The German ESD - Cities of the UN-Decade

WS Cluster IV:
Role of local initiatives in advancing ESD
• 21 authorities of all sizes from 1.800.000 inhabitants (Hamburg) to 1.500 inhabitants (Hetlingen)
• more than 6 Mio citizens (~ 7.8 % population of Germany)
• 2 meetings per year on national level
• Systemic networking between local authorities, educational institutions and stakeholders
• Shared ESD-acitivties
• New structures of informal learning

Aim: Development of sustainable “local educational landscapes”
Authorities awarded for good education

Requirements for award:

✓ ESD is part of the official policy
✓ Personal commitment by mayor
  (published 2011 and 2014)
✓ Responsible person for ESD in administration needed
✓ PR for DESD through administration
✓ Public support of local networks
✓ ESD projects linked with action for sustainability on local level
✓ Re-award possible after 2 years

Awarded by the German Commission for UNESCO
ESD in public and policy

Visualising ESD in Frankfurt: Schools celebrate a blue table party on the marketplace and exchange know-how about good nutrition

Sustainability is political trump in Alheim: Personal commitment for ESD ensured reelection of mayor Georg Lüdtke

Jürgen Forkel-Schubert, Deutsche UNESCO-Kommission
ESD is fostering a „good life“

Poor but happy in Gelsenkirchen:
ESD helps citizens to develop a good neighborhood in spite of structural change and unbalanced budget of the city

Social micro financing in Neumarkt:
The city multiplies the effects of voluntary ESD work by small grants
ESD activities: local and international

ESD as driving force in Hetlingen:
Concept of sustainability development convinces community politicians

Global learning in Bonn:
ESD institutions cooperate with international institutions
Sustainable Challenges for Cities

The city of Hamburg faces challenges: climate adaptation, traffic problems, noise, energy efficiency, toxic waste, housing, migration, nature conservation ...
Hamburg is learning Sustainability

- Green Capital of Europe 2011
- Fair Trade City: rest-Cent initiative for Leon / Nicaragua
- Initiative „Hamburg is learning sustainability“
  - Systematic approach in all fields of education
  - 100 actors of all fields of education
  - Annual action plan - 180 ESD projects
  - declared aims and guidelines
  - Public reporting of results
  - Round Table, monthly expert discussions
- ESD certificates for climate schools, initiatives and trainers
- Survey: Keep it up! GAP welcome!
German ESD Cities - Results

- High public recognition and identification
- High relevance for politicians
- Top down meets bottom up
- Education is linked to local development
- Improvement of ESD quality through Standards, Labels and Indicators
Thank you very much for your attention!

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