

How to Promote Environmental Actions like “Fridays For Future” in Japan

Background

There has been a growing concern for environmental issues in recent years. More and more groups like Fridays For Future have started movements to raise awareness of people and appeal to the governments and corporations to change their sustainability policies. However, the number of actions and participants in Japan is still smaller compared to those in other countries.

What is Fridays For Future?

- A global climate strike movement
- started in August 2018
- A 15-year-old Greta Thunberg began a school strike for climate, demanding urgent action on the climate crisis



Shoe action



- A movement that began in 2020 due to the coronavirus pandemic.
- Protesters demonstrated their commitment by lining up sneakers, sandals, pumps and other footwear on the sidewalk.
- To show that even though they were not physically present, they were taking a stand on climate change.

Objectives

1

- to clarify the actual situation of the FFF movements in Japan

2

- to find the reasons that have prevented the FFF from developing in Japan

3

- to organize an activity that can encourage Japanese people to participate in and get feedback

Methods

(1) Interviewed FFF representatives of each region in Japan to investigate the current situations and ask the reasons why it is difficult to get more participants.

Based on the findings

(2) Carried out an activity called **Shoe Action** that might be possible to encourage the movement in our school. A post-questionnaire was conducted.

Results and Consideration

(1) Japanese people are reluctant to take part in demonstrations or protesting activities in front of the Diet. → because collectivism underlies the Japanese society and that people avoid standing out so that they won't invite troubles.

Fridays For Future activities include demonstrations and pre-parliamentary protests. Do you want to participate?



Fig.1 Action Feedback 1

(2) The feedback revealed that they found it comfortable to join it because they can express their opinions in an easier and more peaceful way.

What was your impression of shoe action?

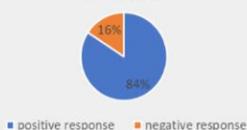


Fig. 2 Action Feedback 2

Conclusion

To promote FFF in Japan, we should take shoes action or similar type of activities. They might encourage more people who hesitate to take action to join other social movements in Japan.