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**UNITED NATIONS  
UNIVERSITY**

Office of Communications  
53-70, Jingumae 5-chome  
Shibuya-ku, Tokyo 150-8925  
Japan

Tel.: +81-3-3499-2811  
Fax: +81-3-3499-2828  
E-mail: [media@unu.edu](mailto:media@unu.edu)  
Website: <http://www.unu.edu/>

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## 8th Kids' ISO 14000 Programme Award Ceremony at UNU Headquarters on 17 January

**Date/Time:** Saturday, 17 January 2009 (from 10:30 AM)  
**Venue:** U Thant International Conference Hall, 3<sup>rd</sup> floor, UNU Headquarters, Tokyo  
**Organizer:** ArTech  
**Co-organizers:** United Nations University (UNU) and United Nations Environment Programme (UNEP)  
**Supported by:** International Organization for Standardization (ISO); United Nations Decade of Education for Sustainable Development (DESD); Japan Ministry of Education, Culture, Sports, Science and Technology (MEXT); Japan Ministry of the Environment (MOE); Japan Ministry of Economy, Trade and Industry (METI); Tokyo Metropolitan Government; Saitama Prefecture; Japan Electric Association (JEA)  
**Aided by:** The Japan Foundation Center for Global Partnership; Toyota USA Foundation  
**Sponsored by:** Agilent Technologies Japan, Ltd.; Aioi Insurance Co., Ltd.; Casio Computer Co., Ltd.; Casio America Inc.; Federation of Electric Power Companies of Japan; Fuji Xerox, Co., Ltd.; Gakken Co., Ltd.; Hewlett-Packard Japan, Ltd.; Maeda Road Construction Co., Ltd.; Mitsui O.S.K Lines, Ltd.; Mizuho Financial Group, Inc.; Nippon Cultural Broadcasting Inc.; Nomura Holdings, Inc.; Quality Assurance Institute; Seiko Epson Corp.; Sony Corp.; Taiyo Life Insurance Co.; Tokyo Electric Power Co. Inc.  
**In cooperation with:** Dai Nippon Printing Co., Ltd.; The Energy Conservation Center, Japan (ECCJ); JAL Foundation; Japan Quality Assurance Organization; Kajimaro Co., Ltd.; Nikkei Eco-Products; Nomura Research Institute, Ltd.; The Seiyu Co., Ltd.; TEC Engineering Corp.

- The Kids' ISO 14000 Programme is an international programme for environmental education of children. UNU — the first UN organization to receive ISO14000 certification — has been supporting and promoting this programme since 2000.
- The Kids' ISO 14000 Programme seeks to: (a) stimulate environmental awareness among children and their families, (b) encourage children to practice environmental conservation based on a "Plan-Do-Check-Act" cycle, and (c) assist children to form regional and international networks for working together to improve environmental conditions.
- The programme, developed and started in Japan with 500 children by NGO/NPO ArTech, has grown to include 210,000 participating children with their family members. As of 2008, it has helped to reduce household CO<sub>2</sub> emissions by more than 70,000 tons.
- In Japan, several prefectural governments (including Tokyo, Hokkaido, Mie and Nagano) have adopted the Kids' ISO 14000 Programme as their policies to stimulate environmental awareness and reduce local CO<sub>2</sub> emissions. More than 50 companies support the programme as part of their "Corporate Social Responsibility" activities.
- The Kids' ISO 14000 Programme is expanding worldwide through the support of UNU, UNEP, UNESCO and ISO. It has been implemented in about 30 schools in Kuwait. The Kuwait Ministry of Education has created a new curriculum, called "life skill and environment", in which Kids' ISO 14000 is a central part; all students in middle school will participate. The programme also is implemented in public schools in New York City (with the support of the Japan Foundation, Casio Inc. and others). The American School in Japan (Chofu, Tokyo) also participates in the Kids' ISO14000 Programme.
- The Kids' ISO14000 Programme has become one of the programmes of the UN Decade of Education for Sustainable Development.
- For more information, see <http://www.artech.or.jp/english/kids/envedu/index.html> (English)
- The International Committee of ArTech annually awards achievement certificates to children who successfully complete the programme. In 2008, more than 840 children qualified for Primary Level Certificates. UNU Rector Konrad Osterwalder will present certificates to those attending the ceremony. The awards ceremony will be webcast live (and archived) at <http://c3.unu.edu/unuvideo/index.cfm?fuseaction=event.home&EventID=227>.

Media representatives are cordially invited to attend. Please contact Naoko Yano, UNU Office of Communications (tel: 03-5467-1311; e-mail: [media@unu.edu](mailto:media@unu.edu)) to reserve your space.

**MEDIA ADVISORY**