Resource recycling society proposal based on a comparison of Japan and South Korea

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Natsuko Kakihana（垣花　菜都子）and Rino Bando（坂東　璃音）
3rd year bachelor students,
Dept. Human Life Sciences, Faculty of Human Life Sciences,
Tokushima Bunri University

Findings (sustainable fashion perspective)

Recycling assistance center (Jeju Island)

Trash separated into many categories, garments washed and donated to Africa etc.

But, many usable garments were still discarded

Exchange event with South Korean students (Cheju Halla Uni., Myongji Uni.)

1. Online recycle shops
2. Hanboks (Korean traditional dress) remade for graduations and tourist spots

Recycling and remaking are familiar

Remake shop (TURN UP)

Various remade products are sold, shop bustling with people

Being in a tourist area, tourists and young people can easily buy remade products

Comparison of Japan and South Korea

Cheju Halla Uni. / Myongji Uni. exchange event

Similarities

- Buying stuff online via cheap online shopping sites: SHEIN, TEMU, etc
- Flea market apps such as Mercari are being used
- Awareness gap (of SDGs) among young people

Ultra-fast fashion is a problem

Differences

[South Korea]
- Wearing of remade hanbok (Korean traditional dress) at graduations
- Routine clothing sharing/exchange
- Direct trading via Daangn Market

[Japan]
- Wearing of hakama and suits at graduations
- Clothing exchange not done except at certain events
- Flea market app trades occur entirely online

Comparison of Japan and South Korea

Overall comparison regarding sustainable fashion

	Japan	South Korea
EPR schemes	• EPR legal schemes are making advances, but no regulations on clothing • Centered around voluntary action by companies	• EPR schemes have expanded to regulate home appliances, tires, packaging etc • No regulations on clothing
Ultra-fast fashion	• Influencer marketing is common • No regulation established • Affordability, quantity and trends are prioritized	• Many young people purchase fast fashion items • Advertising has influence • No regulation established • Affordability, quantity and trends are prioritized
Separation of trash	• Clothing often disposed of as burnables • Clothing collection boxes set up at some local governments • Uniqlo and other companies voluntarily collect clothing	• Clothing collection boxes set up at some residential areas and parks • Uniqlo and other companies voluntarily collect clothing

Proposals

What university students can do toward achieving SDGs

University flea markets (community based)

Build awareness/thinking of “pass on what can be used” as something each of us should do

- Provide a collection box at all times, run flea markets regularly
- Give some space to local people so that they can exhibit items
- Remake and sell some of the collected items

Clothing education aimed at school students

- Put leftover clothing from flea markets to use by remaking them together with school students, to think through practice about eco-friendly clothing use
- Advance knowledge and skills of repairing and upcycling for long-term clothing use via age-appropriate educational activities (accessory making, sewing skills)
- Not just teaching SDGs but also learning with the school students

Proposals

Overall proposals

Add clothing category to trash separation

Via cooperation between local governments and companies, filtering reusable clothing collected by student volunteers and providing them to companies

Replace the current mainstream of disposal of clothing as burnables with making clothing recycling easy (conversion into everyday practice)

Expand reusing, repairing and remaking

1. Companies setting up discarded clothing recycling systems and expanding ways to sell discarded clothing at retail stored or online
2. Consumer awareness change (cherish and use items for a long time), expand reuse/repair/remake

Companies and consumers can contribute to resource recycling while enjoying fashion (visualization of value)

Aim to make resource recycling the norm throughout society via clothing education

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Thank you for listening