

ROLE OF NPO IN ENVIRONMENTAL PROBLEMS -JAPANESE CASE

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CONTENT

- ◉ Introduction: Public Marketing Approach
- ◉ Environmental problems of the last couple of decades
- ◉ Conventional policy making process in Japan
- ◉ NPO's role in PMA
- ◉ Example: Buy products with simple packaging project 2007
- ◉ Conclusion

INTRODUCTION: PUBLIC MARKETING APPROACH

- ◉ Public Marketing Approach (PMA) is an alternative method to establish an environmental policy
- ◉ Competition of alternative policies in market place to get de facto standard

PUBLIC MARKETING APPROACH: WHY?

Because environmental problems have

1. indeterministic nature,
2. high uncertainty,
3. and too many stakeholders.

ENVIRONMENTAL PROBLEMS OF THE LAST COUPLE OF DECADES

◉ Example: Global Warming Problem

- A very serious problem if it is true, but, accurate prediction is not possible due to chaotic nature and decision dependency.
- Nobody can tell if it is true or not, and when it proved to be true it is too late.
- The problem is we have to decide without sufficient information.

CONVENTIONAL POLICY MAKING PROCESS IN JAPAN

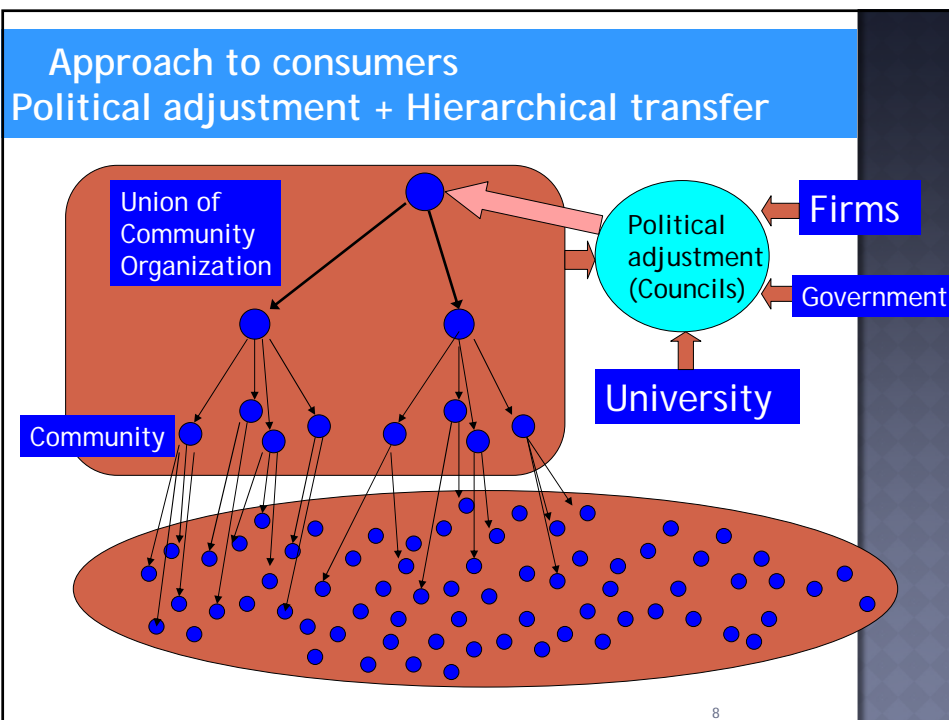
- ◉ Analysis of a problem by elite bureaucrats based on credible prediction.
- ◉ Evaluation of alternative policies by elite bureaucrats.
- ◉ Drafting of a policy by elite bureaucrats.
- ◉ Consultation to relevant councils and negotiation with stakeholders in the background.
- ◉ Due process in House of Representatives and House of Councilors.

