

# Linking Local Efforts with Global Partnership (Asia/Pacific Cultural Centre for UNESCO (ACCU))

## Outline

ACCU aims to contribute to ESD by assisting community-based ESD activities that address the needs of socio-economically disadvantaged populations in the Asia-Pacific region. In doing so, we hope to articulate long-standing local wisdom and practices with relevant international platforms for discussions on how to build a sustainable future. ACCU will promote advocacy work at various levels while developing educational materials, training and partnerships to jointly advance the ESD agenda by centring these activities on the sharing and accumulation of knowledge and experiences.



ACCU Asia-Pacific ESD Photo Message Contest 2007  
Commendation Prize Malakai H.Kaufusi (Tonga)

## Objectives

While continuing ACCU efforts in helping to achieve the goals of Education for All (EFA) through our literacy/non-formal education projects especially for those who have extremely limited access to educational services, ACCU will develop educational materials that will help promote ESD, identify and support ESD good practices, and provide a platform for discussion on ESD by involving schools and the media.

Furthermore, as a member of the Asia-Pacific UN DESD Interagency Steering Committee (AP-DISC), ACCU makes an effort to put multiplier effects on ESD-related activities at global level through cooperating with other UN agencies. While supporting grass-roots programmes under the ESD framework, ACCU aims at accumulating, sharing and familiarising knowledge over national boundaries.

## Activities

### 1) Innovation Programme for ESD *Initiating and supporting ESD good practices*

The overall objective of the Innovation Programme, is to initiate and to support projects that will serve as good examples for the implementation and promotion of ESD in the Asia-Pacific region. Ten projects in ten Asia-Pacific countries, both formal and non-formal education, have been supported for the last two years. The programme has been supported by the UNESCO/Japan Funds-in-Trust for ESD, and ACCU has been designated as a secretariat since 2005.



Participatory Learning in Innovation  
Project, Thailand

The result of evaluation which is based on interviews from beneficiaries and stakeholders reveals that the projects have helped promote empowerment and self-esteem among individuals and communities involved. It shows that they acquired practical skills and knowledge in disaster prevention, literacy in minority mother tongue, vocational training, inclusive education, and in various other fields. The result also points out that the project deepened cooperation among a range of generations, schools, facilitators/teachers, and community organizations, and brought a change in behaviour and values of the management staff and of the beneficiaries, as they planned and participated in the ESD projects, whose change perhaps derived from community-rooted mutual help spirit and cultural values.

### 2) COE Programme for ESD *Bringing different expertise to be catalyst of ESD*

Also supported by the UNESCO/Japan Funds-in-Trust for ESD, the COE (Centre of Excellence) Programme supports existing institutions working in related fields of ESD to become catalysts for ESD in the Asia-Pacific region. For the first phase of the COE Programme (2006-2010), five organisations have been selected as implementing partners with expertise in such fields as policy advocacy, developing teaching material, research, media, and teacher training.

Five ESD COE organisations:

Asia South Pacific Bureau of Adult Education (ASPBAE)

Dhaka Ahsania Mission (DAM)

Thailand Environment Institute (TEI)



COE members learning from village leader  
about organic farming

### 3) Package Learning Materials on Environment and ESD: PLANET series *-Learning, awareness building and to Action*

Since 1997, ACCU has been producing Package Learning Materials on Environment (PLANET) in cooperation with educational professionals, animation creators, and UNESCO so as to stress the importance of environment and the harmonious relationship between humans and nature. PLANET series so far covered such themes as water pollution, forest management, waste management, and disaster preparedness. PLANET reaches children and adults in and out of school in many Asia-Pacific countries as the national versions in local languages have been produced in these countries.



PLANET on forest management

### 4) ESD Photo Message Contest Letters to Tomorrow- *-Inviting people to think about their own sustainable future*

ACCU Asia-Pacific ESD Photo Message Contest – Letters to Tomorrow- is designed to serve as informal educational opportunities by inviting people to express in photographs and in short texts on their own idea of sustainable future. The first contest in 2007 on the theme of intangible cultural heritage attracted 3,226 entries from 38 countries in 16 different languages. The prize winning works are mounted on panels and travel exhibitions/workshops have been organized in Japan as well as other parts of Asia. 2009 contest will focus on Water and Life, and 2011 contest on Education and Learning.



ACCU Asia-Pacific ESD Photo Message Contest 2007 "Celebration of Our Living Culture" Grand Prix Thanavich Kumsopha (Thailand)

### 5) Personnel Exchange Programme *Bringing educators and students on common issues*

Under International Exchange Programmes between Japan and other UNESCO Member states, and the ACCU Invitation Programme for International Educational Exchange of Teachers and Professionals, ACCU has been promoting personnel exchange programmes for high school and university students, teachers and educational professionals in Asia Pacific region. As ESD is drawing increasing attention from these people, such themes as groundwater management, ecotourism, urban development and culture have been identified as themes for exchange. Through these programmes, participants deepen their understandings of different cultures, and reflect their experiences in their own studies and researches.

## Challenges

Within the first half of DESD, international society has seen a spread of ESD philosophy and ideals and focused on establishing a framework which would explicitly promote ESD at various levels guided by the International Implementation Scheme. What we have to focus more hereafter is to examine and share differences or added value that ESD will bring to educational practices in different context, in formal, non-formal and informal learning. At the same time, it is important to notice that many educational practices which may not be explicitly ESD may have common characteristics and philosophy with those with explicit ESD. Identifying and articulating these characteristics will help further promotion of ESD.

Furthermore, disseminating ESD ideals further to other sectors than education will remain a big challenge.

\*For more information on ESD activities of ACCU, please visit our website.

