



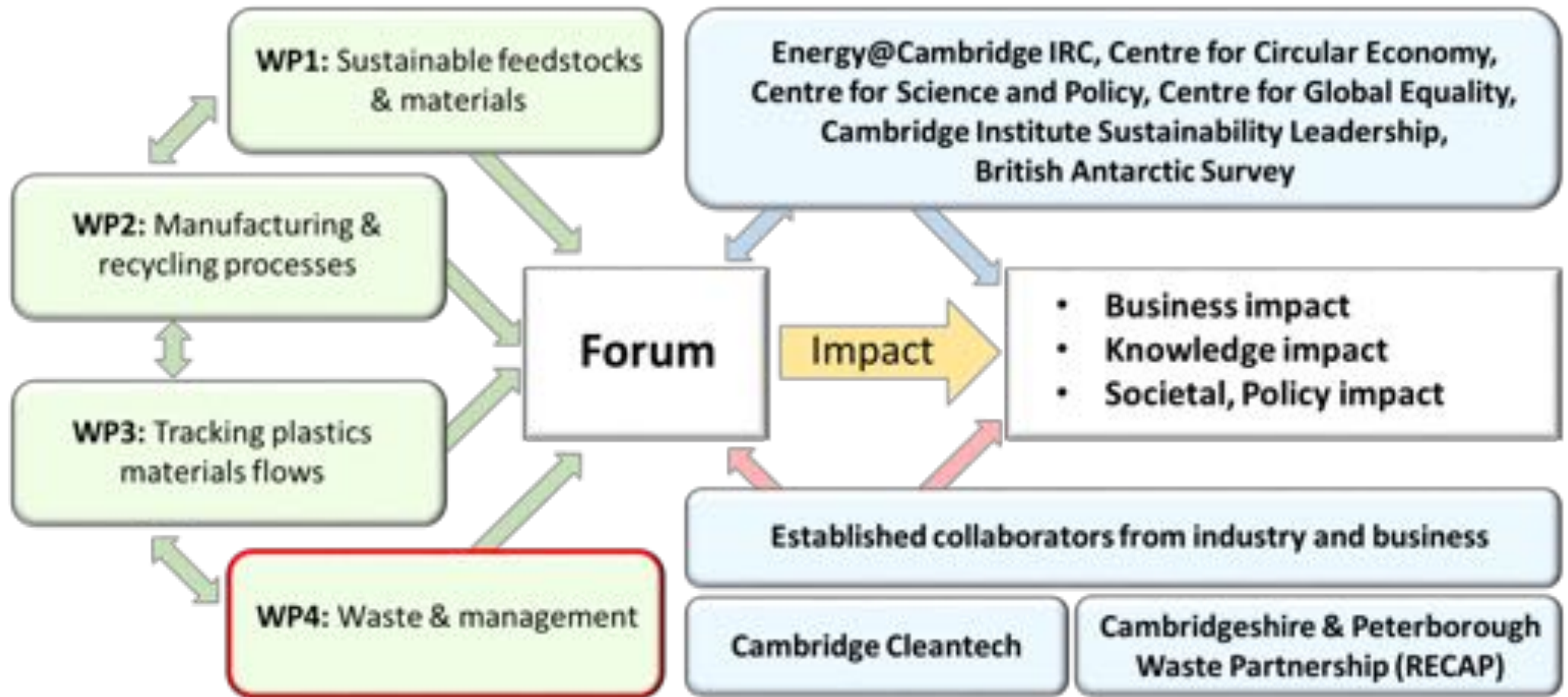
UNIVERSITY OF
CAMBRIDGE

Cambridge Creative Circular Plastics Centre (CirPlas)

Brigitte Steger ブリギッテ・シテータ

Japanese Studies, University of Cambridge

Cambridge Creative Circular Plastics Centre (CirPlas)



UK Research & Innovation:
EP/SO25308/1

https://www.energy.cam.ac.uk/Plastic_Waste

Cleanliness, convenience and good citizenship: Plastics and waste in everyday life

Aim: Find solutions that fit with consumer classifications, values and habits

Focus: The 'social life of plastic': Consumer perspectives on plastic and waste in everyday life

Question: How is plastic used and recycled in different contexts?

