



# Orangutan is Crying

Matsuyama Higashi  
Senior High School

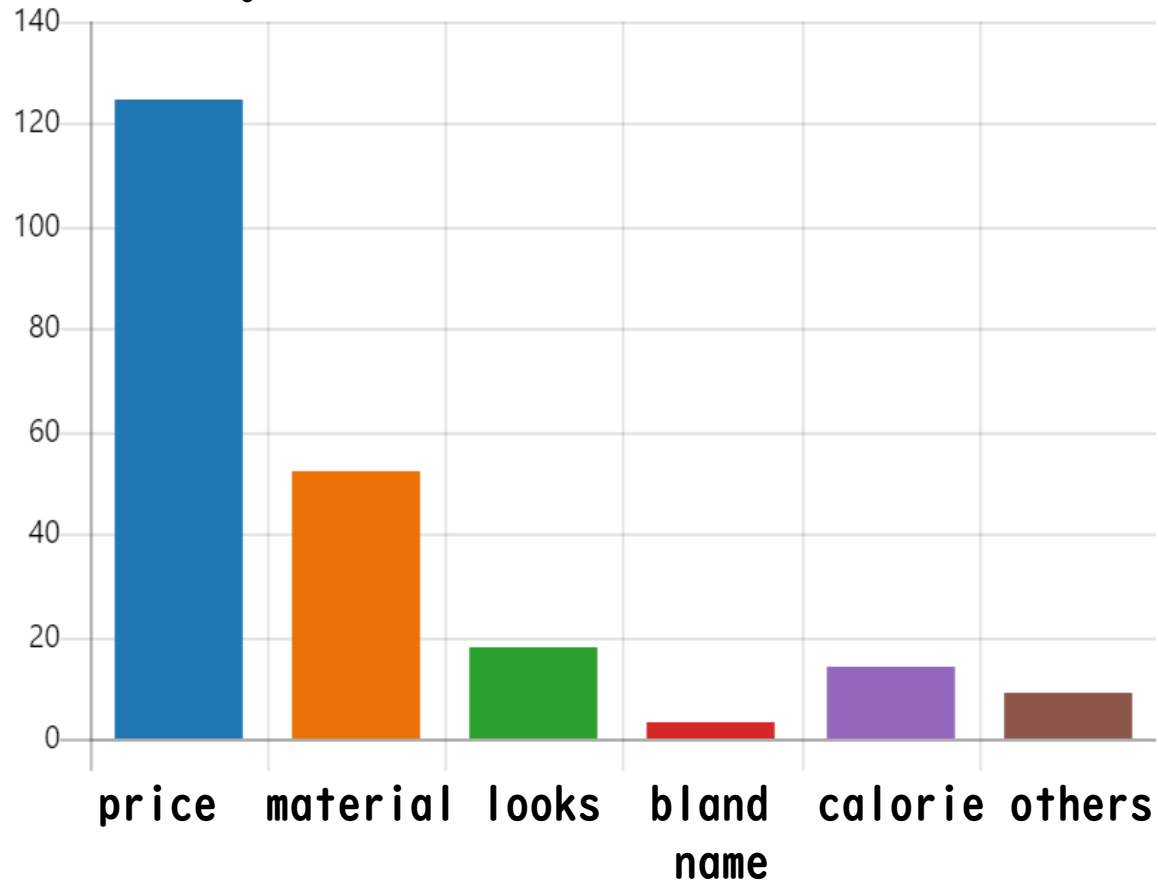
SGH Club

12 RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



# I. Awareness survey of Matsuyama Higashi students

- Q What do you care most about when you buy food at a store?