ACCU English website : <http://www.accu.or.jp/esd/>  
ACCU Japanese website : <http://www.accu.or.jp/esd/jp/>

#### CONTACT

Asia/Pacific Cultural Centre for UNESCO (ACCU)

ADDRESS: Japan Publishers Building, 6 Fukuromachi, Shinjuku-ku, Tokyo, 162-8484

TEL : 03-3269-4559, 4435

FAX : 03-3269-4510

MAIL : [esd@accu.or.jp](mailto:esd@accu.or.jp)

# Actions for Education for Sustainable Development (ESD) (National Federation of UNESCO Associations in Japan(NFUAJ))

## Background of NFUAJ

It has been 61 years since the non-governmental UNESCO Movement in Japan was launched in Sendai in 1947. Currently the National Federation of UNESCO Associations in Japan (NFUAJ) consists of 270 UNESCO associations with 20,000 volunteer members striving to promote a culture of peace and the development of human resources in the field of education and in our society. Mr. Masatake Matsuda, president of the NFUAJ, also serves as the president of the Asia Pacific Federation of UNESCO Clubs and Associations (AFUCA) and as a member of the Executive Board of the World Federations of UNESCO Clubs, Centers and Associations (WFUCA).



President Masatake Matsuda

## Project Summaries

### Non-Governmental UNESCO Movement D-Project “World Terakoya Movement” Learning Program for Elementary, Junior and Senior High Schools

#### 1. Summary

In 2003, Adobe Systems Incorporated and the NFUAJ started the D-Project, (“D” stands for “digital” and “design”) to introduce information technology and international understanding to school education programs in Japan. The objectives of the D-Project are to help students learn computer techniques while also studying the conditions in which children live in developing countries. In the D-Project, students create posters using design software by Adobe and materials provided by NFUAJ’s World Terakoya Movement (WTM), a program to support non-formal education in developing countries.

In the project, volunteer members of UNESCO associations visit schools to lecture on WTM activities, so that Japanese students can deepen their awareness and understanding of children in developing countries who do not share the same educational opportunities. As the outcome of the project, students design and distribute leaflets that explain the disadvantages faced by many children in the world and call for support from the WTM.



Leaflets made by students

#### 2. Advantages of participating in the D-Project

The project, considered an official class by the government of Japan (some students make leaflets in after-school club activities), offers the following five advantages to its participants:

- (1) Students and teachers at participating schools can exchange information and experiences through the Internet.
- (2) Students and teachers at participating schools can receive on-site lectures from members of the UNESCO associations.
- (3) Students and teachers at participating schools receive software and materials to make original leaflets in support of the disadvantaged children of the world.
- (4) Students and teachers at participating schools can communicate their message nationwide through their leaflets.

#### Three Steps for Learning through the D-Project

- [Step 1] Students learn about the WTM and disadvantaged children in developing nations who are studying with the support of the WTM.
- [Step 2] Students summarize what they learned through the classes and lectures, and design a concrete target and message for the leaflets they will create as the final outcome of the project.
- [Step 3] Students spread their message using the leaflets they made, sharing what they learned, asking for cooperation in support of the WTM, and experiencing authentic volunteerism.

#### 3. Feedback from a student who participated in the D-Project

“The important thing we learned from the program is that we should not think that all children can study unconditionally at schools. While watching the video on the WTM Project, my classmate said, ‘It is a pity,’ and our teacher asked, ‘Do you really think so?’ We watched the video and thought again. And then our opinion



changed. 'It is hard, but they keep on trying.' We started to think about how to help them. We also learned that we can do volunteer activities to help them, so we made a leaflet calling for support. The people who saw our leaflet came up and gave donations. We felt the generosity of the people and connected with them even though we did not talk face to face. People all over the world will be happy if they start to think like us and change their ways."

### **Save Our Common Treasures of the Earth**

#### 1. Summary

In 2008, the Mitsubishi UFJ Financial Group (Bank of Tokyo-Mitsubishi UFJ, Mitsubishi UFJ Trust and Banking, Mitsubishi UFJ securities), Mitsubishi UFJ Environment Foundation, and the NFUAJ organized a five-year project called "Save Our Common Treasures of the Earth." The project sends a message to elementary school children in Japan that there are common treasures in the world that we must preserve and pass on to future generations. The project aims to promote Education for Sustainable Development (ESD), the spirit of World Heritage, and understanding of global and environmental issues.



Tree-planting activities

#### 2. Objectives of "Save Our Common Treasures of the Earth"

##### A) "Learning"

Miyagi University of Education, Nara University of Education, and the NFUAJ developed and designed learning materials on environmental issues and World Heritage so that elementary, junior and high school students can enjoy learning about a wide range of global issues. The learning materials are distributed to schools that participate in the project. In order to promote education on environmental issues, the children's picture book, 'The Secret of Primrose' was published and distributed to primary schools in Japan.

##### B) "Awareness"

In the "Picture of Green" painting contest, an award -- "The Nature I Want to Protect" -- is given to the paintings by children that best capture an awareness of the beauty and preciousness of the nature around us.

##### C) "Action"

In the local forest in Aoyama Prefecture, near the "Shirakamisanchi" World Heritage site, young trees will be planted with the co-operation of local people, elementary school students, and volunteers from all over Japan, so that they can appreciate together the importance of nature, our common treasure of the Earth.

#### 3. Feedback from "Save Our Common Treasures of the Earth"

"As an employee of the bank, I was very proud to participate in the volunteer tree-planting activities. I understood that we were taking actions step-by-step and this was the first. It is very important to start volunteer activities that are easily within our reach, rather than simply thinking about it."

