

# Save the Earth with Indoor Shoes!

Make the shoes needed by people and the environment



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## 【Motivation】

- ① Indoor shoes of our school are easy to get dirty.
  - ② It is troublesome to take them home to wash.
  - ③ The environmental problem of plastic garbage is becoming serious.
- We want to make a better type of indoor shoes.

## 【Purpose】

- ① To prevent indoor shoes from being dirtied.
- ② To contribute to the improvement of environmental problem
- ③ To raise awareness about environmental problems.

## 【Contents of a product, service】

- Coat the shoes in plastic derived from recycled plastic waste.
- It shows less dirt and can be cleaned just by wiping.
- Create an easily-washable shoe with a cup insole that covers the entire foot
- Extend the period of use. (one year→one year and a half)
- Collect used indoor shoes and reuse them.

## 【Why is it necessary to reduce plastic garbage?】

“Plastic is spreading as garbage all over the world. We human beings are creating plastic, so we can not leave it alone.”

The sea around Japan contains around 27 times more microplastics than the world’s average.

### Reasons for recycling

- ① To reduce garbage  
Garbage can be reduced if it is burned but burnt residue must be buried somewhere. In the case of plastic, it becomes a problem when it can not be collected properly.
- ② To avoid wasting the earth’s resources.  
Plastic is made from petroleum and natural gas.

Recycling garbage is the key to cleaning the dirty earth.

Excerpted from “Plastic from the stomach of a Whale.” Junposha, and translated by Nina Koyama, and Hikari Kano.

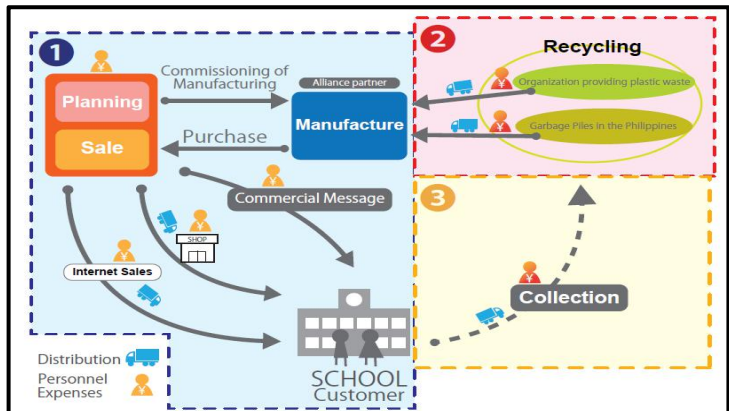


## 【Income and expenditure plan】

	1 year later	10 years later	Method of Calculation	
Amount of Sales	3 million yen	30 million yen	【First year plan】 (Amount of Sales) • Expect sales to 1,000 elementary , junior high and high school students in Meiji Gakuen in the first year. $3000 \text{ yen} / (\text{personnel cost} + \text{material cost} + \text{factory profit} + \text{dealer profit}) \times 1000 \text{ people} = 3 \text{ million yen}$	
Cost of Sales(Purchase amount)	2 million yen	20 million yen		
Expense	Labor Costs	0 yen	40 million yen	(Cost) • Material cost 750 yen , Labor cost 250 yen , factory profit 1000 yen. $(750 \text{ yen} + 250 \text{ yen} + 1000 \text{ yen}) \times 1000 \text{ yen} = 2 \text{ million yen}$  (Labor costs) • Initially run only by students volunteers (Operated by 8 employees in 10 years)
	Rent	120,000 yen	3.6 million yen	
	Advertising Expenses	0 yen	15 million yen	
	Other	80,000 yen	1.4 million yen	
	Total	200,000 yen	60 million yen	
Profit	800,000 yen	40 million yen	【10 year plan】 We aim to sell 100,000 pairs and expand sales throughout Kitakyusyu city in 3 years, throughout Fukuoka prefecture in 5 years, and elementary, junior high and high school students nationwide in 10 years.	

## 【View】

- ① First year plan  
We ask for cooperation from suppliers who collect plastic waste in Kitakyusyu City and expect to sell our indoor shoes to all students in Meiji Gakuen.
- ② 10 year plan  
• Establish a system to recycle plastic garbage from garbage mountains around the world.  
• Expand sales of the shoes in all areas of Kitakyusyu and Fukuoka prefecture, and spread sales to the whole country.
- ③ Final goal  
• Arrange a system that allows plastics that are no longer needed to be collected and reused without being discarded.



## 【The future activity】

In cooperation with Moonstar Inc., we will create a new indoor shoe that improves upon the first trial product. Because the indoor shoes require more improvements before they can be commercialized, we want to continue work on them. We also proceed with research on plastic garbage and conduct experiments about life without plastic.