

Sharing lessons from South Korea with Naruto and Japan

Thoughts on what we can do based on our South Korea study tour

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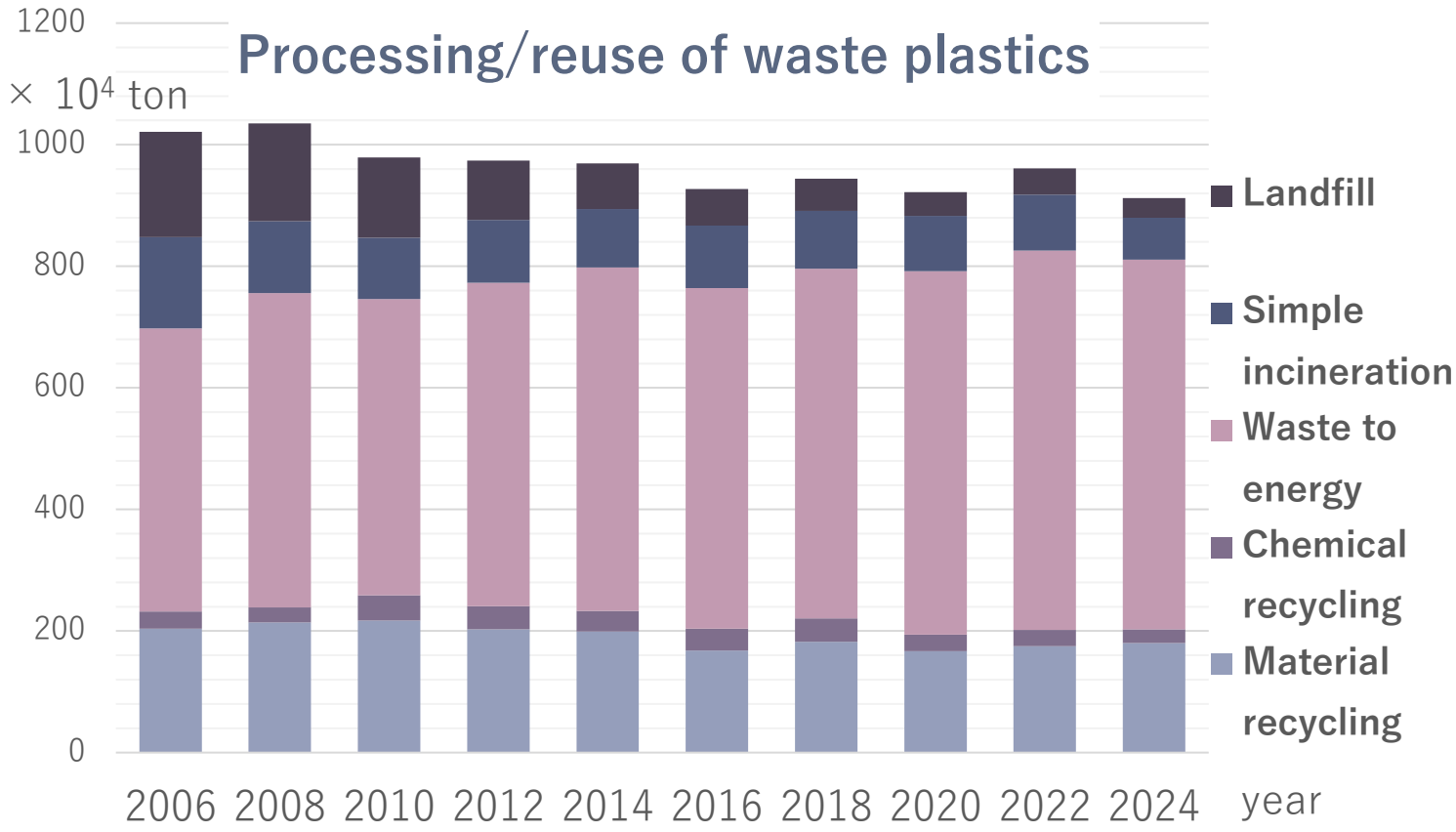
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Japan’s actions and challenges

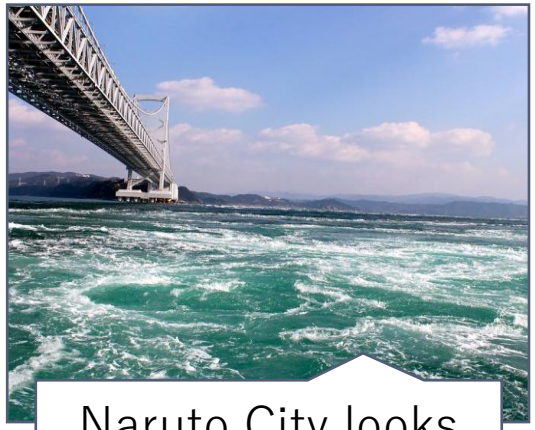
(from Ministry of Environment whitepaper, 2025)

