

“Promise of 1.5°C” Media Collaboration & Environmental education using Anime

The “Promise of 1.5°C” campaign involves 169 Japanese media organizations that have joined the UN SDG Media Compact. Among them, Japan's public broadcaster NHK and five commercial broadcasters are collaborating to develop programs and social media content. Additionally, NHK Enterprises has produced educational video materials using anime to teach about climate change. These initiatives will be shared globally.

■ Speaker: Kyoko GENDATSU Executive Producer at NHK Enterprises



How can we limit the global average temperature rise to 1.5°C since the Industrial Revolution? The “Promise of 1.5°C” campaign, where six broadcasters collaborate across organizational boundaries to strongly urge viewers to take climate action. How was this unprecedented collaboration achieved?

Ms. Kyoko Gendatsu, who has been involved since its launch four years ago and serves as both the secretariat and program production lead, reports.



Furthermore, we will report on “FUTURE KID TAKARA,” a new Educational Video Materials for climate change using animation, which is also participating in this campaign. We will report on the objectives of this anime, produced by NHK Enterprises with special sponsorship from the AEON Environmental Foundation and sponsorship from the Japan Professional Football League, and practical examples of its use in actual educational settings.

At the SDGs Pavilion, four episodes and the theme song will be screened from the full 11-episode series. We will also introduce how the globally renowned animation studio STUDIO 4°C handled the animation production, featuring elements designed to capture children's hearts, such as collaborations with soccer players. We will also report the creation process, which included scientific and educational supervision by experts. We aim to share these insights with the world.