

September 19, 2005

To: Press

From: Japan Association for the 2005 World Exposition

We would like to announce that the evaluation of official participants' pavilions - a hundred and twenty official participating countries and international organizations - for the "Nature's Wisdom Award" has finished and the gold, silver and bronze prizes for each category have been decided.

The second jury meeting for the evaluation of the "Nature's Wisdom Award", which started on September 15 (Thursday), has finished today, and the attribution of prizes has been decided. The examination was conducted in the form of an on-site evaluation of all sixty-nine pavilions of official participants by members of the jury.

The second award evaluated the theme development and the messages created by participants under the theme of the Exhibition in which they communicate to the world their efforts to solve today's various issues related to nature conservation, and to highlight the value of biodiversity, cultural diversity, establishment of long-lasting peace and mutual understanding, strengthening of international exchange, etc.

The results of the evaluation are listed below.

The official award ceremony will be held in September 24..

Nature's Wisdom Award (Results of the 2nd evaluation)

Category A (4 modules or more)

Gold prize Germany Pavilion
Silver prize France Pavilion
Bronze prize United States of America Pavilion

Category B (1.5 to 3 modules)

Gold prize Mexico Pavilion
Silver prize Australia Pavilion
Bronze prize Malaysia Pavilion

Category C (1 module or less)

Gold prize The Netherlands Pavilion
Silver prize South Africa Pavilion
Bronze prize Indonesia Pavilion

Category D (joint pavilions)

Gold prize Andean Amazonian Pavilion
Silver prize Republic of Madagascar : Africa Pavilion
Bronze prize Republic of Kenya : Africa Pavilion

Contact:

Public Relations& Advertising Office , Persons in charge: Kato, Nakata, Tel: 0561-61-7302

Project Planning Office, Persons in charge: Narita, Souda, Tel: 0561-61-7314

Official Participation Office, Persons in charge: Nanya, Mukae, Tel: 0561-61-7318

Japan Association for the 2005 World Exposition

Evaluation Guidelines

The first criteria, *Respect of the Theme*, will judge how well pavilions have managed to stay within the Nature's Wisdom theme of Aichi 2005. If a pavilion is not respecting the theme of Expo 2005, then no marks will be awarded in any further criteria.

The second criteria, *Development of the Theme*, will judge how pavilions have taken the main essence of Nature's Wisdom and further developed it to enhance the messages which will come from the Aichi 2005 Exhibition.

The third criteria, *Innovation*, will judge the level of innovation in the contents and in the presentation of the theme. It is also important to consider how these innovative visions can be translated into useful applications for the future.

The fourth criteria, *Clarity and Intelligibility of the Messages*, will judge how easy it is for visitors to understand the messages of individual pavilions and for what reason these messages are being portrayed at this Exhibition.

Finally, the fifth criteria, *Contribution to the education of the public and Promotion of the Values of Expos*, will judge not only how the pavilion has contributed towards the education of the public but also how well pavilion has managed to portray the values which are inherent not only at Aichi 2005 but also in past and future Exhibitions such as cultural diversity, establishment of long-lasting peace and mutual understanding, strengthening of international exchange, nature conservation, bio diversity, etc.

Comment of the Jury

Category D

Gold: Andean Amazonian for its emphasis on the importance on maintaining biodiversity and valuing the insights of traditional civilizations for living in harmony with nature.

Silver: Madagascar for its recognition of the serious problem of environmental degradation and for its willingness to re-examine lost traditions that valued harmonious living with nature.

Bronze: Kenya for the importance placed on preserving wildlife as a way to show how valuing the environment can enhance economic development through eco-tourism.

Category C

Gold: The Netherlands for its vivid impression of the need for humanity to balance its desire for development with limitations placed by scarce water resources.

Silver: South Africa for its recognition of poverty and war as threats to the environment and for its efforts to create a sustainable economy through eco-tourism.

Bronze: Indonesia for its respect for the forces of nature and its recognition of the need to create harmony between diverse cultures.

Category B

Gold: Mexico for its focus on multiple environments and on the power of poetry and art to stir human beings to action.

Silver: Australia for presenting the traditions of indigenous peoples, its recognition of contemporary environmental problems and its hard look at the need for innovative solutions.

Bronze: Malaysia for its attention to innovative solutions to environmental problems through biotechnology.

Category A

Gold: Germany for its superb presentation concerning problems confronting the planet and for its innovative efforts to educate the public about possible solutions based on learning concrete examples from nature.

Silver: France for its careful articulation of the problems that confront the planet and its emphasis on the need to find global solutions.

Bronze: USA for its emphasis on the possibility of human endeavour and technological innovation for unlocking the secrets of nature and for advancing global economies.

Implementation Guidelines for “Nature’s Wisdom Award”

1. Name

“Nature’s Wisdom Award”

2. Eligibility for the Award

69 pavilions (*) of official participating countries are eligible for the Award. Japan Pavilion, pavilions of local governments and corporate pavilions are not eligible for the Award.