#### CONTACT

##### **National Federation of UNESCO Associations in Japan (NFUAJ)**

Address : Asahi Seimei Ebisu Bldg., 12F, 1-3-1, Ebisu, Shibuya-ku, Tokyo 150-0013 Japan

TEL : 03-5424-1121

FAX : 03-5424-1126

MAIL : nfuaj@unesco.or.jp

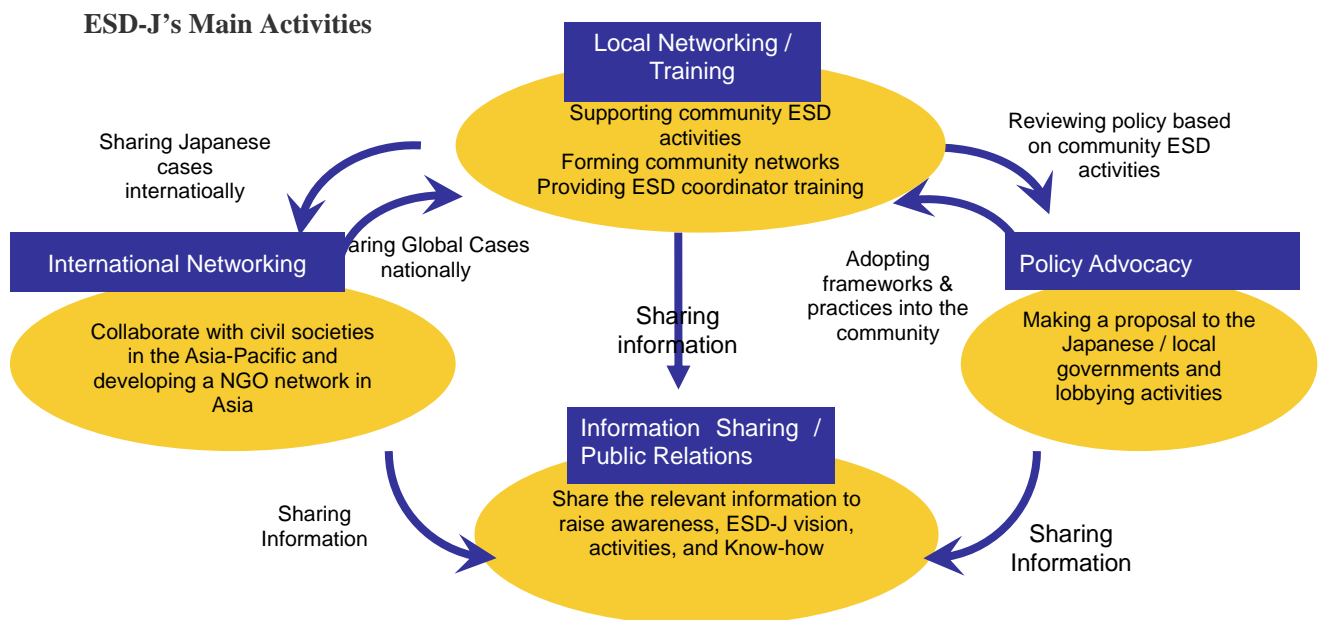
# ESD Networking and Mechanism Building by a Civil Organization ( NPO Japan Council on the UN Decade of Education for Sustainable Development (ESD-J) )

## Outline

Japan Council on the UN Decade of Education for Sustainable Development, or 'ESD-J', is a nationwide network organization, that was founded in 2003, in order to promote the Decade of Education for Sustainable Development' (UNDESD, 2005-2014) and ESD. ESD-J has developed an ESD civil network by connecting the people and organisations, such as NGO, educational institutes, municipal governments, business entities, and media. We have conducted the activities for ESD/DESD promotion at the national level and the Asian regional level. The ESD civil networking by civil society is internationally a "unique" scheme for ESD promotion by the citizens.



ESD-J's members include 100 organisations and 300 people from various fields, such as environment, development, human right, social welfare, and peace and all these are working for the same goal of achieving a sustainable world. Based on this network, ESD-J's activities include policy advocacy, educational material development, training and information sharing.



## Objectives

ESD-J's objectives are the followings:

- 1) Proposing and improving the ESD implementation framework at the national level with the related stakeholders, in order to secure the effectiveness of the DESD Action Plan by the government;
- 2) Seeking and developing "the mechanism model to promote ESD at the local community level";
- 3) Developing the human resource that is required for the ESD promotion mechanism;
- 4) Raising the understanding towards ESD of stakeholders in education field; and,
- 5) Conducting the ESD promotion projects through the dialogues and collaboration with various stakeholders, including NGOs, governments, business and educational organisations.

## Implementation scheme

Members : 100 Organisations, 310 individuals (as of 30 Oct, 2008)

Steering Structure : General Assembly - Board Meeting - Secretariat / Project Teams (PT)

\* Board Meeting (12 Board Members: 9 are elected by members and 3 are recommended by the Board Meeting)

\* Project Teams (Project Teams are managed by board members. 6PT: Policy Advocacy, Information Sharing, Local Networking, International Networking, Training, Public Relations)

## Activities ( in Japan )

### (1) Publication of “Practical Handbook for Community Based ESD”

Based on the ESD cases that ESD-J has and the project experience, principles, perspectives and tools for the ESD projects will be analyzed focusing on the ESD contents, mechanism, process, and coordinator. In the analysing process, the workshop also will be held at 7 communities in order to strengthen the dialogue between ESD-J and members/the community practitioners. The outcomes will be documented and published as “Practical Handbook for Community Based ESD” (Japanese, A5 size, 100 pages, 500 copies).



### (2) Policy Advocacy for ESD Promotion

The voices of ESD stakeholders will be collected at the nationwide, and ESD-J will plan the programmes, mechanism, scheme and schedules for ESD promotion. We will also work on the diet members, such as Diet Members Caucus for ESD Promotion, governmental bodies, such as Liaison Committee of Ministries and Agencies and Round Table.

