



United Nations
Educational, Scientific and
Cultural Organization



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UNESCO-Japan Prize on Education for Sustainable Development

Winners of 2017

The annual UNESCO-Japan Prize showcases and rewards outstanding projects and programmes in the field of Education for Sustainable Development (ESD). The winners of the 2017 edition come from Jordan, the United Kingdom and Zimbabwe.

About the UNESCO-Japan Prize



The UNESCO-Japan Prize on Education for Sustainable Development (ESD) honours exceptional efforts by individuals, institutions, organizations and other entities engaged in activities promoting ESD.

Funded by the Government of Japan, it is endowed with USD 150,000 per year, to be divided between three recipients.

The Prize was established by UNESCO's Executive Board within the framework of the Global Action Programme (GAP) on ESD, and officially announced at the UNESCO World Conference on ESD (November 2014, Aichi-Nagoya, Japan). The GAP and the Prize aim to generate and scale-up ESD action at all levels and in all areas of education and learning, so as to accelerate progress towards sustainable development worldwide.

The Prize was awarded for the first time by UNESCO's Director-General in November 2015. Previous winners (2015/2016) come from Cameroon, Germany, Guatemala/El Salvador, Indonesia, Japan and the United Kingdom.

Further information on the Prize and its winners can be found at:

 <http://en.unesco.org/prize-esd>



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Winners of 2017



2017 marks the third edition of the UNESCO-Japan Prize. The winners were chosen from more than 100 nominations submitted by governments of UNESCO Member States and non-governmental organizations in official partnership with UNESCO. The nominations were assessed by an independent jury comprised of five international ESD experts who recommended the three laureates to UNESCO's Director-General.

Among this year's winners are a school, a business and a non-profit organization, promoting ESD, respectively, at the local, regional and global level: Sihlengeni Primary School from the Republic of Zimbabwe; the social enterprise Zikra from the Hashemite Kingdom of Jordan; and the Hard Rain Project from the United Kingdom of Great Britain and Northern Ireland. Each of them will receive an award of USD 50,000.

The Director-General of UNESCO and the Japanese Minister of Education will award the Prize to the three laureates in a ceremony at UNESCO Headquarters in Paris on 3 November 2017, during the 39th session of the General Conference.

Find more information on the winners on:

 <https://en.unesco.org/prize-esd/2017laureats>

Jordan



Zikra

Zikra promotes alternative learning to empower people to reconnect with their local culture and traditions, and to utilize local knowledge to inspire sustainable solutions to the local community's most stressing social, economic and environmental challenges. Started in the marginalized village of Ghor Al Mazra'a in Jordan by two young social entrepreneurs, Zikra has two arms: the local non-profit organization Zikra Initiative established in 2007, and its extension Zikra for Popular Learning operating in the Arab region as a private enterprise since 2011. By bridging rural and urban communities, Zikra aspires to shift the prevalent consumerist culture to one of productivity.

Zikra receives the Prize for its "Zikra for Popular Learning" programme.

Zikra for Popular Learning

This self-funded programme challenges existing social systems and cultivates and utilizes the community's local knowledge to inspire sustainable solutions to some of its most difficult social, economic and environmental challenges, in order to progress towards more egalitarian, inclusive societies. Zikra for Popular Learning empowers community members to redefine their

relationship with their identity and culture, and to inspire sustainable solutions while also generating economic gains.

Its main activity known as 'Exchange Tourism' promotes equity by helping marginalized rural communities rediscover their strengths and by exposing economically powerful urban communities to new cultural and regional perspectives. Both parties engage in a two-way equal exchange in which each side learns and contributes. The tourism revenue is invested in the marginalized communities' economic development, thus narrowing socioeconomic gaps.

Zikra also conducts capacity-building workshops and trainings in educational institutions to empower youth, educators and community members to become change agents for sustainable development. Other activities include a food value chain programme, making wire-car toys from recycled material as well as a musical identity project.

To date, more than 8,500 people have participated in Zikra for Popular Learning, 280 youth have been trained and 60 individual households have been economically empowered.

More information:



www.zikrainitiative.org



<https://www.facebook.com/ZikraInitiative/>



[@zikrainitiative](https://twitter.com/zikrainitiative)



<https://www.youtube.com/user/Zikrajordan>



[@zikrainitiative](https://www.instagram.com/zikrainitiative)

United Kingdom



Hard Rain Project

The Hard Rain Project (HRP), founded in 2005, runs a programme of impactful ESD projects, addressing the broad challenges of climate change, poverty eradication and the environment. It works with world-renowned artists, scientists and communicators to bring its message to students at schools and universities, and to a wider public, through exhibitions, books, films, talks and events. HRP's founder, Mark Edwards, is one of the most widely published photographers in the world, recognized as the first to specialize in sustainable development issues.

HRP receives the Prize for its international exhibition projects "Hard Rain" and its follow-up "Whole Earth?".

Hard Rain and Whole Earth?

