



Raising Consumers' Awareness of Plastic Issues through Ethical Education in Ichikikushikino City

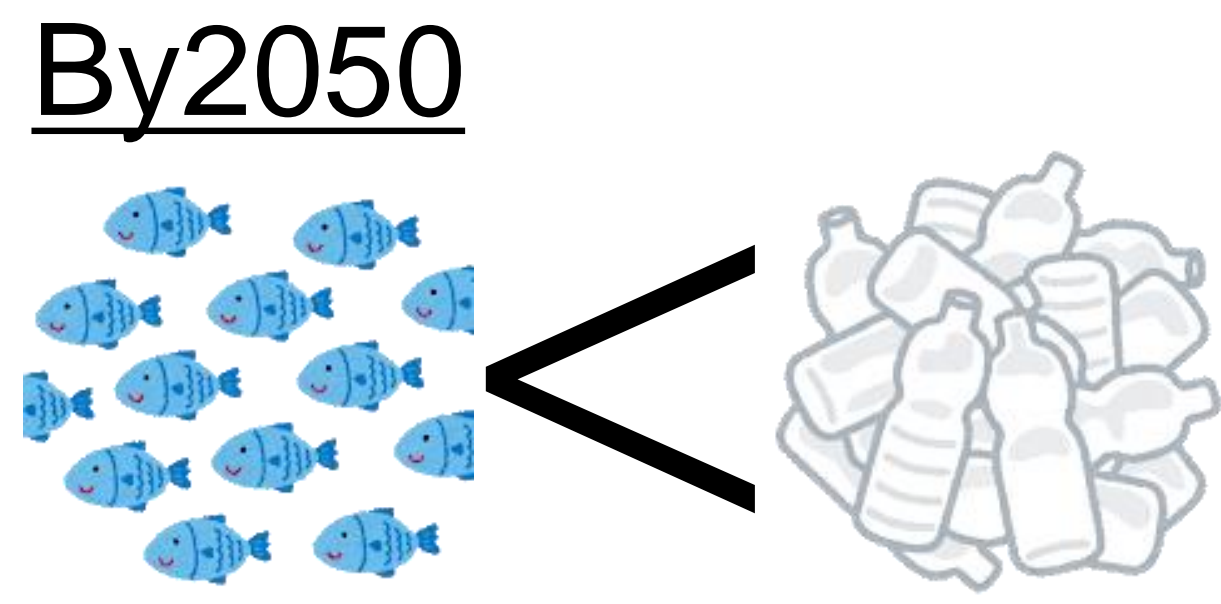
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Abstract : It is estimated that over 150 million tons of plastic exists in the ocean. Japan has the second highest plastic disposal per capita in the world. It is important to consume plastic ethically in order to change our lifestyles. Through consumer education, their awareness can be improved.

【Background】

Current situation

150million tons
About **8million** tons /year



Problems

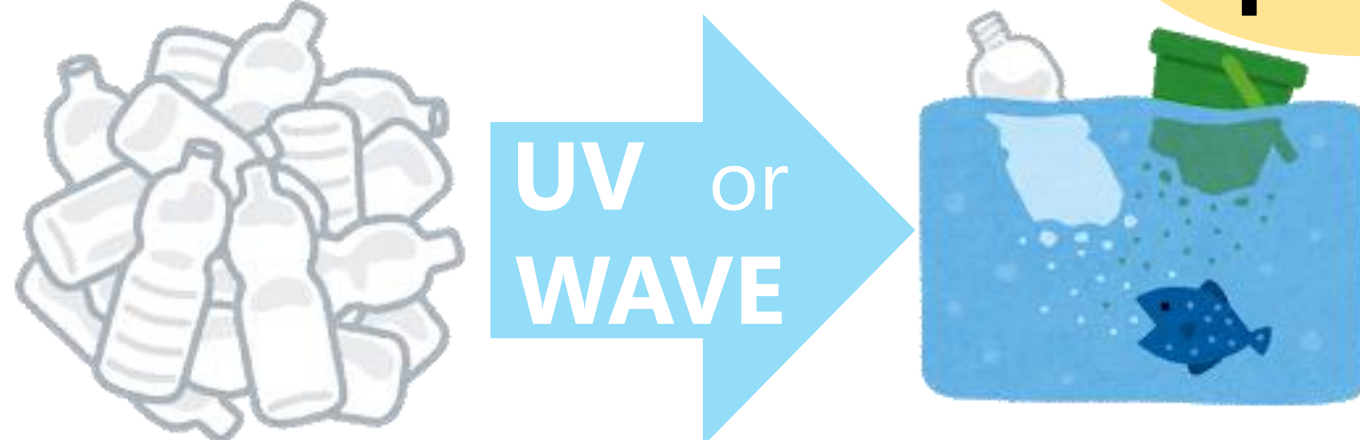


Marine pollution



Ecosystem destruction

Plastic never decomposes. **Micro plastic**



Plastic packaging waste generation(per capita)