## Features & Challenges

### (1) Progress from Local Networking and Information Sharing

- Held 40 local community ESD networking meetings and developed a network of 100 organisations and 300 individuals
- Introduced the ESD cases of the communities that ESD programmes have already conducted (40cases)
- Published ESD textbook, “Let’s foster a person can create the future” (Japanese, 6000 copies)
- Analysed the challenges and principles for the successful ESD, based on the collected ESD cases and the activities from the communities where “ESD Promotion Project by Ministry of Environment” has been conducted. \*The handbook will be published in 2008, based on the analysed data.
- Shared the ESD information through ESD-J Website, E-mail Bullutine, ESD-J blog for the community coordinators
- Organised ESD Seminar for Japan Federation of Economic Organizations and conducted the projects in collaboration with the business and local governments

(Challenge) Inconsistent financial source \*ESD-J is managed financially with the grant money and contract project.

### (2) Progress of Policy Advocacy: ESD promotion mechanism at the national level that was attained by ESD-J proposal and lobbying activities

- Liaison Committee of Ministries and Agencies for UNDESSED (Dec. 2005)
- Japan’s Action Plan for the UNDESSED (Mar. 2006)
- Ruling Parties’ Diet Members Caucus for UNDESSED Promotion (Jun. 2007)
- Roundtable Meeting for Liaison Committee of Ministries and Agencies for UNDESSED (Jan. 2008)

(Challenge) The followings are needed:

- To strengthen the promotion structure and make it effective
- Set the national goal for UNDESSED and make the policy to achieve the goal.  
\*ESD-J policy proposal will be finalised by Dec. 2008.

### CONTACT

**Japan Council on the UN Decade of Education for Sustainable Development (ESD-J) (NPO)**

Address: 5-53-67-B2F Jingumae, Shibuya-ku, Tokyo 150-0001 Japan

TEL : +81-(0)3-3797-7227 FAX : +81-(0)3-6277-7554

MAIL : admin@esd-j.org

# Fostering people who can think and act proactively towards sustainability. (Sompo Japan Insurance Inc.)

## Summary

Sompo Japan Insurance Inc. (hereinafter “Sompo Japan”) believes that people hold the key to building a sustainable society. While business bears social responsibility, the main constituent who puts this into practice in the course of day-to-day operations is individual employees. Therefore, we are focusing our efforts on CSR education. To extend our human-centered approach to the society, through the Sompo Japan Environment Foundation with the core concept of “Don’t just plant trees, Empower those who plant trees,” we have partnered with NGOs (Nonprofit Organization) to develop projects such as the “Public Seminars on the Environment” and the “Sompo Japan CSO Learning Program” .

## Background

In 1992, Sompo Japan launched the Department of Global Environment and explored what it could do as an insurance company with regard to environmental issues. We decided to begin to foster people making use of our own strengths and resources as based on the key word “environmental education.” The next year in 1993, we began the “Public Seminars on the Environment” in partnership with the Japan Environmental Education Forum (JEEF), an NGO specializing in environmental education. The approach of carrying out the planning and organizing of the seminar together with an NGO set a precedent in Japan for cooperative projects by the business and NGOs. At that time there still were very few comprehensive seminars on the topic of environmental issues, but from the first time, the seminar was overflowing with participants from various sectors, including company employees, NGO personnel, citizens, and students. “The Public Seminars on the Environment” is the starting point of Sompo Japan's environmental initiative and the experience of “ awareness and empathy leading to action” is currently being used in environmental education inside the company.

## Objectives

- CSR education with full participation: The objective is to foster employees who can think the social responsibility on their own and put this into practice engaging with diverse stakeholders. We believe that this is essential in order to truly root CSR in the organization and to integrate consideration for the environment and society into our business operations.
- “Public Seminars on the Environment”: With the motto “from awareness to action,” the objective is to give citizens a deeper understanding of environmental issues and to encourage them to make use of this in their day-to-day operations. We aim for the seminar to lead to the “action stage” with a view toward a sustainable society, and to incorporate field work experience so that participants get a more realistic sense of environmental issues.
- “Sompo Japan CSO Learning Program”: The program provides undergraduate and graduate students with the opportunity of internships in civil society organizations (CSOs, akin to NGOs) that are actively addressing environmental issues. Its aim is to help participants approach matters from a boarder prospective when they look at environmental issues and civil society. This program can be said to be an example of a forward-thinking effort in the development of environmental human resources based on cooperation between a business and CSOs.



CSO Learning Program kick-off meeting

## Activities

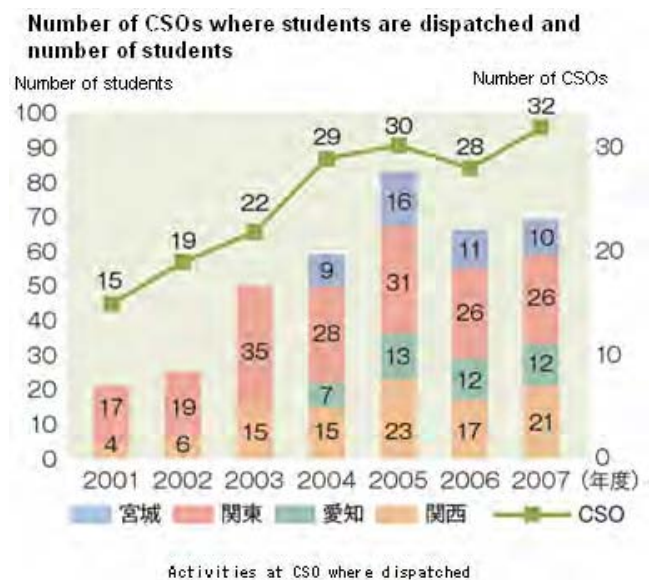


- CSR education with full participation: The “CSR Literacy Training” which is undergone by all executives and employees in the Sompo Japan Group each year, utilize our CSR Communication Reports as discussion materials. It is carried out as literacy training in which knowledge is not simply attained, but discussions are held on how consideration toward the environment and society will be integrated into operations at each workplace. In CSR training for all new employees, CSR dialogues session and training session experiencing wheelchairs, eye masks for simulating visually impaired persons, are also incorporated, and we aim to cultivate the employee’s mindset of thinking and acting on one’s own. Furthermore, as a mechanism to support autonomous environmental and social contribution activities by employees, in 1993 we launched the “Chikyu Club (Earth Club),” an employee volunteer organization which engages in nature conservation activities and so forth in communities together with local governments and NGOs. The number of activities in FY2007 amounted to around 300 nationwide. There is a “Sompo Japan Chikyu Club Social Contribution Fund” system for volunteer fund-raising by employees in order to financially support these activities.



