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## Logo & Catchphrase

To build the momentum for hosting the UNESCO World Conference on Education for Sustainable Development (ESD) in Aichi Prefecture in November 2014, the Aichi-Nagoya Committee for UNESCO World Conference on ESD determined the catchphrase and logo to familiarize citizens with ESD and help them easily understand the concept of ESD.

### Logo



### “ESD Flower That Connects, Grows and Blooms”

This logo design is based on the concept that ESD serves as a catalyst for connecting education concerning the environment, development, human rights and various other social challenges with the thought and activities of individual local residents. This concept is expressed with a single line patterned on the “E” of Education. In addition, the four petals, embedded with the letters E, S and D, represent the ESD steps: notice, know, act and expand.

### ESD Catchphrase

From among 770 applications nationwide, this work by Noriko Kawamura (Toyota City) was awarded first prize. This catchphrase expresses the idea that it is I who should create a sustainable society toward the future, and it is ESD that nurtures me.

### “ESD, creating me that will create the future”

Ms. Noriko Kawamura (elementary school teacher in Toyota City)  
 Explanation: Each individual is responsible for creating a sustainable society.

Aichi-Nagoya Committee for UNESCO World Conference on  
ESD

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