



R
C
E
REGIONAL CENTRE OF EXPERTISE
ON EDUCATION FOR
SUSTAINABLE DEVELOPMENT

ACKNOWLEDGED BY



UNITED NATIONS
UNIVERSITY



ESD Okayama Model & New Okayama ESD Project Master Plan

6 November 2014

The 9th Global RCE Conference

RCE Award Group 1: Community Engagement

RCE Okayama



1. Overview

<Background>

- Okayama City's Environmental Preservation Project, Environmental Partnership Project
- Community Based Learning at Kominkan
- Diversified citizen's activities

<ESD Engagement>

- 2002 Special Representative of Mayor at Johannesburg Summit
- 2005 Acknowledged as RCE Okayama, Starting of Okayama ESD Project



2. RCE Okayama

RCE Okayama

- Organized by Okayama ESD Promotion Commission with 219 various stakeholders

Okayama ESD Project

- Managed by Okayama ESD Promotion Commission with a Master Plan



3. ESD Okayama Model

– Features and Structure

(1) Local Community – Kominkan as the hub for ESD promotion (Local Community)

-Implementation of ESD program at all 37 Kominkans in the City

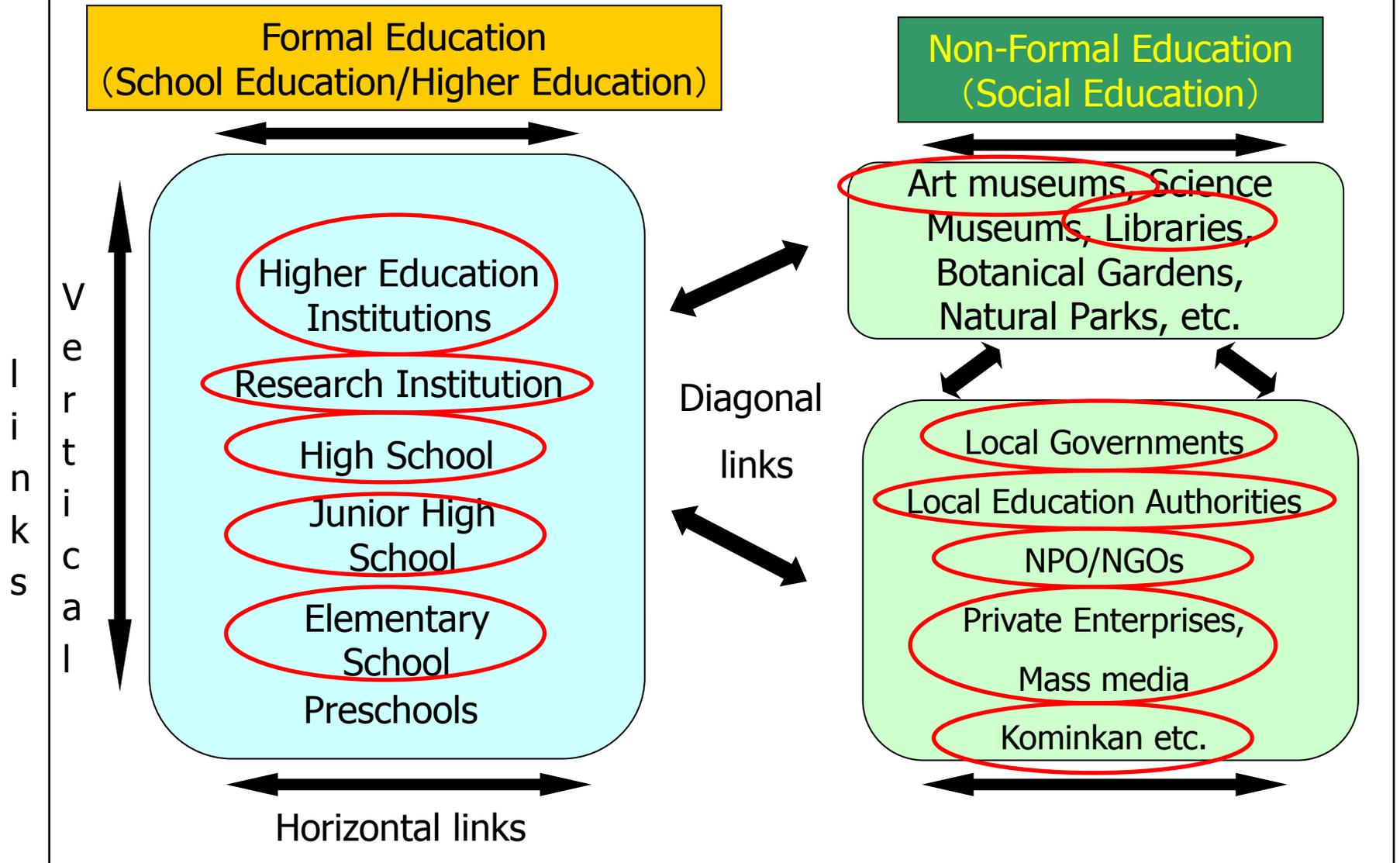
(2) Continuous policy of local government (Policy) and support from university

-Installation of secretariat at the local government level, utilization of available resource and channel

(3) Participations of multi-stakeholders and citizens

-Participations of citizens associations of multi-areas such as Environment, International, Town Planning

RCE Okayama



Promotion of Sustainable Town Planning and Community Building through multi stakeholders networks.

4. Framework of participation and Achievement of ESD (2005→2014)



◆ Utilization of Okayama City Municipal government

- Number of Kominkan Practicing ESD: **12→37**/₃₇
- Number of ASPnet School promoting ESD: **0→51**/₁₂₉

◆ Gentle Screening

- Number of Okayama ESD Project acknowledged Organizations: **49→219**

◆ Public Awareness

- **15.4%** of citizens (700,000 people in Okayama city) know ESD.

5. Towards Post-2014



- ◆ Formulation of New Okayama ESD Project Master Plan
- ◆ Enacting of ESD Promotion Ordinance (September 2014)
A political framework to ensure sustainable ESD promotion in Okayama City
- ◆ Foundation of ESD Citizen's Activity Center (June 2014) - Collaborator with NGOs
Promotion of sustainable community development through ESD promotion with citizens cooperation.

5-2. Towards Post-2014



- ◆ Strengthening Kominkan's role to promote ESD
- ◆ Promotion of businesses and NGOs engagement
- ◆ Creation of mechanism to ensure continuation of ESD
 - Formulation of evaluation indicator and system to motivate citizens.



えーものを 子孫の 代まで。
Nice and precious for our future generations.



Host City for



United Nations
Educational, Scientific and
Cultural Organization



• Education for Sustainable Development 2014
• World Conference, Aichi-Nagoya, 10-12 November
• Stakeholder Meetings, Okayama, 4-8 November

Masaaki Nagareo
RCE Okayama

Email: esd@city.okayama.jp