“Public Seminars on the Environment,” 15<sup>th</sup> Anniversary Symposium (held on December 8, 2007)

- “Public Seminars on the Environment”: This seminar has been held continuously since 1993 and has been in partnership with Sompo Japan, Sompo Japan Environment Foundation, and JEEF. We have asked instructors from various sectors, and 13,480 citizens have participated as of FY2007. The 15<sup>th</sup> Anniversary Symposium was held in December 2007, and in addition to a keynote speech, lectures were given in a relay format representing the five fields of politics, business, media, culture, and education. The seminar in FY2008 started with the special seminar on “Toward the G8 Hokkaido Toyako Summit” and was held three times in four parts: “Climate Change and the Role of Japan,” “Biodiversity,” “Nature, Culture, and the Five Senses,” and “Eco-Actions in our daily life.
- “Sompo Japan CSO Learning Program”: This program was started in FY2000 as a project of the Sompo Japan Environment Foundation. It is a program that provides opportunities to university students and graduate students for long-term internships at environmental CSOs. Students who are dispatched to CSOs as interns are given scholarships in proportion to the amount of time spent with the CSO. The funds come from donations collected by the “Sompo Japan Chikyu Club Social Contribution Fund”. The number of universities that give credit for activities in the internship program has been increasing. The actual activities at CSOs is wide-ranging and includes planning and organizing seminars to preparing publications, conducting field work outdoor in nature, and so on. The program runs from June each year through January of the following year (eight months), ranging from 120 to 250 hours in total. Currently, a total of about 60 participants each year are doing their respective roles in over 30 CSOs in the Kanto, Kansai, Aichi, and Miyagi regions of Japan.



## Features of Sompo Japan’s ESD

In order to integrate sustainability as a core value into the organization, we believe that this responsibility can only be fulfilled if individual employees think and take action on their own in the course of day-to-day operations. The key to building a sustainable society is fostering people as the main constituents who take action, and it could be said that Sompo Japan’s CSR is the human-centered “ESR (employee social responsibility)”.

In the development of ESD, Sompo Japan takes leadership in engaging with various stakeholders. In particular, we have focused on “empowering people (citizens) together with NGOs” based on continuous partnerships. This is because Sompo Japan believes that the process of fostering “empathy” through dialogues with diverse stakeholders is truly essential to foster people who can proactively think and take action. Especially partnership between the business and NGOs is the most effective element for that.

### CONTACT

#### CSR Office

#### Sompo Japan Insurance Inc.

Address: 26-1, Nishi-Shinjuku 1-chome, Shinjuku-ku, Tokyo 160-8338

TEL : +81-(0)3-3349-9596 Fax: +81-(0)3-3348-3304





# Networking as a Regional Center for ESD ( RCE Yokohama )

## Outlines

Since being acknowledged in 2006, the RCE Yokohama has held workshops and symposiums with the cooperation of universities located in the city, citizen's groups, students, and so on, as well as creating pamphlets outlining the contents of such activities. Many organizations have been involved in RCE Yokohama, allowing active exchanges of information.



## Objectives

- Forming places or means of organizations active in Yokohama to gather together, and promoting networking in different activities
- Collaborating with different organizations and invigorating the activities of the organizations active under the RCE as a hub for such activities



“University Student Eco Network Café in Yokohama”  
(October. 2007)

## Implementation

In RCE Yokohama, a public organization (City of Yokohama) acts as the secretariat, with representatives of the relevant organizations (universities, NPOs, JICA Yokohama, CITYNET, and United Nations University) from the committee (Yokohama RCE Network Promotion Commission). The committee meets four times a year. There are no particular principles of the committee are set in place at the current moment.

## Activities

RCE Yokohama is actively involved in organizing the provision of places and ways wherein encouraging various organizations of students and action groups and so on to cooperate and exchange information. As an example of the effects of this, a great many university students in Yokohama have been able to form connections.

In 2007, having called for 28 universities in Yokohama, RCE Yokohama held a “University Student Eco Network Café in Yokohama” and “Café “ Subcommittee to form a network based principally on students actively and independently involved in environmental activities. These events have allowed exchanges of information regarding the various actions being taken. These events have generated new connections and expanded the activities of students gathered together under RCE Yokohama.

In 2008, RCE Yokohama is planning to hold workshops for young leaders of groups in order to learn know-how to stimulate their own activities, to call for universities in Yokohama to operate chain of moves on environmental activities, and to hold a symposium to facilitate the exchange of information.



Community Symposium  
“From Yokohama!! Action for Sustainable Community”  
(March 2008)

## Outcomes

Both of the citizen's activities and promotion of environmental education, in our region relatively remained limited to the activities in the local community level. However, through the activities of the RCE, people come to be involved to learn about ESD and to realize that their actions are connected to the global level.

In RCE Yokohama, networks have been formed among university students active in various ways throughout Yokohama in order to allow a sharing of perceptions on ESD and for coordination of activities. (Example: student mailing lists)

As an example of the effects of such networks, pamphlets introducing RCE Yokohama, principally based around university students, were created.



