

Ref.: CL/4497

Subject: **Call for nominations for the 2025 UNESCO-Japan Prize on Education for Sustainable Development**

Dear Minister,

I am pleased to invite your Government to submit nominations for the eighth edition of the UNESCO-Japan Prize on Education for Sustainable Development.

In the face of climate disruption and threats to biodiversity, it is more important than ever to give greater prominence to education for sustainable development in school programmes.

Funded by the Government of Japan, the Prize was established by the UNESCO Executive Board in 2014 to reward exceptional projects and programmes undertaken in the field of education for sustainable development.

The three laureates of the 2025 Prize will receive an award of US \$50,000 each. In addition, winners will be invited to join the ESD for 2030 Global Network (ESD-Net 2030), in order to establish long-term collaboration with UNESCO beyond the award ceremony.

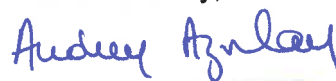
Nominations should be submitted in English or French, by midnight on **18 April 2025** (Paris time, UTC+1), via an online platform at the following link: <https://unesco.sharepoint.com/sites/committees/ESD-Prize/>.

Each Government may present up to three nominees. UNESCO encourages Member States to implement a national selection process and to publicly announce the selected nominees.

Further information on the Prize, use of the online platform and the nomination process can be found at: <https://en.unesco.org/prize-esd>.

The Secretariat of the Prize (tel.: +33 (0)1 45 68 10 70; e-mail: [esdprize@unesco.org](mailto:esdprize@unesco.org)) also remains at your disposal for any additional assistance.

Yours sincerely,

A handwritten signature in blue ink, reading "Audrey Azoulay".

Audrey Azoulay  
Director-General

Enclosures: Annex I: Explanatory note on the nomination process and form  
Annex II: Statutes of the UNESCO-Japan Prize on Education for Sustainable Development

cc: National Commissions for UNESCO  
Permanent Delegations to UNESCO  
UNESCO Field Offices

## ANNEX I

#ESDfor2030



## UNESCO-Japan Prize on Education for Sustainable Development (ESD)

### Explanatory note for the 2025 call for nominations

#### A. Background

##### 1) What is ESD?

“ESD empowers learners with knowledge, skills, values and attitudes to take informed decisions and make responsible actions for environmental integrity, economic viability and a just society empowering people of all genders, for present and future generations, while respecting cultural diversity. ESD is a lifelong learning process and an integral part of quality education that enhances cognitive, social and emotional and behavioural dimensions of learning. It is holistic and transformational and encompasses learning content and outcomes, pedagogy and the learning environment itself. ESD is recognized as a key enabler of all SDGs and achieves its purpose by transforming society.” (*Education for Sustainable Development: A Roadmap, UNESCO 2020*)

##### 2) Establishment of the Prize

The Prize was established by the UNESCO Executive Board in 2014, and has been awarded five times since the first edition in 2015. The Prize was renewed in November 2019 for a period of six years (2020-2025) with a biennial cycle. It consists of three awards of US \$50,000 for each recipient.

Within the framework of “Education for Sustainable Development: Towards achieving the SDGs (ESD for 2030)”, adopted by the 40<sup>th</sup> session of the UNESCO General Conference, and acknowledged by the UN General Assembly in 2019, the renewed UNESCO-Japan Prize on Education for Sustainable Development honours institutions or organizations for outstanding projects or programmes undertaken in the field of ESD. The Prize also recognizes the role of ESD as an integral element of Sustainable Development Goal 4 on Education, and as key enabler of all 17 SDGs.

#### B. Nominations

Nominations can be made by Governments of UNESCO Member States via their Permanent Delegation to UNESCO, in consultation with the National Commission for UNESCO, as well as by non-governmental organizations (NGOs) or Foundations in official partnership with UNESCO. Nominations must focus on a specific ESD project or programme. Each Member State, NGO or Foundation can make up to three nominations for any edition of the Prize. If more than three nominations are submitted by a Member State, NGO or Foundation, the submission will not be considered. Member States are invited to closely coordinate between the Permanent Delegation and the National Commission. Self-nominations are not accepted.

#### C. Eligibility and Selection Criteria

The three winners will be selected by the Director-General of UNESCO on the basis of recommendations made by an independent international jury, consisting of five experts from all geographical regions. To be eligible, the project/programme of the nominee must:

- be ongoing and have already been running for **at least four years**
- show presence of evidence of **results** and a **high impact** relative to the invested resources
- be **replicable and scalable**
- contribute to **one or more of the five priority action areas** of the ESD for 2030 framework (i.e. advancing policy, transforming learning and training environments, developing capacities of educators and trainers, mobilizing youth, accelerating sustainable solutions at local level).