Japan

Brigitte Steger



Plastic use,
waste disposal
and community
in a highly
regulated
context

Uruguay

Patrick O'Hare



Material re-use
and the
commodification
of plastic in a
business-friendly
circular economy

South Africa

Teresa Perez



Plastic recycling
in a context
dominated by
economic over
environmental
concern

UK



Collaboration
with RECAP, the
Cambridgeshire
and
Peterborough
Waste
Partnership

Comparative analysis

'The Social Life of Plastics', Needham Research Institute, 7-8 Nov. 2019

Social Anthropology
Sociology
STS Science & Technology Studies
Environmental Science
Geography
Political Science
History of Art
Media Studies
English Literature
Japanese Studies
Chinese Studies
Engineering
RECAP
Ministry of Waste
Earthwatch
A Toy's Life and Beyond



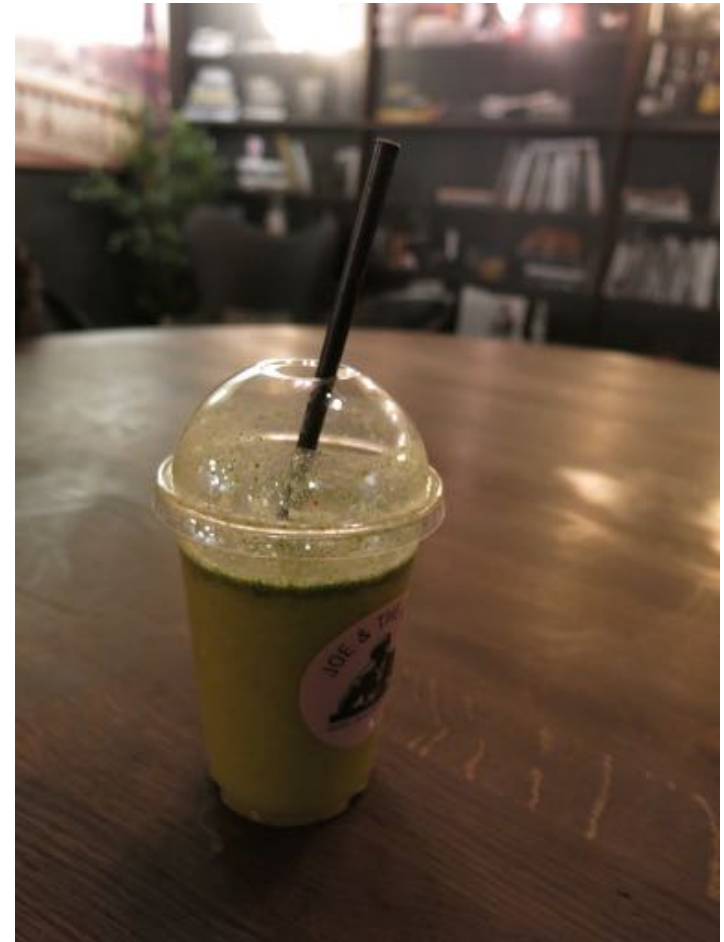
UNIVERSITY OF
CAMBRIDGE

Faculty of Asian and Middle Eastern Studies



Appreciating and questioning the very concepts under which plastics and plastic waste are discussed and framed.

‘Policy makers, NGOs, scientists and other change-makers define solutions in response to how problems are defined’
(Max Liboiron)



Pilot recycling scheme in Cape Town, South Africa

Balancing economy, environment and fairness

- Can the plastics industry regulate itself?
- Plastic pollution is more than a waste management problem – environmental health threats
- New legislation should restrict the production and consumption of single-use and unnecessary plastics



Volunteers are crushing and sorting plastic collected during the Covid-19 lockdown, ready to sell when buyers of recyclable material resume

Understanding the spaces plastics and waste occupy within our lives, life styles and world views



What practical and moral needs does plastic fulfil?



