



HOW DO WE MOBILIZE  
CITIZENS TO TACKLE  
THE ISSUE OF  
PLASTIC POLLUTION?

# OUR NONPLASTIC REVOLUTION

Concept building work  
for design thinking.

We want to look into the issue of plastic pollution in Japan because not only is ocean plastic dangerous for sea creatures, microplastic is also detrimental to people's health. We hope that through fieldwork, we can gain a bit of insight on how to devise better environmental policies to tackle the issue of "Ocean Plastics".



# Kamakura Fieldwork

## BACKGROUND

On May 12th, 2019, our class took a trip to Kamakura to examine the current environmental situation of Japanese local beaches. We interviewed locals and foreigners on their thoughts about plastic pollution in Kamakura and also Japan in general.



# Objective

## TO OBSERVE

Fieldwork allows us to gain first-hand insight on environmental conditions

## TO UNDERSTAND

Through interviews, we hear what the general public thinks about pollution in Japan (or Kamakura)

## TO COME UP WITH A SOLUTION

Analyze the interview feedback and come up with more sustainable and eco-friendly social designs





Have you been to the  
beaches in Japan? What is  
your overall image of  
Japanese beaches?



## FINDINGS

To our surprise, while foreigners (both those living in Japan and visiting tourists) thought that Japanese beaches were pretty clean compared to beaches back home, Japanese locals didn't think beaches in Japan were overall that clean. Visitors usually target clean beaches and as a result, are often less aware of the pollution in the places they are visiting.



Personally, do you pick up the trash you see on the beach? Have you participated in any beach cleaning activities?



## FINDINGS

Most people did not pick up the garbage they see on the beach because there are rarely any trash cans in the area. While locals say that there are indeed a lot of cleanup events, not many people participated in an event before. We think this is a huge part of the problem as people recognize litter as problematic but don't always take action against it.



Do you have any ideas on what policies to introduce so Japan can reduce the amount of plastic pollution?



## FINDINGS

Charge entrance fees for beaches that will be used for maintaining a clean beach environment, mandatory education in schools about environmental protection so kids can cultivate environmental awareness from a young age, aim to reduce the use of plastic bags in stores.

# Conclusion



## ACTIONS OVER WORDS

We need to make sure that environmental awareness translates into actions to protect our environment so issues can actually be solved.

## AWARENESS

Locals and travelers alike should be more aware of the environmental issues in Japan.

## STRONGER POLICIES

Presentations are communication tools that can be demonstrations.

## EDUCATION

Instill environmental awareness in younger generations so they will grow up with a sense of ingrained responsibility towards our planet