



ESD Stakeholders Round-Table Discussion 1



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ESD Initiatives from Local Governments (Presentations of Speakers)



Mr. Hiroyuki Abe Mayor of Tama City

Every public schools, including elementary and junior high schools, in our city joined the UNESCO Associated Schools Project Network (ASPnet) and each school adopted a unique ESD activity at the community level. The Board of Education located an ESD leader at every school, whose task was the promotion of ESD with the administrative at the school. The Board of Education also located an ESD supervisor at the board to coordinate training to support the community. "The ESD Consortium in Tama Area", which was established last year, is consistent with public organizations in the community, business organizations and universities.



Mr. Tadahiro Yokoyama Deputy Mayor of Okayama City

Okayama has promoted ESD activities by reviewing the local activities based at community centers. A variety of outcomes have been shown during the last 10 years from the continuous ESD activities of organizations and citizens. Yet, the idea of Sustainable Development varies within each community and also within each individual. It is difficult to answer the question "What is ESD?". Our challenge for the future, is to establish an ESD coordinator in community centers and also in each organization in the community; in addition, community level activities should be expanded.



Mr. Gen Nakagawa Mayor of Nara City

The city of Nara has inherited a history and culture which dates back many generations, and it is recognized as a sustainable society. Although we started involving Nara in ESD activities in 1998, 3 years after Nara was added to UNESCO's List of World Cultural Heritage Sites, we have struggled to decide how to meet the city's high standards. We are trying to develop curriculum using the historic monuments, to make the citizens realize the value of the city and to take action to develop a sustainable society. Providing the opportunity for the citizens to learn about "the home town as educational material", and developing leaders to pass on the activities will be our next challenge.



Mr. Takatoshi Inamoto Mayor of Uchiko Town

The Board of Education in Uchiko-town consists of the School Education Division and the Self-Government Education Division. The Self-Government Education Division plays a role as a platform for developing the community. There are 5 self-government centers under the division and 41 self-government associations under the centers. The purpose of the associations is to plan a 10 year project and to implement the plan into the integrated plan for the town. The project tries to implement all the proposals, such as, "pass on the traditional culture" and "value the cherry blossom trees and organize a cherry blossom festival for people to enjoy the trees".



Mr. Matomi Komura Deputy Mayor of Toyota City

Toyota-city has various on-going projects "to make actions in advance for near future" and "to make them reasonable in the future" -for an ordinary future. Our city is known as the city of the car because of the headquarters of Toyota, but we also produce pear, peach, and persimmon. The city aims to be an Environmental Model City, "Hybrid City Toyota" and the public elementary schools and middle schools in the city implement a variety of ESD activities. In addition, we established an information center "Toyota Eco Full Town" this spring to promote ESD in the collaboration with citizens, business organizations, and the administration. We will organize an international conference on a sustainable society with UNU next January.

The Meaning and Activity Methods of ESD for Local Governments:

- ESD is a great way to empower citizen autonomy. Therefore, I would like more citizens to understand ESD. **(Abe)**
- The government employees in the city must understand the principle of ESD. **(Yokoyama)**
- Thinking of the future does not bring you the future. The big role of ESD is to "connect the past and the future". **(Nakagawa)**
- "Develop Independent Leaders for the Future". ESD will gather people in various fields together for future. **(Inamoto)**
- Our city promotes "Co-Action" to work together as a whole. ESD is the best theme to develop leaders to build a better city by co-action. Since we picked "共働" as the kanji for "co-action", we have set a high value on the relationship with NPOs. It is decided that the deputy chief of every division will be responsible to promote "co-action", from next April. After more than 10 years, a small part of the organizational frameworks have been built. **(Komura)**



Local Government Session

Future Vision of ESD for Local Governments and the Utility:

- Hearing children talk about their future when they grow up at the "Child Future Conference" makes adults think. ESD gives all of us an opportunity to think. Then it is integrated into plans for local governmental projects and reflected in the local society for us. People often say ESD is hard to understand. Tama-city established a project "Develop Adults of 2050" and included in the city policy as well as in the goals of the Board of Education. The project includes not only the environment, but also social service and traditional culture. **(Abe)**
- Although "E" for ESD covers now developing a city and solving social challenges, it is important to release ESD from "the cage of education". ESD does not cover economy or politics yet. It is important to include discussions about the way to provide more employments in suburban cities or industrial policies. **(Nakagawa)**
- Playing on words on ESD - "Emono wo Shison no Dai (great resources for the next generations)" was a way to promote ESD for citizens, but it is still difficult to understand ESD. We have told the citizens about "ESD", which is now seen many places in Okayama, because of the world conference is something they do every day. We aim to connect the existing activities to activities on ESD. **(Yokoyama)**

Ways to Share Local Challenges with the Local Governments:

- We will locate 3 members of the Board of Education and head office in every local government association, when a local government association plans local projects. It will allow people to learn something out of their field by keeping the system for a year. **(Inamoto)**
- Executive levels in local governments need to take action. **(Nakagawa)**
- The activities taken by neighborhood associations are very active in Okayama-city. "Security Safety Network Promotion Division" communicates with the associations constantly to get feedback for the ESD division at City Hall. We also established "ESD Activities by Citizens Promotion Center" in City Hall this year. Here there are representatives from NPOs who can think of ESD on the same level as citizens and be the window for them. **(Coordinator Asai)**

ESD Activity for Each Local Government after the UNESCO World Conference

- **Tama-city "Promote ESD Consortium. Continue the Child Future Conference."**
ESD consortium has been built in the collaboration of NGOs, NPOs, local governments, management associations, PTA, business organizations, corporations, universities, and the administration. "Child Future Conference" will work on international communication, peace, and the environment for 2050.
- **Okayama-city : "Develop and Apply ESD Coordinators to Scale Up Citizens' Involvement. Establish an ESD Citizen Activity Promotion Center."**
Existing activities on ESD are run by community centers and the city. We established an ESD Citizen Activity Promotion Center to develop coordinators who can get business organizations and schools involved with the activities and suggest ideas to us.
- **Nara-city "Action Plan for 2045"**
The fundamental of ESD is sustainability. It is our duty to fear the sustainability of our society, to build peace and to keep the state of "after the war" until 2045, which is 100 years since the war.
- **Uchiko-town "Expand the Communication in Town for Variety of Air"**
Uchiko-town communicates with depopulated areas under similar conditions and aims to expand and escalate the communication system to share information with each. I would like to establish a system to develop, in our town, a network with the people who grew up in this town.
- **Toyota-city "Standard of Future"**
It is our 10th year since the consolidation of smaller municipalities. It gave us the responsibility of large scale rural districts, but we aim to get the citizens involved in various activities for a sustainable society over the next 10 years.