The background features several stylized food items: a wavy orange and green shape in the top left, a yellow pizza slice with red toppings in the top center, a green and orange shape in the top right, and a large watermelon slice in the bottom right. A small yellow star is in the middle left, and another is near the bottom center. The text is overlaid on the left side of the image.

Food Waste Reduction and Promotion of Resource Circulation within the University

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- ④ Recommendation for Food Waste Reduction



- Review of Food Labeling Regulations
- Promotion of Rolling Stocks



Current Status of Food Waste

1 Disposal due to food labeling
Many products use detailed best-before dates
(e.g., **Month/Day**)
👉 **Leads to increased disposal volume**

2 High disposal rate of expired disaster stockpiles



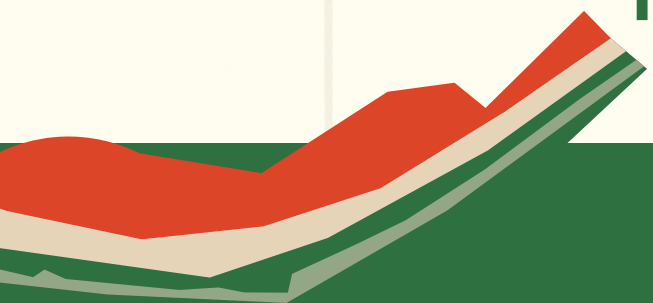
Challenges

1 Food labeling excessively causes “expiration anxiety,” where people become so conscious of the expiration date that they are more likely to throw out food that is still edible.

2 Lack of awareness about **rolling stocks**
The perception of emergency food as only for special occasions causes premature disposal upon expiration.

Rolling Stocks

A method for maintaining a constant, usable stockpile at home by storing slightly more daily food/drinks; consuming the oldest items first, based on the best-before date; and replenishing the amount consumed.



Recommendation 1

Review of Labeling Regulations

👉 **Increase products marked with “Best By Month” instead of the day**

- Consumer Awareness Campaigns

✨ Further publicize the critical distinction between the Best-Before Date (quality guideline) and the Consume-By Date (safety limit).

- Utilize commercials (CMs), school education, and SNS to promote the culture of not wasting/discarding still edible food or useful things.

- Incentives for Businesses

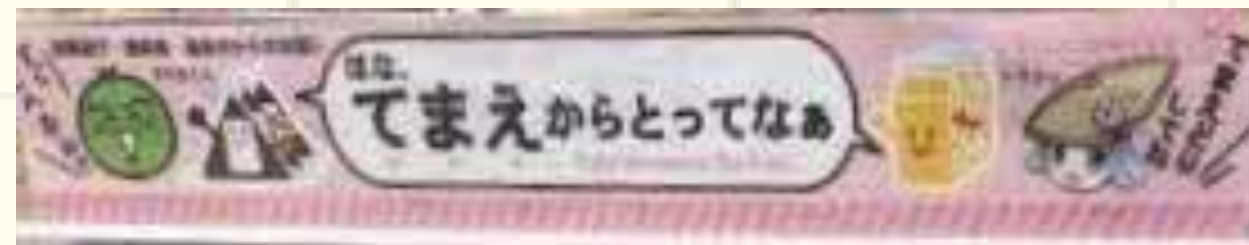
Create a system where **companies** switching to “Month/Year” labeling can receive an official certification mark for food waste reduction, and **consumers** can buy products carrying a sticker/seal that they can collect for discounts or benefits.

- Establish mechanisms linked to CSR and ESG evaluations.

- Promote in-store initiatives

- Create guidelines for actively selling products nearing expiration/best-before dates via “discount + promotional corner.”

- Further promote “temae-dori” (picking items from the front/nearest expiration date).



Recommendation 2

Promotion of Rolling Stocks

Awareness Strategies to Engage Students

1. Create an Insta-Worthy Recipe with Emergency Food! Contest

- ✨ • Call for visually appealing recipes using cup noodles, cans, retort pouches, etc.
- Winning entries can be featured on the campus cafeteria's limited-time menu, amplified via SNS posts ✨

2. Rolling Stock Experience Booth (with Sampling)

- Host tasting sessions using actual emergency food stockpiles (e.g., prepared in plastic bags)
- Impress students with the surprising deliciousness of these foods, making them wonder, “Is this emergency food?” → Collaborate with students in nutrition and nursing for increased credibility ☺

3. 1-Week Disaster Menu Challenge (Simulation)

- A workshop for planning menus under constraints (e.g., no refrigeration, limited water)
- Actual cooking provides deep experiential learning