Eligible projects will then be assessed by the jury on the basis of the following three criteria:

**1) Transformation: practices ESD as transformative education in support of sustainable development, leading to individual and social change**

ESD empowers learners to transform themselves and the society they live in. The project/programme of the nominee should therefore enable learners to bring about changes with a view to building a more just, peaceful and sustainable world. This can mean, for example, taking action against climate change, changing one's consumption patterns, developing social entrepreneurship and sustainable livelihoods, or supporting those struggling against poverty.

**2) Integration: addresses the three dimensions of sustainable development (society, economy, environment) in an integrated way**

Sustainable development calls for the integration of the social, economic and environmental dimensions of development. The project/programme of the nominee should be in line with this definition of sustainable development. It should address the three dimensions (society, economy, environment), and help learners understand the interdependence between them and act accordingly.

**3) Innovation: demonstrates an innovative approach to ESD**

Sustainable development requires going beyond 'business as usual' and 'out-of-the-box' thinking. The project/programme of the nominee should demonstrate an innovative and inspirational approach to ESD, be it in the themes it covers, the methodology it employs, or the way the learning environment is designed. Reaching out to sectors beyond education and working with new partners can also be a sign of innovation.

#### D. Submission Procedure

- The nomination form must be completed online in **English or French** via an online platform accessible at the following link: <https://unesco.sharepoint.com/sites/committees/ESD-Prize/>.
- Nominations must be submitted online by the **Permanent Delegation to UNESCO** of the concerned Member State, or by an **NGO or Foundation in official partnership with UNESCO**.<sup>\*</sup> Self-nominations are not accepted.
- Attention should be paid to presenting the project/programme of the nominee in a **clear and structured way**, following the instructions given in the form and respecting the indicated word limit. All **supporting material** (e.g. publications, photos, videos) must be transmitted electronically through the online system. Kindly note that each Member State, NGO or Foundation may not submit more than three nominations.
- Nominations must be submitted in the online system by the concerned Permanent Delegations, the NGOs or the foundations, by **midnight of 18 April 2025** (UTC+1, Paris time). An automatic notification message will be sent to the official or registered e-mail address of the Permanent Delegation/the National Commission, the NGO or the foundation to this end.

<sup>\*</sup>*Note for Member States only:*

- **Permanent Delegations** should access the platform with their UNESCO email address (dl.countryname@unesco-delegations.org).
- It is also possible for **National Commissions for UNESCO** to access and complete the online form with their UNESCO email address ([natcom.countryname@natcom.unesco.org](mailto:natcom.countryname@natcom.unesco.org)). However, the final submission is the responsibility of the Permanent Delegation.
- On an exceptional basis, Member States may request UNESCO to provide the nominees with access to the platform so they can complete the form by themselves. These requests must be made via the application form by **31 March 2025**. UNESCO will provide the nominee with access to the platform via their email address. Please note that the nominee's email address must be associated with a Microsoft

account. After completion of the online form by the nominee, the concerned National Commission and Permanent Delegation will receive a notification e-mail and will be asked to review and officially submit the nomination.

*\*Note for NGOs or Foundations in official partnership only:*

- NGOs or Foundations in official partnership with UNESCO need to request access to the platform via the following link: <http://www.unesco.org/esdprize/register>. Please note that the email address used must be associated with Microsoft account.

Replies to Frequently Asked Questions can be found on the Prize website: <https://www.unesco.org/en/prizes/education-sustainable-development>. For any other questions regarding the UNESCO-Japan Prize on ESD or the submission process, please contact the Secretariat of the Prize at the Education for Sustainable Development Section at UNESCO: [esdprize@unesco.org](mailto:esdprize@unesco.org).

### **E. Copyright for the Prize contributions**

The UNESCO-Japan Prize on Education for Sustainable Development participant will submit a written piece (text) and images (videos and/or photographs), hereby called “contribution”.