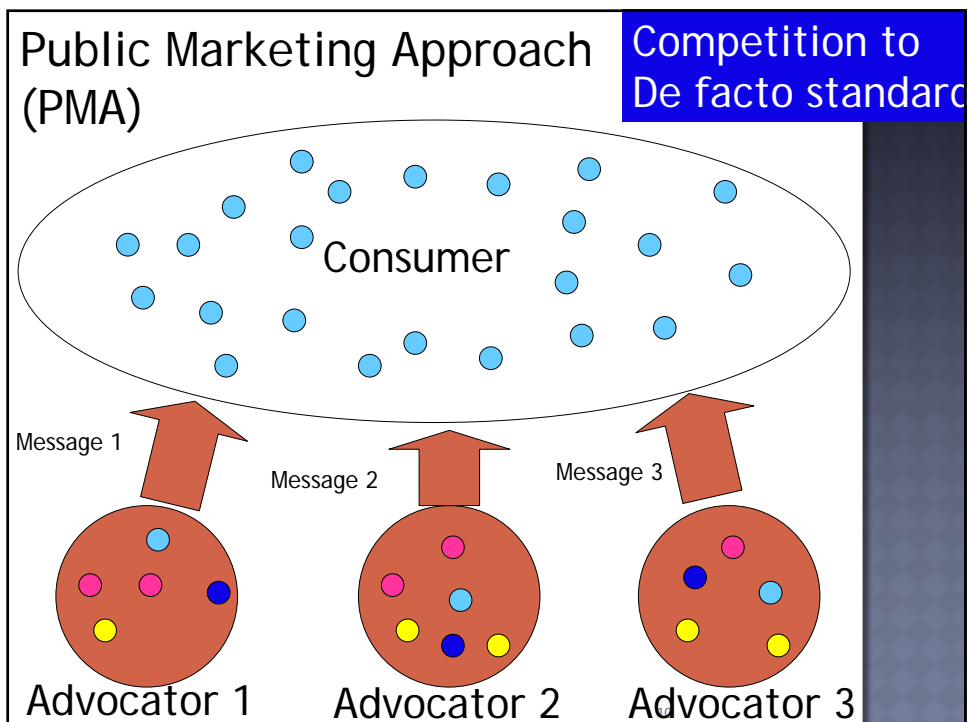
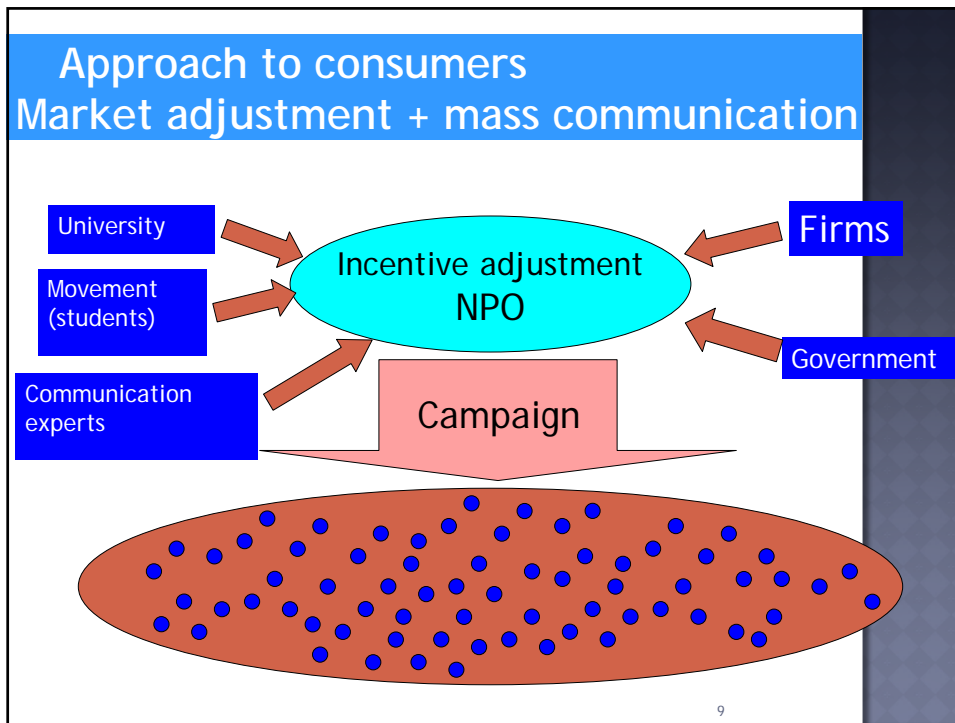
CONVENTIONAL POLICY MAKING PROCESS IN JAPAN

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No credible prediction

Persuasion becomes more and more difficult



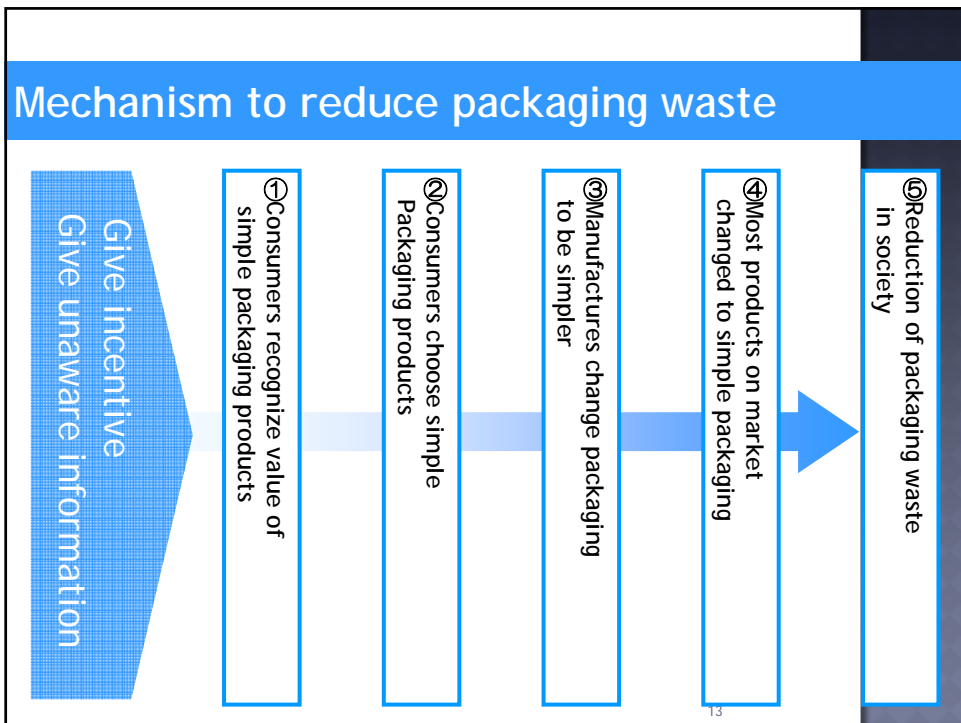


NPO IS THE CORE OF PMA

- ◎NPO is essential in PMA, because
 - 1.message from profit seeking body is suspected to have bias
 - 2.and NPO can take risk, which government can not.

