



Manila, 7 August 2017

## Press Release

### EU, ASEAN launch Youth Video Competition on Biodiversity

In the margins of the ASEAN Biodiversity Heroes Award Ceremony held in Metro Manila on 7 August 2017, the EU and ASEAN launched the **EU-ASEAN Youth Video Competition #MyNatureMyHero** focusing on biodiversity conservation in the ASEAN region. The EU's Climate Change & Environment Counsellor at the EU Delegation to Indonesia, Mr Michael Bucki said: "While I am honoured to see inspiring, larger-than-life ASEAN Biodiversity Heroes around us today, it is also a pleasure for me to launch this video competition among the Youth. This will hopefully encourage the next generation as well as ourselves to notice and support the many people around us that are also doing something good for the environment, every day. We can all be heroes, and this is what this competition is about."

In partnership with the **ASEAN Centre for Biodiversity (ACB)**, the competition is organised by the **EU Mission to ASEAN** as part of a series of events and campaigns dedicated to the celebrations of the 2017 40<sup>th</sup> anniversary of EU-ASEAN dialogue. The competition is open to young citizens of ASEAN Member States (18-30 years old), who enjoy the beauty and peace of nature around them and would like to show their appreciation to people who contribute to the preservation and protection of nature. In parallel, the EU is launching a social media campaign to showcase the various **ASEAN Heritage Parks** across all ASEAN Member States – the winner of the video competition would win free tickets to visit one of them. Participants are asked to write a story and film a video – selected videos would have their stories voiced over by celebrities, such as **Nicholas Saputra, Mario Maurer** and **Solenn Heussaff**, and be premiered at the Award Ceremony later this year.

The competition is linked with the EU's programme supporting biodiversity in the ASEAN region, which was launched in March in Jakarta. The EU-ASEAN development cooperation programme focusing on **Biodiversity Conservation and Management of Protected Areas in ASEAN (BCAMP)**, with EUR 10 million EU budget contribution (2016-2021), aims to enhance the conservation of biodiversity and effective management of protected areas in the ASEAN region. It will target the network of existing and potential ASEAN Heritage Parks to reduce biodiversity loss. The programme will be implemented in close coordination with the EU Delegation in Manila and the ACB in Los Banos, Philippines.

For more information, please visit the official website of the EU-ASEAN Youth Video Competition here: <http://mynaturemyhero.com>.

For regular updates on the competition, follow the EU Mission to ASEAN on social media:



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Hashtag: #MyNatureMyHero

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