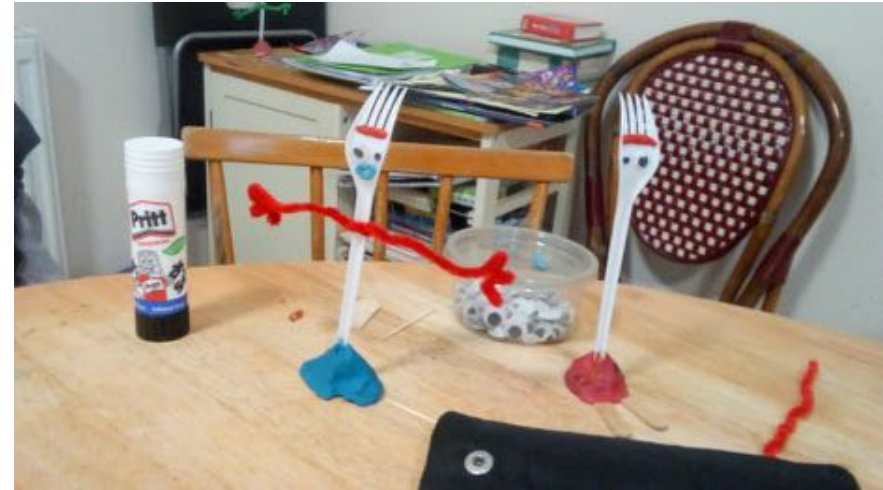
Consumption, use, and disposal of plastic (Cambridge)

Fieldwork

- Interviews, participant observation, plastics diaries, and workshops with ten households

Results

- Regular use of recycling, ethical concerns shifted onto consumption
- Frequent efforts to reduce plastic packaging, e.g. re-fills, plastic 'fasts', veg boxes
- Cultures of re-use and repair, e.g. bottles, tubs



Consumption, use, and disposal of plastic (Montevideo)

Fieldwork

- Interviews, participant observation, plastics diaries, and workshops with ten households

Results

- Irregular use of recycling facilities (no domestic provision)
- Environment and ethical concerns centered around littering
- Common and inventive cultures of re-use and repair, e.g. bottles, tubs



Clasificadores

Montevideo,
Uruguay



photo O'Hare



Faculty of Asian and Middle Eastern Studies

UK Research
and Innovation



#TeamMidori (Montevideo, Uruguay)

<https://www.youtube.com/watch?v=v8o6oC4jadY>



Reutilizá. **Reducí.** Clasificá.

Caring for the environment depends on you too!
Introduce new customs!

Reuse, reduce, sort!



Disposing of waste, negotiating community in Japan

- Classification of waste and recyclables
- waste management networks and recycling policy
- Consumption labour
- keeping the neighbourhood free of litter
- 'wrapping' and branding
- *idobata kaigi*, community and control



レジ袋有料化

What does the introduction of a charge on plastic carrier bags in Japan mean?

- a *tatemae* policy?
- the end of customer service?
- the end of convenience?
- hygiene
- eco bag *manbiki*?
- *reji bukuro* as *gomi bukuro*
- *mottainai* as Japanese environmental awareness

日本はやばい！プラスチックごみ！

例えば「地上で最も大きい動物、アフリカゾウの体重が7トン、毎年130万頭のアフリカゾウと同じくらいプラスチックが作られています。なのでリサイクルが大変です。プラスチックをめちゃしても、プラスチック問題はいかひつしません。めちゃも、問題はふえていくのです。」