Yokohama RCE  
Network Promotion Commission Secretariat

## Challenges

For further challenge of RCE Yokohama to meet the expectation such as expansion of participating organizations in this region, it is necessary to create attractive activities and to explore the sustainable networking.

We would like to increase the member of RCE in addition to the current members that are universities local government and NPOs.

Future issues of RCE Yokohama are as follows;

To implement projects that characterize the RCE Yokohama

To form systems allowing the independent action of the RCE constituent members.

### CONTACT

**Yokohama RCE Network Promotion Commission Secretariat  
( City Of Yokohama, Environmental Planning Bureau, Environmental Policy Division )**

Address : 1-1 minato-cyo, naka-ku, Yokohama-shi 231-0017

TEL : +81-(0)45-671-4102

FAX : +81-(0)45-641-3490

MAIL : [ks-rce@city.yokohama.jp](mailto:ks-rce@city.yokohama.jp)

## “P&G Eco Class for Water & Life” for Elementary Schools (P&G Japan)

### P&G and Sustainability Education

P&G is a consumer goods company, producing and selling detergents, shampoos, diapers, cosmetics, and so on. P&G’s corporate purpose is defined as “to improve world’s consumers’ lives, today and for generations to come.”, therefore sustainability is the base for every activity for the company. As a company that has contacts with everyday lives and because P&G products are part of children’s lives, P&G believes that sustainability education is where the company can contribute for the society.

### Unique Program in line with the Education Guideline, collaborating with Hyogo Prefectural Government

Hyogo Prefectural Government has a vision to strengthen environmental education. One of their strategies is to leverage industry’s knowledge and capability. Because P&G headquarters are located in Kobe, Hyogo, in Japan, P&G created a program for education about water, titled “P&G Eco Class for Water and Life”. It is provided on P&G’s cost.



The primary objective of the program is to help elementary school students to have a sense of appreciation to water. Specifically, it covers topics including; role of water in life, social systems for water, water issues in the world. Also, to create opportunities to think on own and take actions, the program has in-depth and broad contents on water saving at home and specific tips for water saving. The contents of the program are designed based on the Education Guideline, so that the program meets teachers’ need and it is easy to leverage. 6 specific versions are available, including Rika, Shakai, for 3<sup>rd</sup>/4<sup>th</sup> grades and 5<sup>th</sup>/6<sup>th</sup> grades each, and 2 Kateika program (dish washing and laundry) for 5<sup>th</sup>/6<sup>th</sup> grades. P&G prepares printed materials for each version, with customized presentation materials.

Given that, in general, industry’s free education programs tend to be from industry side’s needs and intention, P&G believes this program establish a right model for industry’s participation to education activity, starting from the teachers need and designed based on the Education Guideline. By now, classes have been delivered to schools in Kobe City, Ashiya City and Nishinomiya City based on the requests from those schools. The reactions from students were very positive, commenting “I understand the importance of water”, “I thought I would pay more attention to how I use water”, “I recognized there are so many easy things I can do to save water”.

### Next Steps

P&G continues running the program, improving based on the feedback from teachers and students. Many P&G employees have been expressing high interests in contributing the program, therefore the capacity is expected to be up to serve for more needs. P&G also works with a newly established Non-Profit Organization, Japan ESD Forum, to find out a way to expand it in the country, beyond Hyogo Prefecture, and we share our activity with other

companies to promote industry's participation to sustainability education program.



**CONTACT**

**Makoto Takada, External Relations Associate Director**  
**Procter & Gamble Japan (P&G Japan)**  
1-17, Koyochō Naka, Higashinadaku, Kobe, Hyogo  
Tel: +81-(0)78-845-6624  
Fax: +81-(0)78-845-6982  
E-mail: Takada.m.1@pg.com



# Promotion of ESD in Kitakyushu area in Japan (RCE Kitakyushu)

( refer to UNU/RCE )

## Vision of RCE Kitakyushu

The vision of RCE Kitakyushu encompasses the development of systems and methods of, and approaches to the promotion of Education for Sustainable Development, and the sharing of knowledge and experiences with other countries. In this process, importance is attached to the views and opinions of those who are engaged in educational activities, and advice is sought from higher educational institutions, in order to enable an understanding and practice of sustainable development concept. The ultimate objective is to create a fair and sustainable society, i.e. a “World Capital of Sustainable Development”.

The ESD envisioned by RCE Kitakyushu is one that encourages a person’s sensitivity, desire to learn, ability to think, and power to take action. This will be carried out through stimulating participation and first-hand learning methods, rather than conventional methods of teaching/lecturing, where learners tend to be recipients and not participants. In this way, it is expected that people will be able to understand how they can become more actively engaged in the creation of a fair and sustainable society.

## Outline

The RCE Kitakyushu comprises member organizations from various fields with a wide range of expertise, which work at different educational levels and are engaged in ESD-related activities. The Kitakyushu Forum on Asian Women acts as the secretariat.

## Project

### 1. Creation of a Nickname of RCE/ESD Activities in Kitakyushu

- (1) Advertisement on application for a nickname in a nationwide magazine and sending information through mailing lists, leaflets, etc.
- (2) The selection committee chose the nickname Palette for the Future.
- (3) Production of brochures which announce that Palette for the Future (i.e. RCE/ESD activities in Kitakyushu) started.