No.1	USA
No.2	Japan

SDGs



【Research Question】

Is it possible to change consumers' awareness ethically through consumer education in Ichikikushikino city?

【Method】

Basic research

Questionnaires

- (1)How much do you know about the problem of plastic pollution?
- (2)Are you aware of the plastic reduction in your daily life?

Field survey

Classify the garbage into several types in 4 shores.

Interviews

Kushikino environment center, Kagoshima environmental bureau.

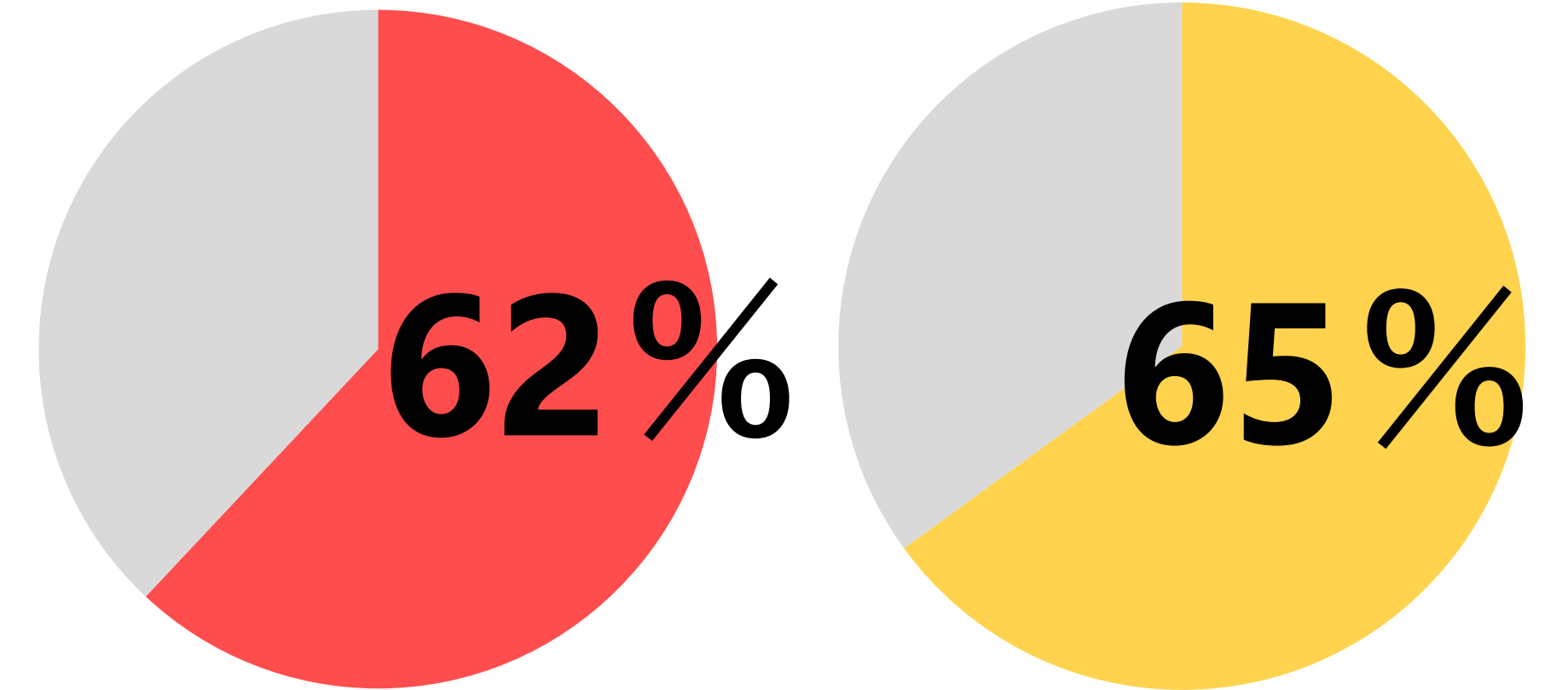
Applied research

Class experiment

Give a class to students and compare the questionnaires before and after the class.

