

BEHAVIORAL CHANGE TOWARDS ETHICAL FOOD CONSUMPTION — FROM NARUTO UNIVERSITY OF EDUCATION TO YOU —

College of Education, Master of Education,
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TEAM MEMBERS

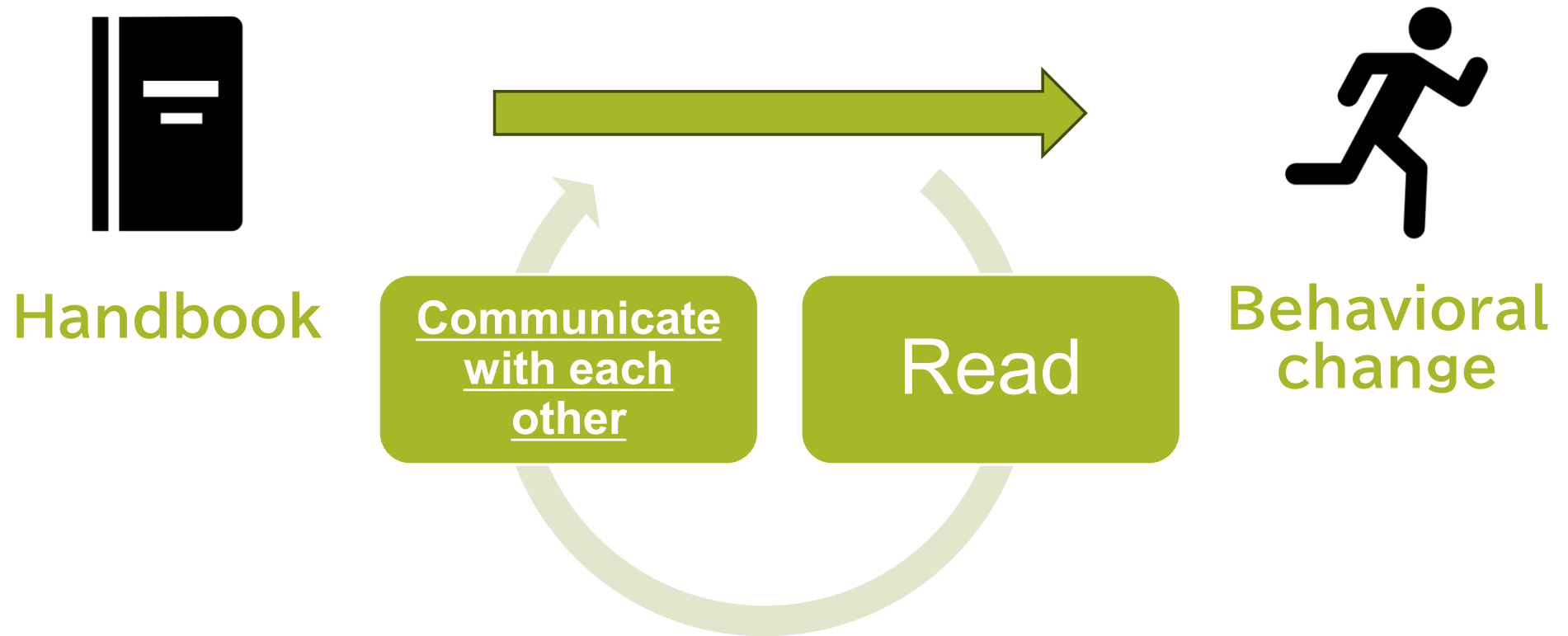


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From Handbook to Behavioral Change



What actions are necessary for ethical food consumption?

Use locally produced food ingredients

- Reduces fuel costs for transportation and refrigeration costs at storage sites
- Supports local producers through purchasing costs

Take advantage of seasonal produce

- Reduces the energy needed for greenhouse cultivation
- Reduces the costs of freezing and cold storage

Get organic crops

- Reduces soil pollution caused by chemicals
- Helps create a community rich in diverse living creatures

Use up all the food you get

- Shows appreciation for the producers
- Reduce CO2 emissions from food waste disposal

Use less packaging

- Reduces packaging resources and transportation costs
- Reduces environmental impact of waste disposal

Call for Action at the University Festival

November 8-9 Meichosai Festival: 7 booths to open



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graph TD; A[November 8-9 Meichosai Festival: 7 booths to open] --> B[All booth representatives must attend a food poisoning prevention seminar]; B --> C[An additional seminar on environmental awareness will be held for the representatives who attend]; C --> D[Survey the degree of packaging reduction and other practices on the day of the university festival]; D --> E[Create the handbook based on the effectiveness of the initiatives];
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An additional seminar on environmental awareness will be held for the representatives who attend

Survey the degree of packaging reduction and other practices on the day of the university festival

Create the handbook based on the effectiveness of the initiatives

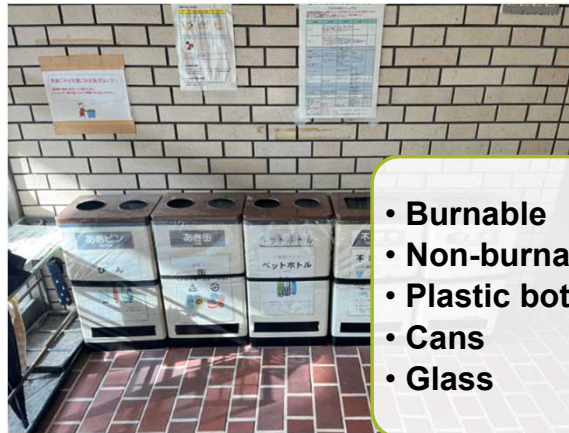
Going Ethical at the University Festival

Tokushima produced ingredients



- Yuzu
- Rice flour
- Sudachi

Garbage separation



- Burnable
- Non-burnable
- Plastic bottles
- Cans
- Glass

Containers and packaging



**Paper cups,
plates,
sleeves**

The effects of the environmental seminars were evident

→ Not only positive effects, but also challenges...

Challenges at the University Festival

Challenge 1

- **Balancing product quality and environmental friendliness**

Challenge 2

- **The need to pay attention to containers**



Idea 1

- **Paper packaging is difficult for soup products**

Idea 2

- **Improve the paper packaging design**

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Going Ethical with Simple Meals (One Soup and One Side Dish)

Simple and easy to prepare



Use of local and seasonal ingredients



Simple meals

Reduce waste of ingredients, water and containers



Healthy diet low in salt, oil and additives



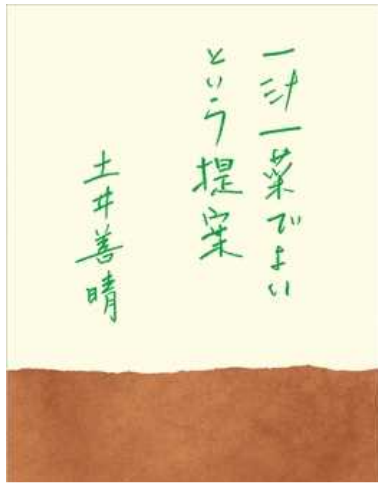
Balancing Aspects Brought By Simple Meals



➡ Balancing ecology and economy

➡ Balancing health and the environment

Seminar on Simple Meals: Making food consumption more ethical and effortless



**Recognizing its
ethical value**



**Sharing it
with others**



Doing it

Suggestions for the Future: What We Want to Do Further

Cafeteria improvements

- Use at school festivals
- Lower prices by using local produce

Popularizing simple meals

- Adjusting daily rhythms
- Holding other activities aside from seminars



Use of water servers

- Installation in all buildings
- Clearly state usage and benefits