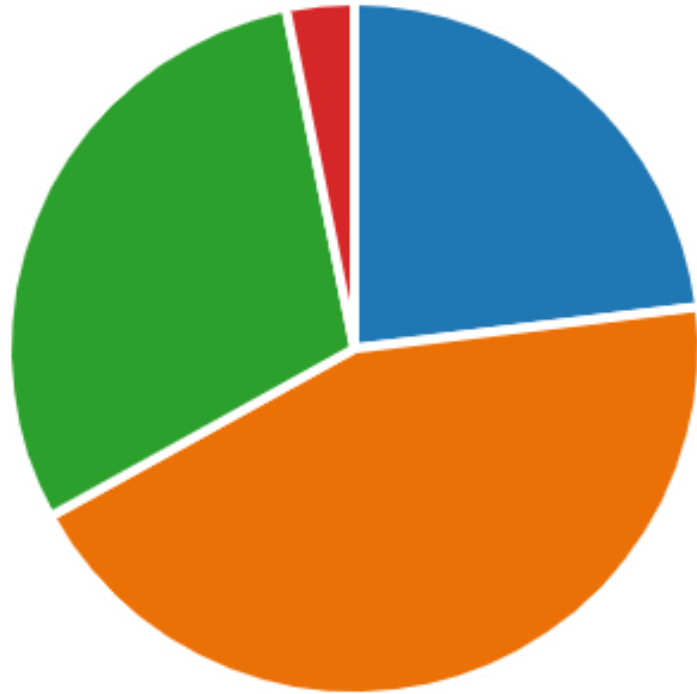


price	125
material	52
looks	18
brand name	3
calorie	14
others	9



# I. Awareness survey of Matsuyama Higashi students

Q Do you often see the ingredient label when shopping?

