



Introduction

●Background of the Plastic pollution

- Alternatives to plastic
- Traditional way

●Your Target

- Suppliers
- Consumers

●Place and Occasion

- Video: Indian local market
- Fieldwork: Kamakura (Komachi-dori, Rock Festival)

●Test Interview at Waseda Campus

- Target: students and residents around Waseda University from Japan and the US

Question or Methods

Questions

- 1: Do you often use plastics?
- 2: Are you aware of the plastic pollution problems?
- 3: One strategy for this problem is the alternatives to plastics. Do you use it in your daily life? What kind?
- 4: Do you support the following alternatives ideas? - a) bioplastics; b)paper packaging; c)eco bag; d)reusable food utensils; e)edible water bottle
- 5: In traditional culture, people can have plastic-free lifestyle. Do you think that modern people should learn from traditional methods? Would you make this change in your own lifestyle?
- 6: Can you think of any examples for the alternatives to the plastics?
- 6 (rock fes ver): do you think of any ideas to reduce plastic consumption at this rock festival and make it more friendly?

Results

Here I would describe the results of Q3, Q6, and Q6(Rock festival ver.).

There were two different notebooks to collect answers depending on which language we used to communicate, Japanese or English. So let me write them down separately as Jpn and Frn below.

Q3(Jpn): Ecobag, Refuse to get plastic bags

Q3(Frn): Ecobag, Reusable bottles, Glass bottles, Own bottles, Water bottles, Reusable bag *2, Reusable coffee/tea cup

Q6(Jpn): Wash it to reuse

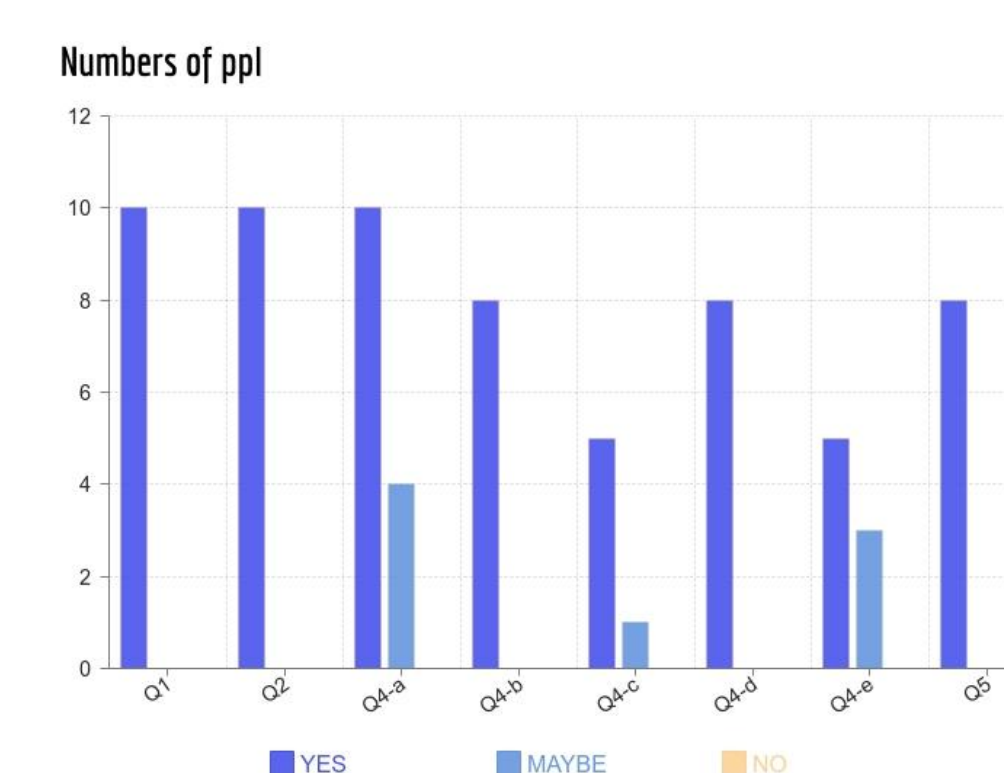
Q6(Frn): N/A

Q6-Fes ver.(Jpn): Change name of the festival as "Non-plastic@@"