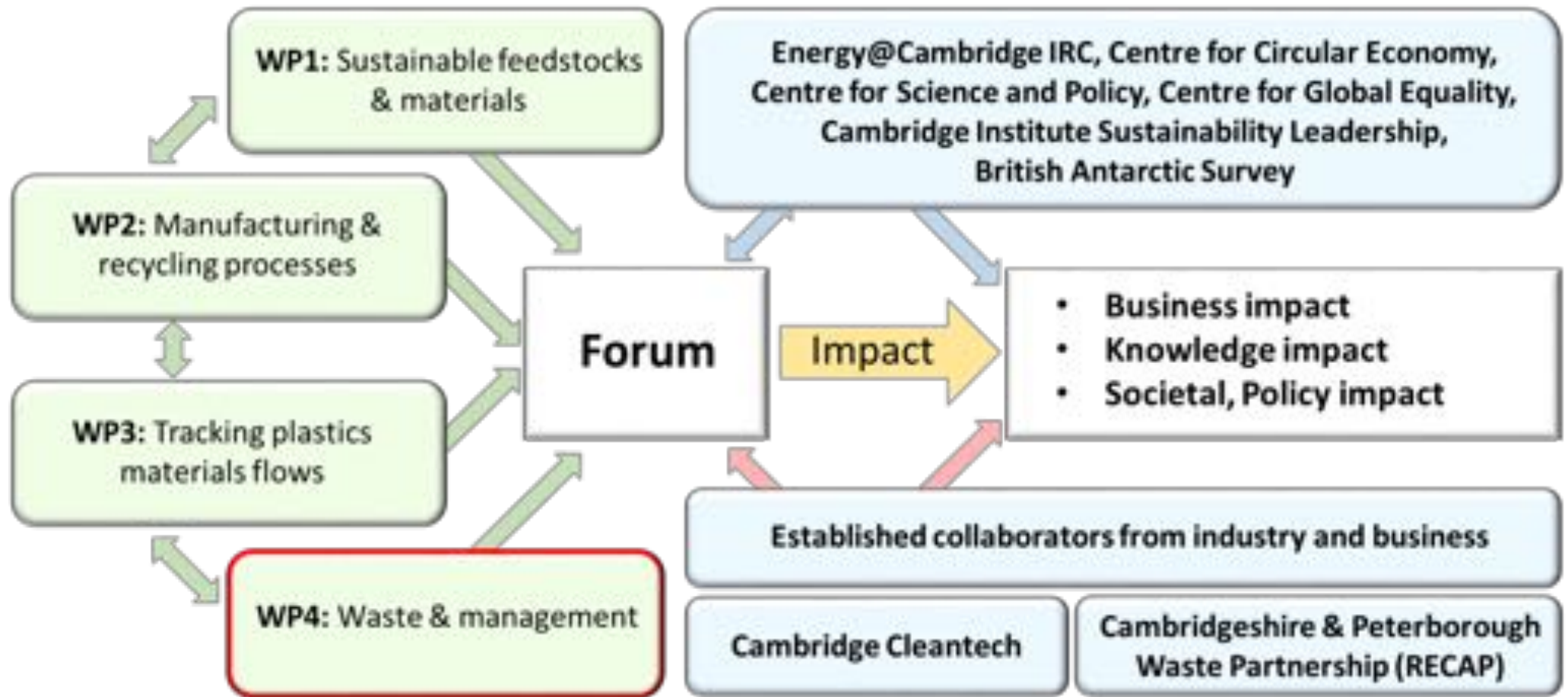
日本は海外にごみを輸出しています。2016年153万トン。2017年に143万トンが中国へ。2018年、101万トンを東南アジア台湾に輸出しました。でも、2018年に中国が受け入れを禁止しました。そのときから日本にはごみがあるようになったのです。

私たちにできること

- ① 中身を空にして、リサイクル！
- ② 道端各にばいすてしない！
- ③ マイバックを使う！
- ④ マイボトルを使う！

このようなことをして日本中のごみを減らそう！

Cambridge Creative Circular Plastics Centre (CirPlas)



UK Research & Innovation:
EP/SO25308/1

https://www.energy.cam.ac.uk/Plastic_Waste