

Our consumption behavior is connected
to the world and the future!

Creating Sustainable Local Communities 30 Actions We Can Take NOW



人が集まる「人」をつくる、大学。



Shikoku University is committed to contributing to the local community in order to create a sustainable society.

We are aware that our consumption behavior is connected to the world and our future, and we came up with 30 actions that we can do NOW.

1. Think and act on the creation of a sustainable society as if it's your own business!
2. Disseminate what you have learned and aim to spread ethical consumption!
3. Cherish and pass on local culture and lifestyles, and revitalize people and communities through ethical means!



SHIKOKU UNIVERSITY
1925 ▶ 2025 100th Anniversary

Shikoku University Declaration for Sustainability

Creating the next 100 years built on the past 100 years

Shikoku University has been fostering human resources who can contribute to building a sustainable local community, based on its founding spirit of holistic self-reliance.

As we celebrate the school's 100th anniversary in 2025, we will develop knowledge innovation and the creation of 'comprehensive knowledge' and 'practical knowledge' through dialogue and dynamic transformation of knowledge, in order to build from the past 100 years of history and open up a new 100 years into the future.

We declare that all members and organizations of the university will promote education, research, human resource development, and social contribution activities to realize the SDGs and contribute to co-creation with the local community and the realization of sustainability in the world.

Kazumi Matsushige, President
Shikoku University Junior College / Shikoku University
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Kuru-kuru Shop at the
Zero Waste Center in
Kamikatsu Town

What one can do individually ~My Connection to the SDGs~

Think and act on the creation of a sustainable society as if it's your own business!

- Use water bottles instead of plastic bottles
- Bring your own chopsticks and cutlery
- Eliminate food loss (don't buy food unnecessarily, eat only what you can)
- Buy only what you really need and in the amount you need (don't buy unnecessarily and don't bring things into the house that will become waste)
- Reuse or recycle clothes you no longer wear (go to flea markets or upcycle shops)
- Buy products that can be refilled
- Learn about the SDGs and ethical consumption, and talk about them with your friends
- Don't use the car for short-distance travels
- Buy food with closer expiration dates if you will eat them right away



What we can do in school ~Ethical Campus~

Disseminate learnings and aim to spread ethical consumption!

- ◆ Lessen printing on paper
- ◆ Turn off lights and air conditioners in unused classrooms
- ◆ Create recycling stations with rewards system (collect points and redeem items)
- ◆ Lectures should be given using PCs and smartphones (paperless class)
- ◆ Set classroom air temperature to 26°C (not too low)
- ◆ Do not use too much toilet paper
- ◆ Use reusable chopsticks in the cafeteria
- ◆ Cook with all parts of the ingredients (ethical menu and ethical day)
- ◆ Work on product development using non-standard local products
- ◆ Share what we have learned and support others' learning (Ethical Guide for University Students)



University students became 'ethical guides' for an out-of-school learning experience for elementary school students. At a supermarket, they explained various marks related to ethical issues.

What we can do in the community~Actions to protect the future of our cities~ **Cherish local culture and lifestyles, and empower people and communities through ethical means!**

- Create water stations like in MUJI in the community (Make use of Tokushima's "hospitality culture")
- Create garbage sorting stations like the one in Kamikatsu Town in each community
 - * Kuru Kuru Station (Upcycling Station)
- Increase awareness of recycling stations and create a system for everyone's easy use
- Curb the use of private vehicles and encouraging travel and tourism that emit less CO2
(Aim to create a walkable town where people want to walk and enjoy walking)
- For restaurants, only make what is ordered (reduce food loss by not making in advance)
- Increase the number of shops that sell recycled and upcycled products
(Upgrade what should be thrown away by adding designs and ideas)
- Put the Ethical Mark on ethical products to make it easier for consumers to be aware of ethical consumption
- Increase the number of shops where people can buy ethical products and create an ethical store map
- Do not use disposable tableware and containers at events and festivals (Bring Your Own utensils)
- Use recycled fabrics for events (ex:runner bibs, uniforms, name cards, etc.)