

# A STEP TOWARD A ZERO WASTE SOCIETY

## - FROM THE EXPERIENCE OF A FIELD TRIP IN INDONESIA -

### INTRODUCTION

What we found in Indonesia

Litter on public roads

→ We were surprised at the situation

After we came back to Japan

Litter in Tokushima too

I had thought Japan has no litter on public roads, so the fact was quite shocking

We became curious about other countries' situation.

Asked questions to exchange students from Argentina, Korea, and Ireland in our school

They all said "littering is one of the problems we have."

We decided to take some actions to improve our situation in Japan and Indonesia:

### OBJECTIVE

We started with finding dirty places we called a "hot spot".

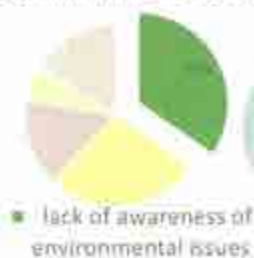
Indonesian school, BSS

Our school, JOTO.



Questionnaire for students in Joto

Why do you think there are lots of litters?



our goal :  
reduce the  
amount of litter

in  
Indonesia

in  
Japan

### OUR HYPOTHESIS

Changing people's mind towards littering leads to reduction of littering

### METHODS AND RESULTS

#### ① CLEAN UP THE HOT SPOT

From the perspective of environmental psychology

→ Cleaning up the hot spot and making it harder to litter is effective

#### ② PUT UP A POSTER

According to psychological studies

→ A poster with positive phrases will work **better** than one with negative phrases

+ Negative words could potentially encourage more littering



Thank you for keeping it clean!



#### ③ TWO WEEKS OBSERVATION there was no more litter!!



This project has succeeded!!!

### CONCLUSION

- Providing the poster
  - Changing the environment, making it harder to litter can change...
  - People's minds
    - Changes in actions towards littering
- This could be a global solution !!

#### OUR CONCLUSION

Changing people's mind leads to changes of people's action

### FUTURE PLANS

we would like to...

- try longer-term experiments
- look into an effective way to reduce the amount of litter
- do the same thing in other places in Tokushima / other countries

### REFERENCES

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[http://michitake.osakafu-u.ac.jp/2017/09/12/environmental\\_psychology/](http://michitake.osakafu-u.ac.jp/2017/09/12/environmental_psychology/)