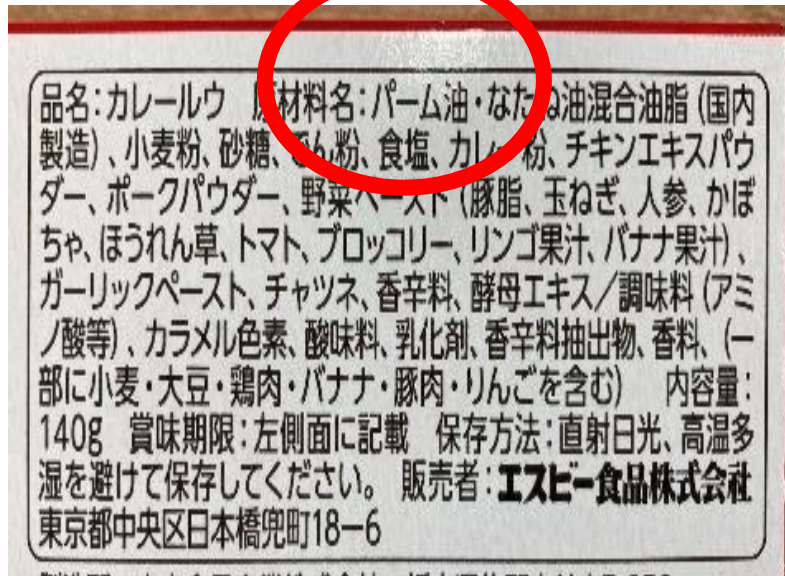


often	51
sometimes	97
rarely	66
never	7

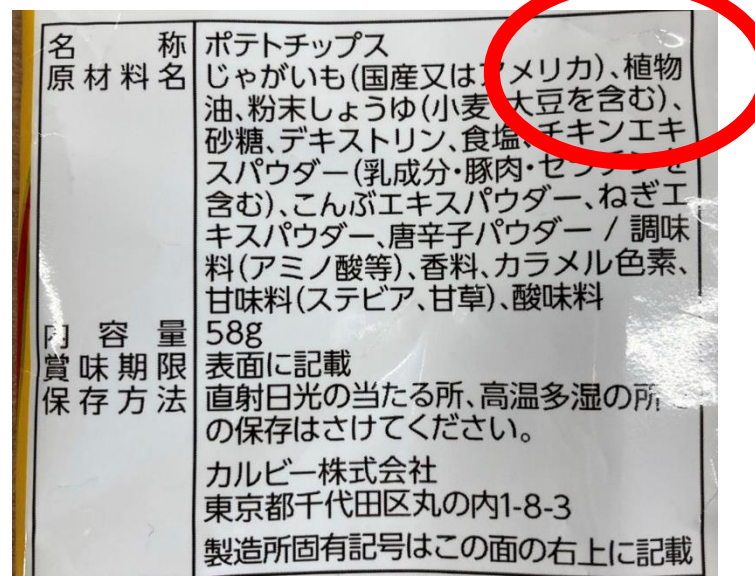


## 2. Investigate ingredient display

### Curry Lou



### Potato chips





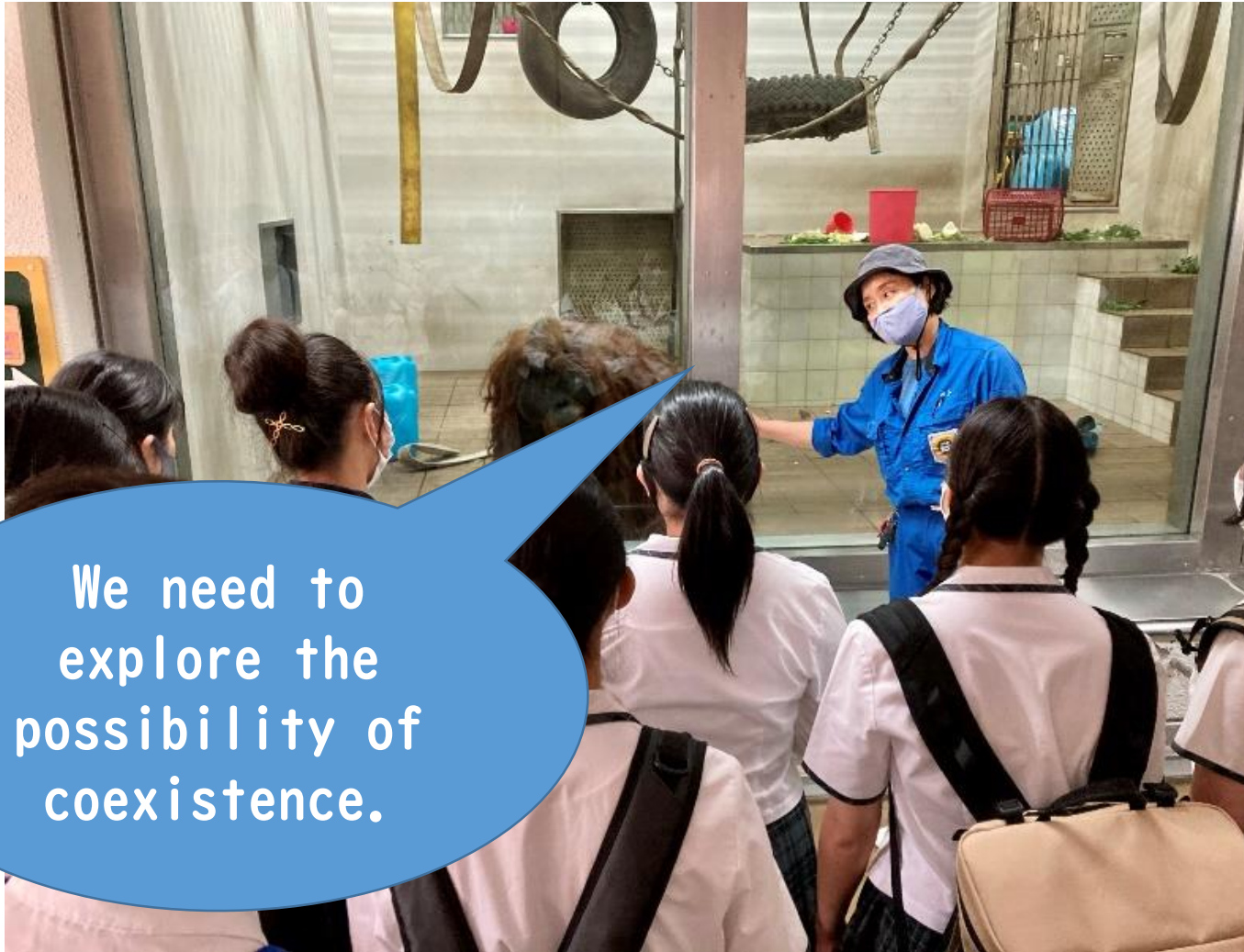
### 3. A company that works hard with ”palm free”



