

# Kamakura Fieldwork Report

-Yuigahama Beach-

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 Theme Keyword

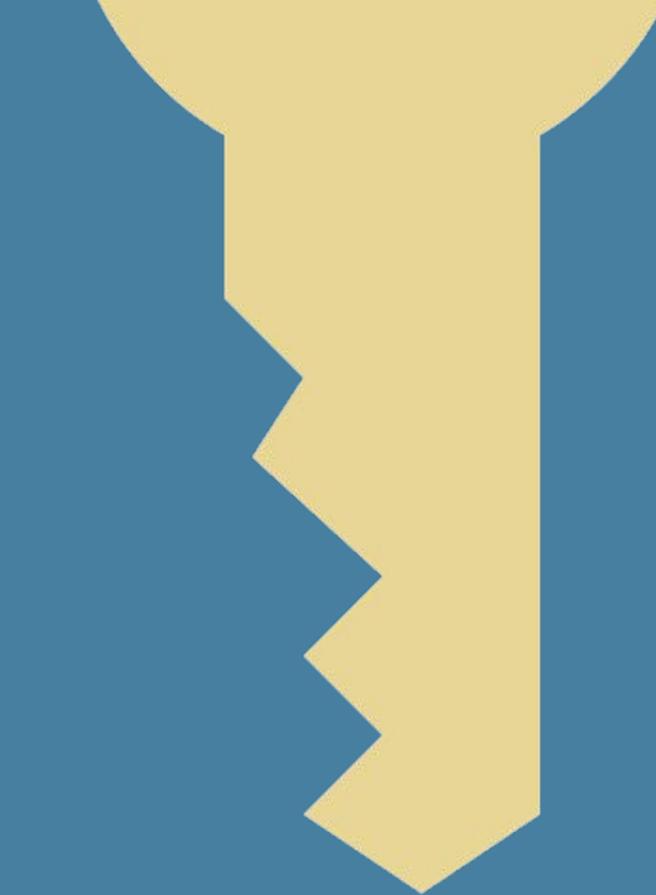
 Observation Results

 Interview Results

 Thoughts & Feelings

 Permaculture

 Slogan



# Sustainability

“The future will be green or not at all” - Bob Brown

# Observation Results

- 👁️ Compared to our interviews on campus, most beachgoers answered in a casual, nonchalant way. It was common to meet visitors who didn't even seem to realize that the beach was heavily polluted.
- 👁️ Many people seem to think that polluting the beach is acceptable if their trash is biodegradable. They seem to be under the idea that 'nature will take care of it'. This misconception needs to be corrected.

# Interview Questions

1. Do you find Yuigahama Beach to be dirty or polluted? What kind of garbage have you seen?  
由比ガ浜海岸多くのゴミがあると思う？ そう思うなら、どのようなゴミを気づいた？
2. Which demographic sector do you think is responsible for the trash on Yuigahama Beach?  
由比ガ浜海岸でゴミを誰かに捨てられたと思う？ どのような人たちがきっとゴミを捨てると思う？
3. What steps do you think can be taken to correct this situation?  
この状況を直すためにどうすればいいと思う？

# Interview 1: A Couple From Australia

1. “Japan’s Yuigahama Beach is a little dirtier than we expected. We’ve noticed a bit of plastic trash. Could have come in from the sea, however.”
2. “Based on our experience in Australia, we think the trash is mostly thrown by foreigners. In general, young people tend to litter more and it seems to be common to both genders.”
3. “Putting in trash cans is a possibility, though there are good and bad points to them. Otherwise, a volunteer clean-up day could bring people together to clear the beach. Also, rather than doing damage control, preventive measures like spreading awareness beforehand is a good idea.”

# Interview 2 : Visiting Woman Littering on the Beach

[answered while eating dango guiltily, and with the paper wrapper of chopsticks at her feet]