Future Initiatives

Establishment of a Food Exchange Hub

- Set up an on-campus exchange center for students to swap foods nearing the best-before date to reduce university-level food waste.
- Use a point card system to credit the value of the deposited food, exchangeable for needed items from the stock. ✨



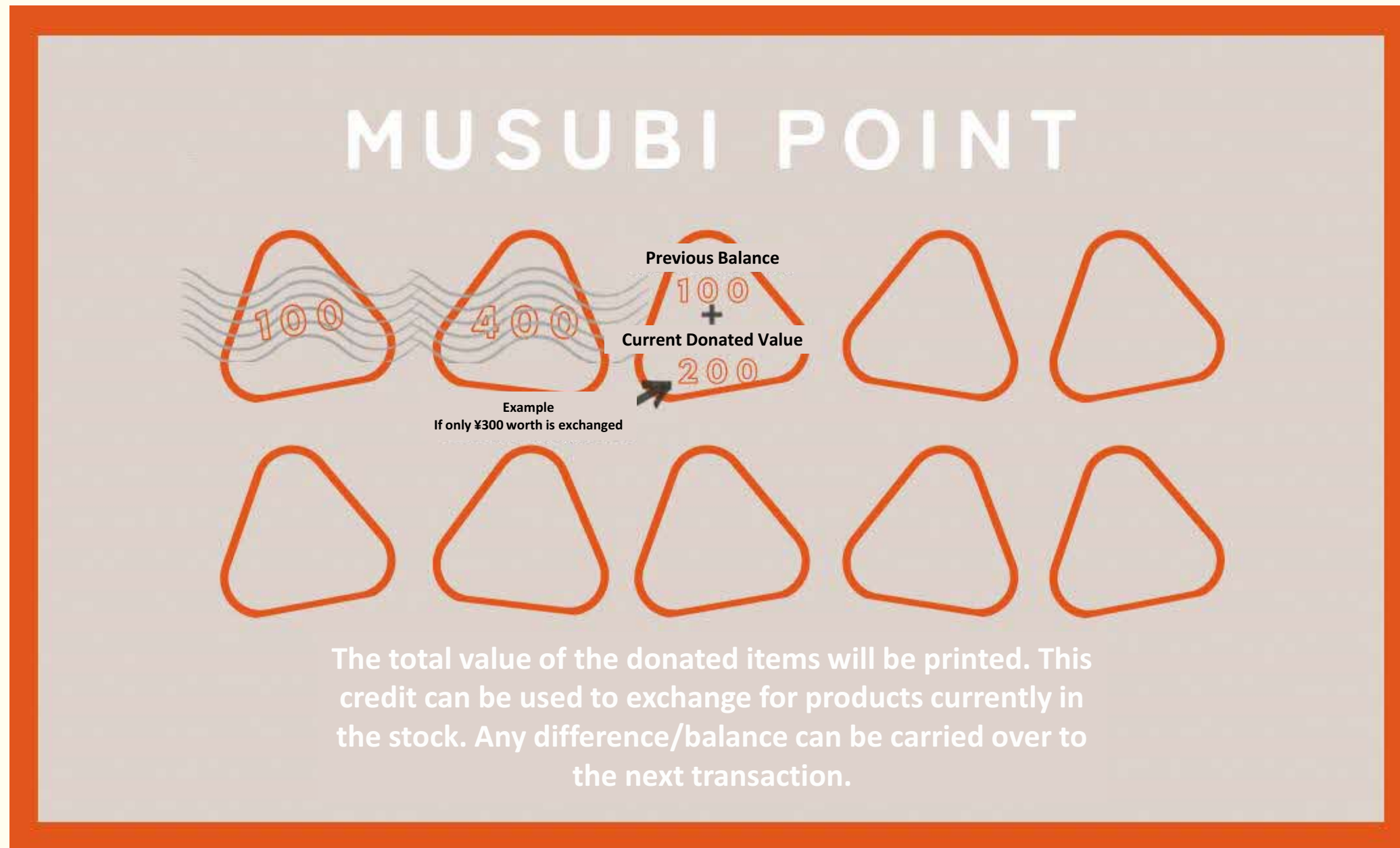
Increasing On-Campus Waste Sorting Categories

The issue is the reliance on landfill disposal even after sorting. Recyclable materials must be sent to a dedicated facility, not general waste collection.

