Environment Picture Diary Initiative

Make use of children’s ideas to transform the world’s structure!

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Yokohama City Recycle Resources Association is a private organization comprised of (118) recycling companies in the city of Yokohama.

Aiming at the establishment of Recycle Design Town (regional recycling society), we strive to be a corporate citizen who provide support to the government and the public in a semiofficial capacity.

What is “Recycle Design Town”? Town where anyone can casually participate in environmentally friendly activities. This is the Recycle Design Town we look to.

Mascot
Rikumi-chan
Various Activities to Connect with Citizens

Quarterly journal RD
We send over 40,000 copies of this journal to such organizations as community associations and neighborhood associations so that people will feel familiarity with 3Rs and have deeper understanding of the recycling industry.

Tour at Recycling Port Yamanouchi
How are collected paper and cloth processed and where do they go? Visitors see the actual work site and take a detailed lecture about waste sorting.

Catered lecture
We visit administrative bodies, neighborhood/community associations, elementary and junior high schools, tutoring schools, etc. to promote understanding of what 3Rs are and why sorting is necessary.

Sale of recycled products
We sell recycled bathroom tissue, tissue paper, paper string, etc.
This initiative was started to foster a “new awareness about the environment” among children by giving them opportunities to discuss environmental issues and environmental conservation with their family and people close to them and express their own thoughts in a combination of pictures and words.
What is Environment Picture Diary?

Hoping that children will learn correct knowledge and develop awareness about the environment by thinking about environmental issues at home when they are in elementary school, we invite children in Yokohama to submit environmental diaries during summer vacation and give prizes to particularly excellent ones. This initiative is carried out by Yokohama City Recycle Resources Association every year and FY2019 marks the 20th anniversary.
This is the 19th year since the city of Yokohama joined the initiative as a co-organizer in FY2012. In FY2018, 18,975 diaries were submitted (from about 10% of all the elementary school students in the city). A total of 231,135 children have submitted their diaries in the last 19 years.
Expansion of Environment Picture Diary Initiative has expanded throughout the country from the city of Yokohama. On the occasion of the 60th anniversary of the friendship agreement with Yokohama, San Diego, USA, also started the initiative in FY2017. The two cities independently organize the activity with a theme of their own.

Environmental Picture Diary 2018
– From Eco-Future City to SDGs Future City Yokohama –

In Shimokawa town, Hokkaido prefecture, Higashi-matsushima city, Miyagi prefecture, Minamisoma city, Fukushima prefecture, Kasiwa city, Chiba prefecture, Shinagawa ward, Tokyo, Kochi prefecture, Yamaguchi prefecture, Naha city, Okinawa prefecture, and San Diego, USA, children were invited to submit environmental picture diaries. Thank you very much for the many diaries submitted.
Our Thoughts about Environment Picture Diary
- Pay Attention to Recycling and Environmental Issues -

“Make recycling a culture!”
In 2000, the first year of the Environment Picture Diary Initiative, the word “recycling” was not highly recognized yet. At that time, we wanted to build a solid foundation for the initiative.

Themes:
“Environmental issues encountered during summer vacation”
“Group recycling collection in my town”
“Energy-saving activities at my house”
Our Thoughts about Environment Picture Diary
- Awareness among Children about Possibilities -

“Japan-Korea Children’s Conference on the Environment”

In 2002, the year of FIFA World Cup Korea/Japan, we realized that Environment Picture Diary could be a tool to exchange children’s thoughts across boarders.

Themes for Environment Picture Diary
“Our family’s recycling efforts”
“Recycling activities in my town”
“Future of our planet we create together”
Our Thoughts about Environment Picture Diary
- Diaries Have Become “Social Messages” from Children -

Change the future of Yokohama!

As the number of diaries submitted nears 10000, children’s ideas for the diaries have become “social messages” and suggestions for community development.
Our Thoughts about Environment Picture Diary
- Exhibit All Diaries!

Preserve and realize children’s ideas!
Ideas described in the diaries are precious. We want to exhibit all diaries and realize all ideas!

Although it has a full-scale structure with a built-in fan, this clay charcoal stove cannot achieve a heating function. The person in charge at the company says, “With the current solar panel technologies, it is difficult to make it as small as this because it would not generate enough calorie”. However, he added hopefully, “By the time these children become adults, technologies will advance through united efforts and it should become feasible”. (From Town News)
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Our Thoughts about Environment Picture Diary
- Development of each child -

Effect on children’s development!

We have been receiving reports showing development of children who worked on Environment Picture Diary.
Our Thoughts about Environment Picture Diary
- Connection of Thoughts of Various Parties -

We need to keep trying for the children!

Higashimatsushima and Minamisoma were deeply affected by a large disaster. The ideas expressed in the environment picture diaries after the disaster gave adults courage.
Following the designation of Yokohama as a SDGs Future City, the city held “Environment Picture Diary Exhibition 2018 – From Eco-Future City to SDGs Future City Yokohama –” on Sunday, December 2.
In environment picture diaries, children describe the future image of our town they hope for. If we can solve issues from the future image described in the diaries with the concept of backcasting, we can probably realize a sustainable society.
Four Effects of Environment Picture Diary

1. **Effect on Children**
   - Development of interests in social issues and ability to explore real nature of the issues
   - Awareness of being a member of society

2. **Effect on family**
   - Development of willingness to address social issues
   - Commitment to addressing social issues

3. **Effect on community**
   - Dispatch of information about social issues through the eye of citizens
   - Understanding of changes over time in social issues

4. **Effect on corporations**
   - Visualization of the social mission of the corporation and increased awareness of the employees
   - Connection with local elementary schools
Environment Picture Diary Class

As the themes of environment picture diaries have become diverse, we provide this class as an opportunity to derive ideas from children.
Use children’s ideas to reconstruct (transform) the “mechanism of the world”!

We consider environment picture diaries as messages to adults. Children’s messages sent through the diaries contain important ideas for community development.

We believe it is our important mission to present these precious suggestions widely to the society.
We hope that many children will participate in the Environment Picture Diary Initiative, which we started to make recycling a culture, and it will lead to the realization of a better society.
With this code, you can download detailed materials about the environment picture diary initiative.

Thank you for your attention

Certified Yokohama-type local contributing corporation [top rank]

Yokohama City Recycle Resources Association