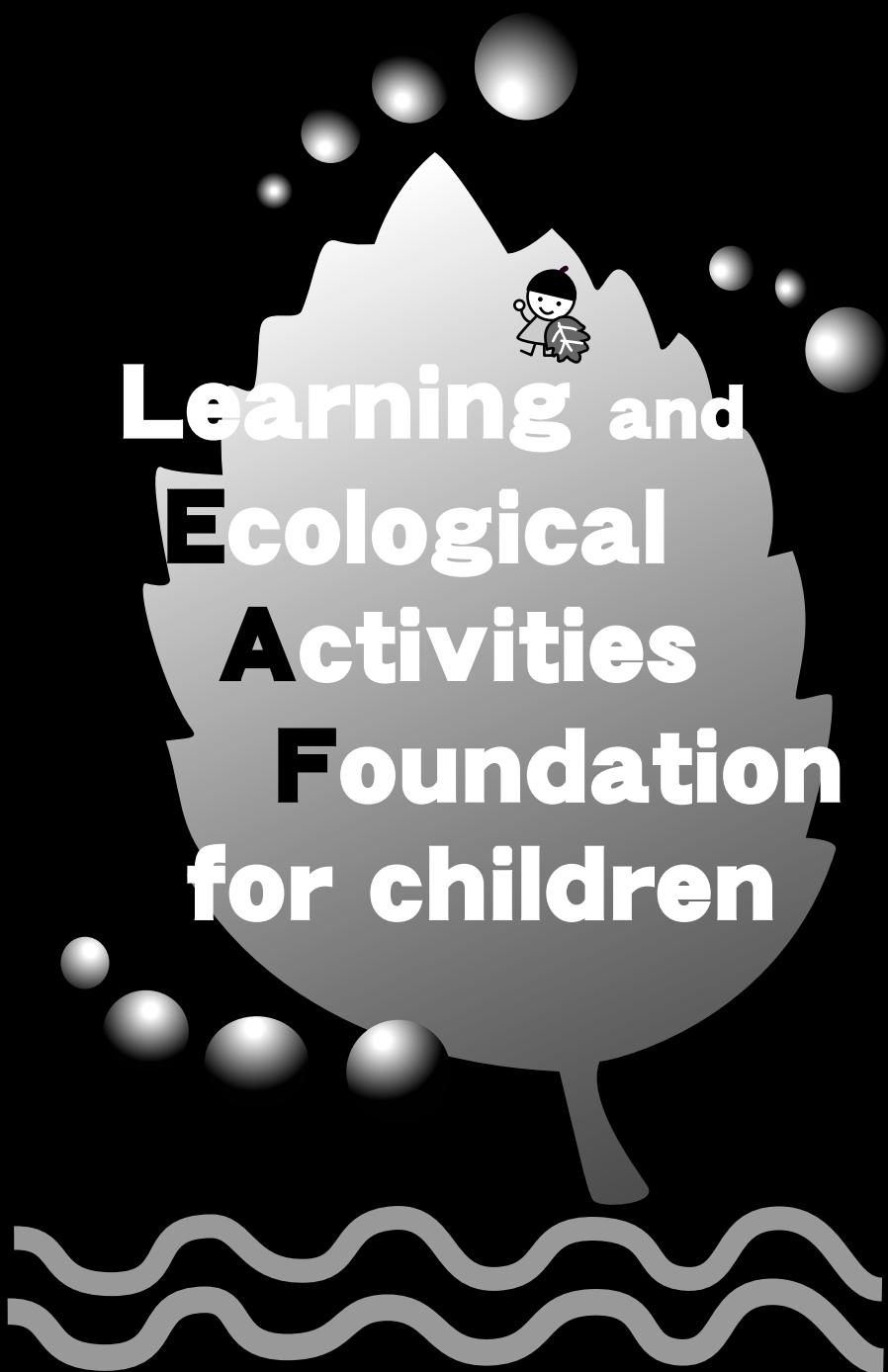


Learning and Ecological Activities Foundation for Children

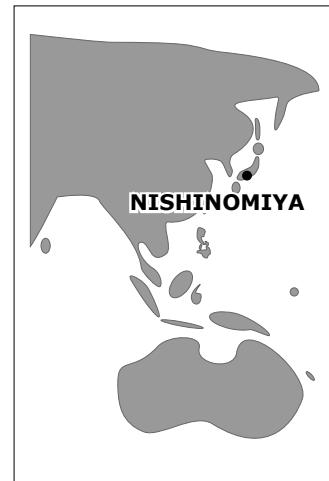
Activity Report



Mission and Objectives of LEAF

Through the initiative of Nishinomiya City, Learning and Ecological Activities Foundation for Children (LEAF) was established in 1998 as a partnership-based organization among citizens, businesses and the municipal government.

Our aim is to contribute to the development of a sustainable society by initiating environmental learning activities at schools and in local communities, in liaison with various civic groups, corporations and government agencies. We hope our activities will target a wide range of citizens with a focus on youths and children, to raise them as global citizens who act responsibly towards the global environment.



Our general scope of activities is as follows:

- ¥ Research projects on community-based education for a sustainable society;
- ¥ Promotion projects for nature experience activities;
- ¥ Environmental education projects in liaison with corporate LEAF members;
- ¥ Global environmental exchange projects for children.

