

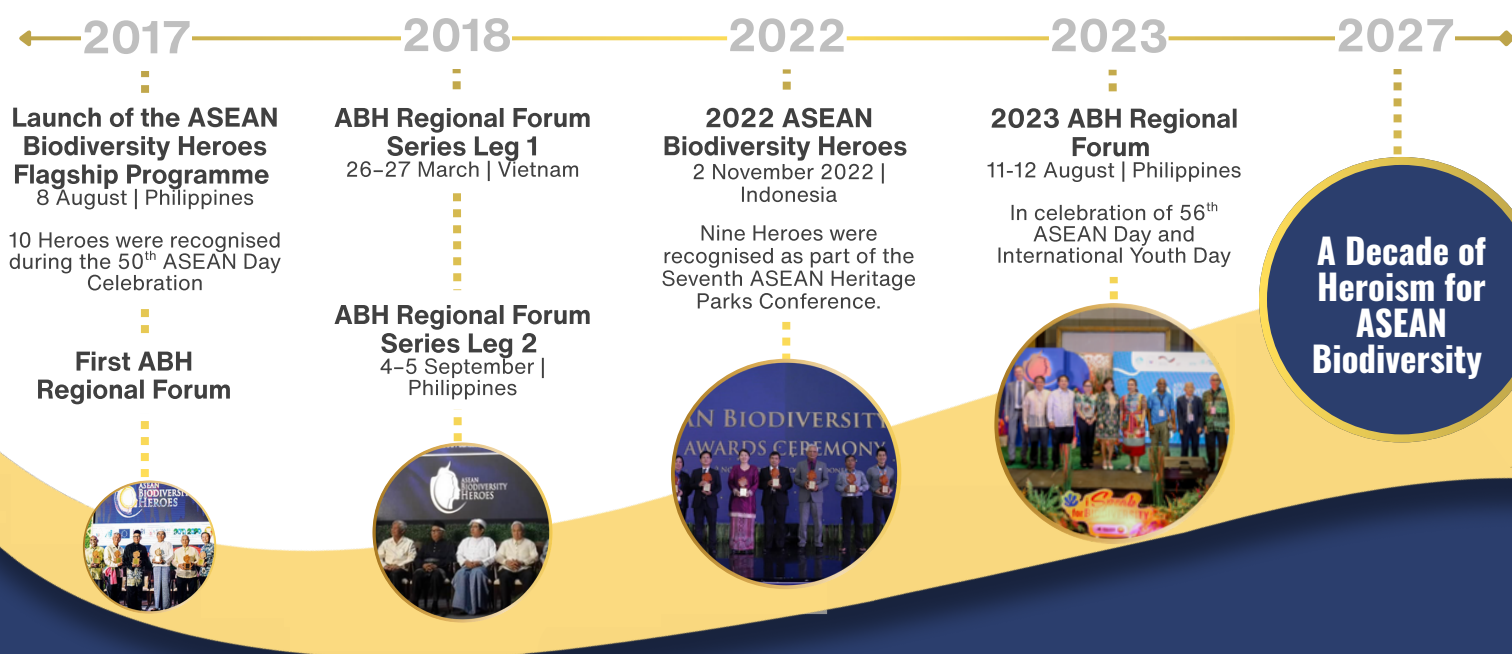


A DECADE OF HEROISM FOR ASEAN BIODIVERSITY (2017–2027)

ASEAN Biodiversity Heroes (ABH) Programme

The ASEAN Centre for Biodiversity (ACB), through the ASEAN Biodiversity Heroes (ABH) Programme, aims to recognise outstanding individuals from the ASEAN Member States (AMS) who have contributed significantly to biodiversity conservation and advocacy efforts in their respective countries and the region. The Heroes are the faces of biodiversity conservation in Southeast Asia—individuals that people can identify with and inspire others to take action for biodiversity in their own spheres of influence.

ABH Programme Milestones



ABH By the Numbers



19
ASEAN
Biodiversity
Heroes



~ 2.3 M
people reached



~ 650
Social Media
Posts



4
ABH Regional
Forums



~ USD 606K
Estimated Value of Organic Media Exposure
(2017, 2018, 2022, 2023)



