

# WWFによる 市民向け化学物質リスク削減 支援活動例

(財)世界自然保護基金ジャパン  
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WWFインター  
ナショナル

バーチャル  
ショッピング



The image shows a screenshot of the WWF Detox website. At the top, there is a banner with the WWF logo, the URL 'www.panda.org', and the text 'Toxic chemicals a threat to wildlife and humans'. Below the banner, the 'DETOX' logo is prominently displayed. The page is organized into several sections:

- What's the Problem?**: A section explaining the issue with toxic chemicals.
- What WWF Wants**: A section detailing WWF's goals.
- Reduce Your Risk**: A section with a red arrow icon, providing advice on how to reduce exposure to chemicals.
- How You Can Help**: A section with a red arrow icon, offering ways to support the cause.
- News and Publications**: A section for staying updated.
- Take Action NOW!**: A section with a red triangle icon, urging immediate action.
- Join the petition**: A section with a red triangle icon, encouraging users to sign a petition.
- Support AGENIA**: A section with a red arrow icon, supporting a specific organization.

On the right side, there are two main content blocks:

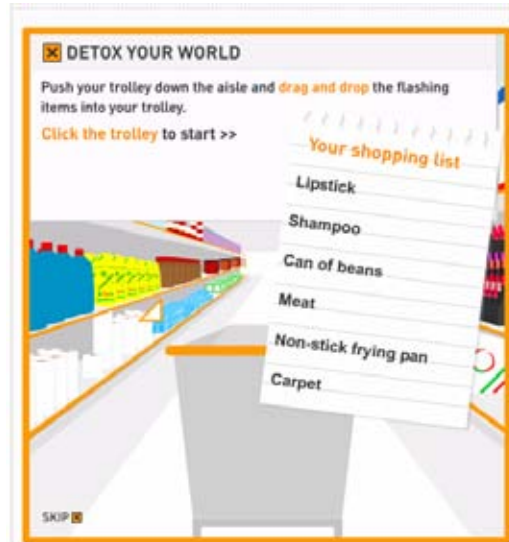
- Cut the contamination**: A section with the heading 'Reduce your exposure to harmful chemicals, and protect wildlife from the toxic threat.' It includes an illustration of a shopping cart and text about dangerous man-made chemicals used in everyday products.
- More tips for around the home**: A section with the heading 'In the living room and bedrooms' and a list of tips: 'dry cleaning whenever possible', 're-carpeting when you are pregnant', and 'synthetic carpets, carpet underlay or upholstery with synthetic foams, foam rubber, latex or plastic coverings, furniture these emit...'. It also includes a small image of a pile of trash.

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## WWFインターナショナル

### バーチャル ショッピング

買い物リストに  
従って棚から商  
品を選びかごの  
中に入れる。



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## WWFインターナショナル

### バーチャルショッ ピング: シャン プーを選択



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## WWFインターナショナル

バーチャルショッピング: 商品の選択が終わり、レジで清算する。



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## WWFインターナショナル

バーチャルショッピング: レジでは購入した製品の人や生態系に対するコストが示される

シャンプー: 含まれるフタル酸エステル有害性の説明



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## WWFインターナショナル

バーチャルショッピング:  
フッ素加工フライパンの例ー  
PFOA



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## WWFインターナショナル

e-マガジン

買い物が終了すると、より安全な生活のための4つのステップを紹介する電子雑誌が出てくる

- 食生活
- 住居
- おしゃれ
- 発言



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## WWFインターナショナル

e-マガジン

食生活

良いもの:悪いもの



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## WWFインターナショナル

e-マガジン

おしゃれ



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## WWF - UK

### 家庭における化学物質と健康

生活の場面ごとに

-避けるべきこと

-推奨できること

-行動を変えるべきこと

The screenshot shows a webpage with a search bar at the top. The main heading is 'Chemicals and health in the home'. Below this, there are sections for 'Take action' (Peblion, Write to your MP, Write to your MEP, Spread the word), 'Chemicals and health in the home' (with a sub-section for 'In the living room'), 'The chemical threat' (What's the problem?, What WWF wants, What WWF is doing, Scientists' declaration, Joint statement), 'News and activities' (News stories, Biomonitoring, Feature), and 'Resources' (Publications, Chemical links, Research centre, Latest research, Glossary).

The 'In the living room' section is highlighted and contains an illustration of a living room with a sofa and a person sitting on it. Below the illustration, there are three sub-sections: 'Avoid', 'Buy', and 'Change'.

**Avoid**

- **synthetic** carpets, carpet underlay or upholstery with **synthetic** foams, foam rubber, latex or plastic coverings, because these emit **VOCs**;
- chemical finishes such as stain repellents and **brominated flame retardants** on furniture or carpets;
- re-carpeting or ripping out carpets if you are pregnant.

**Buy**

- carpets made from organic natural fibres such as wool, cotton, rattan or jute;
- curtains, carpets or upholstery containing little or no **brominated flame retardants** or stain repellents;
- computers and monitors carrying the TCO 95 eco-label, which limits the amount of brominated flame retardant in the product.