Questionnaires

When 22~26August
 Who 300 consumers in Ichikikushikino city
 Age 10's ~70
 Purpose Survey peoples' awareness about plastic use

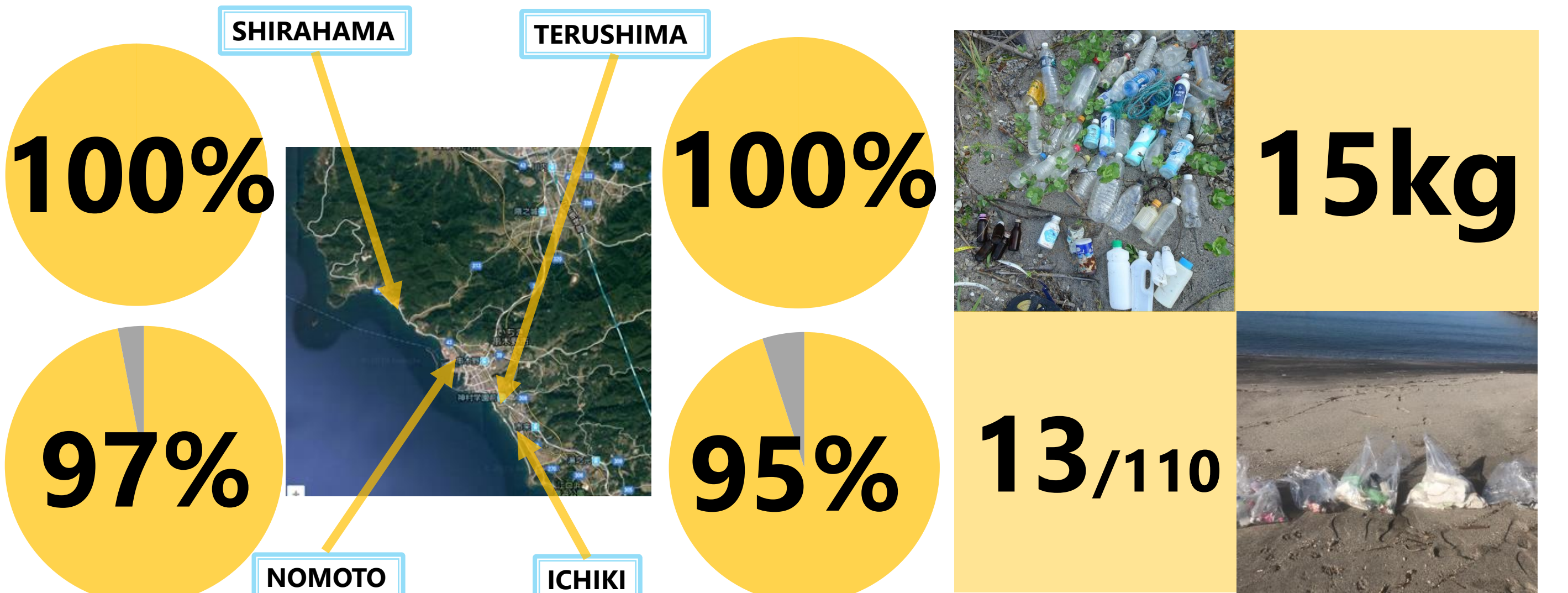
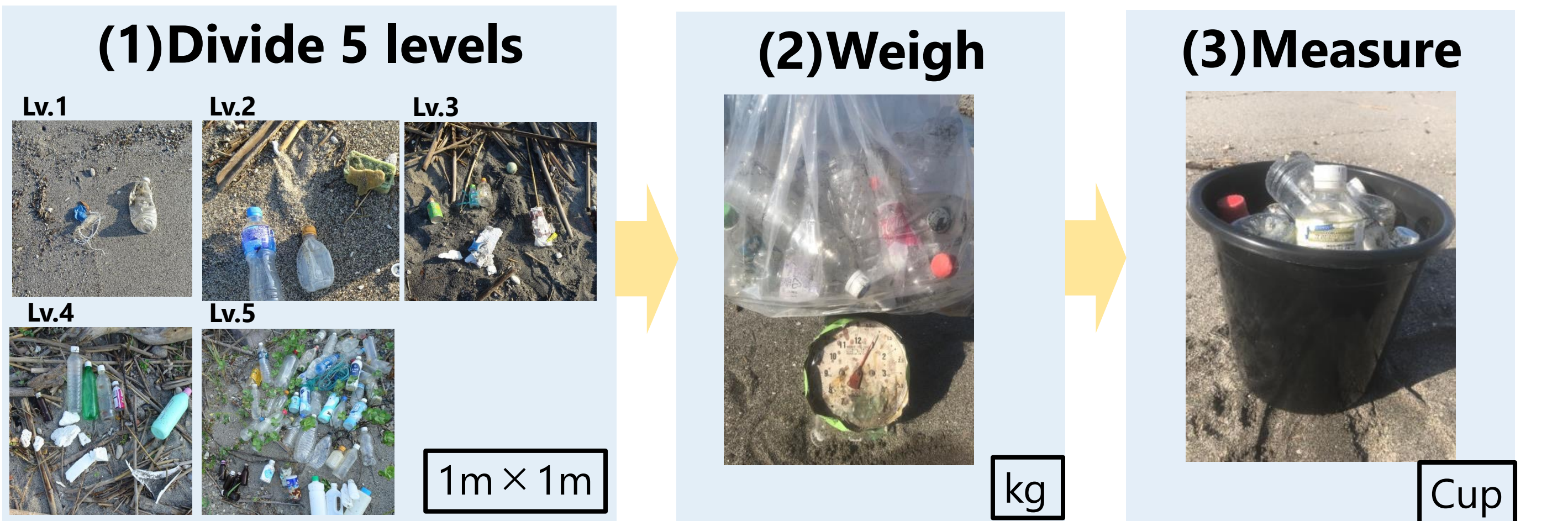