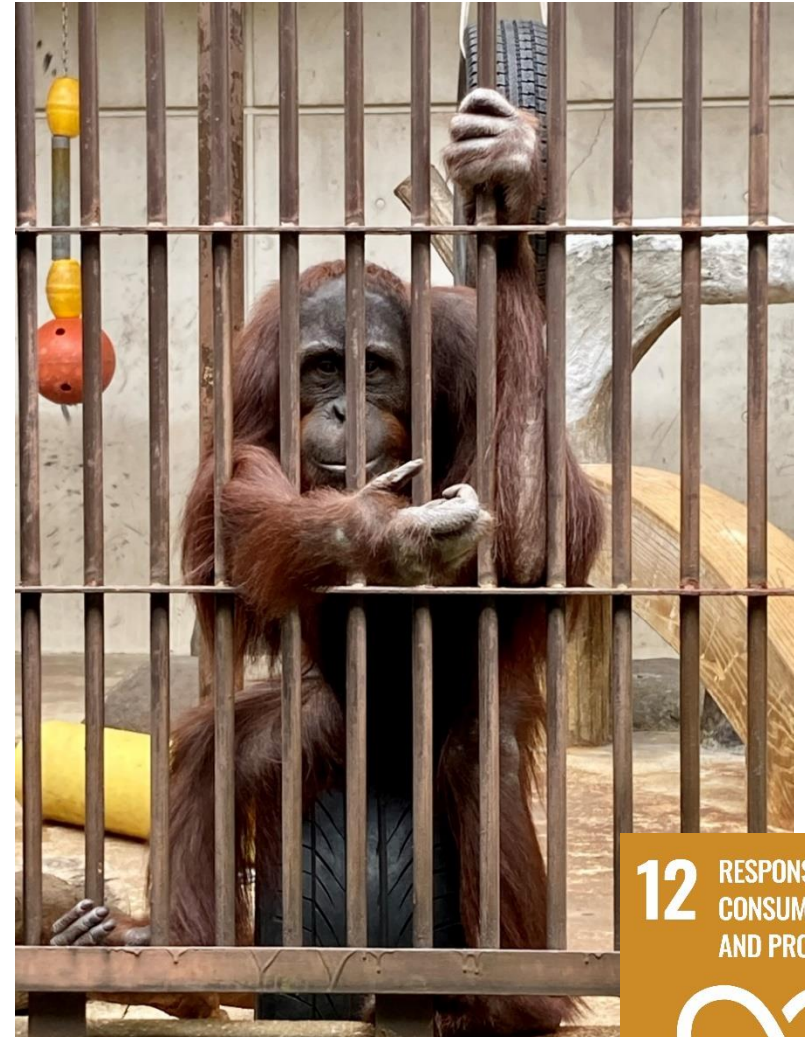
I hope their feelings move a little when this comes into their eyes.



# 4. Orangutan, a resident of the forest




We need to explore the possibility of coexistence.





# 5. Matsuyama East “Ethical Challenge”

松山東21谷口愛優花 日曜日 14:14  
1年3組谷口愛優花co-op



← 返信

松山東21谷口春菜 日曜日 17:56  
1年7組谷口春菜 CO・OP



← 返信



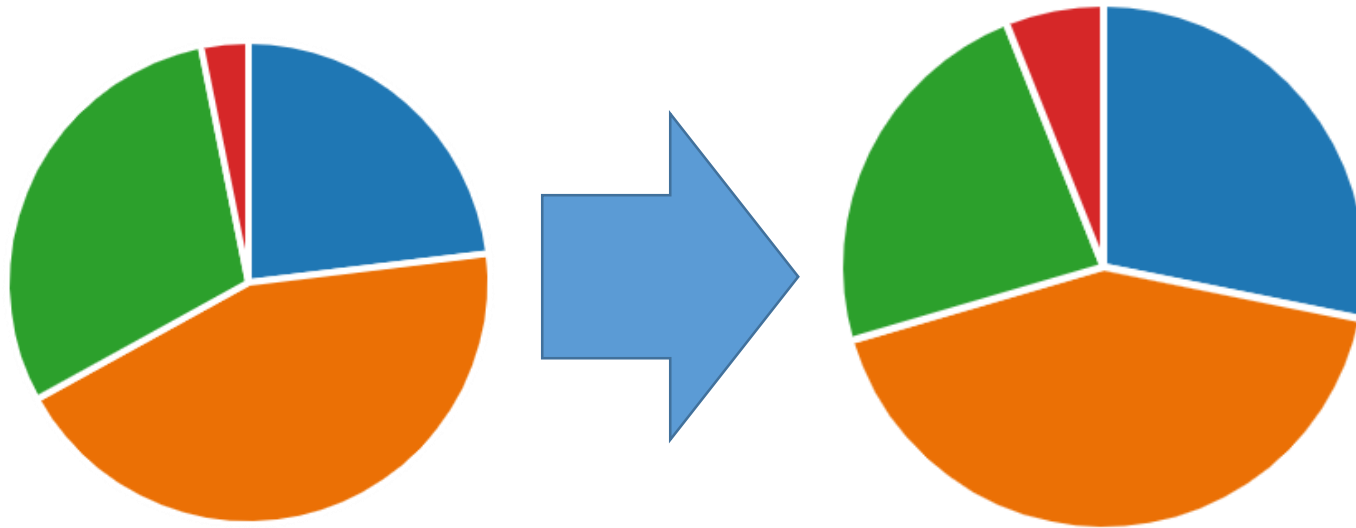
# 5. Matsuyama East “Ethical Challenge”





