling for us both and we are both honoured and delighted to be here for the occasion.

## Professor Jeffrey D. Sachs



I would like to express my gratitude to the Blue Planet Prize Selection Committee for the great honor it has bestowed on me today, and especially the honor of receiving this year's prize together with Professor Partha Dasgupta, a giant of economics science. The timing of this award has a very special meaning for me: it is at the conclusion of fifteen years

of the Millennium Development Goals, in which I served as the UN Secretary-General's lead advisor; and it is at the start of the new Sustainable Development Goals, or SDGs, which I believe can mark a new and crucial era of global cooperation, and on which I continue to serve as an advisor to the UN Secretary General Ban Ki-moon.

Since its inception by the Asahi Glass Foundation in 1992, the Blue Planet Prize has served as a beacon and inspiration to people all over the world to pursue the course of sustainable development. Sustainable development calls on us to raise our sights as human beings. We are called upon to choose a course of peace and global cooperation. We are called upon to expand our economic vision beyond the mere pursuit of growth to a more integral approach that combines true economic progress with social justice and environmental sustainability. The Blue Planet Prize has honored many remarkable leaders of the global movement of sustainable development. I am humbled and thrilled to be among the honorees.

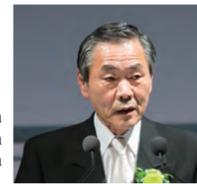
We have learned from the Millennium Development Goals that globally agreed goals can make a difference. They can help to focus the world's attention on matters of great and shared significance. According to the World Bank's most recent data, the rate of global poverty has declined from 37.1 per cent in 2000 to an estimated 9.6 per cent today. For the first time in human history, fewer than 1 in 10 human beings lives in extreme poverty, falling from nearly 10 in 10 human beings at the start of the industrial era two centuries ago. The MDGs contributed to that progress.

Yet we know that these gains are fragile as long as the world economy is highly unequal, unstable, and environmentally unsustainable. The gains are fragile as long as humanity is deeply divided and squandering lives and resources in deadly conflicts. The new SDGs are therefore vital to secure the progress that we have made under the MDGs and to continue on the path to ending extreme poverty by 2030, as called for by SDG 1.

I accept today's wonderful and generous honor as an affirmation of the importance of global problem solving and as a statement of confidence in the potential of the new Sustainable Development Goals. Let us all work together to achieve the high ideals of the Blue Planet Prize, for a world in peace and on the path of sustainable development.

## Selection Rationale

Dr. Yoshihiro Hayashi, Chairman of the Selection Committee



### Professor Sir Partha Dasgupta FBA FRS

Professor Dasgupta is a rare scholar of economics who has contributed to worldwide research through his efforts to unify two disparate fields, namely environmental resource economics, which deals with environmental deterioration, dwindling resources and economic growth, and development economics, which relates to development and poverty in developing nations. As the destruction of the environment advances, today many people believe that it is our responsibility to pass on nature and its immeasurable value as the birthplace of humanity to future generations unharmed. As a principle for realizing that sentiment, some 28 years ago the Brundtland Commission defined "sustainable development" that takes into account generational and intergenerational equity as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs." However, until the appearance of Professor Dasgupta's research, many individual development had been presented without sound economic theory for a definition of sustainable development encapsulating intergenerational equity. Today, Professor Dasgupta's publications on sustainability economics and the inclusive wealth index have driven advancements in describing sustainable development in clear and meticulous terms, and his measurable and practical economic indicators have attracted worldwide attention. Of particular note, with a focus on equity between generations, Dasgupta has clarified the economic requirements for maintaining and expanding social wealth including nature and passing it on to future generations, and pointed to its equivalence to sustainable development which also encapsulates equity in the same generation. His theories emphasize the role of governments as social systems without leaving everything to market forces, and the application of these theories has already been implemented by the Indian government.