LEAF promotes:

- ¥ Partnership among citizens, businesses and governmental agencies;
- ¥ Respect for diverse senses of values and viewpoints;
- ¥ Cultivating Øself-education abilityÓ on the home, school and community levels.

LEAF provides opportunities for each individual environmental learning program to be truly meaningful by promoting program/activity organization with a systematic perspective. LEAF strives to enhance a change of awareness in those who participate in related activities, which in result will lead us to reform our society towards sustainability.



Research Projects on Community-based Education for a Sustainable Society

Supporting the effort steered toward the Environmental Learning City

The City of Nishinomiya declared itself an Environmental Learning City in December, 2003. Along with this declaration, LEAF collaborated in the realization of the Environmental Learning City Declaration Commemorative Symposium held October, 2003 and the Joint Communiqué between the Cities of Nishinomiya and Burlington, Vermont, USA.



Joint Communiqué between the Cities of Nishinomiya and Burlington

■ Participation in the Environmental Learning City Steering Committee

Participating in the Environmental Learning City Steering Committee made up of 7 members of citizens, 5 members of individuals related to companies, 2 members of individuals related to education, and 4 members of individuals related to administration, activities are continued in designing the Environmental Learning City Declaration, in promoting the Environmental Learning City Promotion Projects, and in studying of the environmental project plan of Nishinomiya City.



Environmental Learning City Steering Committee



■ Collaboration in the municipal Citizens' Nature Survey and the Citizens' Awareness Poll

Aiming to stimulate an interest in the environment through observing familiar creatures in the local area, citizens were widely invited to take part in the Citizens' Nature Survey, observing 40 kinds of plants and animals found in Nishinomiya City. The results were compiled in a report, and released on the website (in Japanese).

<http://kusunoki.nishi.or.jp/homepage/kankyotop/kanhozen/>

The Citizens' Awareness Poll was conducted to gather opinions from various citizens, particularly those of elementary to high school students, on their awareness towards the environment of the city. The results of the poll served as the fundamental data for revising the municipal environmental policies.

■ Participation in "the Environmental Learning City Nishinomiya Partnership Program"

The LEAF corporate-liaison project and "Collection of Materials for Learning Rivers in Nishinomiya" (prepared under the financial assistance of the River Environment Foundation) have been certified as municipal partnership programs which encourage business corporations and other organizations to sponsor and conduct in environmental learning activities in partnership with the city government.

Practical Study Project on Cooperation between NPOs and School Education

Nishinomiya City is commissioned by the Ministry of Education, Culture, Sports, Science and Technology to carry out a project of practical study examining ways to develop cooperative initiatives between schools and NPOs which specialized in knowledge, expertise, and experience in the fields of education, seeking practical engagement from the board of education.

LEAF is participating in the project as one of the NPOs in coordination with the municipal environmental learning program.



Teachers' training sessions were organized at Yamaguchi Elementary School. The results of the sessions, "Walking Tour of Yamaguchi Community with Legacy Tellers" and "Bus Tour Exploring Lifetime of Bottles," blossomed in the second semester lessons at the school and were shared with children as a part of their Period of Integrated Learning.



"Arima River Watching" in collaboration with Yamaguchi PTA members took place, in which children learned about the connections among their local nature, fireflies they nurture in Arima river, and the importance of waste management. The practical lesson "Nishinomiya, a Story of Sake and Bottle" in collaboration with the corporate members was also carried out.

Public Lectures Promoting Environmental Protection

To promote awareness towards environmental protection, we regularly sponsor lecture meetings addressed to LEAF members, supporters, and the general public.

Theme: "Our Natural Environment in Nishinomiya"

Speaker: Mr. Hirobumi Kondo

(Director of Nishinomiya Environment Protection Association and the LEAF Board)



Research Projects on Community-based Education for a Sustainable Society

Since its establishment in Nishinomiya City, LEAF, together with citizens, governmental authorities and business enterprises, is continuing its effort to achieve a sustainable society through building community-based environmental learning systems.

Planning and Implementation of "Earth Watching Club (EWC)" Project in Nishinomiya

It has been 6 years since LEAF started introducing the municipally-funded environmental learning project "Earth Watching Club (EWC)" in Nishinomiya City. This project has taken its root among children, with the support by community members who encourage children to take independent "eco-actions" which will lead them to be engaged in voluntary environment protection activities on a daily basis.

■ Activities Featuring "Eco-Cards"

• Eco-Cards and Eco-Stamps for "Earth Rangers"

All elementary school children in Nishinomiya City (24,000 enrollment) receive Eco-Cards annually. When children take part in any environmental activities (**Eco-Actions**) in their communities, schools, and even at home, community members (1,500 Eco-Stamp holders) reward them with **Eco-Stamps**. All the children will be authorized as **Earth Rangers** when they collect 10 or more Eco-Stamps on Eco-Cards. An average of 2,000 children are authorized as Earth Rangers each year. Since 2001, "Earth Rangers" were born in all schools in the city (42 municipal and 1 private). Children making further Eco-Actions will be given Eco-Badges as proof of achievements.



