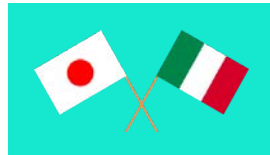




# GREENBLUE EDUCATION FORUM

## Green Blue Education Contest ITALY



Eco-themed video award

Co-sponsored by the Japanese Ministry of the Environment

Applications open on **17 August 2021**

**How can we improve the world's environment starting from our daily habits?  
Put your thoughts and ideas into a 3-minute video and let us know!**



### Application period

From Tuesday 17 August 2021 to 9pm Thursday 23 September 2021

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This contest was launched in 2019. It's sponsored by the Japanese Ministry of the Environment, in collaboration with the Institute of Research for Education For Sustainable Development Place (<https://esd-place.org>) – a group of companies that came together to provide sustainable education in Japan.

The GREEN BLUE EDUCATION FORUM is an environmental education video award created in Japan.

In this 2021 edition, we have opened up entries for children from all over the world with the aim of attracting more interest in environmental issues. While studying with Japanese students, we are also learning about each other's efforts and to be more aware of environmental problems.

In the age of globalisation, environmental problems are occurring all over the world and cannot be solved by one country alone. As made clear from decarbonisation, we are required to set universal goals, learn about what the common issues are, and work together beyond boundaries.

As a first step, since both Italy and Japan share an abundant nature and similar climate with four seasons, and lands surrounded by the sea, vast mountains and forests, we want to create opportunities for Italian and Japanese students to study together, engage and learn about each other's environments and home regions.

Italy is attracting more and more attention around the world as a developed country focusing on environmental education.

What is happening locally, in Japan, and on a global scale? How do you feel about it and what do you think needs to be done? Share with us your thoughts, dreams, experiences, activities, ideas, etc. expressed from your point of view.

Feel free to think not only about environmental and social issues on a global scale, but also about those from your closest surroundings, and about what you want to protect and safeguard for the future.



## Requirements for participating

All students from primary school, junior high school, senior high school, college, graduate school and professional schools can take part in the contest. You can participate either individually or in a team with a maximum of 3 members per team per school, division or department.

If the team comes from the same school, division or department, its members can be freely chosen

regardless of kinship, class, or age (for example: brothers and sisters, juniors and seniors, etc.)

## How to participate

Create a short 3-minute video (you can work either alone or with a team of up to 3 members), then confirm your participation in the GBEF award by filling in the entry form and submitting it by the deadline.



Choose a platform to upload your video: YouTube, Tiktok or Instagram (IGTV). Finally, share your video with # GBEF2021 in your favourite media.

(The maximum video length allowed is 3 (three) minutes. Any video that is longer than 3 minutes will not be accepted. If your video exceeds the allowed length, consider re-editing it to reduce its length).

## Italian Grand Prize

One team (or individual) will be chosen from each of the categories; (A) under 12 (B) under 15 (C) under 18 (D) under 25 and they will receive a participation certificate and be awarded the prize (Amazon gift ticket worth 100 euros).

The best overall group will also be invited for dinner or lunch in one of the best Japanese restaurants in Italy worth € 300 for the whole team (choose your favourite location from our selection).



## Theme

"Protect the environment you want to leave behind, create the future you want to live". Submit an original 3-minute video (including self-introduction) explaining the causes behind environmental problems, your solutions and ideas to social issues, and suggestions for a sustainable future.

\*Any action or behaviour that infringes copyright, portrait rights, and other intellectual property rights, discriminate against third parties, defamation, and infringe privacy and human rights is prohibited.

## Selection criteria

In selecting the best videos we will consider: your strong will to create a more sustainable society, your imaginative and thinking power, your judgment, your ability to express your point of view and your enjoyment in learning and thinking up new solutions, and in telling us about them.

## Selection results

Results of the first selection will be announced on Friday, 22nd October 2021. Finalists will be announced (via WEB) after a second screening.

