ESD Okayama Award 2025
― 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!
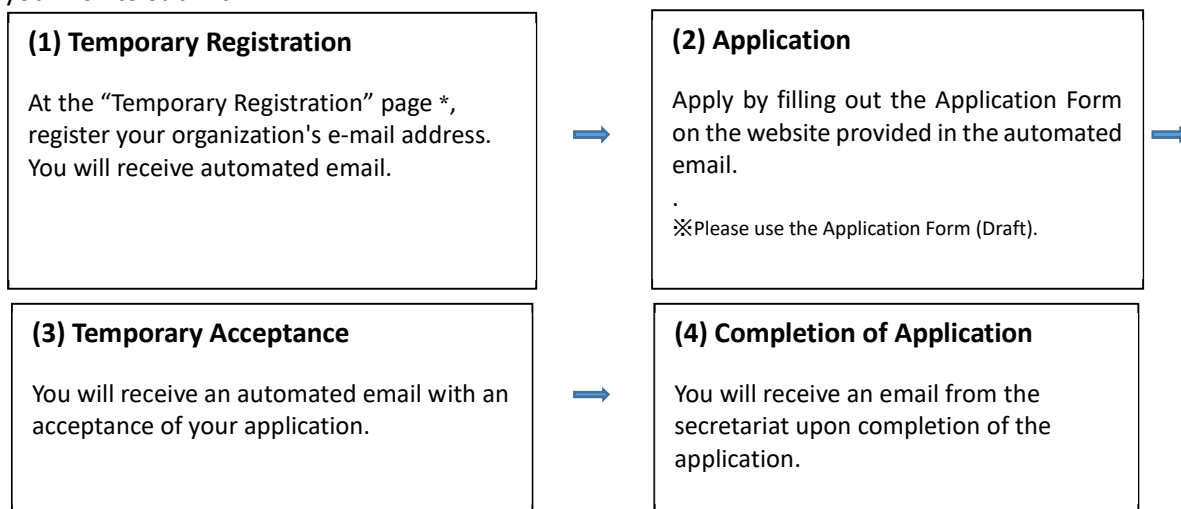
【Important Information】

1. Application

(1) Deadline for application

The Application deadline is **31 May 2025 (Saturday), 17:00 (Japan Standard Time)**
*Applications will not be accepted after the application deadline.

(2) Submission of Application

Please submit your application online after reading the "Application Guide" and "Application Form (Draft)" at the Okayama City's website and preparing any additional materials or photos you wish to submit.

(1) Temporary Registration	**(2) Application**
At the "Temporary Registration" page *, register your organization's e-mail address. You will receive automated email.	Apply by filling out the Application Form on the website provided in the automated email. . ※Please use the Application Form (Draft).
(3) Temporary Acceptance	**(4) Completion of Application**
You will receive an automated email with an acceptance of your application.	You will receive an email from the secretariat upon completion of the application.

* "Temporary Registration" page:
https://06fb9641.form.kintoneapp.com/public/temporary-registration

2．Organizers

ESD Okayama Award Steering Board※ 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

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

*Application Forms will not be accepted by mail or email.

◆ **Eligibility**

ESD projects that have been ongoing for at least two years as of April 2025 and are conducted by an organization, not an individual.

(Projects must have a track record of activities and outcomes. Projects in the planning stages are not eligible.)

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

※ 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

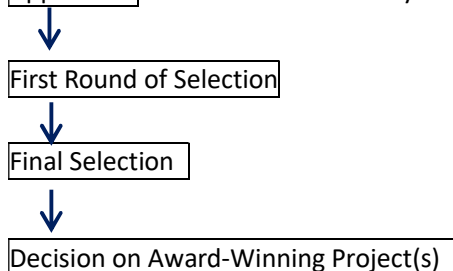※ The prize money is expected to be used to expand the project.

◆ **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   The Deadline: 31 May 2025 (Saturday), 17:00 (Japan Standard Time)

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First Round of Selection

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Final Selection

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Decision on Award-Winning Project(s)

The organizations receiving the award will be informed, and the results will also be published on the website.

- ・ 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

Please submit the ESD Okayama Award 2025 Application Form online.

※ If the required sections are not completed, the application will not be accepted.

※ The Application Form (Draft) and the information on how to apply online can be downloaded from the URL below or from the 2D barcode on the right:
https://www.city.okayama.jp/kurashi/0000070653.html

Check	ESD Okayama Award 2025 Application Form (Online)
☐ 【Required】	① **Section 1, 2 & 3** Please note that applicants should: ・ Write in English or Japanese including the names of the organization and project. ・ **Not exceed the maximum word count in each box. Applications that exceed the word limit will not be considered for the selection.** ・ Fill the information according to the questions in all required boxes. ・ Be aware that URL content entered in sections where URLs are not required will not be considered for review. ② **Section 4: A Video / Slideshow or Photos as an Alternative to Introduce the Project** ・ Please make <u>one video or slideshow</u> of the project (<u>5 minutes or less</u>), upload it on YouTube or Facebook, and write the URL. 　※ **URLs from Google Drive or other compressed files are not accepted.** ・ If you have difficulty to make a video or slideshow, you can instead submit photos (at least 5 and up to 10) in JPG (JPEG), TIFF, or BMP format.
☐ 【Optional】	③ **Section 5: Other Supporting Documents** You can submit relevant supporting documents (<u>5 pages or less in total in A4 Size</u>) in Word or PDF format