



Consumer Behavior Guidebook for  
Creating Sustainable Communities

**From here. From now.**

**Let's start with ME!**

**Consumption for the Future**

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# 1 Applying university learnings to contribute to the community

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

1. Think and act on the creation of a sustainable society as your own personal concern.
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: A Sustainable University**

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  
July 27, 2022

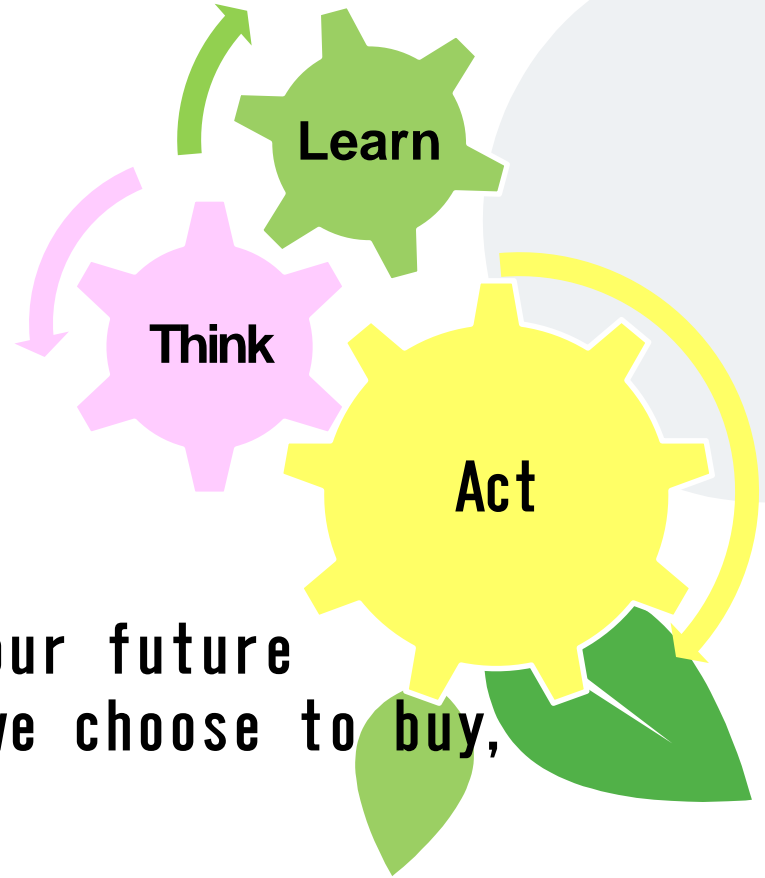


## 2 What I can do by myself, NOW



**Consumption is  
your vote for the  
future!**

We want to consider  
the impact on our community and our future  
by *what* we choose to buy, *where* we choose to buy,  
and *how* we choose to buy.





## From Single-use to Reusable



Bring your own bottles instead of buying plastic bottles! Keep portable cutlery in your bags!



Plastic-free Tumbler

This is made of paper and corn-derived biodegradable resin.

### 【Effects】

- ★ Using your own bottle keeps your drinks hot/cold
- ★ Refraining from using disposable chopsticks will help protect forests
- ★ It can help reduce plastic waste
- ★ It leads to saving

Here's a little question...

*Does not using disposable chopsticks contribute to forest conservation?*

We often hear that not using disposable chopsticks helps protect forests, but is this really true?

In fact, disposable chopsticks made in Japan are made from wood scraps, leftover wood and thinned wood, which make effective use of materials that are no longer needed.

Reusable chopsticks are also an environmental burden because they are washed with water and detergent with each use. There are advantages and disadvantages to both, so it is difficult to decide which is better.

However, it is important to consider a shift from the disposable, **single-use style** to a **reusable style**, in which things can be used over and over again.

We believe that in the near future, society will come to recognize that having one's own cutlery is cool and fashionable.



Bamboo-made MY Cutlery Set





# 3 What we can do through university studies and activities



Aiming to revitalize shopping districts, we propose the Ethical Shopping Arcades!



