

*“Global Citizen's Conference on DESD 2011” topic specific WS
United Nations University RCE Initiative*

ESD promotion in Okayama (Okayama Model)

September 18,2011

RCE Okayama

(Okayama ESD Promotion Commission Secretariat)



1. ESD Promotion in Okayama

What is “Okayama Model”?

- It is a mechanism employed since 2005 for the promotion of ESD in Okayama
- Following slides discuss key points of ESD activities in Okayama that worked effectively and have made them distinctive

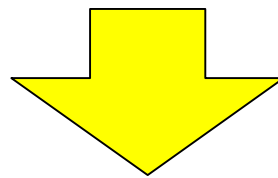
2. History and nature in Okayama ①

- People in Okayama leveraged nature that comes with mild climate for agriculture (land reclamation), etc. in all possible ways and have lived under its blessing
- A challenge has been their weak sense of crisis related to the sustainability of nature and life


2. History and nature in Okayama

②

- Post-war changes in industrial structure and life style
 - Urbanization
 - Industrial structure changes caused changes in people's interaction with nature
 - Visible social challenges



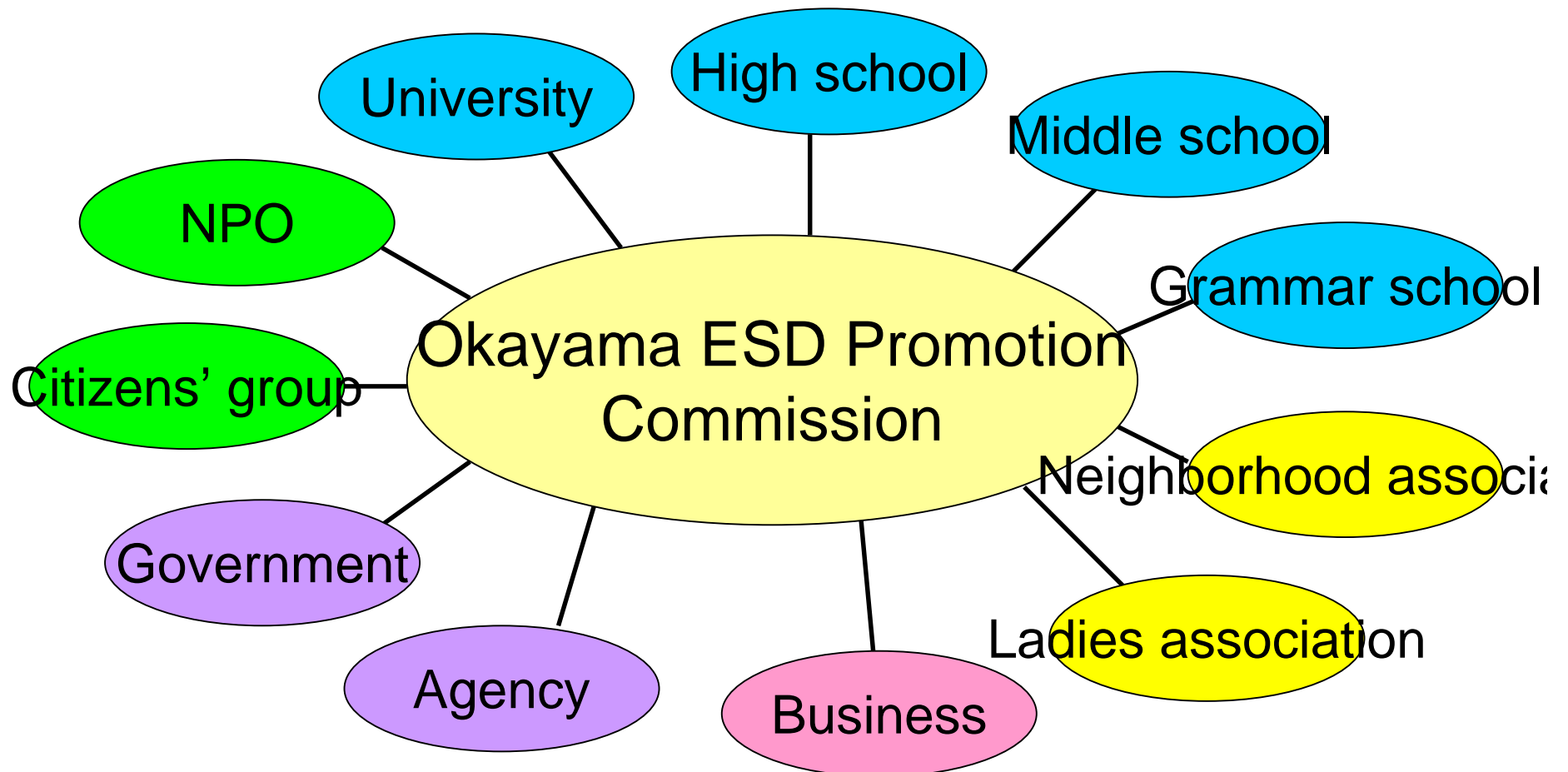
“It became obvious that versatility in community equals versatile local issues. This recognition has been driving ESD.”