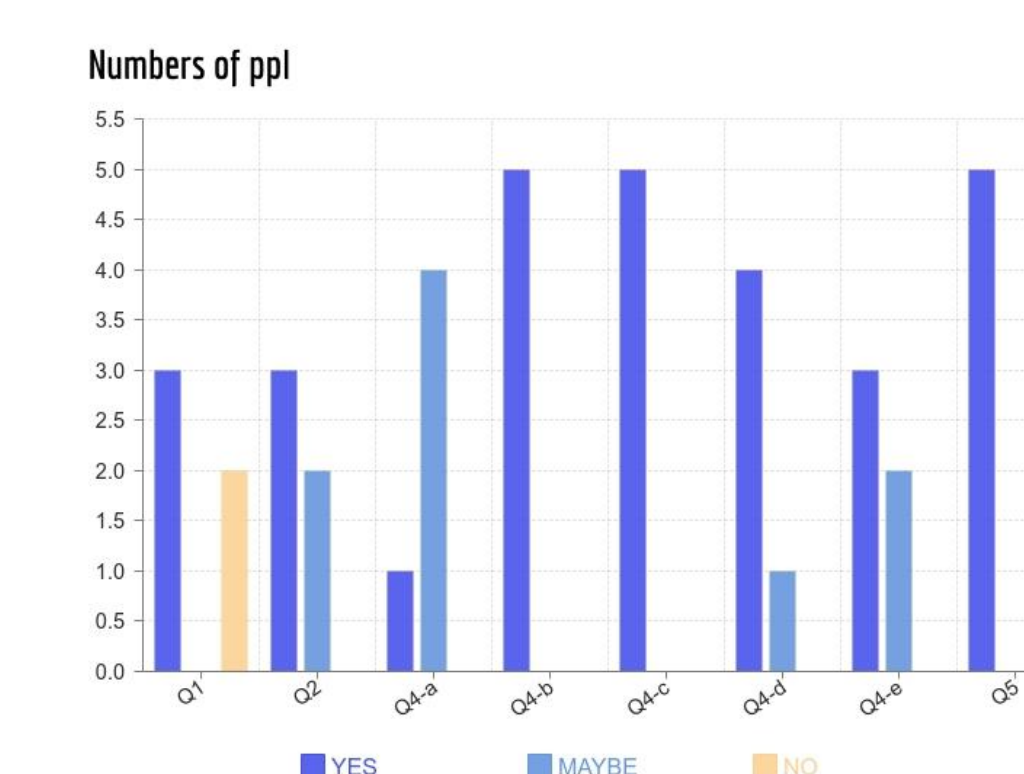
Q6-Fes ver.(Frn): Prepare some reusable containers and let people use them like a deposit as Hibiya park does.

For the rest of the questions (Q1,Q2,Q4-abcde), following chart shows the result.

Result of Japanese



Result of foreigners



Conclusions

Through our research, we found no one was ignorant of plastic pollution problem. And no one hesitated to agree the concept of reducing plastic consumption. Once it's related to their daily matter and real actions, however, their answers turned to be a little different: 13/15 of them answered they often used plastics. Even when we asked them alternative ideas to plastics, they all seem similar - something reusable such as reusable bottles, reusable bags and reusable cups...

As I see it, there would be two reasons for this. One is because their image of alternatives to plastic is much limited. That is, they assume it without thinking tips from traditional wisdoms and from cutting-edge technologies.

Another is because existent eco-friendly products they notice are lack of incentives to bring them into actions. Put it in another way, their stereotype of alternatives to plastics are unrealistic and unsustainable to let them get involved in.

Suggestion

As I mentioned in conclusion above, we need to broaden our perspectives with regard to alternative way to reduce plastics. At that time, it will be helpful to think traditional wisdoms, cutting-edge technologies and strong incentives (peace marketing from human perspective, in other words) to make our daily life sustainable. The following is one of my ideas coming through fieldwork at Rock Festival on May 12th.

The use of bin for Japanese lemonade known as "Ramune" made me think the possibility and future prospects of glass materials. In particular, I saw some good aspects for sustainability in its characteristics, which is returnable and less uses of plastic material.

Bins of Ramune is familiar in Japan especially in the summer festival and its history dates back in 1887. It firstly was imported from England. It's made of glass (and a little of plastic at its neck) with a glass marble at the top. You will never forget how to open it since it's unique. To open it, you will push the marble in by using a small equipment, then you can access to the liquid inside - without any trash. It is also well known as returnable and people must bring it back to the store where they bought it.

As the decrease of quantity of Ramune bin production shows - it's about 1/3 of those at its peak -, however, it is inevitable to consider its negative side: safety and easiness to use them in our daily life. The former is about risks when it's broken. And the latter refers to its heaviness compared to plastic bottles.

Although we have much room to improve this material, I believe modern technology will help us use more glass materials in our daily lives. Specifically, development of infrangible glass and of weight saving would surely solve the problem.

Resource:

<http://www.tombow-b.jp/ramune/>

<https://en.wikipedia.org/wiki/Ramune>