



## ESD Okayama Award 2024 — Application Guide —

To solve various problems we face, such as climate change, biodiversity and poverty, and to realize a society in which current and future generations can live in peace, Education for Sustainable Development (ESD), which promotes learning and practice to change conventional values, thinking and behavior, has been introduced in many parts of the world. In order to facilitate action to build sustainable societies around the world, the 17 global goals of the Sustainable Development Goals (SDGs) were created in the 2030 Sustainable Development Agenda, which was adopted in September 2015 at the UN Summit. Since education is the key to achieving the SDGs, the new international framework of ESD, “ESD for 2030”, started in January 2020. ESD is expected to be further promoted to create a sustainable society.

In Okayama, Japan, the Okayama ESD Promotion Commission, the network of the diverse stakeholders promoting ESD in the area (secretariat at Okayama City Office), was established in 2005, in conjunction with the launch of “The UN Decade of ESD”, and its Okayama ESD Project was created. Okayama City has played a leading role in accelerating collaborative actions among people working for ESD. One of the remarkable events was to host the Stakeholder Meetings of the UNESCO World Conference on ESD in 2014.

In 2015, Okayama city launched the ESD Okayama Award to actively promote ESD and contribute to ESD around the world. The ESD Okayama Award is held annually by Okayama City and the ESD Okayama Award Steering Board consisting of organizations which have contributed to the promotion of ESD in Japan and around the world. By recognizing outstanding examples of ESD in Japan and abroad, the ESD Okayama Award aims to help organizations that have implemented ESD projects to enhance their activities, and contribute to the dissemination of ESD and ultimately to the achievement of the SDGs.

We sincerely look forward to receiving your application!

## **【Important Information】**

### **1. Application**

#### **(1) Deadline for application**

The Application deadline is **12 July 2024 (Friday), 17:00 (Japan Standard Time)**

#### **(2) Submission of Application**

Please send application documents by e-mail to the Secretariat:

**ESD Okayama Award Secretariat** (at SDGs & ESD Promotion Division, Okayama City)

**E-mail : [esdokayamaaward@city.okayama.lg.jp](mailto:esdokayamaaward@city.okayama.lg.jp)**

- ※ Please write the name of your organization in your e-mail.
- ※ The data size per email should not exceed 8 MB as the mail may not be accepted due to overcapacity.
- ※ Google Drive and password-protected compressed files cannot be used.

### **2. Organizers**

ESD Okayama Award Steering Board<sup>※</sup> and Okayama City

※The ESD Okayama Award Steering Board is composed of the following organizations:

- United Nations University Institute for the Advanced Study of Sustainability (UNU-IAS)
- UNESCO Bangkok
- Asia-Pacific Cultural Centre for UNESCO (ACCU)
- Japan Council on Education for Sustainable Development (ESD-J)
- The Goi Peace Foundation
- Okayama ESD Promotion Commission

### **3. Contact**

ESD Okayama Award Secretariat (at SDGs & ESD Promotion Division, Okayama City)

1-1-1 Daiku, Kita-ku, Okayama City, Japan 700-8544

Tel : +81-(0)86-803-1351 Fax : +81-(0)86-803-1777

E-mail : [esdokayamaaward@city.okayama.lg.jp](mailto:esdokayamaaward@city.okayama.lg.jp)

Contact Persons: Sachie Kumano (Ms.); Sohei Mizutani (Mr.); and Yukie Hiruda (Ms.)

## Details of Application

### ◆ Eligibility

Organizations based in any country, including Japan, implementing ESD activities in local communities are eligible to apply for the ESD Okayama Award.

※ **Only one application per organization can be accepted.**

※ Projects eligible for this award are ongoing and have been running for at least two years as of April 2024. Projects in the planning stages are not eligible.

※ The organizations that have won the ESD Okayama Award in the past cannot apply with the award-winning projects, but can apply with other projects.

### ◆ Number of Awards

One or Two

### ◆ Prize

US \$3,000

※ The prize money is expected to be used to expand the project.

### ◆ Selection Criteria

The ESD Okayama Award will be given to outstanding projects that can serve as global models contributing to promotion of ESD in local communities. Submitted projects will be reviewed by ESD experts based on the following criteria:

Vision	The project outlines local issues to realize a sustainable society, and the goals and objectives are clearly stated.
Collaboration	The project has a clear implementation structure with various collaborating stakeholders (individuals and organizations).
Integration	The project integrates economic, environmental, and social dimensions.
Innovation	The project demonstrates innovative approaches and methods to promote ESD.
Status of Implementation	The project has a track record of activities and documentations including feedback and evaluation of audiences and stakeholders.
Empowerment	The project takes educational approaches such as interactive methods for problem-solving and promoting actions to shape a sustainable future. The project also leads to behavior change of individuals, including the transformation of values, attitudes and actions, and to the empowerment of local communities.
Future Strategy	The project is expected to be expanded in the future and bring positive influences to other communities as well.

## ◆ Selection Process

Application Deadline 12 July 2024 (Friday), 17:00 (Japan Standard Time)

↓  
First Round of Selection

↓  
Final Selection

↓  
Decision on Award-Winning Project(s)

The organizations receiving the award will be informed, and the results will also be published on the website\* in the middle of October.

\*ESD Okayama Award: <https://www.city.okayama.jp/kurashi/category/1-9-9-8-3-0-0-0-0.html>

- At the first round of selection, finalists will be selected. One or two project(s) out of the finalists will be selected by the judges at the final selection.
- Please understand that we are unable to respond to inquiries regarding the results.

## ◆ Award Ceremony


One representative of the winning project(s) will be invited to the Award Ceremony in Okayama city, Japan, and will be requested to give a presentation on the project. The detailed information will be sent to award winner(s).

## ◆ Application Form and Other Materials

Please check the materials to be submitted below.

\* If the required materials are not submitted, the application will not be accepted.

\* The data size per email should not exceed 8 MB.

Check	Materials to be submitted
<input type="checkbox"/> <b>【Required】</b>	<b>a) ESD Okayama Award 2024 Application Form</b> Please complete the <b>ESD Okayama Award 2024 Application Form</b> . * Please note that applicants should: <ul style="list-style-type: none"> <li>• Write in English or Japanese including the names of the organization and project.</li> <li>• Fill the information according to the questions in all required boxes except for “5. Other Supporting Documents (Option)”.</li> <li>• Not exceed the maximum number of characters in each box.</li> <li>• Be aware that URL content entered in sections where URLs are not required will not be considered for review.</li> </ul> * The form can be downloaded from the URL below or the 2D barcode on the right: <a href="https://www.city.okayama.jp/kurashi/category/1-9-9-8-3-0-0-0-0.html">https://www.city.okayama.jp/kurashi/category/1-9-9-8-3-0-0-0-0.html</a> 
<input type="checkbox"/> <b>【Required】</b>	<b>b) A Video / Slideshow or Photos as an Alternative to Introduce the Project</b> Please submit <u>only one video or slideshow</u> of the project. * The video or slideshow should be <u>5 minutes or less</u> . * Please <u>upload it</u> on YouTube or Facebook and <u>write its URL</u> in the required box. If you have difficulty to make a video or slideshow, you can submit <u>photos by email</u> instead. * The number of the photos you can send is at least 5 and up to 10.
<input type="checkbox"/> <b>【Optional】</b>	<b>c) Supporting Documents</b> You can submit relevant supporting documents. * The documents should be <u>5 pages or less in total</u> in A4 Size. * Please email them along with the application form.