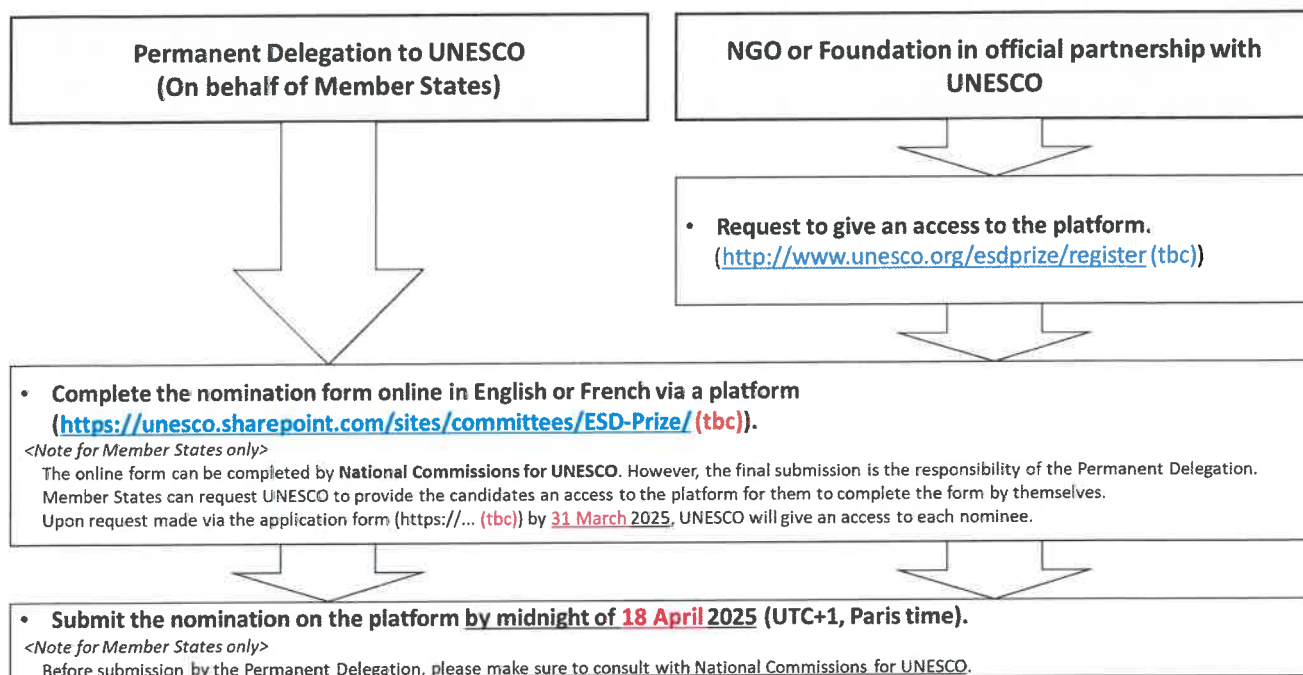
All rights pertaining to the submitted contribution should be secured by the participant;

- All rights pertaining to the submitted contribution should be secured by the participant;
- The contribution, in line with UNESCO’s Open Access Policy, may be placed under a Creative Commons 3.0 IGO license when used by UNESCO;
- UNESCO may select and highlight some contributions that are of interest to its programmes. By submitting a contribution to the UNESCO-Japan Prize on Education for Sustainable Development, the selected participant agrees to grant the non-exclusive license to UNESCO (the formal Grant of Rights form will be provided for selected contributions).

Specific guidance for photo(s) and/or video(s):

- Photo(s) and/or video(s) will not be used for commercial purposes (sales to third parties) by UNESCO unless authorized by the author in a written agreement.
- Granting the non-exclusive license to UNESCO does not impinge upon intellectual property rights (rights of the photographer / director of the video or copyright owner if different). When the images are distributed by UNESCO, a credit to the rights holder will be included.
- Photos and video materials should be of high quality (preferably 300 dpi for photos and HD format for videos)
- Both photos and video materials need to tell a story and convey the impact of the project/programme.

<Summary of Application Flow>



## UNESCO-Japan Prize on Education for Sustainable Development

### 2025 Call for Nominations

#### Nomination Form

This form is for information purposes only. All nominations must be submitted online via a platform accessible at the following link: <https://unesco.sharepoint.com/sites/committees/ESD-Prize/>.



