



Call for Entries

Theme for 2015:  
**Safeguarding  
Our Cultural Traditions**

Submission Deadline: 4 September 2015



Do you have educational activities in your school that promote sustainable development by safeguarding your local cultural traditions such as languages, performing arts, community practices, rituals, festivals, traditional crafts, food, healing practices, etc?

If the answer is yes, we would like to invite your school to participate in **the 2015 SEAMEO-Japan Education for Sustainable Development (ESD) Award.**

The competition gives participating schools the exciting opportunity to win an educational study tour to Japan, cash prizes, as well as the prestige of being recognized as a model of best practices in safeguarding cultural heritage in Southeast Asia.

**All schools in Southeast Asian countries are invited to join the Competition.**

Organisers



Southeast Asian  
Ministers of Education  
Organization



MEXT  
MINISTRY OF EDUCATION,  
CULTURE, SPORTS,  
SCIENCE AND TECHNOLOGY - JAPAN

Supporting Partner



United Nations  
Educational, Scientific and  
Cultural Organization

Bangkok Office  
Asia and Pacific Regional  
Bureau for Education

More information, visit [www.seameo.org](http://www.seameo.org)

## I. Introduction

In support of promoting Education for Sustainable Development, the Southeast Asian Ministers of Education Organization (SEAMEO) and the Ministry of Education, Culture, Sports, Science and Technology, Japan (MEXT), in cooperation with the UNESCO Asia and Pacific Regional Bureau for Education are pleased to announce the launch of the **2015 SEAMEO-Japan Education for Sustainable Development (ESD) Award** with the theme of **“Safeguarding Our Cultural Traditions”**. The award has been held since 2012 to promote and share best practices in ESD in schools across Southeast Asia.

The objectives of the SEAMEO-Japan ESD Award are:

1. To raise awareness of Education for Sustainable Development (ESD) in schools and communities across Southeast Asia;
2. To promote ESD best practices in schools and communities across Southeast Asia;
3. To share and exchange knowledge and best practices on ESD in schools across Southeast Asia and Japan; To encourage networking among schools and communities which implement ESD practices in Southeast Asian countries and Japan.

## II. Theme for 2015: “Safeguarding Our Cultural Traditions”

Factors such as industrialization, globalization and social transformation pose a serious threat to our unique and diversified Southeast Asian cultures. Therefore, in order to protect and foster these rich traditions and customs and preserve them for posterity, the SEAMEO-Japan ESD Award has selected “**Safeguarding Our Cultural Traditions**” as the theme for the competition in 2015.

“**Safeguarding**” means making sure that culture remains an active part of life for today’s generations so that they can hand it on to the next generation. Safeguarding measures aim at ensuring an individual culture’s visibility, continuous recreation and its transmission.<sup>1</sup>

“**Tradition**” refers to a belief or behaviour passed down within a group or society with a symbolic meaning or special significance that has origins in the past<sup>2</sup>. The “**Cultural Traditions**” referred to in this award can be defined in a similar way to “**Intangible Cultural Heritage**” which refers to practices, representations, expressions, knowledge and skills handed down from generation to generation, which have provided communities with a sense of identity<sup>3</sup>.

The scope of “Cultural Traditions” for this award includes the following areas (as identified for intangible cultural heritage<sup>3</sup>):

1. Oral traditions and expressions, including language as a vehicle of intangible cultural heritage.
2. Performing arts.
3. Social practices, rituals and festive events.
4. Knowledge and practices concerning nature and the universe.
5. Traditional craftsmanship.

The objectives of this year’s award scheme are:

1. To raise awareness of the cultural traditions integrated in education for the promotion of sustainable development in schools and communities in Southeast Asia and Japan.
2. To promote and share initiatives and good practices that support sustainable development through the integration of cultural traditions into teaching and learning practices and school programmes.
3. To encourage schools to develop and improve current ESD activities and programmes.

Under the theme of “**Safeguarding Our Cultural Traditions**,” the school entry should cover the following criteria:

1. The entry should be relevant to the theme and the scope of “Cultural Traditions” as defined above.
2. The entry should demonstrate how the school’s programme can promote cultural understanding and responsibility among teachers, students, parents and communities. The entry should also identify how values of cultural traditions can create a more sustainable society.
3. The entry should demonstrate the continuous transfer of local cultural traditions such as knowledge, skills and values embedded in cultural traditions from one generation to the next so as to help keep the practices alive and relevant to the communities or groups that practice them.
4. The school should clearly demonstrate the integration of cultural tradition practices in the school management plan, curriculum, teaching and learning practices, co-curricular activities, partnership efforts, community participation and so on. (Please refer to the “Submission Form”).

References:

<sup>1</sup> <http://www.unesco.org/culture/ich/doc/src/01851-EN.pdf> ( “What is Intangible Cultural Heritage?”, UNESCO)

<sup>2</sup> <http://en.wikipedia.org/wiki/Tradition>

<sup>3</sup> *Learning with Intangible Heritage for a Sustainable Future, Guidelines for Educators in Asia-Pacific Region*, UNESCO Bangkok, 2015.

## III. All schools in Southeast Asian countries are invited to enter the competition

All public and private kindergarten/elementary/secondary schools in 11 Southeast Asian countries namely Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand, Timor-Leste and Vietnam are invited to submit the information of the school’s programme/project/activity related to the theme.

#### IV. Prizes for the winning schools

<b>1) 1<sup>st</sup> Prize</b> - USD\$1,500 - A study tour to Japan for four days (Please see details in the website)	<b>2) 2<sup>nd</sup> Prize</b> - USD\$1,000	<b>3) 3<sup>rd</sup> Prize</b> - USD\$500
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**4) A Special Prize from the SEAMEO Secretariat for the best programme carried out in small schools of less than 250 students - US\$1,000**

All winning schools will receive a plaque of recognition and a certificate for teachers and students involved in planning and implementing the school's programme. A representative of the winning schools will be sponsored to participate in the award presentation ceremony which will be held at the SEAMEO High Officials Meeting in November 2015 in Thailand.

#### V. Judging criteria

The judging committee will consider the following criteria in selecting the winning schools:

- **Strategy/ Modality of Implementation**
- **Innovation and Creativity**
- **Teaching and Learning Approaches**
- **Engagement of Multisectoral Partners**
- **Sustainability**
- **Impact**

(Please see details in the website)

#### VI. Guidelines for submission of entries

- Schools must ensure that the SEAMEO Secretariat receives their entries by **Friday 4 September 2015**.
- The submission of the school's programme must be done through the template "**Submission Form of 2015 SEAMEO-Japan ESD Award**".
- Announcement of the winning schools will be on the SEAMEO website ([www.seameo.org](http://www.seameo.org)) on **10 November 2015**.

The submission form, guidelines for submission of entries, and details of the judging criteria can be downloaded from the SEAMEO website: [www.seameo.org](http://www.seameo.org) or email to [seameojapan.award@seameo.org](mailto:seameojapan.award@seameo.org)

#### VII. Contact information (More information, visit [www.seameo.org](http://www.seameo.org))

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