

## For “ Low - Carbon Society” by Changing Citizens’ Behavior

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The role of household sector on CO<sub>2</sub> emission is not small in Japan. Though the ratio of CO<sub>2</sub> emission of household sector amount to over 20% of all, it keeps increasing and cannot be reduced without changing of individuals’ manner and behavior. Then, how could we make individuals behave environmental-consciously?

For changing individuals’ manner and behavior in daily life environmental-consciously, there are key factors such as;

Sense of Crisis: we exactly confront a global environmental crisis

Sense of Responsibility: our conventional mass consumption/waste lifestyles is to blame

Confidence in Effect: changing lifestyles will really improve global environment

Proper measures of practice: tools to make effectiveness of our practices visible easily

Motivation for practice: find the appropriate incentives for each individual

There are two effective drive forces to change individuals’ lifestyle; to cultivate awareness for environmental value and to change social systems.

First, “environmental education” develops key factors , , and . As a result, individuals begin to have interests in environmental values and begin to check their lifestyles with environmental axis. Then, if they have key factors and , they might behave environmental-consciously in their daily lives. From my research, main reasons of not to behave environmental-consciously are “not to know what they should do” and “believe that one person’s action is limited and meaningless”. Environmental education and tools for evaluation of individuals’ own behavior can change their wrong believe. Actually, there are such tools in Japan. One example is “environmental household account book” made by local governments, companies, and citizen groups. We can calculate the amount of CO<sub>2</sub> emission of household just by filling in the amount of usage of energy and water on the web. We can evaluate our environmental performance with amount of CO<sub>2</sub> emission using “check list of eco-life”. As information for decision-making, visualization of our daily lives is very important.

Additionally, the change of social system is necessary. For example, new tax system pricing to an environmental load, such as the amount of CO<sub>2</sub> emission, motives consumers to purchase low-carbon products and motives companies to design/produce/sell low-carbon products. Social systems which reward the decision with environmental axis accelerate individuals’ behavioral changes.

At the same time, the experiences of participation in pleasant projects, which people prefer to join, strengthen ties in the participants among the community. Examples of such projects are “Environmental Learning Project to support children’s environmental activities in Nishinomiya City”, “*Nanohana*(Bio-Diesel-Fuel) Project to make buses run by BDF made from rape blossoms in Osaka Prefecture”, and “Mission *Uchimizu*, sprinkling water by hand, to remind Japanese old custom”.

In conclusion, I carry on a campaign, environmental-consciousness is “Economical, Fun-to-do, and Ethically”. The mass media could make the consensus that ecological lifestyle is comfortable, kind of “Cool earth is so cool!” .

Overall, to move many individuals, positive manner is important.

*Not “DON’T”, But “LET’S DO!”*