*Please present the project/programme of the nominee in a clear and structured way.*

*Kindly make sure that all boxes of the form are completed according to the instructions given, respecting the indicated limit of characters (including spaces).*

*Concerning the word limit, please note that spaces should be included in counting and any text exceeding the limit will block the online submission.*

1. NOMINEE	
Type of nominee:	<input type="checkbox"/> Governmental body (National/Sub-national/Local) <input type="checkbox"/> International organization <input type="checkbox"/> Civil society organization <input type="checkbox"/> Private sector <input type="checkbox"/> Media <input type="checkbox"/> Academia/research institution <input type="checkbox"/> Education institution <input type="checkbox"/> Other: <i>[Please specify]</i>
Name of nominee	
Name of contact person	
Function	<i>[e.g. Director, Project Manager]</i>
Email address	
Telephone	<i>[with country code]</i>
Mobile number	<i>[with country code]</i>
Postal address	
Nominee's country	
Nominee's region	
Description of the nominee	<i>[Please provide a brief description using a maximum of 700 characters including spaces.]</i>
Website	
2. PROJECT/PROGRAMME	
<b>a. Project/Programme title</b>	
<b>b. Project/Programme website</b>	
<b>c. Project/Programme objective</b>	
<i>[Clearly state the overall objective of the project/programme using a maximum of 200 characters including spaces.]</i>	
<b>d. Abstract</b>	
<i>[Explain the objective of the project/programme and its methodology using a maximum of 900 characters including spaces. Please include all important information in a structured way.]</i>	

<b>e. Contribution to the ESD for 2030 framework</b>
<p>Tick one or more of the priority action areas of the ESD for 2030 framework to which the project/programme <u>mainly</u> contributes:</p> <p><input type="checkbox"/> Advancing policy</p> <p><input type="checkbox"/> Transforming learning and training environments</p> <p><input type="checkbox"/> Developing capacities of educators and trainers</p> <p><input type="checkbox"/> Mobilizing youth</p> <p><input type="checkbox"/> Accelerating sustainable solutions at local level</p>
<b>f. Main target group(s)</b>
<p>Tick one or more of the groups that the project/programme has been <u>mainly</u> targeting:</p> <p><input type="checkbox"/> Governments (National/Sub-national/Local)</p> <p><input type="checkbox"/> Intergovernmental organizations</p> <p><input type="checkbox"/> Civil society organizations</p> <p><input type="checkbox"/> Private sector</p> <p><input type="checkbox"/> Media</p> <p><input type="checkbox"/> Academia/research institutions</p> <p><input type="checkbox"/> Education institutions</p> <p><input type="checkbox"/> Educators</p> <p><input type="checkbox"/> Youth</p> <p><input type="checkbox"/> Other (please specify):</p>
<b>g. Geographical coverage</b>
<p>Tick one of the geographical areas and indicate one or more countries that the project/programme has been covering:</p> <p><input type="checkbox"/> International</p> <p><input type="checkbox"/> Regional</p> <p><input type="checkbox"/> National</p> <p><input type="checkbox"/> Local</p> <p>Covered countries:</p>
<b>h. Number of beneficiaries to date</b>
<i>[Indicate the number of current and previous beneficiaries]</i>
<b>i. Project/Programme duration</b>
<i>[Indicate start and expected end date. Please note that only projects/programmes having been running for at least four years will be considered.]</i>
<b>j. Funding</b>
<i>[Explain the current and planned funding source(s) of the project/programme using a maximum of 250 characters including spaces.]</i>
<b>k. Annual project/programme cost</b>
<i>[Specify the amount for 2020 in USD]</i>
<b>l. Number of staff</b>
<i>[Specify the number of staff involved in the project/programme in 2020]</i>
<b>m. Future strategy</b>
<i>[Clearly describe the future strategy of the project/programme using a maximum of 700 characters including spaces. Indicate information such as follow-up plan, scaling-up strategy, target groups, duration and budget.]</i>