Nishinomiya "Eco-Cards"

• Family Program

For grade 1-2 students, there is a chance for family members to directly support the Eco-Challenge by conducting similar Eco-Actions as a family. An average of 200 families are given recognition as "Earth Ranger Families" each year.

• Let your Eco-Messages be heard!

Grade 3-4 students can decide to set up the target Stamp numbers as a class, and the classes achieving the number of actions are given the right to make their own radio programs with their own **Eco-Messages**. The radio program is aired at a local FM radio station "Sakura FM." An average of 10 classes take part in this challenge each year.

• Realizing the economic impact of the Eco-Actions through the Eco-Trade Program

For grade 5-6 students, Eco-Cards act as perfect tools to understand the economic impact of their Eco-Actions on energy and natural conservation. Classes can decide to take part in the **Eco-Trade** program organized by Nishinomiya Junior Chamber. The Chamber who manages the Eco-Trade Fund trade their Eco-Actions made by the class with 5,000 yen. Classes will utilize the 5,000 yen to conduct further class activities which will contribute to the betterment of the community. An average of 25 classes take part in the program each year. The fund is supported by public donations.

■ Support for learning activities in schools and kindergartens

As a part of the municipally-funded EWC project, LEAF supports various environmental learning activities hosted by teachers and PTA members of K-9 schools: in 2003 we have supported 2 projects in 2 kindergartens, 75 projects in 22 elementary schools, 10 projects in 3 junior high schools.



Children learn about creature habitats at Koroen Beach and combing out rubbish at the beach.



PTA members lead the learning programs.

■ Organizing Teachers' Training



Teachers learn about school ground ecological habitats.

■ Junior Eco-Club Programs



LEAF provides "Eco-Trainings" designed for the Ministry of the Environment's national "Junior Eco-Club" members. Children in Nishinomiya take part in the training menu through the "EWC newsletter" issued periodically.

The theme of 2003 was "town." In its four sessions, children would learn about the community environment by looking at natural and ecological characteristics of their own town. Then they would be encouraged to think what we should do to build better towns in the future. Number of participants: 3478.

Training Seminar for "Legacy Tellers"

Knowing the local history and nature, learning about the wisdom of our forerunners, and grasping geographical conditions of our community allow us to think about the environment and safety of our lives.

"Legacy Tellers" Training Seminar was initiated as the Nishinomiya Safety & Ecology Guide project in 1999. The volunteer group, "Legacy Tellers Club," was born from the seminar participants during the three years. The group has been holding "Legacy Tellers' Seminar on Our Town" for local citizens.



In 2003, six "Legacy Tellers' Seminars on Our Town" were held: "Walk along Ancient Shorelines", "Re-discover Mountains in Nishinomiya", and "Re-discover Rivers in Nishinomiya." The seminar instructors also supported the learning activities at teachers' training sessions and the training seminar for activity leaders on nature-based experience.

Projects Promoting the Development of Experiential Activities in Nature

Projects Promoting the Development of Experiential Activities in Nature

LEAF develops programs to train community leaders to support children's voluntary environmental activities. The training course is based on the common national curriculum of CONE (Council for Outdoor and Nature Experiences.) We focus on training people who understand the basic knowledge and methods on activities in nature, and support activities for a small group in the community. Those who have finished the course support community-based environmental learning programs held by LEAF.

The training course is co-hosted by Hyogo Environmental Advancement Association, with the cooperation of the following community organizations:

Osaka Prefectural Foundation for Youth Activities, Kobe City Suma Aqualife Park, Satoyama Club Environmental Education Office for Traditional Japanese Landscape Use, Council for Outdoor and Nature Experiences, Nishinomiya Nature Conservation Society, Scout Association of Hyogo Prefecture, Wild Bird Society of Japan Hyogo Branch, Hyogo Prefectural Museum of Nature and Human Activities, Hyogo Prefectural Association for Nature Observation Instructors, Hyogo Recreation Association, Rokko Nature Club.



"Let's Play Around at Kabutoyama Mountain" Project

With financial assistance from the Children's Dream Fund, LEAF has conducted an environmental learning program for elementary school children on forests. The program has included a total of seven activities on the theme of "Getting to know the forests, preserve them, and play in them." The children learn about the necessity of tree trimming and the role of forests. The number of applicants for the program was more than double the planned capacity, which showed a high demand for these kinds of nature-oriented learning activities for children.

This project was made possible by cooperation of the following organizations: Hyogo District Forest Office, Hyogo Prefecture South-Hanshin Regional Administration Office, City of Nishinomiya, and Nishinomiya Board of Education.



In the final session, we made birdhouses and put them up on trees.



"Miyamizu Junior" Nature Observation Activities

Entrusted by Nishinomiya Board of Education, LEAF has carried out the hands-on activity programs, "Miyamizu Junior," based on observing the nature of the mountains, rivers and sea in Nishinomiya, targeting students from local elementary and junior high schools.



"You can play with these leaves, too. Let's make a bamboo leaf boat..."

Back-in-the-day Expedition "Let's Travel 50 Years in a Time Machine!"

Funded by the National Camping Association of Japan, LEAF has provided a program with an overnight trip for elementary school children. Taking into consideration that children have few opportunities to socialize with senior citizens, we have worked on a plan for children to learn about experiences and wisdom from seniors. Children have learned a lot about Mt. Kabutoyama of olden days, games, cooking, and a dish-spinning trick!