- I do not know at all or not so much.
- I am unconsciously, or not so much.

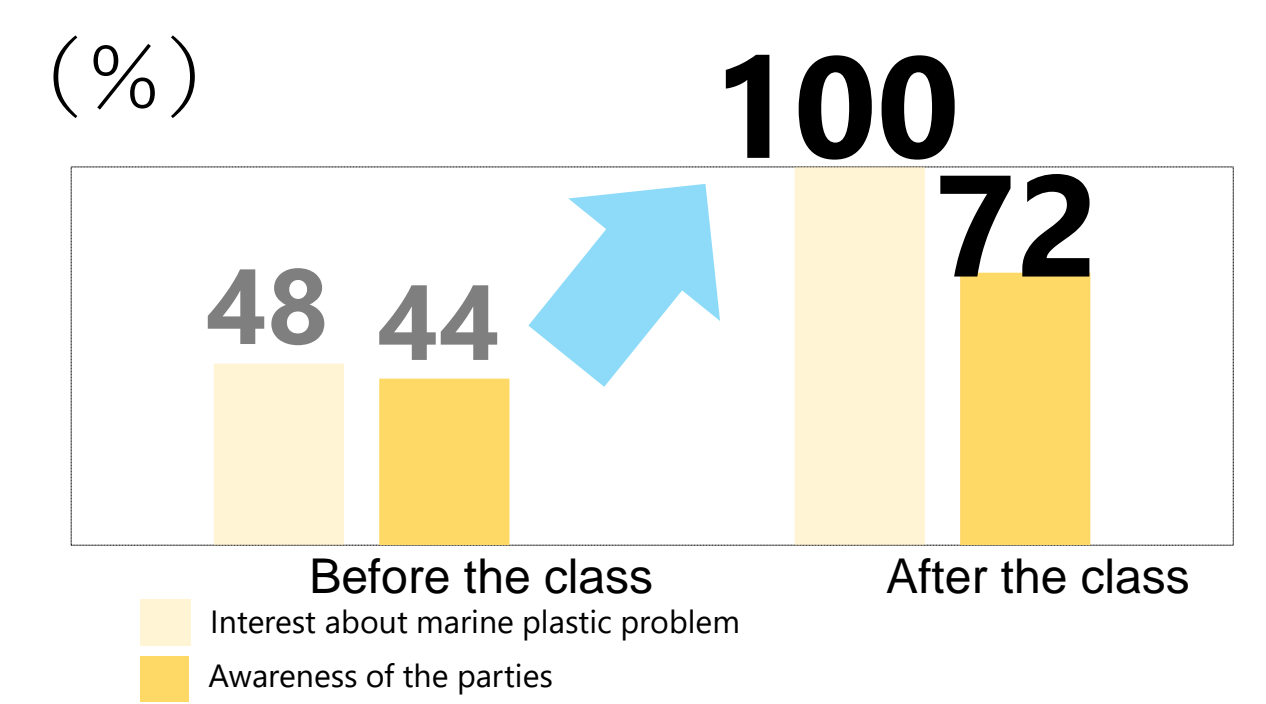
How much do you know about the problem of plastic pollution?