Learn about consumer civil society, regardless of department or grade level



Discover regional strengths through local traditions and lifestyle culture



Holding a symposium on sustainable fashion on campus, with students as panelists



# Introduction of eco-friendly teaching methods

+ benefits in addition to forest protection

<1>

Giving lectures where students can use PCs, tablets, and smartphones

- promote paperless
- improve work efficiency



PET bottle cap collection boxes on campus

<2>

Reduction of printed paper

- less waste
- waste-free campus

A ballpoint pen made from PET bottle caps collected on campus







## Convey what we have learned and support others' learnings



University students who have studied ethical consumption act as **ethical guides** and explain to elementary school students how to choose products that are considerate of the environment, people, and society

- Recognize labels as information for product selection
- Waste is reduced by choosing refillable products

We were reminded once again of the importance of collaborative partnerships with various people and organizations to achieve decarbonization, and we also learned about the **role of local communities**.



University students, high school students, and working adults take on together a **city-building game on the theme of "decarbonization!"**



# Other things that can be done in schools



Set up recycling stations

\* points for rewards system



Regulate aircon temperature settings



Use reusable chopsticks in the school cafeteria

# 4 What we can do to utilize local specialties



Interacting with various generations in the community with ethical consumption as the keyword  
We want to empower the community through consumption!



Yusanbako (a three-tiered traditional lunch box) made from scrap wood using ancient woodworking techniques  
Enjoying food through Tokushima's lifestyle culture

Contributing to local consumption by learning about indigo dyeing, a traditional industry that is the pride of Tokushima, and communicating its appeal







## Let's set up water supply points in the community like those of MUJI



- ☆ Reduce waste by reusing bottles
- ☆ Free is great! Supports saving



The “**osettai**” culture rooted in Tokushima is the Tokushima model of **hospitality mindset!**



The Tokushima model of **omotenashi** is?



Water stations available to anyone for free

# Omotenashi is

The closest equivalent in English is hospitality

**To prepare wholeheartedly for the comfort of customers and to greet them with the greatest sense of welcome**

**→ Efforts to maximize customer satisfaction**

The osettai culture is not only deeply rooted in Tokushima, but also in Shikoku. Osettai refers to giving pilgrims sweets and drinks for free as a way to support and wish them well on their journey. This culture has been passed down from generation to generation in the region for about 1200 years.





# Let's establish waste sorting stations in each community and have residents actively participate in waste reduction and resource recycling!

**Kamikatsu Town**, which declared its zero-waste policy in 2003, has been attracting attention from both inside and outside Japan.

In Kamikatsu Town, where there are no garbage trucks, garbage is currently separated into 45 categories of 13 types, achieving a recycling rate of 80%! Zero-waste means eliminating unnecessary waste, excessive waste, and garbage. It emphasizes the importance of aiming for a society that does not produce waste, rather than thinking about disposing it.

Zero Waste Center in Kamikatsu Town



# The challenge is increasing awareness of waste sorting stations

Advantages of using waste sorting stations in the community

- Reduce waste → **Curb waste generation**
- Recycle resources within the region
- Generate revenue from recycling
- Save energy



**Decarbonization and  
zero-waste community development**

So, how do we raise awareness on waste sorting stations...?

# 4 Ways to Increase Awareness



## Considering the attractive traits from the users' perspective

In order to convey information, one must consider not only the thoughts of the sender, but also the perspective of the recipient.



## Utilizing flea markets

New users can be attracted by selling collected recyclables at flea markets. It is important to have the mindset of reusing items first before discarding.



## Hiring influencers and celebrities

By promotion from people who have a great deal of influence, the number of repeat visitors can increase by positioning the area as a "mecca" for sustainability.



## Using SNS advertising to attract people

SNS is the mainstream for information sharing today. In addition to multilingual dissemination not only domestically but also to the entire world, effective publicity will be achieved through the use of hashtags

# Conclusion

Through the exchange meetings with overseas universities and the Tokushima International Consumer's Forum 2022, we were able to meet and interact with many people, deepening our learning about sustainable consumption and community development and receiving great inspiration.

We are also determined to grow as leaders of sustainable community development by accepting the SDGs as "our own personal matters" and encouraging those around us to do the same.

