

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.

Organisers



**Southeast Asian  
 Ministers of Education  
 Organization**



**MEXT** MINISTRY OF EDUCATIONAL,  
 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 website: [www.seameo.org](http://www.seameo.org)  
 Email: [seameojapan.award@seameo.org](mailto:seameojapan.award@seameo.org)

**I. Introduction**

In 2002, the United Nations General Assembly adopted Resolution 57/254 and declared the period 2005-2014 as the “United Nations Decade of Education for Sustainable Development” (DESD).

In its declaration, the United Nations General Assembly defined ESD (Education for Sustainable Development) as a “dynamic and expansive undertaking that envisions a world where every person has the chance to benefit from educational opportunities and to learn the lifestyles, behaviours and values necessary to create a sustainable future.”

In November 2014, within the final year of the United Nations Decade of Education for Sustainable Development (2005-2014), Japan and UNESCO co-organized the UNESCO World Conference on ESD. Through the UNESCO World Conference on ESD, many countries voiced support for the importance ESD plays in improving and ensuring the quality of education and sustainable development. In addition, the Aichi-Nagoya Declaration on ESD was adopted at the World Conference in order to enable current generations to meet their needs while allowing future generations to meet their own, with a balanced and integrated approach regarding the economic, social and environment dimensions for sustainable development.

Based on the Global Action Programme (GAP), which was officially launched at the UNESCO World Conference, Japan has expressed a firm recommitment to promote ESD and has called on all stakeholders to strengthen ESD even further and take action accordingly in order to implement the specific directives of GAP.

In support of promoting ESD, 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, have shown their collective commitment to promoting best practices in ESD in schools across Southeast Asia by organizing the **SEAMEO-Japan Education for Sustainable Development (ESD) Award**. The award has been held annually since 2012.

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”

During the ongoing era of globalization and greater ASEAN Integration, it is important that students are aware of the decisive role they can play as responsible citizens. A distinctive feature of Southeast Asia is the region’s rich and varied cultural diversity. Sustainable development practices can help us to safeguard this cultural heritage – and Southeast Asian students can play a vitally important role in this process by understanding and sharing knowledge about the different cultures that exist within countries in the Southeast Asia region. It is also crucial that students are able to reconnect with their own local roots and value their respective cultural heritage and local knowledge so that they can safeguard it for future generations.

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 information about programmes, projects and activities that are related to the theme of this year’s competition.

### IV. Prizes for the winning schools

<b>1) 1<sup>st</sup> Prize</b> <ul style="list-style-type: none"><li>- USD\$1,500</li><li>- A study tour to Japan for four days</li></ul> (The organizer will sponsor the travel expenses for four to six persons, which includes round-trip airfares, accommodation for three nights, domestic transportation in Japan, interpreter, and visa fees).
---

<b>2) 2<sup>nd</sup> Prize</b> <ul style="list-style-type: none"><li>- USD\$1,000</li></ul>	<b>3) 3<sup>rd</sup> Prize</b> <ul style="list-style-type: none"><li>- USD\$500</li></ul>
---	---

**4) A Special Prize from the SEAMEO Secretariat for the best programme carried out in small schools of less than 250 students**

- USD\$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 at the award's presentation ceremony which will be held at the SEAMEO High Officials Meeting in November 2015 in Thailand.

All participating schools that have submitted entries relevant to the theme will be recognized (name, project name and country) on the SEAMEO website and the winning schools' details will also be posted on the SEAMEO website.

## **V. Judging criteria**

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

### **1. Strategy/ Modality of Implementation**

- Conservation and promotion of cultural traditions is emphasized and incorporated into school policies, management plans, and teaching and learning programmes within the school.
- The school has ensured the continuous transfer of cultural traditions from one generation to the next of knowledge, skills and values embedded in cultural traditions, so as to help keep a practice alive and relevant to the communities or groups who practice it.
- The school has demonstrated the use of participatory processes – involving students, teachers, parents, community stakeholders and partners – in planning and implementing the programme.
- Appropriate and effective methods and resources are used to implement the programme.
- Monitoring and evaluation mechanisms or processes are identified to safeguard the immediate and long-term outcomes of the programme.

### **2. Innovation and Creativity**

- The school's programme has demonstrated innovative practices in safeguarding local cultural traditions.
- The school has demonstrated innovative ideas for utilizing available resources.
- The entry is a new idea or an improved/adapted version of existing activities.

### **3. Teaching and Learning Approaches**

- The school has demonstrated effective teaching and learning approaches that have been applied to the preservation and safeguarding of cultural traditions.
- The school has embedded knowledge about cultural traditions into subject disciplines and incorporated ESD principles and pedagogical methods to ensure that students are able to connect the practices in their community, in their local environment, materials and resources, and learn more effectively.
- Teacher capacity building programmes have been conducted to ensure that teachers are able to integrate values, skills and knowledge of cultural traditions and ESD into their lesson plans, and use appropriate teaching and learning methods and classroom-community links.

### **4. Engagement of Multisectoral Partners**

- The school has engaged multi-sectoral partners such as education institutions, teacher-training institutions, schools, cultural institutions and professional associations to co-implement the school's programme.
- The school has engaged community-level partners such as community stakeholders, experts, cultural bearers, elders, local leaders, practitioners and parents who provide information and guidance on local cultural traditions.
- The school's programme has strengthened student involvement in the local community.