Are you aware of the plastic reduction in your daily life?

Field survey

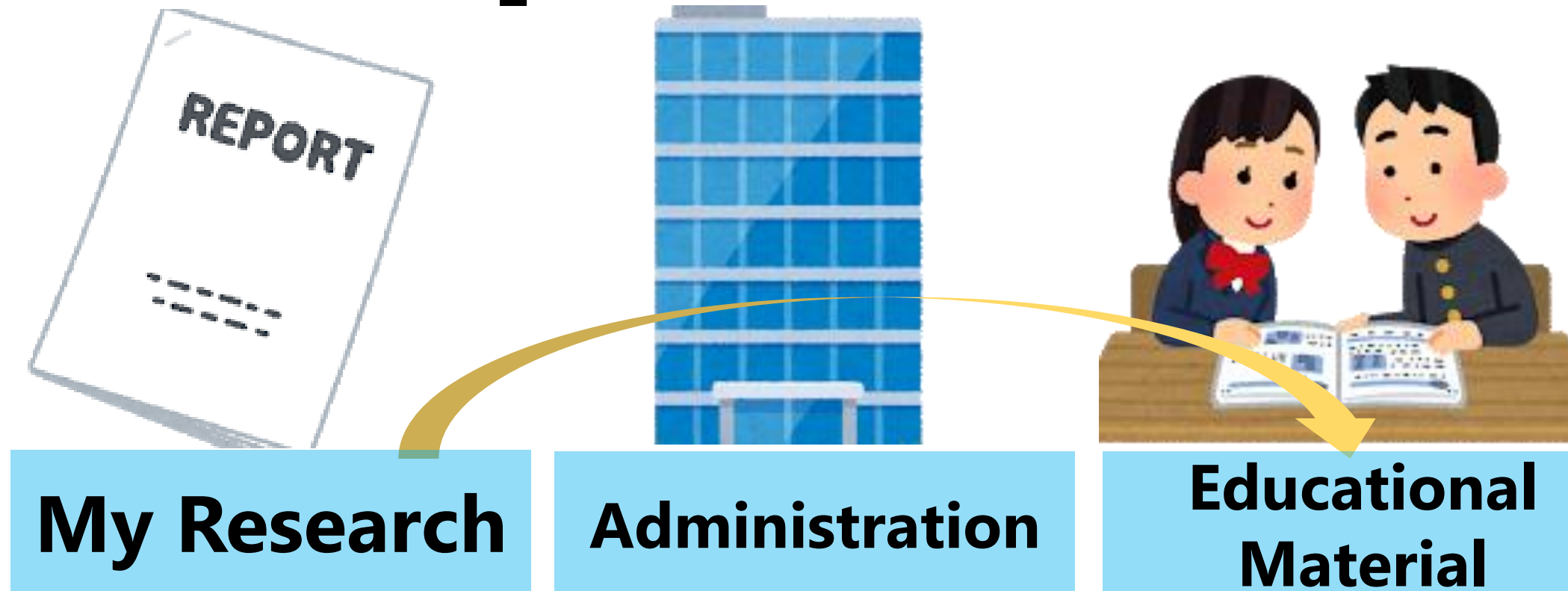


Class experiment



	Reject plastic bags	Bring their own bottles	Reject plastic straws	Buy refillable goods	Separate plastic garbage	Buy recycled plastic goods	Pick up garbage
Before the class (36)	25%(9)	28%(10)	22%(8)	38%(14)	52%(19)	13%(5)	63%(23)
After the class (36)	72%(26)	66%(24)	50%(18)	72%(26)	58%(21)	36%(13)	88%(32)
A week after (35)	42%(15)	68%(24)	42%(15)	74%(26)	71%(25)	22%(8)	60%(21)
3 weeks after	?	?	?	?	?	?	?

【Perspective】



In order to teach marine plastic problems and suggest the effective method of ethical consumption.

【Result and Discussion】

Interviews

〈Recycling rate〉

Average in Japan **20.2%** Osaki city **82%** Ichikikushikino city **8.2%**



〈3R〉

Reduce

Reuse

Recycle

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