

(Abstract)

- Title=Demonstration of Environmental Education Program for 3Rs and Development of Social Behavior Modeling
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- Abstract

Objectives of this study are to systemize 3R related knowledge and information from the view points of both idea and practice, to demonstrate the environmental education program, and at the same time, develop the social behavior modeling.

We systemized and updated 3R related knowledge into text books, and demonstrated the environmental education program as “3R and low carbon society License program” every year. We could confirm needs for this type of program from this trial.

We also conducted questionnaires about 3R intended lifestyle and 3R leader’s activities and some factors have been extracted.

About 3R leader’s activities, we developed and tried the support program for 3R leaders to act in the society. Especially, with participation of 3R leaders as a monitor, we conducted the survey on input and output of advertising materials including direct mail (DM) as a generation control target of household waste. Then, the material flow and the reduction potential could be analyzed with results of this monitor survey and other additional survey and we also could get social proposals from 3R leaders. The effectiveness of such trial and program with 3R leaders was confirmed.

We must systemize and develop the lifelong education system for 3R activities and movement using these models and trials.

- Keywords=3R, Leader, Education for Sustainable Development, Student, Advertising material