3. Five Distinctive features of Okayama Model

- (1) Forum for various stakeholders of ESD to get together and work together
- (2) Government takes ownership in promoting ESD on an on-going basis
- (3) Full-time coordinators' support
- (4) Kominkan is a driving force for ESD
- (5) Community leads and university supports

(1) Forum for various stakeholders of ESD①



(1) Forum for various stakeholders of ESD②

<ESD Café>



<ESD Week>






(1) Forum for various stakeholders of ESD ③

【Achievements】

- Connecting opportunities⇒dialog⇒Mutual learning
- "Flexible" network . . . Different groups learned from each other in ways that fit them best.
- The number of groups and individuals engaged in ESD increased and area expanded

【Challenges】

- How to reach out and involve groups and individuals who are not involved in dialog
- To expand activity fields and themes that ESD should address



(2) Government takes ownership in promoting ESD on a ongoing basis②

【Achievements】

- As the government takes the leadership in promoting ESD, it takes advantage of its strengths.(stability, organizational power, existing network, reliability)
- The government involvement helped people to recognize that ESD is a public policy (new public) applied to the community as a whole.⇒ESD was more readily accepted.

【Challenge】

- Closer alliance should be promoted among government internal organizations to minimize drawbacks of vertical structure.



(3) Full-time coordinators' continuous support set people's heart at ease.①

- Full time employee was assigned to the secretariat who has high subject matter expertise to promote ESD, (as they interface various stakeholders at home and abroad.)
- Those who had experiences elsewhere are hired as full time coordinators and bring outside perspectives into their practice.