Operation and Management of Kabutoyama Nature House and Campsite

Under contract from Nishinomiya Board of Education, LEAF takes charge of operating the municipal Kabutoyama Nature House accommodation facility and Campsite to promote activities which utilizing the facilities and surrounding natural environment.

A Partnership of Citizens, Businesses and Governments in a Recycling-Oriented Society

Mr. Susumu FURUTACHI

Advisor, Research Institute for Culture, Energy and Life, Osaka Gas Co., Ltd.

The great changes of our times are quite amazing. Mass production, mass consumption and mass waste have created a new breakdown of roles that have made businesses responsible for production, citizens responsible for consumption, and governments responsible for cleaning up the waste. Up until now, businesses have always been considered the aggressors and citizens the victims—and there was no such thing as a partnership, or any other relationship, among them.

Nowadays, environmental issues can no longer distinguish between the aggressor and the victim. Pollution of rivers has overwhelmingly been influenced by drainage from households. Citizens have become the victims, as well as the assailants. Considering the big picture, it is time we did something to change things.

In a recycling-oriented society, citizens and municipalities must merge to develop separate collection systems for waste, so that waste items become resources rather than just being disposed of. The high level of waste separation in Germany is now quite well known. However, even beyond the importance of managing municipal systems lies the importance of greater citizen awareness. Cooperation must come from both sides: consumers, by not purchasing items which are difficult to recycle; and businesses by not selling them in the first place. In Japan, the new recycling laws have given birth to a cyclic system that circulates from the manufacturers of electronic products, etc. to the consumers, as well as from the consumers to the manufacturers.

The nature of cities is also changing. The generation that built cities by destroying forests and natural spaces in the name of development is over. Now a major point of focus for city development is how to create green spaces and biotopes within urban environments. Green areas do not have to decrease when tall buildings go up, but can actually be increased. Green spaces can be developed in new ways, below ground, on rooftops, on verandas, and on wall surfaces. The incineration plant developed by the artist Hundert Wasser in Maishima, Osaka, even gives fun with its unique design. Vienna's government housing blocks, which were also designed by him, are abundant in greenery and have become a tourist attraction for being nestled in a virtual forest.

We are continuing to build a new society that is oriented around recycling to bring about sustainably managed systems. Waste is not garbage—it is a resource. The concept that greenery can actually be increased when a building is erected is about changing preconceived attitudes.

The Corporate-Liaison Project at LEAF is like this too—a fresh concept and a contemporary experiment. There are now many businesses carrying out environmental learning programs, but skepticism regarding their PR methods still remains to be changed. In this project, numbers of businesses have banded together to consider environmental learning and execute programs. Furthermore, they are now cooperating with the city, schools and other governmental bodies; as well as other citizens, including children and their parents.

Environmental learning is being conducted through a partnership built among citizens, businesses and the local government for the benefit of the generation to come. It will foster the development of not only a healthy environment, but the sound minds of all people who take part. I believe the aims of this Corporate-Liaison Project are very much suited to a recycling-oriented society.

Environmental Learning Support Programs Development Project

This project provides opportunities for business corporations to become engaged in developing environmental learning programs for elementary and junior high school students. Corporations taking part in the project have formed 6 working groups depending on the themes set up for various activities: Clothing, Food, Housing, Energy, Eco-friendly Stationery, and Bottles.

An Advisory Committee of experts from business, governmental and academic sectors has also been set up to establish the project's basic policy and give guidance to participants.

Lessons were conducted for local school children by corporate participants.



Nurture citizens with the sense of engagement



Connect daily lives with learning

Children

Schools

Learning

Parents also took part in organizing the lessons.

Participants' opinions

About the contents of environmental learning programs

■ Current issues on the environment, education, and children...

- There is a general tendency to seek one, set answer to the environmental issues though the solutions may vary. The purpose of the lessons should not be to present the results, but to let them envision the process towards various solutions.
- Children nowadays do not have opportunities to cultivate their own imagination through the process of hands-on experiences.
- In Japan, adults lack opportunities to share their working experience with children, thus there is a shortage of occasions where adults let children know the value of working.
- We need to secure places and occasions where children can fully extend their potential.

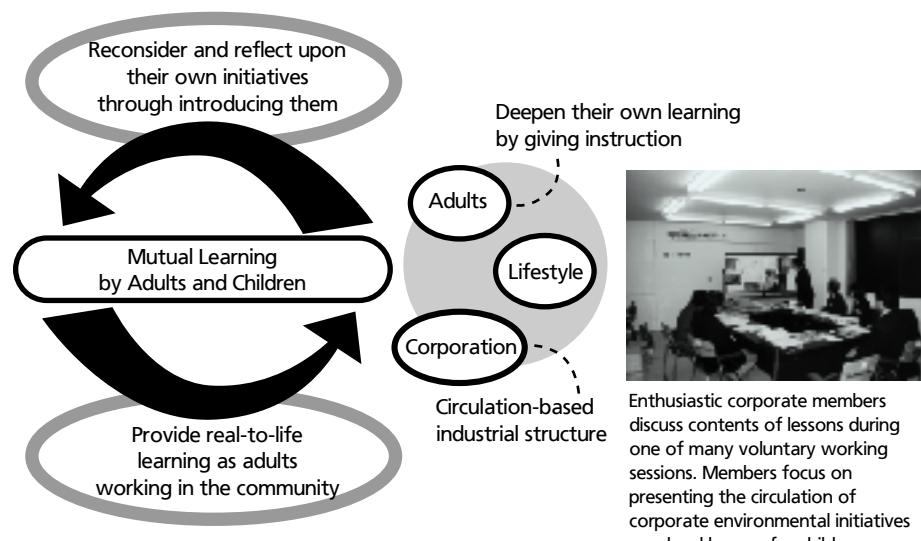
■ On planning the environmental learning support programs

