

22. ごみゼロへの挑戦(2)：構造理解

Recycling and reusing, however, are not enough to keep our world from becoming swallowed up in waste. Kamikatsu also makes an effort to get people to brush up their understanding of the environment and make society as a whole think ‘why?’

Why are you buying or selling the product? Is it good for the environment?

Will it become a favorite possession or will it be thrown away after one use?

Whereas before some believed they had a sacred right to buy or produce whatever they desired, now they realize that their actions affect the world around them.

In recent years, Kamikatsu built a complex facility called the Zero Waste Center.

A hotel located in the grounds of this facility is run on the understanding that creating a waste-free society applies not only to individuals, but also to businesses.

For example, instead of offering an individual soap bar to each guest, it encourages them to cut off the amount of soap they need at the front desk.

Fitting into a new strategy is not easy, but through its actions,

Kamikatsu is leading the nation in finding ways to gain the prize of a truly waste-free society.
