



## Introduction

### Background of the Plastic pollution

- Alternatives to plastic
- Traditional way (leaf bowl)

### 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 for your daily lives?
- 4: Do you support the following alternatives ideas? (bioplastics; paper packaging; eco bag; reusable food utensils; edible water bottle)  
Free phone support!
- 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 eco-friendly?

## Results

Question 1:  
YES 12 / NO 2

Question 2:  
YES 16 / MAYBE 2 / NO 0

Question 4:  
Bioplastics  
YES 1 / MAYBE 8 / NO 0

Paper Packaging  
YES 5 / MAYBE 0 / NO 0

Reusable Shopping Bags  
YES 5 / MAYBE 1 / NO 0

Reusable Utensils  
YES 4 / MAYBE 2 / NO 0

Edible Water Bottle  
YES 11 / MAYBE 7 / NO 0

Question 5:  
YES 20 / NO 0

## Conclusions

Although most of the people we interviewed were aware of environmental problems, they are not encouraged to make change in their daily lives. This is due to the poor accessibility to the eco-friendly products and projects in their daily lives. Eco-friendly products are usually more expensive compared to the normal products, and often not available in normal shops and stores.

In Komachi-dori, some shops are reusing plastic cups for ice cream and ask customers to get it back to the store once they finished eating it. However in another store was distributing tester of drinks using plastic cups. Once they use the cup, they throw it away which is not a eco-friendly attitude. Another example of using too much plastic is that they wrap dango with plastic sheet, which can be replaced with paper. Eating while eating is encouraged there, which arise a concern of littering in the street, which is enhanced with the no presence of trash bins in the street.

In the rock festival, there was a trash bins, but the classification of the trash is not clear and all type of trash are mixed eventually. Also, they sell meals in the plastic containers, which should be replaced with reusable utensils.

## Next Goal

1. Make the change accessible to mass

1. HOW?

1. By promoting alternative products in the means of

1. SNS

2. Government (tax, budget)

3. Cooperation

4. Event producers

2. WHAT?

1. Traditional cultures and knowledges

1. Bamboo, wood

2. New technologies and skills

1. Edible water bottle