NPOGomi-jp
Non Profit Organization
Gomi Japan

*Buy products with simple packaging project 2007
~in Rokko island~*



Waste reduction by communication with various media

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Project concept

Easy to understand by consumers
amusing and thrilling.

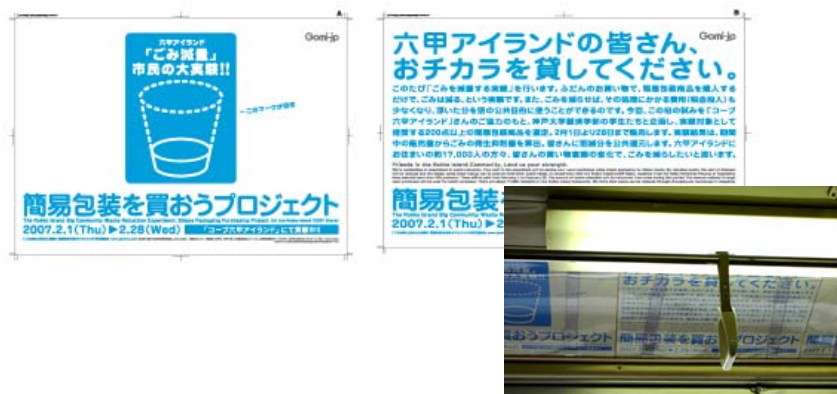
Make waste problem to one's own
by the expression "Big experiment
by citizens"

Key color is blue, blue sky and blue
sea of Kobe

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Project Campaign

- ① Posters put on ceiling of Rokko-liner
(Public transport)



Project Campaign

③ Campaign in the store



Project Campaign

⑤ Event by 'Chindon-ya' and Kobe university students in Rokko Island. Distribution of brochure with waste bag with message from Mayor.



Sun 18th Feb. 2007

Wagon sale

No wagon and concentrate display from 1st Feb to 17th.

After 18th, Concentrated sample display and wagon sale (without discount)



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Items sold more than BAU (5% significance)

	Total	2/1-17	2/18-28
Food	99	15	26
Toiletry	167	11	14

Campaign is proved to be effective
(5% significance level)

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Potential of waste reduction (year)

[assuming all products changed to simple packaging]

Rokko Island 51 t

Kobe 4,580t

Japan 380,000t

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Recognition and intelligibility of project

[Recognition/ex post]

Recognize waste reduction project is going on

81.6%

[Intelligibility/ex post]

Understand waste reduction project is going on in which simple packaging product is labeled for promotion.

59.6%

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Recognition and intelligibility of project

[Recognition/ex post]

Recognize waste reduction project is going on

81.8%

[Intelligibility/ex post]

Understand waste reduction project is going on in which simple packaging product is labeled for promotion.

59.6%

Campaign was very successful


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Mass media exposure

40 articles: News papers
1 article: magazine
7 times: 6 TV network

Change of 'feel attractive'

Sum 'attractive' = very attractive + attractive

63.9%  79.2%

15point UP!

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Percentage of simple packaging product during campaign

Bought at least once
[total]

62.8%

[understand group]

73.6%

26

Reason of purchase of simple packaging product

Project is attractive
[Purchased group]

86.3%

Most of consumers purchased simple packaging product felt

Environmental
consciousness had
changed after the project

Interested field		
	ex ante	ex post
Environmental problem	51.0%	60.0%
29		

Interested field		
	ex ante	ex post
Environmental problem	51.0%	60.0%
30		

Campaign changed mind

People who feels environmentally conscious life is cozy increased after the project		
	ex ante	ex post
cozy	67.3%	74.3%
vs		
pain	32.7%	25.7%

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Action changed mind

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Do you think we should continue
waste reduction activity?

Yes 99.2%

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Image improved by the project

Manufacturer 47.1%

Super market 48.4%

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CONCLUSIONS

1. Public Marketing Approach is an alternative method to establish environmental policy in some applications.
2. Packaging waste reduction is an example of PMA.

Professional Adviser

Consumers Co-operative Kobe
Satoshi Nakatani
Takeshi Miyaji

Kobe City
Ichio Nakano

3R Forum
Hajime Shoji

Music Stuff
Kiyokazu Matsumoto

Chindonya
Tozaiya

Planning Boat
Syoko Fukushima

ASTRAKHAN
Takuya Arisawa
Yui Kanno

Tokyo Survey Research



Gomi-jp

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