- We need to participate in the project with the aim to nurture community citizens of the next generation.
- Lessons should be organized in a way that children will discover their own motivation to "think."
- Lessons should not end up displaying the showcase of bad examples, but we should rather focus on our progressive initiatives and encourage children to have hope to engage in their own future.
- Lessons should lead children as well as adults to a mutual understanding.



Project Objectives

- Develop environmental learning support programs in partnership among various corporations, NPOs and educators so that learners can recognize the roles of business corporations and consumers in the circulation cycle.
- Corporate participants provide programs for the lessons conducted during the course of the Period of Integrated Learning at elementary and junior high schools. The lessons are expected to help learners focus on the variety of social values and lifestyles towards sustainability, and to foster the sense of responsibility and commitment as human beings.
- Corporate members learn about their own environmental and other social contribution activities conducted as corporation initiatives, which is a part of the circulation cycle. By introducing the initiatives to children, corporate members as well as educators and parents learn with children their roles towards building a sustainable society.



About the social merit and further development of the project

■ From the Advisory Committee

- The partnership which has been realized for this project among multiple business corporations, schools and government agencies, is itself the circulation-based organizational collaboration.
- One of the features of the project is that adults and corporations in the community work in partnership for the support of learning activities.
- In order to continue organizing similar initiatives, it is necessary to seek clear objectives within the corporations participating in the project.
- Coordination of the NPO is indispensable for organizing this project based on collaborations.

■ From participating corporate members, educators, and parents

- I became very aware of my own learning experience after taking part in this project. Evaluating the outcomes of this project is necessary for further development.
- I gave instruction on energy, and in return I received tremendous amount of "energy" from the children. I realized that conveying messages is not always easy, but I figured at least our lessons gave children some reasons to reflect upon their own lifestyles.
- By taking part in the project as a parent this time, I realized that community support in environmental learning activities requires the existence of community business. The lessons provided our children precious opportunities for them to think about their own future by themselves.
- As a school teacher, I think one element of the success is the mutual trust among us, the NPO and corporate members in organizing the lessons.

Expectations for Businesses as Local Educationists

Mr. Tetsuji SUEMATSU

Kansai Office Representative, Japan Business Federation

Japan Business Federation believes that corporations exist not only as economic entities designed to pursue profits through fair competition, but also as social entities which must make a contribution to society at large.

In 1991, Japan Business Federation established the Charter of Corporate Behavior with the basic aim of gaining the trust and confidence of the public. The fifth Charter principle states that "as 'good corporate citizens,' members should actively engage in philanthropic and other activities of social benefit." More importantly, Japan Business Federation provides backing for the 1% (One-Percent) Club, which is a support program that allows individual or company members to take part in programs that make social contributions. The 1% (One-Percent) Club solicits members willing to donate more than 1% of their recurring profit for social causes each year.

Providing a variety of information on NPO activities to its members is something the Club puts emphasis on. This is because NPOs work at the root level to understand and expose the problems facing our societies, including areas that involve our lifestyle and safety, education systems, and the environment, as well as being sensitive to a variety of less recognized hidden needs and those issues that arise due to specific regional characteristics. They are the key to finding solutions to our social dilemmas.

On the other hand, in this era of Globalization with the rapid development of Information Technology, Japanese companies need to be ever more creative and original in order to compete, rather than relying upon old fashioned mass production methods. As is symbolized in the term "Kaisha-Ningen" (company man), Japanese companies have forced their employees to work overtime and sacrifice the time spent with their families and participation in their local communities. There has been a tendency to suppress creativity and uniqueness among individuals for the sake of keeping harmony within the organization.

However, building a society where each individual can maintain a flexible, open-minded, and well-balanced relationship with work, family and the local society, can be a benefit not only to individuals themselves, but to companies as well as they endeavor to make positive contributions to the community.

We feel that companies can really map out great plans for positive actions through the development of company personnel that are sensitive to the community and the problems facing society, companies that are full of creativity and able to pioneer original products and services.

The experiences of working on environmental learning activities at the elementary school level has most certainly left a deep impression on those people, coming from 30 different types of companies, who worked to develop and conduct the Environmental Learning Support Program while networking together with Learning and Ecological Activities Foundation for Children. I hope that by sharing our experiences, the network of such kinds of activities can be expanded outward from Nishinomiya throughout the entire country.

Sharing Information on the Environmental Activities between Corporations and Citizens

Mr. Yoshio IRUMAGAWA

General Manager, Executive, Matsushita Electric Industrial Co., Ltd.