# 6. Changes in consciousness of Matsuyama Higashi Students

Q Do you often see the ingredient label when shopping?



often	42
sometimes	63
rarely	35
never	9



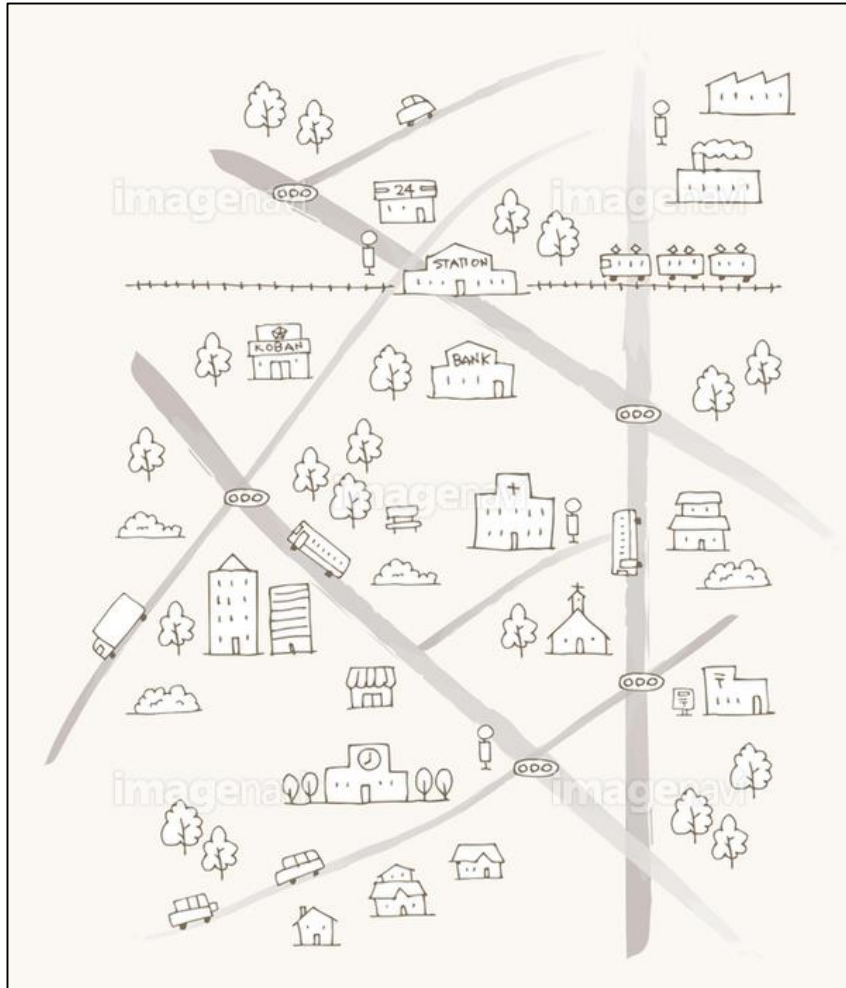
# 6. Changes in consciousness of Matsuyama Higashi Students

- Q What kind of conversations did you have with your family and friends?





# 7. Putting the change of consciousness into action





**May the  
orangutans  
live laughing**

**Thank you for listening.**

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