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

◆ 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.
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Nice and precious for our future generations.

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RCE Okayama

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