



# EHI-CAL KARUTA

Japanese cards of ethical  
consumption in Ehime

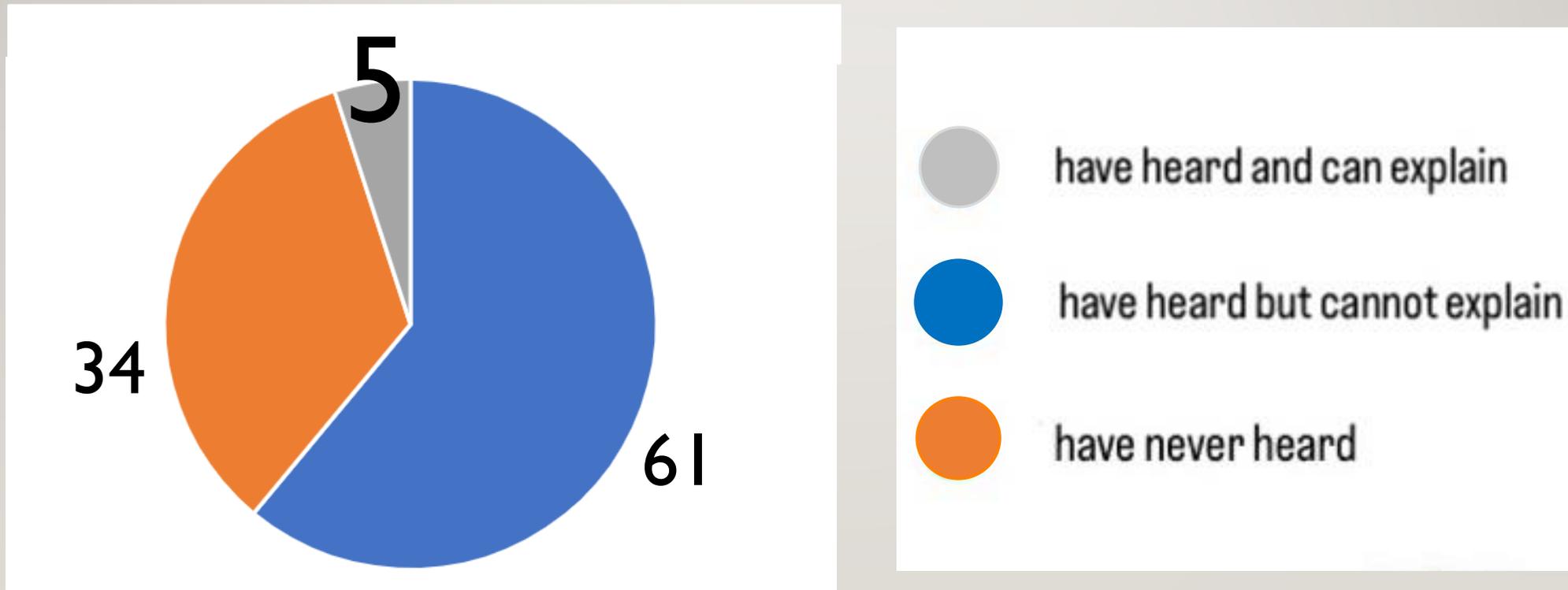
SGHNI08 Ehime Prefectural Matsuyama  
Higashi High School SGH club





# AWARENESS SURVEY OF MATSUYAMA HIGASHI STUDENTS

- Have you heard the word of “Ethical” and can you explain this word ?





# HYPOTHESIS

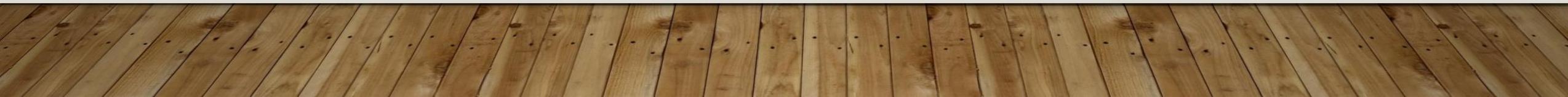
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Know  
the term