### Professor Jeffrey D. Sachs

Professor Sachs has expressed concern over the growing numbers of impoverished people around the world, and in tackling this issue has examined problems exhaustively with the prescriptions for economic improvements in poor countries generally advocated by the elite economists of international organizations. Sachs has also explained about the importance of poor countries taking the first step towards economic development by means of assistance in order to escape from the trap of poverty. To that end, he has made recommendations on this basis and saved many countries from economic collapse. Sachs has developed unique method known as "clinical economics" which analyzes individual elements such as the political systems of countries and regions, geography, geopolitical conditions and culture in minute detail and carries out appropriate assistance. This approach is tailored to actual conditions in a country or region and has met with great success. The people in African nations and other countries face a host of serious challenges including social divisions and indifference to education due to poverty, ballooning fiscal deficits, dwindling energy sources and worsening environmental crises. Professor Sachs works with international organizations such as the United Nations to propose effective measures which are then put into practice. Sachs played a central role from the drafting stages to the implementation of the United Nations Millennium Development Goals that aim to build a better world starting from the year 2000. He also has a pivotal role in the formulation of the UN's Sustainable Development Goals, which will serve as targets over the next fifteen years and provide powerful encouragement for the international community to unite to address issues. Today, there are reports of a growing poverty class even in developed nations. Mindfulness towards humanity and nature, the philosophy advocated by Professor Sachs as a philosophy for achieving sustainability and equity, has become even more real as a target for regaining true prosperity for humanity.

## Blue Planet Prize Commemorative Lectures

More than 200 people attended commemorative lectures delivered by the Blue Planet Prize laureates at the United Nations University U Thant International Conference Hall on October 15.

Professor Dasgupta gave the first lecture, titled "Sustainable Development and the Wealth of Nations," and was followed by Professor Sachs' talk, "Meeting the Challenge of the Sustainable Development Goals."



Mr. Takejiro Sueyoshi



Dr. Ayumi Onuma

After an intermission, the two laureates joined Dr. Ayumi Onuma, Professor of Economics from Keio University and Mr. Takejiro Sueyoshi, Special Advisor to the UNEP Finance Initiative for a panel discussion and question and answer session. With smooth dialogue and progression



Prof. Dasgupta

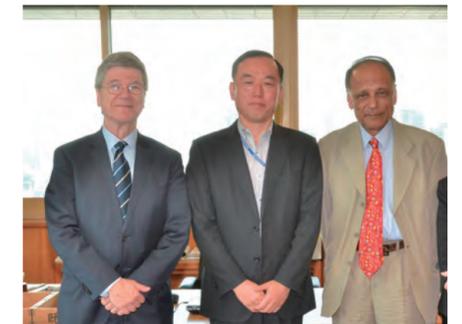


Prof. Sachs

handled by a coordinator, the panelists answered many questions from those present at the venue, resulting in a lively and in-depth Q&A session. Along with deepening our understanding of the laureates' achievements, it was a valuable opportunity to learn about the guidelines for action in addressing global environmental issues, and made for a fruitful three hours. Also note that the materials distributed on the day and scenes from the lectures can be viewed on the Foundation's website.

## Courtesy call to the Ministry of the Environment

On October 13 Professors Dasgupta and Sachs paid a courtesy call to the Ministry of the Environment, where they engaged in informal talks with Vice-Minister for the Environment Soichiro Seki. Opinions were exchanged over a wide range of topics from the environment to the economy and government policy.



## Professor Sir Partha Dasgupta FBA FRS



Raised in India and the United States during his childhood, Prof. Dasgupta was exposed to a diverse range of environments and cultures.



Prof. Dasgupta majored in economics at Cambridge University.



The Inclusive Wealth Index was announced at the 2012 Earth Summit in Rio.



Prof. Dasgupta with his wife

## Professor Jeffrey D. Sachs



Prof. Sachs was strongly influenced by the civil rights movement of African Americans he witnessed as a child.



Prof. Sachs graduated from Harvard University with the highest honors and at 28 became the youngest person in the school's history to be appointed full professor.



Prof. Sachs drove the development of the UN Millennium Development Goals aimed at the eradication of poverty.



Prof. Sachs with his wife