## Final results

A final presentation of the finalists of each section will be held online on Saturday, 27th November 2021, and final prizes will be awarded to all winners.

## The Organiser



**Japanese Ministry of the Environment**

## Institute of Research for Education For Sustainable Development Place

<https://esd-place.org>

The “Place of Opportunity for Experience” (ESD place)” certification is based on Japan’s “Act on Promotion of Environmental Conservation through Environmental Education”.



This is a system in which the prefectural governor certifies facilities where you can carry out hands-on activities such as nature-based experiences, provided by companies, NPOs, and other organisations.

This joint council was established by a group of businesses that have obtained this certification with the aim of improving the quality of education for sustainable development and developing specialised human resources. As of December 2020, 23 businesses have been certified as “Places of Opportunity for Experience” providing programs and locations for hands-on activities.



## Italian Administrative Office of Green Blue Education Forum

Italian Executive Office Mail:[info@gen.education](mailto:info@gen.education)

Genuine Education Network of ITALY (GEN JAPAN)

Mondo Internazionale

## About GEN (Genuine Education Network)



GEN is the bridge between Japan and the world, as the community-based cultural education provider, which has been growing for over seven years, with participants from more than 30 countries.

The word 'school' derives from the Greek σχολή (scholē), originally meaning 'leisure', and is now a familiar term in the tourism industry. Travelling to encounter another culture is a life-changing experience and a source of creative inspiration. That is why GEN believes in the power of community-based tourism, as an intercultural learning platform for global peace. The program is a highly-respected Traditional Ecological knowledge, underpinning sustainable local culture while enabling people worldwide to contribute to environmental problems and achieve the SDGs.

The contents are co-created with UNESCO Creative Cities and its citizens, who are the Intangible Cultural Heritage successors. Additionally, GEN curates the cultural value with an international perspective and helps locals to be powerful storytellers to rediscover their cultural pride.

GEN is currently being challenged with a new project, 'JINOWA ~Root and Circle to Earth~', to be launched in Venice Biennale, to encourage the community's immediate shift to a circular economy model with local natural resources creating innovation, which is dedicated to the UN campaign, the Decade on Eco-system Restoration 2021-2030. Continued frequent and severe climate change is likely to cause extensive damage to biodiversity and social disruption in the community.

Averting a tragic disaster and losing traditional culture, makes it inevitable that we must change how we produce, eat and live, for greater regeneration of the local community. The transition is strongly required in the tourism industry and, for that matter, for all businesses in every region.



The 'JINOWA ~Root and Circle to Earth~' is an installable program package for every community and local business, like housing, restaurant, fashion, and wellness, where we need to revolutionise for global green recovery, after the pandemic. We remain fully committed to contributing to the ecological shift of tourism, at the community level, for future generations.

## About Mondo Internazionale



Mondo Internazionale is an association that operates in the field of cultural diplomacy, promoting and carrying out international cooperation activities of a youth, intercultural, multicultural, interdisciplinary and intergenerational

nature. Mondo Internazionale is composed of over 200 young people under 35 worldwide and reaches, through its activities, over 86 countries in the world.

The Association aims to enhance the skills of young people, deepen their knowledge and introduce them into the work environment, as well as offer high-level contributions in the geo-strategic, multilateral, training and information. Working in close synergy with an international network, Mondo Internazionale intends to work alongside Universities, Companies and Institutions to propose development projects and achieve common goals.

Through its project JIYO - Japan Italy Youth Opportunities Mondo Internazionale, supports bilateral relations between Japan and Italy in the long term, strengthening the economic-cultural synergies between the two countries, and in particular between Companies and Startups, Universities, Institutions, and Trade Associations.

JIYO wishes to become a support tool for institutions to create a cultural dialogue between the new generations built on the values of innovation and multiculturalism, fostering an opportunity for mutual exchange between young talents, with the aim of studying, proposing, and undertaking growth and innovation initiatives in Italy and Japan, consequently stimulating the growth of human capital and cross-cultural exchange through innovative collaborations in both countries.