<b>n. Achievements and impact</b>	
<i>[Provide evidence of achievements and the impact that the project/programme has had so far, using concrete information such as feedback or quotes by participants, material or publications produced, number and type of individuals or organizations trained, press coverage, previous awards received, number of views of the project/programme website, using <b>a maximum of 900 characters including spaces.</b>]</i>	
<b>o. Contribution to the SDGs</b>	
<i>[Describe, using <b>a maximum of 700 characters including spaces</b>, how the project/programme contributes to the implementation of one or several of the Sustainable Development Goals (SDGs).]</i>	
<b>p. Transformation</b>	
<i>[Describe how the project/programme practices ESD as transformative education in support of sustainable development, using <b>a maximum of 900 characters including spaces</b>. Transformative education means that ESD empowers learners to transform themselves and the society they live in. This can mean, for example, taking action against climate change, changing one's consumption patterns, developing social entrepreneurship and sustainable livelihoods, or supporting those struggling against poverty.]</i>	
<b>q. Integration</b>	
<i>[Describe how the project/programme addresses the three dimensions of sustainable development (society, economy, environment) in an integrated way, using <b>a maximum of 900 characters including spaces.</b>]</i>	
<b>r. Innovation</b>	
<i>[Specify how the project/programme demonstrates an innovative approach to ESD, using <b>a maximum of 900 characters including spaces.</b>]</i>	
<b>3. SUPPORTING MATERIALS</b>	
<b>a. Web links (websites, publications, videos, photo galleries)</b>	
<i>[Provide up to 10 relevant web links with a short description.]</i>	
<b>b. Supporting documents</b>	
<i>[Upload any supporting documents not available online. Kindly note that you can attach a maximum of 5 files and the maximum size per attachment should be 350 MB.]</i>	
<b>4. SUBMISSION</b>	
Nomination submitted by:	
<input type="checkbox"/> Permanent Delegation to UNESCO, Country:	
<input type="checkbox"/> Non-governmental organization (NGO) or Foundation in official partnership with UNESCO, Name:	
Name of submitting person:	Function:
E-mail:	Phone:

<b>a. Supporting statement by the nominator</b>
<i>[Please complete the sentence using a maximum of 250 characters including spaces:]</i> The nominee deserves to receive the UNESCO-Japan Prize on ESD because...
<b>b. Permission</b>
The nominee and the nominator agree that, even if the nominated project/programme is not selected as one of the three prize-winners, a project/programme summary and any photos provided via this form could be published on the UNESCO website as ESD good practices: <input type="checkbox"/> Yes <input type="checkbox"/> No
<b>c. Form created by</b>
<i>[Indicate who created this form.]</i> <input type="checkbox"/> Permanent Delegation <input type="checkbox"/> NGO or Foundation in official partnership with UNESCO <input type="checkbox"/> National Commission <input type="checkbox"/> Nominee

## ANNEX II

### STATUTES OF THE UNESCO-JAPAN PRIZE ON EDUCATION FOR SUSTAINABLE DEVELOPMENT

(Approved by 207 EX/Decision 10.III.B, October 2019)

#### *Article 1 – Purpose*

The purpose of the UNESCO-Japan Prize on Education for Sustainable Development is to reward the outstanding efforts of institutions, organizations or other entities engaged in activities on Education for Sustainable Development (ESD). This is done within the framework “Education for Sustainable Development: Towards achieving the SDGs (ESD for 2030)”, [adopted by] the 40<sup>th</sup> session of the UNESCO General Conference, and acknowledged by the UN General Assembly in 2019 as global framework for ESD (2020-2030), in follow-up to the UNESCO Global Action Programme on ESD (2015-2019). The Prize rewards in particular activities that are innovative or have a high impact. The objective of the Prize is in conformity with UNESCO’s policies, namely the Strategic Objective 2 of UNESCO’s Medium-Term Strategy 2014-2021 (37C/4) – “empowering learners to be creative and responsible global citizens” – and the programme of the Organization in the field of ESD. The Prize also recognizes the role of ESD as an integral element of Sustainable Development Goal 4 on Education and as key enabler of all 17 SDGs.

#### *Article 2 – Designation, amount and periodicity of the Prize*

2.1 The Prize shall be entitled “UNESCO-Japan Prize on Education for Sustainable Development”.

2.2 The Prize shall be funded by the Government of Japan and shall consist of a total minimum payment of US \$690,000 for its next six-year period (2020-2025), which shall cover both the monetary value of the Prize and the costs of administering the Prize for three biennial editions, excluding staff cost. Any interest that may accrue will be added to the overall contribution.

2.3 All funds received and the interest accrued thereon shall be kept in a special interest-bearing account for the Prize.

2.4 The daily administration/management tasks of the Prize will mainly be undertaken by a Junior Professional Officer (JPO) seconded by the Government of Japan to the UNESCO Section of ESD, Education Sector, based on his/her post description. Additional operating/management costs of the Prize, including all costs related to the award ceremony, public information activities and overhead charges, estimated at a minimum of US \$80,000 per biennial edition, shall be fully covered by the Government of Japan. To this end, the Director-General will determine a mandatory overhead cost amount to be applied and charged against the funds in the special account, which is to be established under the financial regulations for the Prize.

