

Japan ranks second in plastic packaging waste emissions in the world* Solve over-wrapping & Spread Furoshiki

Point

Research

3 Goals

Project

Business

Result

Impression of Furoshiki

A sense of crisis at over-wrapping

Defective Furoshiki

Other

1. Discussion with *Ms. Tsukuda

*Japanese artist who creates artworks of wrapping

Wrapping with **feelings**

✕

Throwing **plastic**s away

2. Survey

Junior high and high school students, parents, and teachers (464 people)

An interest in Furoshiki

Level	Count	Percentage
1 (Low)	32	6.9%
2	90	19.4%
3	174	37.5%
4	118	25.4%
5 (High)	50	10.8%

A sense of danger about over-wrapping

Level	Count	Percentage
1 (Low)	32	6.9%
2	53	11.4%
3	173	37.3%
4	151	32.5%
5 (High)	55	11.9%

44.4%

3. Interview in BAMBA Dyeing Factory

5% of all production

Discarded as defective

I want to make people easier to use it like the inner bag

3 Furoshiki factories

Difficult to transmit

1

Change from an unfamiliar to a **familiar Furoshiki**

2

Increase the sense of **danger** about **over-wrapping**

3

Utilize **discarded Furoshiki**

4. The workshop @ *Totoya Kyoto

*The zero-waste supermarket (Sells products by weight, without individual packaging)

Please wrap a lunch box with **Furoshiki** in the easiest way

Wrapping things with Furoshiki **promotes** thinking over-wrapping

Using **defective Furoshiki**

An interest in Furoshiki

Level	Count	Percentage
1 (Low)	0	0%
2	0	0%
3	0	0%
4	5	25%
5 (High)	15	75%

63.8%

A sense of danger about over-wrapping

Level	Count	Percentage
1 (Low)	0	0%
2	0	0%
3	3	15.8%
4	6	31.6%
5 (High)	10	52.6%

39.8%

We noticed the project was not sustainable!

6. The mock demonstration sales @ Assembly house in Uji city

33 people saw the demonstration in 3 hours (no advertisements)

The cost of Normal Furoshiki

Cost/profit

10% of sales come to REBORN

Profit

1) Goods

1) Goods with defective Furoshiki

2) Normal Furoshiki

Sell normal Furoshiki to those who want it

7. Comparison

Survey to 34 foreigners

① Do you want to buy Furoshiki?

YES 82% (18% NO)

Necessity of showing Furoshiki in person

② Is Furoshiki environment-friendly?

YES 100% (NO 91%)

Cannot tell the advantage from the photo

Unfamiliar → **Familiar**

Low → **High**

Defective → **Eco-friendly**

Next Action: Refine the Business Plan

8. Business plan

High School Business Grand Prix hosted by JFC

Ranked in the **top 100**