~ 1,000
ABH Forum Participants

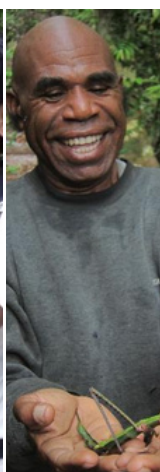
THE HEROES



Mr. Eyad Samhan
BRUNEI DARUSSALAM



Mr. Sophea Chhin
CAMBODIA



Mr. Alex Waisimon
INDONESIA



Mr. Nitsavanh Louangkhot
Pravongviengkham
LAO PDR



Prof. Zakri Abdul Hamid
MALAYSIA



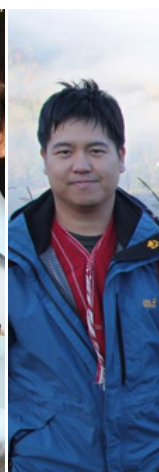
Dr. Maung Maung Kyi
MYANMAR



Dr. Angel C. Alcala
PHILIPPINES



Professor Leo Tan Wee Hin
SINGAPORE



Dr. Nonn Panitvong
THAILAND



Professor Dang Huy Huynh
VIET NAM

2017



Mr. Liaw Lin Ji
BRUNEI DARUSSALAM



Mr. Chak Sokhacheaboth
CAMBODIA



Dr. Anhar Lubis
INDONESIA



Mr. Khamphay Xayyalad
LAO PDR



Prof. Emeritus Dato' Dr. Ibrahim Bin Komoo
MALAYSIA



Mr. Nay Win Swe
MYANMAR



Senator Loren Legarda
PHILIPPINES



Professor Chou Loke Ming
SINGAPORE



Professor Suchana Chavanich
THAILAND

2022

Scan to learn more
about the **ASEAN Biodiversity Heroes**



TIMELINE OF ACTIVITIES

Timeline	Activities
2026	Nomination/Pre-event
August	Launch of the 2026 Call for Nominations for the Third ABH Awards Visibility Plan Preparation
September	Updating the Website Sub-site for the ABH Programme Start of Digital Media Promotions
November	Production of Promotional Video for Social Media Visibility
2027	Awards Ceremony
January–March	Networking with Potential ABH Partners
	Continuous Promotion of the ABH Programme
May	Deadline for Submission of Nominations Final list of the Third Batch of ABH Initial Notification to the New Batch of AMS and Coordination Meetings regarding the upcoming engagements and activities
June	Regular Coordination with ABH, AMS, and Partners Sending Invitations and Media Advisory for the Third ABH Awards and Forum Preparation of Event Collaterals
July	Final Preparations for the Third ABH Awards and Regional Forum
August	Third ABH Awards Back-to-Back Activities with the New Batch of ABH Regional Forum
	Media Briefing and Interviews
	Special Exhibition featuring the ASEAN Biodiversity Heroes and the 10-year Achievement of the ABH Programme
	Social Media Posts and Press Releases
	Highlight Video Production
	Post-event
August	Press Release and Official Mailer Release
	ABH Site Updating
	Social Media Posting
	Post-Event Report Preparation

— THIRD ABH AWARDS - NOMINATION PROCESS —

Who will select the ASEAN Biodiversity Heroes?

Each AMS will have the privilege of selecting a biodiversity hero to represent their country. Members of the ASEAN Working Group on Nature Conservation and Biodiversity (AWGNCB) and the Governing Board (GB) for each AMS will work together to select a suitable hero. Once a hero is selected, the GB will send the official nomination documents to the ACB.

AMS to select a hero between August 2026 and May 2027 based on the guidelines provided

AMS (GB-ACB) Members to submit their nominations complete with attachments to the ACB on or before May 2027

ACB to submit the certificates to ASEAN Secretariat for the Secretary-General's signature

ACB to notify nominees by June 2027 or earlier re engagements and invite them to the awarding ceremony and other activities

Third ABH Awards to be held in August 2027 in commemoration of the 60th ASEAN Day

Nominators shall ensure that the following minimum requirements are met by the nominees:

1. The nominee must be an individual who is a **resident** of the nominating ASEAN Member State.
2. The nominee should have made a **significant contribution to biodiversity conservation** in their respective countries, that create ripples of positive change to the ASEAN region. Listed below are examples of the types of heroes who may be nominated. Nominators, however, need NOT limit themselves to this list. They may select any individual who they believe is worthy to be known as an ASEAN Biodiversity Hero.

- A local government leader who has successfully adopted and implemented a biodiversity action plan
- A conservation worker who has implemented significant conservation initiatives to bring together the traditional knowledge of indigenous and local communities and modern science
- A media practitioner or publisher who helps bridge the communication gap between biodiversity experts and the general public
- A scientist whose research led to the identification of new species
- A biodiversity information specialist whose research, analysis, and presentation of biodiversity information and related scientific data has provided crucial support to biodiversity initiatives
- A woman leader who mobilises conservation actions at the national and local levels

- A park manager or ranger who has dedicated their life to protecting a heritage park or a protected area
- A professor who is actively involved in national strategies to promote the conservation and sustainable use of biodiversity
- A national government official who has demonstrated strong leadership in the discussion of biodiversity issues in the national and global arenas
- A private sector leader who is actively implementing a business and biodiversity initiative and transforming the way their company manages and invests in nature
- A young individual who communicates biodiversity through compelling stories or leads conservation projects in their community
- A local community leader who drives grassroots conservation and advocacy initiatives for biodiversity

3. There is **no age limit** on who can be nominated. For example, a high school student may be nominated if the AMS deems them worthy of the heroes' distinction.