In the process of carrying out their manufacturing, sales, and service activities, businesses consume global resources and energy. Carbon dioxide and other gases are emitted when their grl □ .

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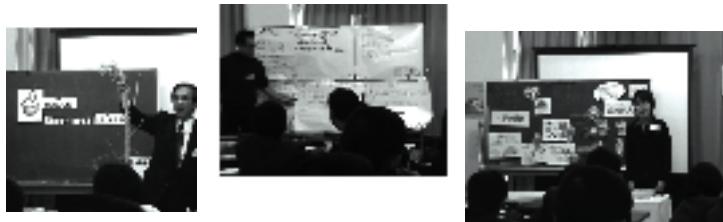
Food

Program Objectives:

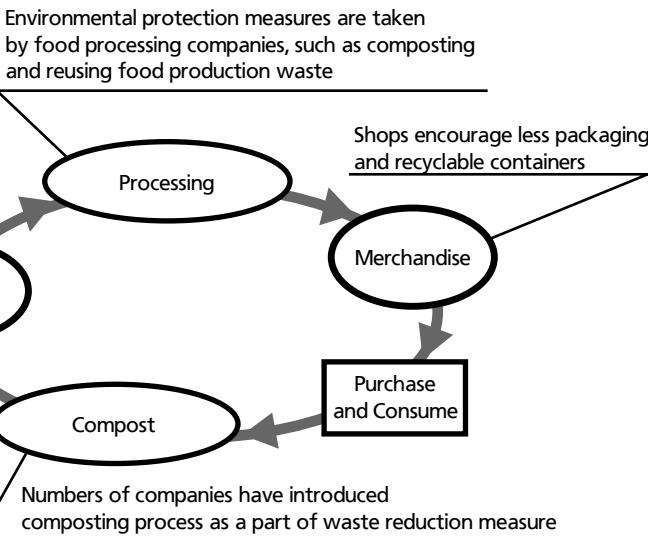
- Learn that food and our lives are directly connected (food connection is the life connection, with respect for various lives);
- Encourage an understanding towards those who strive to produce safe and healthy food;
- Realize the role of consumers in food circulation.

Program Contents

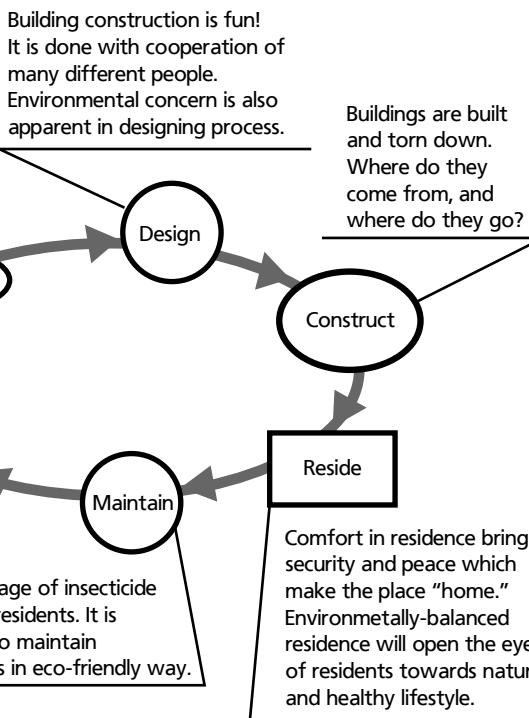
We consume various kinds of food on a daily basis, but rarely recognize how and by whom the food served in front of you are produced and processed. This lesson will give students an opportunity to learn about the passion and efforts of food producers.



Healthy environment for healthy food;
Farmers and agricultural technicians develop eco-friendly farming



Consider the difference between current and ancient housing material; can a residence recycle?



Green Purchase: The First Step towards Environmental Actions

Mr. Hiroyuki SATO

Secretary General, Green Purchasing Network

We all shop in one way or another every day. We don't shop only at supermarkets and convenience stores, but also make purchases through the use of buses, trains, and other modes of transportation, cleaning and financial services. Businesses and governmental institutions are also making huge purchases for their official purposes. Green Purchasing is when we consider the environment as we make purchases so that we are buying goods and services which create less of an impact on the environment.

Our Green Purchasing can work in a big way to change society. If more and more consumers and organizations take part in Green Purchasing, businesses will have to do more for the environment and put more energy into developing eco-friendly products. This will reduce the environmental impact that comes with economic activity and bring us closer to sustainable societies. Consumer spending can make businesses react, and can be an important force for social changes. We can actually say that Green Purchasing is the first step towards environmental actions because it encourages us to rethink our own daily habits.

Another invaluable lesson to be learned from Green Purchasing is "Understanding the life cycle of goods." In old times, most of the things we used were produced close to us, and were circulated within the same area. However, due to mass production technologies and the development of distribution, it has become difficult to actually see the production process and where things go after use. When some environmental problem arises, we have come to believe that it's possible to simply say, "I've got nothing to do with that." It is therefore necessary to make an effort to get more people to understand how they are connected to the "life cycle of a product" from its production to its disposal, and how this gives birth to environmental problems. Considering the environment through material goods, we can think about our relationship to objects, and if we become aware of who we are as consumers, our habits for spending, using and discarding of any object will certainly change. If this sort of awareness and action takes place among us from childhood, it is only natural that we will have a lot more Green Consumers in the future.