(3) Full-time coordinators' continuous support set people's heart at ease ②

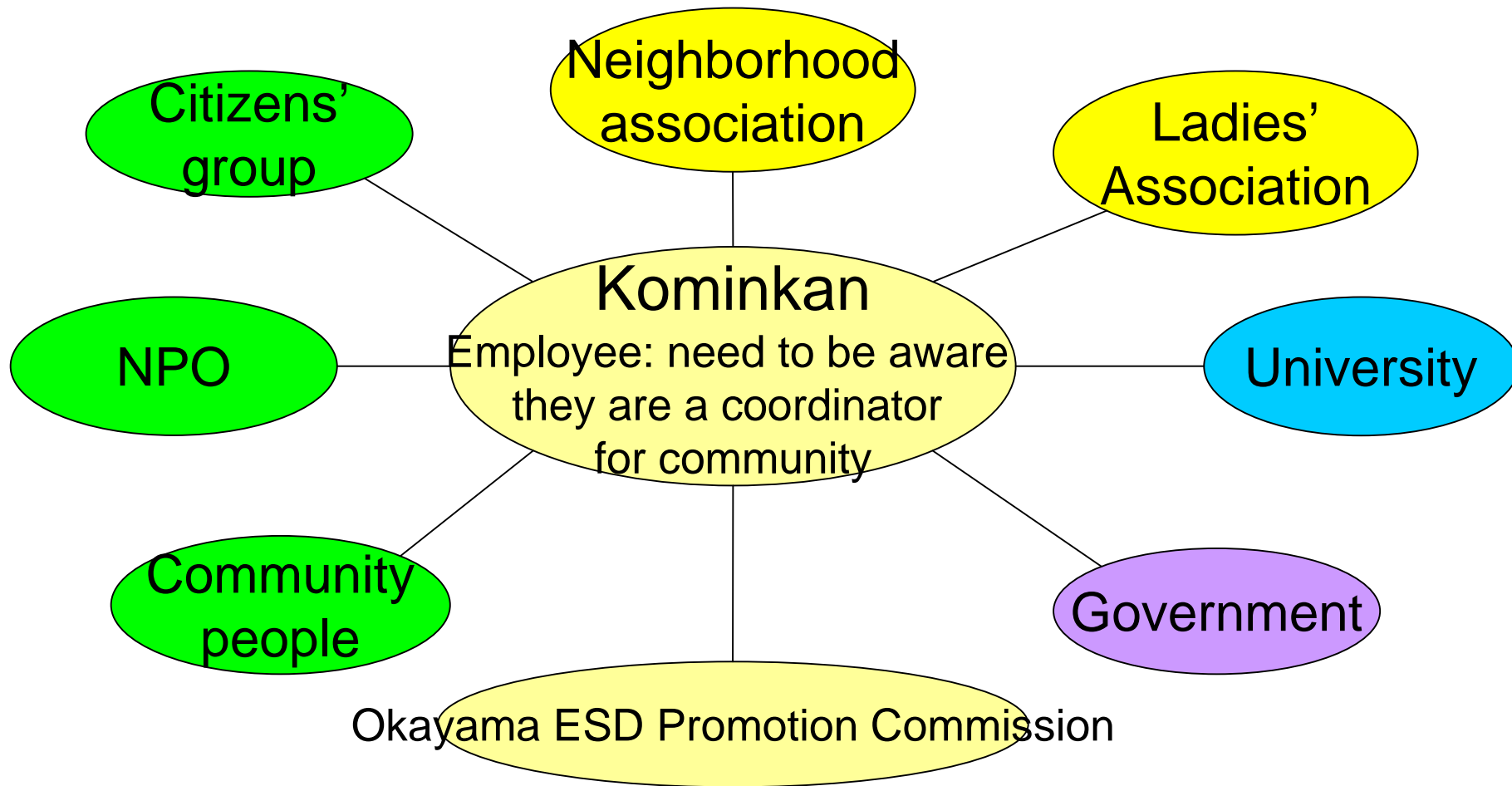
【Achievements】

- Full-time coordinator's continuous support
 - ⇒ has built trust and a cooperative network among stakeholders
 - ⇒ has brought together many groups of different mission

【Challenge】

- To secure continuous fund for keeping full-time coordinator.
- Need to define a role and necessary quality of coordinator at the Secretariat.
- Need to establish metrics to assess the achievements of ESD activities.

