The Nippon Foundation
Marine Litter Project
「CHANGE FOR THE BLUE」

29 July 2019

Mitsuyuki UNNO
Executive Director
The Nippon Foundation
The Nippon Foundation Overview

• Funding Source
  ➢ NF Projects are funded by proceeds from Japanese motorboat racing (which are operated by local municipalities) and donations from corporations and individuals.

• Annual Budget for Ocean Projects (Excluding Overhead Expenses)
  ➢ Approx. 222 million USD (Fiscal Year 2018)

• Projects: Combination of directly managed projects and grant projects.

Mission

Passing On Bountiful Oceans to Future Generation

Themes

Building Human Capacity
Protecting Ocean Ecosystems
Promoting Ocean Experiences
Promoting Ocean Education
Researching Ocean and Ships
National Opinion Poll Findings

Finding ① Marine litter has become a mainstream issue but lacking in understanding of actual conditions

Use of scientific knowledge to further public understanding

80% knew the term “marine litter”, but only 50% of them had the correct understanding.

Finding ② Majority feel that everyone should be taking part in countermeasures against marine litter

Multi-stakeholder action to counteract marine litter

80% said everyone should play a part to address marine litter. 80% expressed desire to take part in activities to reduce litter.

Finding ③ Individuals are motivated to act but local communities are lacking in interesting activities

Collaborative action with local communities

60% said their communities were lacking in/or was not aware of actions taking place to reduce litter.
CHANGE FOR THE BLUE
### Project Overview

**Nippon Foundation “Ocean Japan Project”**

- **2019FY Project Themes**
  - Ocean Experience
  - Safety and Preparedness
  - Tackling Marine Litter

#### 「CHANGE FOR THE BLUE」

**Goals**

1. Changing Public Attitude Toward Marine Litter
2. Establishing Solution Models with Stakeholders
3. Accumulating Scientific Knowledge on Marine Litter
4. Engaging in Marine Litter Projects Outside Japan

**Working with 12 Stakeholders to create model cases that tackle marine litter and sharing these best practices in Japan and around the world**

<table>
<thead>
<tr>
<th>Corporations</th>
<th>Local Municipalities</th>
<th>Academic Researchers</th>
<th>Government</th>
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<tbody>
<tr>
<td>Shipping Companies</td>
<td>Fisheries</td>
<td>Sports Organizations</td>
<td>Nonprofits NGOs</td>
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<tr>
<td>Startup Companies</td>
<td>Elementary &amp; Middle Schools</td>
<td>High Schools &amp; Universities</td>
<td>Partners of NF Ocean Japan Project</td>
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**Project Themes**

- Ocean Experience
- Safety and Preparedness
- Tackling Marine Litter

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**Partners of NF Ocean Japan Project**

- Corporations
- Local Municipalities
- Academic Researchers
- Government
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- Elementary & Middle Schools
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動画
• https://youtu.be/UNCU8oTkaPI
Collaboration with Government: Ministry of the Environment
Engaging Public Through the Ocean Litter Challenge Project

*Press Release: 18 February 2019*
“Addressing the latest developments of marine litter and solution models in Japan and overseas”

Date : June 17, 2019
Venue: Sasakawa Peace Foundation
1-15-16 Toranomon, Minato-ku, Tokyo

Program:
• Crisis Caused by Marine Litter
• Latest Scientific Knowledge and Trends
• Japan’s Challenge
• UMIGOMI Zero AWARD Ceremony

Press Release : 18 February 2019
Awarding innovative solution models that tackle marine litter
Grand Prize

Arakawa Clean Aid Forum (Tokyo)

Cleaning rivers and streams that run through city centers since 1994. Over 10,000 annual participants.

Judge’s Special Prize

Ina Food Industry Co. (Nagano Pref.)

Research and development of edible film to reduce the use of plastic.
Collaboration with Business: Coca Cola Japan
Joint Research on the Mechanism of Waste Flow From Land Area Into Rivers

*Press Release: 22 May 2019

Investigated the flow of waste from land into rivers and streams
Conducted in eight locations across Japan, covering approx. 240 km

*Conducted in the prefectures of Hokkaido, Tokyo/Kanagawa, Toyama, Nagano, Hyogo, Okayama, Kagawa, and Fukuoka
*Locations were selected on the following criteria: size of the river systems; level of population concentration; number of shopping/business districts; and number of agricultural land, paddy fields
Investigation: rivers and streams in Kanagawa/Tokyo Area
(Period: 20 - 26 April 2019)
<Results>

- 25% (approx. 25.1 km out of 98.5 km) of area covered in the research had more than 8 items of waste in clusters.

- Source of waste is not just from street littering but from waste that fall out from designated waste collection stations.
「Collaboration with Business: Seven-Eleven Japan」
Promoting BtoB Recycling Using Automated Collection Boxes

Press Release: 2 May 2019

Plastic Cycle

Using recycled materials to bottle beverages

Beverage Co.

Retail Outlet

Collectors

Recyclers

Collecting and transporting bottles for recycling

Sorting and reducing volume of PET bottles

Pet bottles

Plastic Cycle
**Collaboration with Academia: NEREUS Program**

Building the Foundation for Scientific Knowledge

*Press Release: 14 May 2019*

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<tr>
<th>Research 1</th>
<th>Impact on Human Health and Public Health</th>
</tr>
</thead>
</table>
| Principle Institutions (TBC)  
University of British Columbia  
Harvard University etc.        | Investigating effects of bioaccumulation through marine ecosystems. Assessing exposure pathways and hazard risks of ocean through identification and distribution of ocean litter in the ocean, including hotspots. |

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<thead>
<tr>
<th>Research 2</th>
<th>Magnitude and Cause of Marine Litter (Focus on Small Islands)</th>
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| Principle Institutions (TBC)  
University of British Columbia etc. | Conducting field research in coastal regions (especially small island states) to understand how communities are exposed to ocean litter and identify social-cultural factors that affect vulnerability of different social groups. |

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<tr>
<th>Research 3</th>
<th>Effective Strategy and Policy for tackling Marine Litter</th>
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| Principle Institutions (TBC)  
University of Washington,  
University of Utrecht etc. | Investing existing legal instruments, and regional and national policy options as guiding frameworks for mitigating ocean litter. Social innovations and new business models such as the new plastic economy will be explored. |
「Collaboration with Municipalities : Toyama City」
“Community-Based Models to Tackle Marine Litter
* Press Release : 14 May 2019

① Investigation
- Investigating mechanism of marine litter

② Education ・ Raising Awareness
- Distributing posters and signs
- Developing teaching materials
- Establishing model schools

③ Action
- Mass public cleanup campaigns
- Joining with sports organizations
- Partnering with industry

Collaboration with Municipalities: Toyama City
Community-Based Models to Tackle Marine Litter
Press Release: 14 May 2019

Investigation
- Investigating mechanism of marine litter

Education ・ Raising Awareness
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Action
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Prospects

- **Project Period:** Three Years

  Collaborating with 12 stakeholders
  Engaging in various initiatives to counteract marine litter

**Future Initiatives**

1. **Partnerships with International Orgs.**
   ![Image of partners]

2. **Projects in Small Island States**
   ![Image of island]

3. **Joint Projects with Corporations**
   ![Image of buildings]