

SUMI TRUST GROUP INITIATIVES 02

Education for Sustainable Development (ESD) Projects



Education for Sustainable Development (ESD) is an educational program the United Nations promotes to cultivate the leaders of a sustainable society. In order to achieve a sustainable society, each one of us has to change our day-to-day behavior out of a recognition that the environment we live in is irreplaceable.

However, we will never achieve a truly sustainable society by simply “protecting the precious nature left.” SuMi TRUST Bank therefore advocates the

forward-looking idea of “educating people who understand nature’s value.” In 2012, this idea led to the startup of the ESD Project to provide an environmental education for children, who will lead the next generation.

The fourth SDG is about education. Through the ESD Project, SuMi TRUST Bank hopes for children, who will lead the next generation, to learn about “what a sustainable society will require.”

SuMi TRUST Bank ESD Project

This project, which started up in 2012, provides original outreach classes for children, who will lead the next generation, in a collaboration between the SuMi TRUST Group and Green TV Japan, an internet broadcaster specializing in the environment.

For the classes, we produce and use original video teaching materials. The video teaching materials are expected to have the effect of directing children’s interests towards the object of learning, spurring interest in real society, and embodying issues because they

can instantly communicate a large amount of information by appealing to the eyes and ears.

When conducting the classes, we select instructors by leveraging the SuMi TRUST Group network, which develops businesses focused on the environment, including natural capital. In addition, for the project, one necessary condition for the selection of a hosting site is that it be a field in close proximity to a branch. Each branch is working to build their own local brand through public relations activities in connection with government bodies.

SDGs seminar for teachers (Kamakura Mirai Lab, August 2019)

We conducted a seminar for 22 teachers and staff at Kanagawa Prefectural High School and Junior High School on the topic of how teachers can incorporate the SDGs for “building a sustainable society.” This was our first attempt at an ESD project for teachers.

In the workshop, each team decided on the vision they wanted to achieve under the theme of “Integrated Solutions for Society, Economy, and the Environment.” The teams considered the specific SDG actions required to achieve their vision and their impacts (positive and negative) on society, the economy, and the environment, and then presented the results.



Discussion presentation

Evolution of ESG project themes



Initiatives over the Past Years

Nov. 2012 **Wakayama Prefecture**
 Nature and biodiversity in Tenjinzaki

Sept. 2013 **Kanagawa Prefecture**
 Koajiro Forest where the red-clawed crab lives

Sept. 2014 **Okayama Prefecture**
 Learning about the source of water in Okayama

Jan. 2015 **Kanagawa Prefecture**
 Studying Oyatsu Forest, the birthplace of the National Trust

June 2015 **Osaka Prefecture**
 Nature of Yao City, where the Japanese rosy bitterling fish lives

Jan. 2016 **Fukui Prefecture**
 Studying the Nakaikemi Wetlands

July 2016 **Aichi Prefecture**
 Lessons about local life and the future from the deepbody bitterling, an endangered fish

Feb. 2017 **Chiba Prefecture**
 Lessons about the "web of life" from the Shibayama Wetlands

July 2017 **Niigata Prefecture**
 Lessons about building communities that coexist with nature from Sakata Lagoon, a wetlands registered under the Ramsar Convention

Feb. 2018 **Shiga Prefecture**
 Water source forest: Lessons for community and living from Lake Biwa and the SDGs

Aug. 2018 **Ibaraki Prefecture**
 Lessons for sustainable societies/SDGs from Japan's forests

Mar. 2019 **Hokkaido Prefecture**
 How SDGs and tourism make Sapporo a sustainable city

Aug. 2019 **Kanagawa Prefecture**
 SDGs seminar for teachers

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SuMi TRUST Bank received an award from the Biodiversity Action Award 2015 (sponsored by the United Nations Decade on Biodiversity 2011-2020).

Please scan these QR codes to see these specific examples.