## 5. Sustainability

- The school has demonstrated a clear future plan on how to sustain the programme.
- The school has integrated cultural tradition practices within the school management plan and teaching and learning activities across subjects for a long-term action strategy.

## 6. Impact

- Results, during/after implementation, have revealed the effectiveness and benefits of the school's programme to students, teachers, parents and the wider community.
- Information collected about cultural traditions has been effectively compiled, documented, and shared within the schools, between schools in one area, and at the broader provincial or national levels.

## VI. The judging committee

The Judging Committee consists of experts in the areas of education, education for sustainable development, and cultural development from Japan and the Southeast Asian region. The decision of the Judging Committee is final and challenges/appeals are not allowed.

## VII. Guidelines for submission of entries

1. Schools can submit information about the school's programme/project/activity related to the theme "Safeguarding our Cultural Traditions" between 1 June to 4 September 2015.
2. The deadline of entry submissions is **Friday 4 September 2015**. (The schools must ensure that the SEAMEO Secretariat receives entries by 4 September 2015.)
3. Each school can submit only one entry.
4. The submission of the school's programme must be done through the template "[Submission Form of 2015 SEAMEO-Japan ESD Award](#)". The Submission Form can be downloaded from the SEAMEO website: [www.seameo.org](http://www.seameo.org) or requested by sending an email to the email address: [seameojapan.award@seameo.org](mailto:seameojapan.award@seameo.org).
5. Regarding the submission of information, each school must adhere to the following format, as specified in the Submission Form:
  - a) Part I - Information about the school;
    - 1) School name and contact details
    - 2) Brief information about the school such as number of teachers and students and educational level
    - 3) Contact details of the coordinator
  - b) Part II - Information about the school's programme;
    - 1) Title of the school's programme
    - 2) Summary of the programme (one half-page of A4 sheet size)
    - 3) Background information or reasons why the school created the programme
    - 4) Objectives/goals of the programme
    - 5) Brief details about the cultural traditions the school aims for within the programme and its values
    - 6) Period of time when the programme was/has been started
    - 7) Activities (Actions and strategies of implementation)
    - 8) Teaching and learning approaches that the school applies for safeguarding cultural traditions as identified in point 5
    - 9) Participation with the community
    - 10) Engagement of partners
    - 11) Programme monitoring and evaluation mechanisms and summary of results
    - 12) Resources used for programme implementation
    - 13) Benefits/impacts/positive outcomes of the programme to students, school and the wider community

- 14) Plan for sustainability and plan for the future
  - 15) List of attachments such as a copy of the school operational plan, action plan, learning/teaching materials, lesson plans, samples of student worksheet, manuals, etc.
  - 16) Photographs related to the school programme (maximum of five photographs with captions written in English)
6. Information about the school programme (Part II as above) **should not be over nine (9) pages of A4 in total**. The information should be written in **Times New Roman font, 11-12 point size**. (A half-to-one page A4 sheet size about the project overview should be included.)
  7. Information about the school project and the photo captions must be in English. The teaching and learning materials can be in local languages, however a brief translation in English should be provided.
  8. All submissions should include related photos. (A maximum of **five** photographs with captions written in English.)
  9. Schools can submit the "Submission Form of 2015 SEAMEO-Japan ESD Award" and other supporting materials to the SEAMEO Secretariat by
    - a) Email: [seameojapan.award@seameo.org](mailto:seameojapan.award@seameo.org) and/or
    - b) Send a **Compact Disc (CD) or handy drive containing the digital files of submission form and supporting documents to the following address by post**. (In case of damage to the CD, the printed version of the submission form should also be included in the mailing package.)

SEAMEO-Japan ESD Award,  
SEAMEO Secretariat,  
920 Sukhumvit Road,  
Klongtoey District,  
Bangkok 10110, THAILAND.

10. All entries submitted to the SEAMEO Secretariat will be acknowledged. If the school has not received any acknowledgement of the receipt from the SEAMEO Secretariat within one week after the submission, please contact the SEAMEO Secretariat (Email: [seameojapan.award@seameo.org](mailto:seameojapan.award@seameo.org)).

## VIII. Important dates

1 June to 4 September 2015	Period for submission of entries to the SEAMEO Secretariat by schools.
<b>Friday 4 September 2015</b>	<b>The last day for submission of entries.</b> (The schools must ensure that the SEAMEO Secretariat receives their entries by 4 September 2015.)
10 November 2015	Announcement of the winning schools on the SEAMEO website
November 2015	Award presentation ceremony at the SEAMEO High Officials Meeting in Thailand
February or March 2016	Study visit programme in Japan for the 1 <sup>st</sup> prize winner

## IX. Contact information

For enquiry, please contact: SEAMEO-Japan ESD Award, SEAMEO Secretariat, 920 Sukhumvit Road, Klongtoey District, Bangkok 10110, THAILAND.	Email: <a href="mailto:seameojapan.award@seameo.org">seameojapan.award@seameo.org</a> Website: <a href="http://www.seameo.org">www.seameo.org</a> Tel: +662 391 0144 Fax: +662 381 2587
---	--