SCAN THE QR CODE OR CLICK THE [LINK](#) TO ACCESS THE NOMINATION FORM

Deadline for submission of nominations to the ACB is in **May 2027**. This deadline will be strictly followed to give the ACB ample time to prepare for the award ceremonies to be held in August 2027.



ELIGIBILITY CRITERIA

What should we look for in an ASEAN Biodiversity Hero?

Following are some guide questions you may refer to in evaluating your nominee:

1. Are the nominee's contributions valuable?

[In evaluating the nominee based on this criteria, the nominator may look at the contributions; relevance to biodiversity in the ASEAN region. It is also important to look at the factors that make the nominee's contributions stand out or differ from other existing projects or initiatives.]

2. Do the nominee's contributions demonstrate a clear impact on biodiversity conservation?

[In evaluating the nominee based on this criteria, the nominator may review evidence of improvement in people, communities, species, or habitats affected by the nominee's contributions. For example, did the nominee's implementation of a biodiversity education programme result in a change in practice among participants? Another example is whether or not the nominee's project resulted in the decline of wildlife trafficking in an area.]

3. Does the nominee have the potential to inspire others to take action for biodiversity?

[For this criteria, the nominator may look at whether the nominee's contributions can be duplicated, repeated, or expanded to benefit more people or species. It may also be helpful to look at whether the nominee's contributions have attracted partners and supporters or if the nominee's activities have attracted funding agencies or stakeholders to invest in similar endeavours.]

4. Has the nominee been recognised in the community or the country for their exemplary contributions to society?

[The nominator will evaluate the nominee based on the quantity and quality of awards or recognition received from various organisations and groups.]

What are the duties of the ASEAN Biodiversity Heroes?

The ASEAN Biodiversity Heroes will serve as ambassadors of biodiversity conservation. They will be invited to speak in forums, workshops, press conferences, and other relevant events to share their experiences in conserving biodiversity and to inspire others to do the same. They will also be featured in media outputs and activities by the ACB, such as its official vodcast programme, BiodiversiTalks, and other promotional and educational engagements.

What prizes will the heroes receive?

1. Each ABH shall receive a cash prize worth USD 5,000.00, a heroes' medal, and a certificate.
2. They will be recognised during the Third ABH Awards. The awarding ceremony will be held in August 2027 in celebration of the 60th ASEAN Founding Anniversary. A regional forum will be held back-to-back with the Third ABH Awards.
3. The Heroes from the 11 ASEAN Member States will be the faces of biodiversity conservation in the ASEAN region. They will be known as the ASEAN Biodiversity Heroes.
4. The winners will be featured on ASEAN's and the ACB's websites and various communication, education, and public awareness materials. They will also be featured in local and international events.

SPECIFIC ROLES OF PARTICIPATING PARTIES

ASEAN Member States

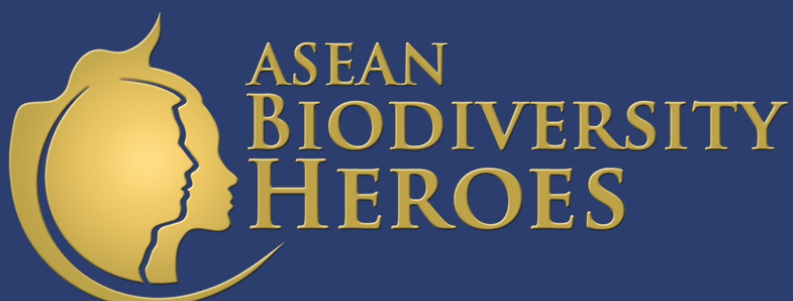
- Select one hero per AMS
- Help the ACB generate awareness for the ABH Programme (share press releases, posters, and other promotional materials designed by the ACB on the AMS' biodiversity-related websites; help distribute ABH press releases written by the ACB to AMS' media contacts)

ASEAN Centre for Biodiversity

- Serve as the Secretariat of the ABH
- Create a webpage on the ABH Programme
- Prepare partnership packages and coordinate with partners and sponsors
- Prepare and implement a communication plan to generate awareness for the awards
- Coordinate with the ABH and AMS representatives about the award ceremonies (flights, accommodations, prizes, publications, etc.)
- Handle all preparations for the award ceremonies

Partners

- Provide funding to implement the project and be acknowledged in all of Third ABH Awards' promotional materials and events.
- Help generate awareness for the project by providing resource person quotes that the ACB can use in press releases
- Post press releases, posters, and other promotional materials designed by the ACB on their websites



Contact us



Please address all questions to:

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