



Communiqué

## COP 10 and 2010 IYB logos launched in Tokyo

Tokyo (Japan), 13 October 2009 – Launching the COP10 logo and slogan, Japan marked the one-year countdown to the start of the tenth Meeting of the Conference of the Parties (COP 10) to the Convention on Biological Diversity, to be held in Nagoya, Aichi Prefecture, Japan in October 2010. The COP 10 logo was launched together with the International Year of Biodiversity (IYB) logo and slogan at the Ministry of the Environment in Tokyo.

Mr. Sakihito Ozawa, Minister of the Environment, Government of Japan, and Mr. Issei Tajima, Senior Vice-Minister of the Environment participated in a press conference together with Dr. Ahmed Djoghlaif, Executive Secretary of the Convention on Biological Diversity (CBD).

“My hope is that this COP 10 logo and slogan will convey the message that COP 10 will discuss necessary measures to ensure the long-term existence of all life on Earth, including humankind, and is therefore a crucial meeting for all global citizens,” stated Minister Sakihito Ozawa.

“The unveiling today of the logo for the historic Nagoya Biodiversity Summit demonstrates yet again the exceptional leadership and commitment of the people and Government of Japan to assist the international community in rising to the unprecedented challenge of stemming biodiversity loss, which is being compounded by climate change. I commend Japan, its people, and its Government for their excellent leadership,” stated CBD Executive Secretary Ahmed Djoghlaif.

The COP 10 logo, in the form of *origami*, portrays our life in harmony with nature, by arranging diverse flora and fauna in a circular shape with an adult and a child in the center. The adult and child represent our commitment to safeguard our precious biodiversity for the next generation. *Origami*, the Japanese paper folding art, is a reflection of Japanese culture and wisdom.

The slogan for COP 10, “Life in harmony, into the future” corresponds to the spirit of the logo and articulates the need for coexistence between humans and biodiversity for the sake of future generations.

The logo for the International Year of Biodiversity comprises a host of symbolic iconographic elements depicting the all-encompassing scope of biodiversity. By intertwining representations of flora and fauna with human figures, the logo demonstrates how biodiversity is life and how we as humans are forever part of, and not separate, from the biodiversity that surrounds us.

The slogan *Biodiversity is life. Biodiversity is our life*, highlights the crucial role that biodiversity plays in supporting all life on Earth, including our own.

“The logo and the slogan for the International Year of Biodiversity are going to be powerful communication tools to accelerate the activities for raising awareness of biodiversity and we would like to make full use of them. Japan will develop the Satoyama Initiative in order to demonstrate how biodiversity supports the livelihoods of people,” stated the Japanese Senior Vice-Minister of the Environment, Issei Tajima.

The United Nations General Assembly declared 2010 the International Year of Biodiversity. The year will provide a forum for greater engagement with the public on the importance of biodiversity and the different ecosystem services that contribute to human well-being. During IYB, Heads of State and



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Life in harmony, into the future

Government will meet at the UN General Assembly in September 2010 to take action and prepare for the October 2010 Nagoya Biodiversity Summit, where Governments will set targets and steps needed to address biodiversity loss.

In noting that the decision to host COP 10 was taken by the Government of Japan at the cabinet level, Mr. Djoghlaif said, “This was an exceptional event in the history of the Convention, and the fact that the decision by the Government was taken three years in advance was remarkable.”

Faced with continued biodiversity loss –estimated to be as high as 1000 times the natural rate as a result of human activities, and expected to rise further as a result of the impacts of climate change, the International Year of Biodiversity and the Nagoya Biodiversity Summit provide a genuine opportunity for the world to refocus its efforts on raising awareness on the importance of biodiversity and the many ecosystem services it provides for our well-being and to take the actions necessary to preserve it for future generations.



**Life in harmony, into the future**  
いのちの共生を、未来へ

The logo and slogan for COP 10 to be held in Nagoya, Japan, 18-29 October 2010