* There are 120 participating countries but 69 pavilions due to the existence of 7 joint pavilions such as the Africa Pavilion, Nordic Pavilion, Caucasus Pavilion, Andean Amazonian Pavilion, Central America Pavilion, Central Asia Pavilion, and the Pacific Islands Pavilion.

3. Jury

Based on Special Regulation No. 14 Concerning Awards, the nine persons indicated below will serve on the jury.

Amb. Wu Jianmin	President of the International Bureau of Exhibitions (BIE)
Mr. Vicente Gonzalez Loscertales	Secretary-General of the BIE
Amb. Ole Philipson	Chairman of the International Council of EXPO 2005 Aichi, Japan
Prof. Jiro Kondo	Emeritus Professor of Tokyo University, Chairman of the 100 Eco-Tech Awards Screening Committee
Mr. Yutaka Hikosaka	Architect and Executive Director of Japan Pavilions
Mr. Rachid Slimi	President of the ONA Foundation and Director of General Affairs and Corporate Relations, ONA Group
Prof. Dr. Martin Roth	Director General of the <i>Staatliche Kunstsammlungen Dresden</i>
Dr. Alberto Lenz	Former adviser of the President Vicente Fox (President of Mexico), Architect/Sculptor/PhD in Urban Planning
Prof. Robert W. Rydell	Chair of Department of History and Philosophy, Montana State University

Through consultation with the jury, it was decided that a jury president will not be elected.

Mr. Robert W. Rydell, who has been appointed as the spokesperson, will announce the prizes.

4. Details of the Awards

a) Award Category

Prizes will be awarded for each category established according to the number of modules.

Category A (4 modules or more) 14 pavilions

India Pavilion, Korea Pavilion, China Pavilion (in Common 1), USA Pavilion, Canada Pavilion (in Common 2), Italy Pavilion, Spain Pavilion, Germany Pavilion, France Pavilion (in Common 3), UK Pavilion, Swiss Pavilion, Belgium Pavilion, Nordic Pavilion, Russia Pavilion (in Common 4)

* As the configuration of the Nordic Pavilion is different from that of other joint pavilions, it has been included in the category of single pavilions.

Category B (1.5 to 3 modules) 15 pavilions

Qatar Pavilion, Saudi Arabia Pavilion, Sri Lanka Pavilion (in Common 1), UN Pavilion, Mexico Pavilion (in Common 2), Croatia Pavilion, Hellenic Pavilion, Turkey Pavilion (in Common 3), Austria Pavilion, Czech Pavilion, Poland Pavilion (in Common), Australia Pavilion, Singapore Pavilion, Thailand Pavilion, Malaysia Pavilion (in Common 6)

Category C (1 module or less) 34 pavilions

Yemen Pavilion, Iran Pavilion, Nepal Pavilion, Pakistan Pavilion, Bangladesh Pavilion, Bhutan Pavilion, Mongolia Pavilion (in Common 1), Argentine Pavilion, OECD Pavilion, International Red Cross and Red Crescent Pavilion, International Tropical Timber Pavilion, Cuba Pavilion, Dominican Pavilion (in Common 2), Tunisia Pavilion, Bulgaria Pavilion, Bosnia Herzegovina Pavilion, Morocco Pavilion, Jordan Pavilion, Libyan Pavilion (in Common 3), Ireland Pavilion, Ukraine Pavilion, Netherlands Pavilion, Portugal Pavilion, Lithuania Pavilion, Romania Pavilion (in Common 4), Egypt Pavilion, South Africa Pavilion (in Common 5), Indonesia Pavilion, Cambodia Pavilion, New Zealand Pavilion, Philippines Pavilion, Brunei Darussalam Pavilion, Viet Nam Pavilion, Laos Pavilion (in Common 6)

Category D (joint pavilions) 6 pavilions
Central Africa Pavilion (in Common 1), Andean Amazonian Pavilion, Central
America Pavilion (in Common 2), Caucasus Pavilion, Nordic Pavilion (in Common
4), Africa Pavilion (in Common 5), Pacific Islands Pavilion (in Common 6)

b) Prizes

A gold prize, silver prize and bronze prize will be selected by the jury from the most outstanding pavilions of participants belonging to each category. Fewer prizes may be awarded if no participant deserves recognition.

c) Evaluation

An evaluation will be conducted twice during the Exhibition based on the following criteria and the award winners will be announced in each case.

First Award

The first award will evaluate the interior and exterior décor, and exhibits of the official participants' pavilions in the realization of the theme of "*Nature's Wisdom.*"

Second Award

The second award will evaluate the messages created by participants under the theme of the Exhibition in which they communicate to the world their efforts to solve today's various issues related to nature conservation, bio diversity, cultural diversity, establishment of long-lasting peace and mutual understanding, strengthening of international exchange, etc.

d) Schedule (Planned)

The Award Ceremony will be held on September 24,2005