1. 『わからない。どこでも夏にゴミが多い。マンな問題。』
2. ———答えられなかった———
3. 『夏のゴミを持ち帰ったほうがいい。それよりわからない。』

# Interview 3: A Local Father and Daughter

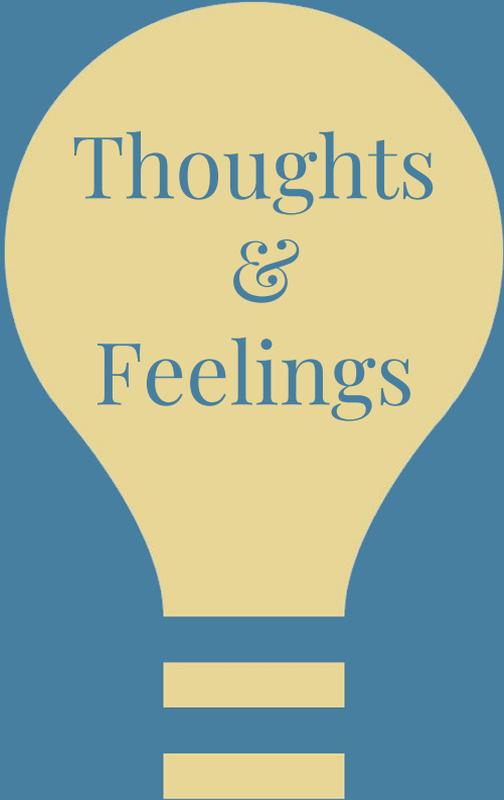
[the father was having his daughter pick up trash from the beach to throw away later.  
She also helped answer our survey]

1. 『ゴミがたくさんとる。他の海岸より多い。時々台風に流されるゴミだけど、人間に捨てられたゴミが多い。夏にカニのから、お菓子のゴミ、ペットボトル、グラス欠片、タバコ、紙、Tissue ペーパー、』
2. 『たいたいパーティをする人々に捨てられると思う』
3. 『海岸でオフィスを作って、みんなにビニールカバンをあげる。海岸へ行く人はクリーンアップしたり、ゴミのカバンを提出したり、罰金をもらえる方法ができる。ゴミ箱ができるけど、すぐゴミが溢れ出るかもしれない。』



# Interview 4: A Hikikomori Couple

『何もわからない！海岸で初めて。』

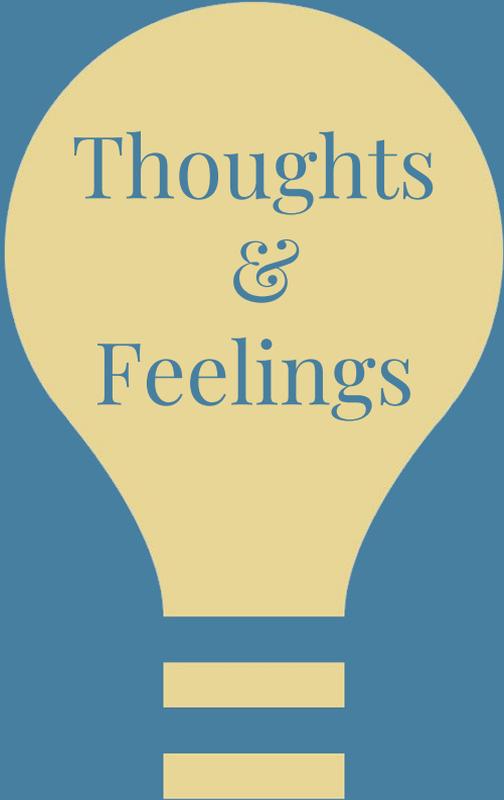


Thoughts  
&  
Feelings

Sahana:

I feel popular tourist destinations in Japan can afford better maintenance and monitoring to prevent pollution. As a result, lesser known places like Yuigahama Beach are neglected.

Encouraging tourists and local visitors to participate in clean up drives in exchange for souvenirs or personalized photos could help raise awareness. In the end, we're all materialistic.



Thoughts  
&  
Feelings

Steen:

I feel that most people who come during the summer, take it for granted that the beach will be cleaned up throughout the year and will be trash free again by next summer.

I think that the clean up should be done at the same evening in summer right before people go home. The crowd mind set in Japan would definitely urge people to start cleaning up once everyone does it.

# Permaculture Applications



# Permaculture Theory #8: Integrate Rather Than Segregate

Rather than to punish people for littering, there could be a community driven movement that integrates everyone into cleaning the beach.

Make everyone feel like they are a part of the beach community.  
Grow in them intrinsic motivation to keep “their” beach clean.



# Permaculture Theory #10: Use and Value Diversity

Within Japan, diversity exists in the urban and rural communities. Ideas, resources and efforts can be pooled without cultural-linguistic barriers.

Outside Japan, tourists boost the economy and take back new insights to their homeland. Foreign residents challenge stagnant administrative systems with local understanding.

Instead of 'Cool Japan', a more meaningful campaign with informative statements could be developed to foster cultural sensitivity as well as environmental concern.



# 反省する

日本はみんなの家。我らの家を掃除しましょう！



**S**ayonara