### 2. Meetings (Project Team, Research team, Public Relation Team)

#### (1) Project Team

- Sharing Information among members
- Presentation

#### (2) Public Relation Team

- Bulletin publication
- Leaflet
- Website

#### (3) Research team

- Monitoring survey on ESD in Kitakyushu
- Preparation of ESD teaching material for children



### 3. Training Workshops Fostering ESD Facilitators

- Workshop on ESD and Facilitation
- Study Meetings on ESD
- Workshop about PowerPoint Presentation on ESD in Kitakyushu

#### 4. Lecture on a PowerPoint Presentation on RCE/ESD Activities in Kitakyushu

#### 5. ESD Pilot Projects

- (1) Wakamatsu Cosmos Association (Jan 2008)  
Wakamatsu Cosmos Association Workshop
- (2) Day of Kitakyushu Council of Day-care Centres (February 2008)  
Kitakyushu Green kids
- (3) Creating a Recycling Society through Farming  
Telling children the importance of recycle-based society through rice planting
- (4) Kitakyushu Liaison Council of Women's Groups (February 2008)

#### 6. Eco-style Town

- An exhibition in the "Eco-style town".
- Competition in which participants follow a prescribed course and have cards stamped at various places en route.
- Three colors ballpoints with the logo can be obtained by collecting stamps in ESD council member's booth.



#### 7. Film Show "Inconvenient truth" (2007), and "Tuvalu" (2008)

- Movie show in Move Festa 2007-2008.
- Sponsor: Kitakyushu Forum on Asian Women
- Co-sponsor : Kitakyushu ESD Council, UNIFEM Kitakyushu,
- Daily screening. Material concerning ESD is distributed to participants.

#### 8. Study Tour to Incheon and Tongyeong in Korea

Tour members visited Tongyeong and Incheon Metropolitan City, home to the two RCEs in the Republic of Korea, to study their ESD activities and hold discussions with representatives of local educational institutes, civil groups and governmental bodies.

#### 9. Monitoring survey on ESD in Kitakyushu

RCE Kitakyushu aims to carry out a "World Capital of Sustainable Development" delineated in the Grand Design of Kitakyushu city. It has been trying to involve as many citizens in ESD activities and shall do so. In order to evaluate the progress, we conduct monitoring surveys once a year between 2007 and 2014.

#### CONTACT

##### **The Kitakyushu ESD council**

Address : Kitakyushu Otemachi Building 6F, Otemachi 11-4, Kokurakita Kitakyushu 803-0814

TEL : +81-93-583-1081

MAIL : k-esd@k-esd.jp

# Promotion of ESD in Okayama City area (RCE Okayama: Okayama ESD Promotion Commission)

( refer to UNU/RCE )

## Summary

Okayama ESD Promotion Commission was established to promote ESD in Okayama City Area in 2005. It promotes creating network amongst the widespread organizations, publication, ESD training, exchange information, under the umbrella of the local authority.

Okayama city area was also acknowledged as “RCE Okayama”, (Regional Center of Expertise on Education for Sustainable Development) in 2005.



## Background

In Okayama, surrounded by nature, many citizens' groups have been voluntarily participating in environmental activities. Okayama City, as an administrative body, launched the “Environmental Partnership Project” in April 2001 to support these activities, as well as to increase both the awareness of, and the voluntary participation in, environmental conservation efforts throughout the region. 900 groups, comprising about 34,000 people, have taken part, indicating the success of the project. Okayama City also had the opportunity to showcase the project in a side event of the World Summit in Johannesburg in 2002.

There are currently over 100 groups engaged in international exchanges and cooperation.

In addition, community center activities have flourished in the Okayama region and many people are participating in lifelong study at these centers.

As mentioned above, a variety of organizations and institutions have carried out educational programs focusing on the environment and intercultural understanding. However, as the content and frequency of such programs has varied considerably, it is difficult to judge whether these programs have been implemented effectively in the region as a whole. Consequently, consultations among organizations connected with ESD, in response to the launch of DESD, led to the creation of the “Okayama ESD Project.” This project aims to effectively promote ESD activities which reflect the nature of the Okayama region.

## Goals

The goal of the Okayama ESD Project is to promote ESD which reflects the nature of the region and to create a community where people study, think and act together, through interaction and cooperation between people involved in ESD within and outside the region. By doing so, the project will contribute to the promotion of ESD throughout the world and the realization of a sustainable society.

## Objectives

- 1) To raise understanding and awareness of SD and this project among organizations, groups and individuals in the region, and to increase active participation by affiliated organizations.
- 2) To support organizations involved in ESD and strengthen partnerships with them.
- 3) To advance each organization involved in ESD.
- 4) To foster primary organizations which will serve as the backbone for regional ESD promotion.

## Implementation

In cooperation with organizations which have agreed to this project, the Okayama ESD Promotion Commission will operate the Okayama ESD project, and will research and investigate methods to effectively promote ESD activities in the region. Primary organizations will understand the significance of ESD through their participation in ESD-related

training, lectures or events, while engaging in their conventional activities, and they will gradually incorporate the aims of ESD into their activities. We will steadily increase the number of primary organizations so that the concepts of ESD can be further incorporated into a variety of educational activities in the region.

Please note that the Secretariat of the Commission is the Environmental Conservation Division, City of Okayama and its budget will be funded by money entrusted by Okayama City and external subsidies.

Activity policies will be decided at the Commission Council and subsequent operation will be decided by the Steering Board.

## Activities

- Create a network to promote information exchanges and interaction between organizations.
- Improve knowledge, understanding and abilities of ESD among instructors of each organization.
- Improve knowledge and understanding of ESD in the region as a whole.
- Create and maintain ESD learning programs and curricula.
- Teacher training

## Features

Community centers are currently running a wide variety of programs within the sphere of ESD activities, and we aim to establish community centers as the local bases for the promotion of ESD through reviews of existing programs to produce themes ,content and learning methods appropriate for ESD.

Furthermore, some of the universities in the area including Okayama University which was designated as the UNESCO CHAIR program in 2007 have got to carry the core position in this whole area.