**Change**

Other electrical appliances, carpets and rugs often contain chemicals that are stain repellent or fire retardant. Some chemicals used as flame retardants (**brominated flame retardants**) persist for a long time in the environment, accumulate in our bodies and can disrupt our natural hormone systems. Not all of these chemicals or products can be avoided, of course, but we can reduce our exposure to them in the living room.

Volatile organic chemicals (**VOCs**) are a range of chemicals, many of which have hazardous properties. Some are carcinogenic and can irritate our lungs, and some may also be greenhouse gases which contribute to climate change.

## WWF - US : グリーンホームカード

The infographic is titled 'Green Home Card' and 'Making your life toxic-free'. It provides a list of actions to reduce toxic chemical exposure in the home, along with recipes for cleaning products.

**Making your life toxic-free.**

You do a lot to keep your family healthy, but you may not have considered all the potential dangers of toxic chemicals in your surroundings. Toxic chemicals can be found in virtually all creatures and in all environments. An estimated 1,000 new chemicals enter the market every year, in addition to the tens of thousands of chemicals already in commercial use. Very few have been adequately tested for the threats they may pose to wildlife and humans.

WWF has created a list of actions you and your family can take to reduce your consumption and use of toxic chemicals at home and in your community:

1. Buy organic cotton clothing, fruits and vegetables, and other goods.
2. Stop using pesticides. Green up your yard using natural methods:
  - Grow plants that are native to the region where you live.
  - Use traps and biological methods such as natural predators.
  - Use disease- and pest-resistant plants. In your garden, add insect-repelling plants such as basil, chives, mint, marigolds, and chrysanthemums.
  - Use compost and mulch to improve soil health and reduce the need for pesticides and fertilizers.
3. Use environmentally friendly products in your home:
  - Replace your air conditioner filter.
  - Use simple and inexpensive cleaners such as soap, vinegar, lemon juice, and baking (see Household Recipes below).
4. Avoid air fresheners and perfumed products. Freshen your air by opening windows, using baking soda, cedar blocks, or dried flowers.
5. Reduce use of plastic containers and food wrappings:
  - Store food in glass containers.
  - Do not microwave food in plastic.
6. Urge your schools and communities to use non-toxic cleaning products and to stop using pesticides.

For more information on WWF's toxic chemical program, visit [www.worldwildlife.org/toxics](http://www.worldwildlife.org/toxics).

Use these easy household recipes to help make your home toxic-free.

All-purpose Cleaner	Stain Remover	Cleaning Disinfectant and Anti	Window Cleaner
1/2 cup white vinegar 1/2 cup water 1/2 cup rubbing alcohol 1/2 cup lemon juice	1/2 cup white vinegar 1/2 cup water 1/2 cup lemon juice	1/2 cup white vinegar 1/2 cup water 1/2 cup lemon juice	1/2 cup white vinegar 1/2 cup water 1/2 cup rubbing alcohol

## WWF - US : バーチャル ハウス

5つのテーマ:

- ・森林
- ・有害化学物質
- ・野生生物取引
- ・海洋と水産
- ・気候変動



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## WWF - US : バーチャル ハウス

### 有害化学物質

質問: 食べ物に有害化学物質が入らないようにする簡単な方法は?

ヒント: あなたはだんだん熱くなる...



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## WWF - US:バーチャル ハウス

台所:

電子レンジ  
を選択する  
と……



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## WWF - US:バーチャル ハウス



Finished? Learn more about [WWF's Conservation Action Network](#).

WWF HOME OUTREACH WOW VIRTUAL HOUSE PENNIES FOR THE PLANET

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## WWF Japan:家庭の中の化学物質



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## WWF Japan:家庭の中の化学物質

生活の場面ごとに:

注意すべき対象や対応策を考えるヒントを紹介



**リビングルーム**  
 4. 家具の購入に注意するポイント

リビングルームは、家族が集まる時間が多い場所です。また、子どもやペットが遊ぶ場所でもあります。そのため、家具の購入には特に注意が必要です。ここでは、家具の購入時に注意すべきポイントをご紹介します。

**注意すべきポイント**

- 1. 家具の材質を確認する
- 2. 家具の構造を確認する
- 3. 家具の塗装を確認する
- 4. 家具の匂いを確認する
- 5. 家具の価格を確認する

家具の購入時には、必ずしも高価な家具が良いわけではありません。むしろ、安全で健康的な家具を選ぶことが大切です。また、家具の購入後は、必ず換気を行い、家具の匂いを飛ばすようにしましょう。

※ 本冊子は、環境省の「化学物質のリスク評価」に基づいて作成されています。

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# WWF Japan: 家庭の中の化学物質

## 気になるトピックの解説



## 市民ができるリスク削減の限界



## 市民によるリスク削減を阻む情報の3重苦

- 情報にアクセスしにくい / 難しすぎる
- 情報が公開されていない
- 情報が存在しない

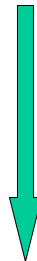
## 市民側の問題

- 化学は嫌い
- シロかクロか
- あなた任せ

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## 求められる市民の自覚

- 被害者
- 加害者
- 消費者
- 意思決定への参加者



身の回りのリスク削減から、  
地域や地球のリスク削減行動へ

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