Within this backdrop, the Support Program for the Development of Environmental Learning in Nishinomiya carries deep significance. It is wonderful that these people from different sorts of companies, who know about the actual production and recycling process, can participate in the development of the program and talk to students in their own words and based on their own experiences. We believe this is a precious experience both for students and the company participants.

Considering that the Green Purchasing Network currently has over 2,200 company members, we can say that there are businesses all around Japan which are fervently taking up environmental practices. Based on the terrific example set by the city of Nishinomiya, I'm expecting the program to spread among businesses, governments, schools, and citizens in areas across the country.

Exchange Projects for Environmental Activities by Children Around the World

International Children's Information Network Project on the Environmental Activities

Numbers of environmental activities have been organized by children throughout the world with support from adult educators and community practitioners. This project aims to provide a platform of information sharing by introducing "Chikyu Kids Environmental Network" website, where children and their adult supporters from around the world can access and post information on their activities.

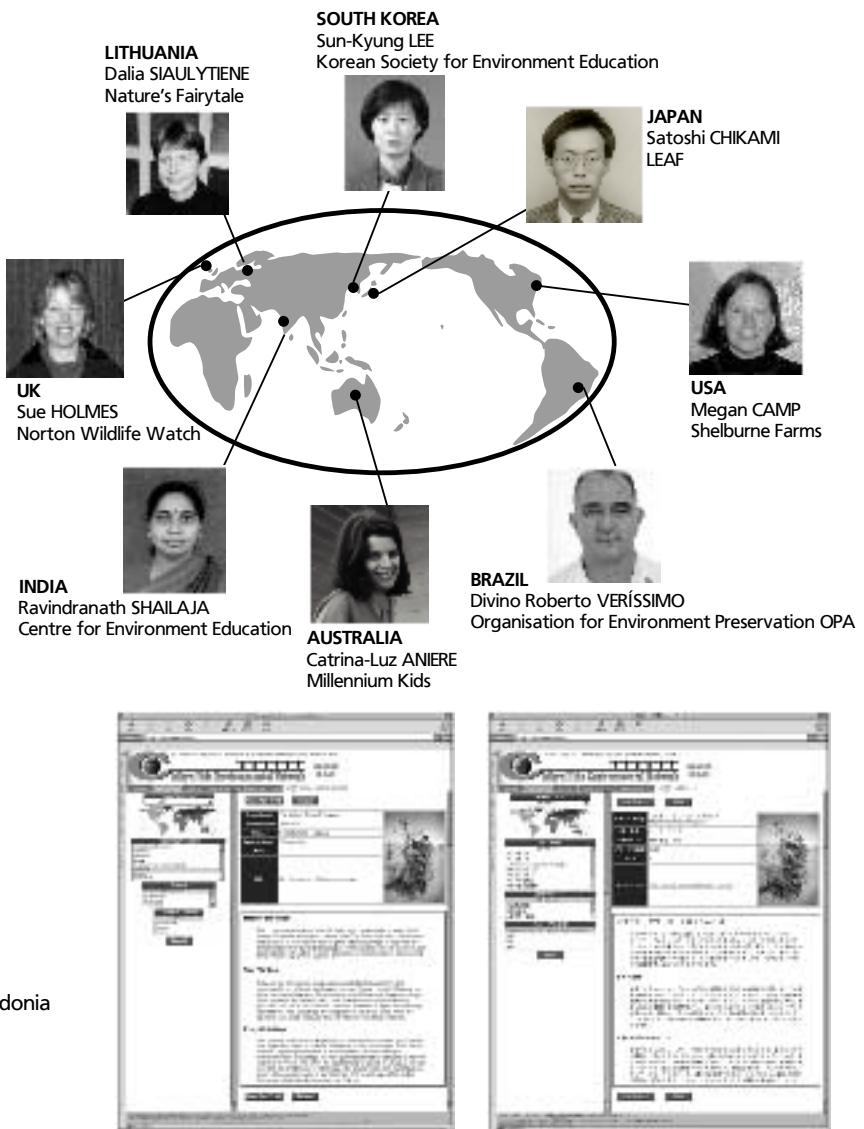
Chikyu Kids Environmental Network (CKEN) website is managed by Forum for CKEN, which consist of representatives from 8 different countries with advice from United Nations Environment Programme (UNEP) Children and Youth Programme.

www.chikyu-kids.net

The website is expected to function as the showcase of various environmental activities conducted by children throughout the world. As of April 2003, 81 groups from 60 countries are listed with information on their environmental activities.