(4) Local ESD promotion by Kominkan①



(4) Local ESD promotion by Kominkan②

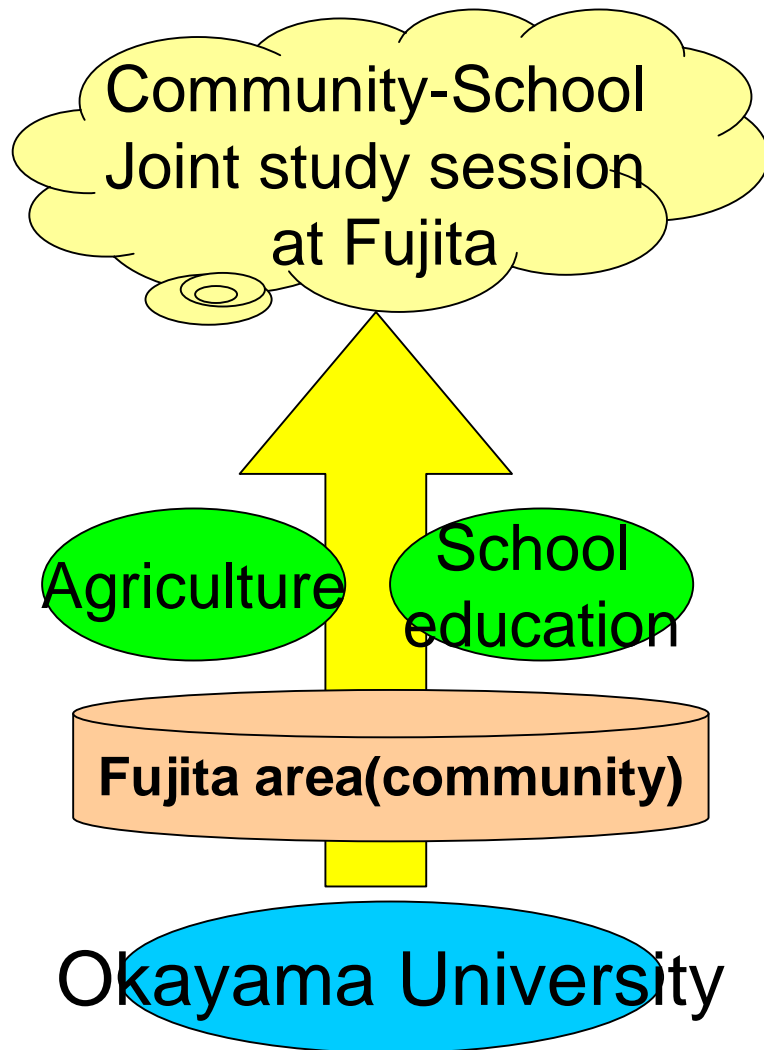
【Achievements】

- Kominkan provides the community with a forum to study ESD.
- Kominkan staff are as coordinators bringing together NPOs, citizens' activities and locally based organizations.
- Kominkan has gained new recognition as a social educational institution.
- The activities that community people are already carrying out was seen in a new light, from ESD perspective.

【Challenges】

- Need to develop resources in the community (key persons) to address challenges in community
- Kominkan staff need to deepen knowledge about ESD.
- Minimize the gap in the level of knowledge and skill among Kominkan staff
- Need a mechanism to develop alliance and collaboration between full-time coordinator (at Commission's secretariat) and local coordinator (social education director at Kominkan).

(5) Community leads and university supports. ①



< Training by Okayama Univ. for elementary school teachers at Fujita >



(5) Community leads, university supports②

Conducting “Survey by drainage” jointly with the community

<”Survey by drainage” in Takeeda using cooperation from Okayama Univ. of Science

Environmental Conservation initiatives

Takeeda area (community)

Okayama Univ. of Science





(5) Community leads, university supports③

【Achievements】

- University is involved in local ESD activities to provide collaboration and support.
- Expert perspectives helped community to realize something new which was not possible on their own and led to re-discovery of charms of the community.

【Challenges】

- Desirable to broaden collaboration/support in a wide range of fields such as economics, welfare and engineering beyond environment and education for addressing local issues.
- important to identify university faculty members of different disciplines and coordinators who can address local issues on the grounds of understanding of the community and their expertise. To analyze the status necessary for the promotion of ESD, need to strengthen the collaboration between higher education institutions and the community.
- Need to reinforce students' skill of coordination necessary for ESD, and have them feel motivated to actively take part.



4. Path forward

- (1) To increase the number of active groups, while keeping a flexible network.
- (2) Government to continue its management of secretariat and keeps working on challenges.
- (3) To analyze quality/ competency needed for ESD coordinator and develop a system to train coordinators.
- (4) Different organizations in the community to address local issues using Kominkan and extend their efforts toward solving global challenges.
- (5) To build better alliance with higher education institutions including university so that they can be involved in a wider fields of ESD.
- (6) Setting metrics for assessing the achievements to see if ESD is helping capacity building for the “establishment of a sustainable future”, and establishing methods to verify and analyze these results



Thank you for your attention.

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