Raise  
awareness

Change  
behavior

ETHICAL



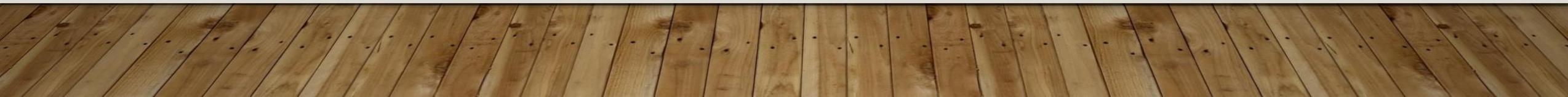


# EHI-CAL

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**ETHICAL**





# INTERVIEW TO MAKE "EHI-CAL KARUTA"





# TULLY'S COFFEE

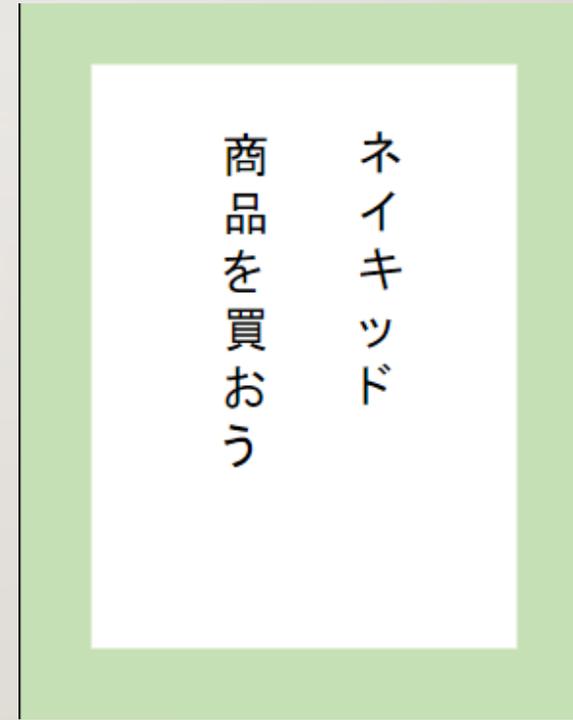
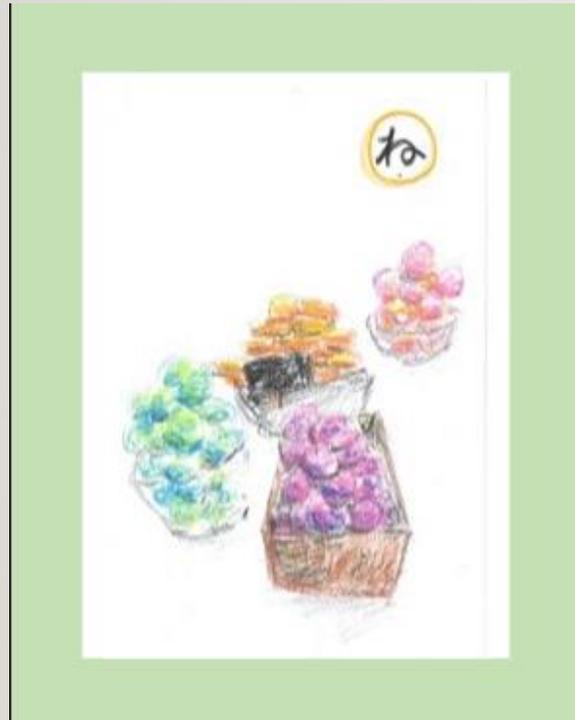


コーヒード  
紙ナプキンに  
生まれ変わるよ



# THE NATURAL COSMETIC BRAND LUSH

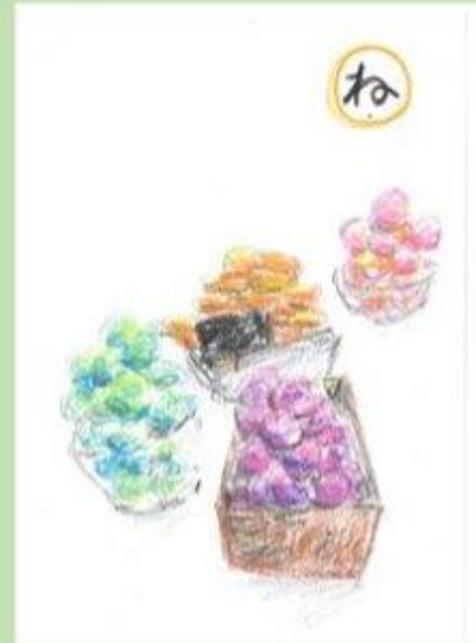
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# EXPLANATIONS ON THE BACK

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# PLAYING KARUTA

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# FEEDBACK FROM STUDENTS

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put them  
into action.

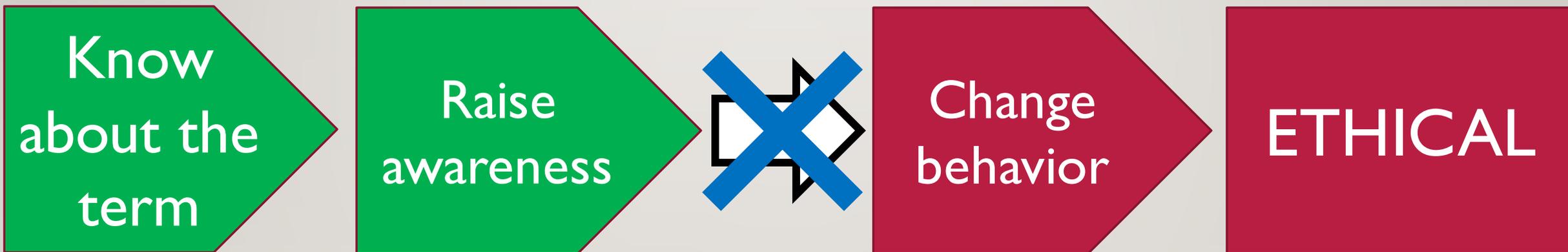


never solve  
the SDGs  
↓  
can do many  
things.



# PRESENT SITUATION

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# BEING ETHICAL

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