Countries listed on CKEN website as of April 2003

Afghanistan	Lebanon
Australia	Lithuania
Azerbaijan	Madagascar
Bangladesh	Malaysia
Belarus	Mexico
Brazil	Namibia
Bulgaria	Nepal
Burundi	Netherlands
Cameroon	Pakistan
Canada	Paraguay
China	Philippines
Cyprus	Poland
Czech Republic	Qatar
Ecuador	Republic of Korea
Ethiopia	Romania
Fiji	Russian Federation
Finland	Samoa
France	Singapore
Germany	Slovenia
Ghana	South Africa
Greece	Sweden
Hong Kong	Tajikistan
Hungary	Thailand
India	The former Yugoslav Republic of Macedonia
Indonesia	Turkey
Iran	Ukraine
Japan	United Kingdom
Kazakhstan	United States of America
Kenya	Vanuatu
Kiribati	Viet Nam

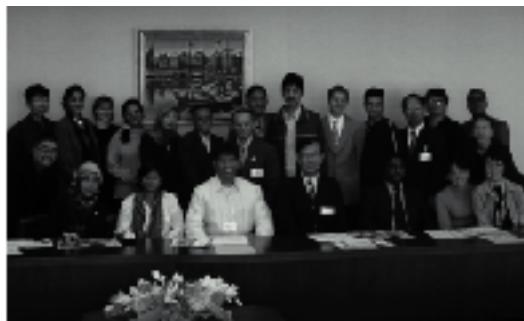


All the information posted for the website is translated and displayed in English and Japanese

Promoting International Cooperation Activities



In collaboration with the Global Environment Information Center, Tokyo and the City of Nishinomiya, LEAF organized a workshop "Connecting Community Leaders towards Sustainable Society." Guest speakers included Mayor Peter Clavelle of the City of Burlington, Vermont, USA, introducing the community participation initiative "Burlington Legacy Project" for achieving sustainable future.



LEAF in partnership with Nishinomiya City hosted a one-day session during the training program, "Environmental Education to Develop Management Systems for the Local Environment," co-organized by United Nations Environment Program International Environment Technology Centre (UNEP IETC) and Asia Pacific Cultural Centre for UNESCO (ACCU). 17 Mayors and environmental officers from cities of Asia-Pacific region visited Nishinomiya to learn about Nishinomiya's community approach to promoting environmental learning.

Information Magazine on Supporting Environmental Activities

LEAF publishes an information magazine introducing examples of outstanding community-based environmental learning activities and other related information from Japan and Overseas. The magazine is widely shared by LEAF members and other supporters of community-based environmental learning initiatives in Japan.



Information Magazine "LEAF"

Developing and Providing Environmental Learning Activities

■ Environmental Learning Programs for the national Junior Eco-Club organized by the Ministry of the Environment

More than 7,000 Junior Eco-Clubs are widely organized by community leaders throughout Japan. LEAF develops and provide the following environmental learning programs for the national Junior Eco-Clubs.

• Junior Eco-Club Membership Booklet

Membership Booklets are distributed to all the JEC kids and their adult supporters. The booklets provide the annual activity theme and related information to encourage voluntary environmental activities by JEC kids. The booklet is renewed every year.

• Junior Eco-Club Ecological Trainings

Junior Eco-Club Ecological Trainings give JEC kids opportunities to reflect on their own lifestyles and encourage ecological ways of thinking. The training materials are now available on a CD-ROM format for further promotion of program contents among schools and community groups.



Junior Eco-Club Membership Booklet

■ Monthly "Eco-Quiz" at Nishinomiya Community Centers

LEAF provides monthly "Eco-Quiz" for Nishinomiya Community Centers for small children. "Eco-Quiz" is displayed at all the municipal community centers and focuses on community history and environment.



Kirin's environmental programs



Co-op Kobe "Friends of the Earth Book"

■ Collaboration with Business Corporations

LEAF develops annual "Ecojiro Ecological Poem" contest sponsored by Kirin Brewery Co., Ltd. The contest is organized as a part of the Junior Eco-Club Partnership Programs, and numbers of children from all over Japan participate every year. "Kirin Collabo-club Note" is also developed by LEAF for Kirin to encourage community-based voluntary environmental activities among company employees. Co-op Kobe's "Friends of the Earth Book" is developed by LEAF for Co-op members as an interactive tool to learn about Co-op's environmental initiatives.

Major Accomplishments

1998—present

Developing and implementing municipal environmental learning programs introducing the "Eco-Cards" and "Eco-Stamps" in collaboration with the City of Nishinomiya.

1998—present

Developing and providing the Japanese Ministry of the Environment's "Junior Eco-Clubs" Membership Booklets and related activity materials.

1999—2001

Participating in the planning and organization of the Japanese Ministry of the Environment's "Junior Eco-Club Asia-Pacific Conference," as well as coordinating the publication of information bulletins introducing environmental activities by children from the Asia-Pacific region.

2002

The 5th Green Purchasing Award (Civic Group Category) for continuous community approach in promoting eco-friendly merchandise through environmental learning support activities.

2003

Contributing to the declaration of the City of Nishinomiya as an "Environmental Learning City."

2004

Japan Productivity Center for Socio-Economic Development "Environment Grand Prix 2004 for local municipalities" awarded to the City of Nishinomiya and LEAF for the outstanding achievements in promoting community-based environmental activities.

List of LEAF Executives

LEAF executives from diverse fields bring valuable expertise to partnership-based operations.

Honorary President

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Learning and Ecological Activities Foundation for Children (LEAF)

3-40 Egami-cho, Nishinomiya City, 662-0855 Hyogo JAPAN

Telephone: +81-798-35-3804 • Facsimile: +81-798-35-4208 • email: kodomo@leaf.or.jp • URL: <http://leaf.or.jp>

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