2.5 The Prize shall be awarded once every two years, starting from its 2021 edition. The Prize shall consist of three awards of US \$50,000 for each of the three recipients, each of which is considered to merit a Prize.

#### *Article 3 – Qualifications of candidates*

Candidates shall have made significant contributions to ESD, focusing on one or more of the five Priority Action Areas of the “ESD for 2030” framework: (1) policy support, (2) whole-institution approaches, (3) educators, (4) youth and (5) local communities, and contribute to the achievement of the SDGs through education. Prizes may be conferred upon institutions, non-governmental organizations or other entities engaged in ESD.

*Article 4 – Designation/Selection of the prize winners*

The three prize winners shall be selected by the Director-General of UNESCO on the basis of the assessments and recommendations made to him/her by a jury.

*Article 5 – Jury*

5.1 The Jury shall consist of a number of five independent members, being personalities with a recognized reputation in the field of ESD, while also taking into consideration the need for equitable geographical distribution, gender equality and the principle of non-payment of honoraria. They shall be appointed by the Director-General for an initial two-year period, with the possibility of renewal for the remainder of the six-year period of the Prize. Representatives and alternates of Members of the Executive Board cannot be appointed as jurors. Jurors involved in a real or potential conflict of interest shall recuse themselves from further deliberations or be asked by the Director-General to do so. The Director-General may replace members of the jury for reason.

5.2 The Jury shall elect its own chair and deputy chair. Members shall receive no remuneration for their work, but will receive allowances for travel and accommodation, where required. A quorum of three jurors present will be required for jury deliberations to proceed. The working languages for deliberations of the jury shall be English and French.

5.3 The Jury shall conduct its business and deliberations in conformity with these Statutes and shall be assisted in the performance of its task by a member of the UNESCO Secretariat designated by the Director-General. Decisions shall be taken by consensus to the extent possible, and otherwise by secret ballot until a simple majority is obtained. A member shall not take part in a vote concerning a nomination from his or her country.

5.4 The Jury shall meet once every two years for the evaluation of all Prize submissions.

5.5 The Jury shall send an assessment of nominations and accompanying recommendations to the Director-General of UNESCO no later than three months before the planned Prize award ceremony.

*Article 6 – Nomination of candidates*

6.1 When UNESCO has received the funding of the Prize, as indicated in Article 2 above, the Director-General of UNESCO shall officially invite the submission of nominations to the Secretariat of the Prize, from the governments of Member States, in consultation with their National Commissions, as well as from non-governmental organizations maintaining official partnerships with the Organization and active in relevant fields covered by the Prize.

6.2 Nominations shall be submitted to the Director-General by the governments of Member States, in consultation with their National Commissions, and by non-governmental organizations maintaining official partnerships with UNESCO. A self-nomination cannot be considered.

6.3 Each nomination shall be accompanied by a written recommendation, which shall include, in English or French, *inter alia*:

- (a) a description of the candidate's background and achievements;
- (b) a summary of the work or the results of the work, publications and other supporting documents of major importance, submitted for consideration;
- (c) a definition of the candidate's contribution to the Prize's objectives.

*Article 7 – Procedure for the awarding of the Prize*

7.1 The Prize shall be awarded by the Director-General at an official ceremony held for that purpose on a date determined by the Director-General. UNESCO shall officially announce the names of the prize winners.

7.2 The prize winners, if possible, shall give a lecture on a subject relevant to the work for which the Prize has been awarded. Such a lecture shall be organized during or in connection with the Prize ceremony.

7.3 Should a prize winner decline the Prize, the jury shall submit a new proposal to the Director-General.

*Article 8 – Sunset clause – mandatory renewal of the Prize*

8.1 Six months prior to the agreed end of the term of the Prize (six years), the Director-General of UNESCO together with the donor will undertake a review of all aspects of the Prize and decide about its continuation or termination. The Director-General will inform the Executive Board of UNESCO about the results of this review.

8.2 In case of termination of the Prize, any unspent balance shall be returned to the donor(s) unless otherwise agreed, in accordance with the Financial Regulations of the Prize.

*Article 9 – Appeals*

No appeals shall be allowed against the decision of UNESCO with regard to the award of the Prize. Proposals received for the award of the Prize may not be divulged.

*Article 10 – Amendments to the Statutes of the Prize*

Any amendment to the present Statutes shall be submitted to the Executive Board for approval.