

A STEP TOWARD A ZERO WASTE SOCIETY

- FROM THE EXPERIENCE OF A FIELD TRIP IN INDONESIA -

INTRODUCTION

What we found in Indonesia

Litter on public roads

→ We were surprised at the situation

After we came back to Japan

Litter in Tokushima too

I had thought Japan has no litter on public roads, so the fact was quite shocking

We became curious about other countries' situation.

Asked questions to exchange students from **Argentina, Korea, and Ireland** in our school

They all said **"littering is one of the problems we have."**

We decided to take some actions to improve our situation in Japan and Indonesia.



METHODS AND RESULTS

① CLEAN UP THE HOT SPOT

From the perspective of environmental psychology
→ Cleaning up the hot spot and making it harder to litter is effective

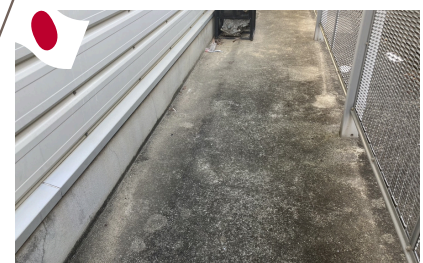
② PUT UP A POSTER

According to psychological studies
→ A poster with positive phrases will work **better** than one with negative phrases
+ Negative words could potentially encourage more littering

③ TWO WEEKS OBSERVATION there was no more litter!!



Thank you for keeping it clean!



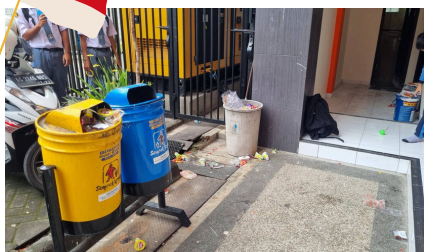
This project has succeeded!!!

OBJECTIVE

We started with finding dirty places we called a **"hot spot"**.

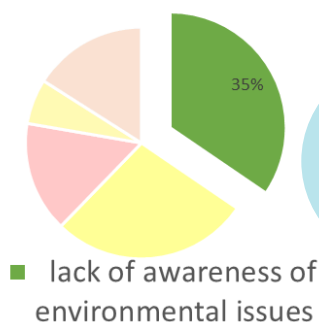
Indonesian school, BSS.

Our school, JOTO.



Questionnaire for students in Joto

Why do you think there are lots of litter ?



our goal :
reduce the
amount of litter

in
Indonesia

in
Japan

OUR HYPOTHESIS

Changing people's mind towards littering leads to reduction in littering

CONCLUSION

- Providing the poster
- Changing the environment, making it harder to litter can change...
- People's minds
→ Changes in actions towards littering

This could be a global solution !!

OUR CONCLUSION

Changing people's mind leads to changes of people's action

FUTURE PLANS

we would like to...

- try longer-term experiments
- look into an effective way to reduce the amount of litter
- do the same thing in other places in Tokushima / other countries

REFERENCES

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http://michitake.osakafu-u.ac.jp/2017/09/12/environmental_psychology/