- Mass production, mass consumption (food, clothing etc.)
  - ➡ **ethical consumption and circular economy (3R) advancement**
- Significant use of plastic container packaging
  - ➡ **large amounts of waste plastic**
  - ➡ **low recycling rate**



Plastic Waste Management Institute (PWMI)
https://www.pwmi.or.jp/pdf/panf2.pdf

About Naruto City (where our university is located)



Naruto City looks out to Seto Inland Sea and is famous for its whirlpools



Agriculture (lotus root, sweet potato, etc.) and fisheries support the local economy



Waste (seasonal, plastic packaging) becoming a problem with more tourism



Amount of waste is about the same as national average, processed mainly by incineration

➡ Multiple challenges: marine trash, agricultural waste, industrial food loss, CO_2 emissions by incineration, etc.

What we learned from our study tour

How system mechanisms change behavior

- Financial schemes that encourage awareness change in citizens
- Deposit schemes in action at some shops

Action related to sustainable consumption in tourist areas

- Use of disposable paper containers at markets
- Encouragement of carrying bring-your-own tumblers in daily life and tourism

Action toward achieving carbon neutrality

- Systems that promote EV adoption, EV introduction (buses etc.) in public transport
- Diversion of energy emitted from waste processing into electricity generation
- Proactive recycling of food scraps (composting etc.)

How system mechanisms change behavior



Food scraps collection device	Pay a fee in proportion to quantity of food scraps disposed of

What we learned

Waste is reduced and waste separation is incentivized via fees

How system mechanisms change behavior



Cup deposit scheme	Pay deposit upon purchase
	Get deposit back upon returning cup

Incentivize returning cup

Encourage environmentally-friendly behavior

Common thread: incentivize environmentally-friendly behavior using financial schemes.

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Sustainable consumption in tourist areas (at the market)



Use of paper containers

Cafes that give discounts to customers who bring their own tumblers



Reduced plastic waste

What we learned

Environmentally-friendly consumer behavior possible without being aware of it

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Toward achieving carbon neutrality: transitioning to electric vehicles



Electric vehicles	EV charging facilities spread across the city
	Parking space certificate not required for EVs

What we learned

Systems and facilities can make environmentally-friendly action easy to choose

Toward achieving carbon neutrality: changing transport



Plenty of public transport	Large-scale subway system in Seoul
	EV introduction into public transport

An environment where it is easy to choose modes of transport other than private cars

Toward achieving carbon neutrality: effective use of resources



Jeju Environmental Resources Recycling Center

Effective use of resources and energy

Energy emitted from processing waste is used to generate electricity for adjacent facilities

Use waste as resources

Toward achieving carbon neutrality: transitioning to renewable energy



Use of renewable energy

Wind generation that takes advantage of natural environment in regions where the wind is strong

Use of renewable energy that takes advantage of regional characteristics

Bringing movement/transport, resource use, energy and other various solutions together

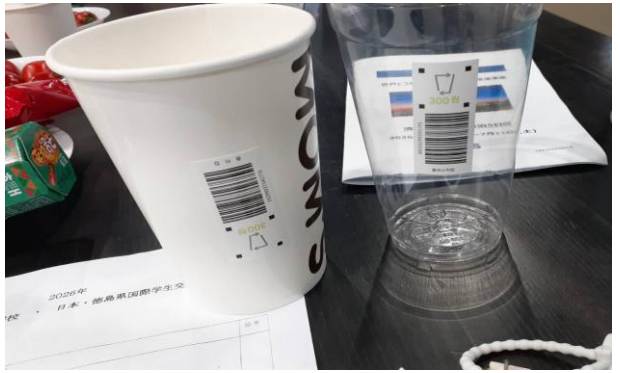
Practice in Naruto, messaging via education

Lessons from South Korea → **Use as educational materials in school classes**

Encouragement of use of paper and wooden containers



Waste reduction schemes that customers can also participate in



Renewable energy that makes use of regional characteristics



Learn about specific cases → **“What about in our own region?” “What should we do?”** → **Think and act ourselves** → **What we can do** / **Ideas for society’s systems**

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