

UNEP Goodwill Ambassador Pavan Sukhdev wins prestigious Blue Planet Prize

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Green

economy pioneer and United Nations Environment Programme (UNEP) Goodwill Ambassador Pavan Sukhdev was announced today as the recipient of the 2016 Blue Planet Prize, marking the 25th anniversary of the award sponsored by the Asahi Glass Foundation. Each year two Blue Planet Prizes are awarded to individuals or organizations for outstanding achievements in scientific research and its application to solve global environmental problems. University of Glasgow professor and former director of the Frankfurt Zoological Society Africa Program, Prof. Markus Borner of Switzerland is the other 2016 winner.

Mr. Sukhdev

was recognized for pioneering the development of economic rationale and practical metrics for transition towards an inclusive green economy. Serving as study leader for the UNEP-hosted Economics of Ecosystems and Biodiversity (TEEB) - he has shown how valuing ecosystems and their services can translate into improved public policies and business practices. By developing sustainability metrics for corporate, provincial and national levels, he has been driving the momentum for the transition to an inclusive green economy. "I wish to thank Asahi Glass Foundation for the great honour of being awarded the Blue Planet Prize," said Mr. Sukhdev. "I am humbled by this recognition, and for being included in a list of pioneers from whom I draw inspiration and guidance. The Blue Planet Prize motivates me to continue my work on making nature's economic values visible and better responded to by policy makers and business leaders, on redesigning the corporation, and on improving and implementing metrics and accounting systems for sustainability. These are all critical areas for transforming today's defunct yet dominant economic model into an inclusive and green economy of permanence."

Both

recipients will be awarded a certificate of merit, a commemorative trophy and a supplementary award of 50 million yen (around \$470,000) at the official award ceremony in Tokyo, in November. Commemorative lectures by the prize recipients will be held at the United Nations University (Shibuya Ward, Tokyo) on November 17.

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