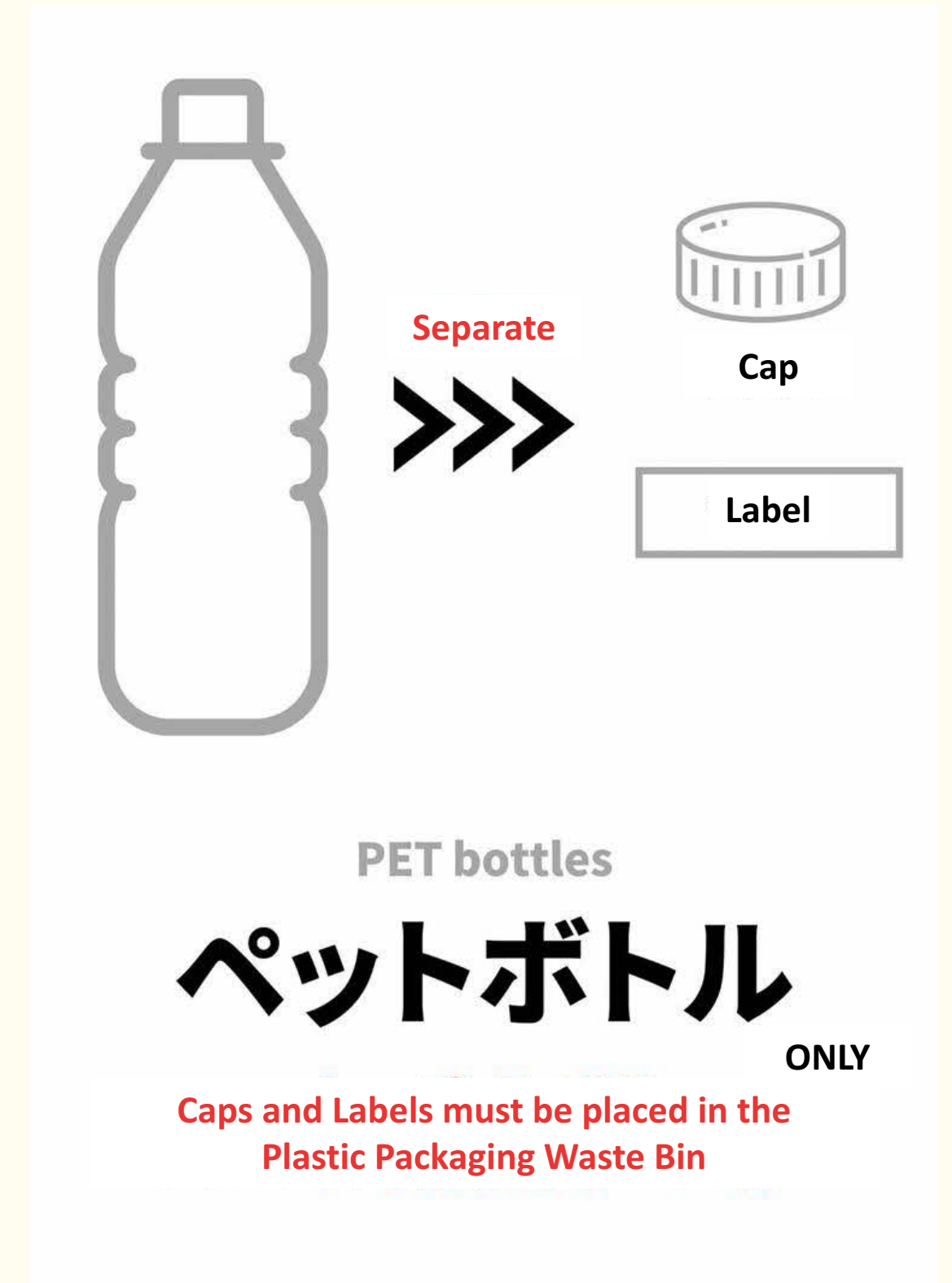
Implementation of an **Eco-Map System**:

- • Increase the number of waste categories and add dedicated recycling boxes in line with sorting volume.
- Attach clear explanatory labels to all bins.
- Launch an Ethical Challenge App (e.g., for using personal bottles, recycling box usage).
- • Earn points to redeem cafeteria discounts and others.





Point Card Example



Waste Bin Label Example



Conclusion

Creating the Future Through Waste-Free Innovation

- Implement food labeling reforms and promote rolling stock to reduce food waste in our society
- Establish a system for resource circulation by advancing waste sorting and recycling on campus
- Promote student participation in systems such as food exchanges and waste sorting rules to realize a sustainable campus life

Our small individual actions together become a big step towards achieving widespread food waste reduction and building a circular society.

THANK YOU

