

# How can we reduce the use of plastics in everyday life?

*A Case study of New Zealand*

## 1. Background information

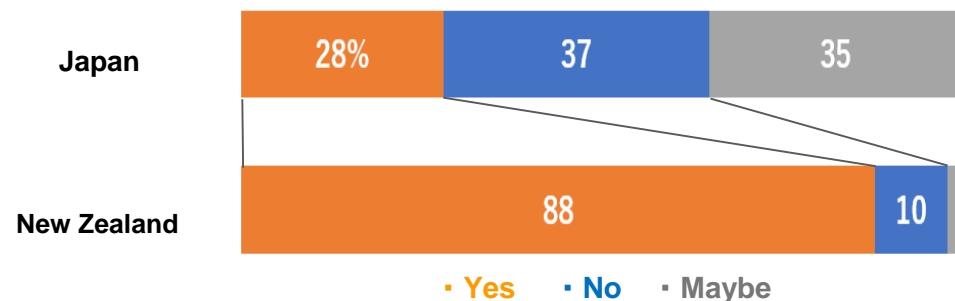
i) New Zealand's government is going to phase out single-use plastic bags by 2019.



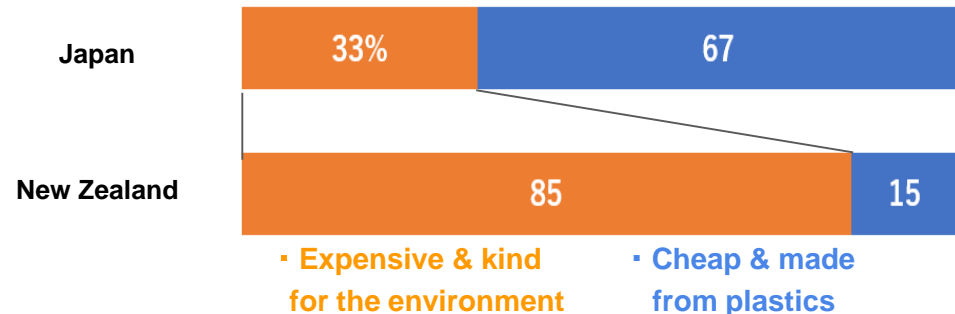
The New Zealand Herald, 10 Aug. 2018

ii) New Zealanders have high awareness of single-use plastics.

Q1. Do you agree with banning single-use plastic bags?



Q2. Which product would you buy?



(from my questionnaire survey of 124 Japanese and 151 New Zealanders, 2018)

## 2. Research question

How can we reduce the use of plastics in daily life?

## 3. Research method

Date: 5th~30th July, 2018 / 4th~10th Sep, 2018 / 9th Nov

Place: Hamilton, New Zealand

Fieldwork methodology: Questionnaire, Experiment, Observation, Interview, Bibliography research

## 4.1 Findings - Interview

NGO - The Sir Peter Blake Trust

Q. How can we reduce the use of plastics?

- A. • Education at an early age
- Introduce new technology
- Government involvement
- Media outlets



<https://www.instagram.com/p/BEcRLjNGuzz/>

## 4.2 Findings- Observation



## 4.3 Findings - Case study

New Zealand woman (70s)

- \$10 donation every month for Greenpeace
- Using alternative products
- Shopping at local shops
- Carrying own drinking bottle



## 5. Conclusion

- Citizens take practical steps in everyday life
- Each NGO has a special area of influence

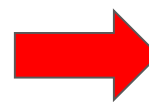
Citizens and NGOs cooperate to create social awareness

Governments cement these actions by passing laws

**Actions taken by individuals and NGOs are what can change society**

## 6. What can we do?

An experiment of living a plastic-free life for 7 days



- ✓ Made me aware how much plastic I use every day.
- ✓ It's POSSIBLE to have a plastic-free life!

## 7. References

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