### CONTACT

**Okayama ESD Promotion Commission (Environmental Conservation Division, City of Okayama)**

Address : 1-1-1 Daiku, Okayama-shi, Okayama-ken 700-8544

TEL : +81-(0)86-803-1284

FAX : +81-(0)86-803-1737

Mail : [kankyouhozen@city.okayama.okayama.jp](mailto:kankyouhozen@city.okayama.okayama.jp)



# Kyoyama ESD Environment Project (KEEP) to Promote Regional ESD (Kyoyama District of Okayama City ESD Promotion Council)

## Outline of Activities

Kyoyama is an area in Okayama City with the population of about 24 thousand. The purpose of which is to promote the study of the environmental problems and to solve them through liaison and collaboration of the stakeholders in the area, such as the community center(“Kominkan”), a junior high school, two primary schools, students and teachers from the high school and universities, Okayama UNESCO Association, environment related NGOs, IT supporters, a video club, a senior citizens club, community organizations, supporting firms and the city board of education. As many people as possible of different sectors of all age groups are encouraged to take part in it. The young participants (primary and junior high school students) are to be educated through working together with senior citizens from various sectors of the community so that their precious knowledge and skills be handed over to the next generation.



Mitsuyuki Ikeda  
Director, Kyoyama District of  
Okayama City ESD Promotion Council

## Background

The following environmental experiential learning activities had been conducted with the partnership of schools and community citizens in Kyoyama, in order to re-build the life and culture with the River and canals:

- Life with Your Hometown River Project, by Asahikawa Ryuiki (watershed) Network (AR-NET) from 1997.
- Life and Culture with River Project, by Okayama UNESCO Association, from 1999.

Through these activities and opportunities, such as participating in Johannesburg Summit in 2002, proposing UN Decade for Education for Sustainable Development with NGOs and Japanese Government, Kyoyama had been redirected significantly into the ESD promotion from the existing environmental experiential learning activities.

## Objective and Goals

Activities are centered in the Okayama Municipal Kyoyama Kominkan, a public social education facility, involve environmental surveys and investigation, emphasizing the viewpoint of young persons, and are carried out through collaboration with academic and social organizations composed of persons of all generations. Through these activities, we are attempting to create a consciousness throughout the community as a whole regarding problems existing in the district and the shared nature of such problems. In this way, we are seeking measures to improve such problems as a community as well as create persons who will take responsibility for their own region through such local activities.

In the Kyoyama District, the circle of persons proactively participating in ESD is growing through actions such as the “Kyoyama ESD Fellowship” (Kyoyama District ESD Promotion Staff) recognition based on Kyoyama ESD certification. Under the motto of “100 persons taking one step is better than one person taking 100 steps”, ESD will continue seeking to change the consciousness and common practices of members at all levels throughout the entire regional society, orientating it towards developing a sustainable society, as well as striving to cultivate members of society throughout the entire region who have a mindset of, “This is my hometown, this is where I live!” Furthermore, ESD will focus on actions taken by schools, Kominkan and similar organization, carried out through their own initiative, while corresponding cooperative efforts between schools, and between schools and the region. Through such region-wide activities, ESD aims to create a community in which all residents have an interest and participate in the educational process.

## Implementation scheme

Various stakeholders from the key sectors in Kyoyama, including primary and middle school principals, community centre directors, representatives of NGO/NPO and the community gathered together, and agreed on the collaborative promotion ESD in Kyoyama.

July 8, 2006, Kyoyama District of Okayama City ESD Promotion Council was established.

The secretariat is Okayama Municipal Kyoyama Kominkan.

Its establishment enables the multiple stakeholders' involvement and equal partnership between various generations based on the ESD practice in the community.

## Fund

Main resources are funds on hand by the multiple stakeholders.

## Activities

In addition to surveys and investigations of the regional environment, activities orientated towards improving regional educational capabilities and strengthening bonds with the local community include an ESD Summit (general meeting of the whole region) that provides an interregional dialogue, workshops, eco-tours and an ESD Festival. The council has organized and promoted activities in FY 2007 such as "Okayama KEEP Study Group" planned and administered by junior and senior high school students, and "Movie Kyoyama" that aims to foster cinematographic memoirs of the region that can be passed on to future generations. Other activities have been carried out that seek not only to educate but to also realize changes towards creating a sustainable society such as the "Kyoyama Personal Shopping Bag Contest", and the Kyoyama ESD "Paths of Greenery and Water" that aims to realize regional sustainable development through ESD.



KEEP Logo



Picture1: Environmental Checkup by the participants from various generations.



Picture2: Kyoyama ESD Festival

## Features & Challenges

A junior high school student who participated in an ESD activity made the following comments: "As a result of participating in this activity, I came to realize that the rivers I see flowing everyday are connected to a vast number of people involved in agriculture, government and society in general. The environment is intimately related to human beings and our society. In addition to an involvement with the environment I feel that by participating in the Okayama KEEP activity I have developed a deeper connection with my local community. This is especially true in regards to learning together with persons of different generations as that experience made me feel like a member of this community for the first time and I experienced a surge of affection for Kyoyama. From now on, I will not cast a blind eye to my local environment and will try to consider solutions to problems that I find together with all members of the community". An elementary school student participating in this activity provided the following comment: "In addition to thinking about the environment, the Okayama KEEP activity evoked compassion for my community, something I had kind of forgotten about, and reminded me of the warmth of the people in that community". From such comments provided by elementary and junior high school students, one is left with the impression of how such activities foster concerned community members and develop their affection for that community, and also they reveal how ESD is slowly taking root in the area by fomenting the creation of sustainable communities.

### CONTACT

Kyoyama District of Okayama City ESD Promotion Council( Secretariat : Okayama Municipal Kyoyama Kominkan )  
Address : 2-9-38 Ishima-cho, Okayama-shi, Okayama-ken,700-0016  
TEL : +81-(0)86-253-8302 FAX : +81-(0)86-253-8302 MAIL : kyoyama\_k@city.okayama.okayama.jp