The original "Hard Rain" exhibition is a collaboration with singer and songwriter Bob Dylan. It features a 60-metre long outdoor display in which each line of Dylan's song 'A Hard Rain's A-Gonna Fall' is illustrated with world-class photographs bringing global challenges alive in a moving and unforgettable way.

Its successor exhibition "Whole Earth?" offers solutions in the fields of climate, energy, fresh water, oceans and agriculture, but also in areas such as human rights and economic rule-making. It proposes new ways of thinking and incites visitors to action. The exhibition and associated activities are currently touring universities globally, and the content is being adapted for classrooms around the world.

"Hard Rain" and "Whole Earth?" bring arts and science together in a highly original way to reach the next generation of leaders, decision-makers and citizens. They provide an essential first step in engaging them to confront the urgent need to transition to a more sustainable world.

More than 15 million people have already seen the exhibitions at over 150 venues worldwide, including in city centres, botanical gardens, more than 50 universities and schools and at the UN Headquarters in New York. Talks have been presented at universities in all world regions and in places as diverse as national parliaments, prisons, companies and at leading music and arts festivals.

More information:



www.hardrainproject.com

<http://www.hardrainproject.com/film>



[@Hard_Rain_Proj](https://twitter.com/Hard_Rain_Proj)

Zimbabwe



Sihlengeni Primary School

Sihlengeni Primary School is located in the arid Umzingwane Rural District of Matabeleland South Province of Zimbabwe, bordering South Africa. The school has 17 teachers and 738 students whose parents are mostly subsistence farmers with very low incomes. Nearly one fifth of the students are Early Childhood Development learners and the curriculum includes maths, English, indigenous language, arts, physical education, information and communications technology and agriculture.

Sihlengeni Primary School receives the Prize for its “Permaculture” programme.

Permaculture

Permaculture describes a form of agriculture that seeks to integrate human activity with natural surroundings in order to create highly efficient self-sustaining ecosystems. It recognizes the importance of plant-animal interdependence and emphasises integrated land use and design, including water harvesting and conservation.

Through a participatory whole-institution approach, Sihlengeni’s “Permaculture” programme provides both quality education and increased access to a clean environment, and water. It empowers all of the school’s educators and

learners with sustainable development skills and competencies, enabling them to mitigate environmental challenges. For example, the school teaches them how to manage land and use it profitably at their homes. Students learn how to grow and care for trees, to plant grass and to introduce ground cover to reduce land degradation and deforestation. The school conserves land, produces food and recycles waste matter. It has also introduced a number of interrelated activities such as poultry, herbal and commercial gardening, a piggery, jam-making and forest rehabilitation. The food produced is free from fertilizers and pesticides.

Sihlengeni’s “Permaculture” programme impacts greatly on the alleviation of hunger and increases knowledge on food consumption habits. Lives are transformed in a manner that is ecologically sound, economically viable and socially just. This leads to a reduction in environmental degradation and, in turn, promotes food production. It helps to develop infrastructure such as small livestock housing systems and rehabilitates the forest. As a result, unemployment in the school’s adjacent community has decreased. After leaving school, many of the former students form small-scale businesses.

More information:



<https://www.facebook.com/sihlengenipty>



[@SihlengeniPry](https://twitter.com/SihlengeniPry)

Selection Criteria and Process

Eligible for the UNESCO-Japan Prize are **individuals, institutions, organizations** and other entities with a **specific ESD** project or programme that must be ongoing and have been running for at least 4 years; be replicable and scalable; show proof of high impact relative to the invested resources; and contribute to at least one of the five Priority Action Areas of the Global Action Programme on ESD.

Three core criteria are applied to assess the projects and programmes of nominees:

- Transformation: uses ESD as transformative education in support of sustainable development and produces evidence of individual and social change, involving values and action
- Integration: addresses the three dimensions of sustainable development (society, economy, environment) in an integrated way
- Innovation: demonstrates an innovative and imaginative approach to ESD

Nominations can only be submitted to UNESCO by **governments of Member States**, via their Permanent Delegation to UNESCO, and **non-governmental organizations in official relations with UNESCO**. The next call for nominations for the UNESCO-Japan Prize will be launched in **January 2018** (deadline for submission: 30 April).

Find more information on:

 <https://en.unesco.org/prize-esd/selection-process>.



UNESCO Education Sector

Education is UNESCO's top priority because it is a basic human right and the foundation on which to build peace and drive sustainable development. UNESCO is the United Nations' specialized agency for education and the Education Sector provides global and regional leadership in education, strengthens national education systems and responds to contemporary global challenges through education with a special focus on gender equality and Africa.



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Education
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The Global Education 2030 Agenda

UNESCO, as the United Nations' specialized agency for education, is entrusted to lead and coordinate the Education 2030 Agenda, which is part of a global movement to eradicate poverty through 17 Sustainable Development Goals by 2030. Education, essential to achieve all of these goals, has its own dedicated Goal 4, which aims to *"ensure inclusive and equitable quality education and promote lifelong learning opportunities for all."* The Education 2030 Framework for Action provides guidance for the implementation of this ambitious goal and commitments.



ED/IPS/ESG/2017/10

Stay in touch

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