

US\$7,700 await winners

ACB invites photographers to zoom in on biodiversity

Calling all professional, amateur and student photographers! The ASEAN Centre for Biodiversity (ACB) is now accepting entries to the First ASEAN-wide photo contest “Zooming in on Biodiversity”.

In partnership with the European Commission, ASEAN Member States, and the Asian Institute of Journalism and Communication, the photo contest seeks to popularize the values of biodiversity through the medium of photography.

ACB Executive Director Rodrigo U. Fuentes said only a small fraction of the global population, mostly scientists and environmentalists, understands the role that biodiversity plays in humankind’s survival.

“This lack of knowledge often translates to the lack of care for the very environment. There is an urgent need to popularize biodiversity and one effective way is to use the power of photos. By translating biodiversity and its relationship with health, food security, climate change and other everyday human issues into powerful images, we can generate a greater awareness for this often-difficult-to-grasp concept,” Fuentes said.

The contest will run until 30 August 2009 with a total of US\$7,700 total prize at stake. First placers in the three categories will have an opportunity to exhibit their winning photos and attend the ASEAN Conference on Biodiversity in Singapore on 21 – 23 October 2009 for free.

Open to all residents of ASEAN Member States Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand, and Viet Nam, the contest welcomes entries which are exclusive to the contest, unpublished, and not submitted to previous contests.

Entries should capture various images related to biodiversity (plants, animals, marine life, ASEAN Heritage Parks) or the many benefits that biodiversity brings to human beings, its importance, the threats biodiversity face (deforestation, climate change), or how biodiversity affects lives. Photos showing initiatives to protect biodiversity resources such as plants, animals, and marine species are also welcome. Entries can also depict biodiversity as source of food (food and agriculture); biodiversity as source of medicine (health and medicine); biodiversity as source of shelter; biodiversity and climate change; the aesthetic value of biodiversity; biodiversity as source of livelihood; and biodiversity and ecotourism.

For contest details and mechanics, log on to www.aseanbiodiversity.org.