

## Comprehensive Management Activities to Preserve the Environment of the Seto Inland Sea Based on the Leading Role Played by Local Residents

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Premise (starting point)

To report on efforts by the network organization made up of a confederation of sanitation organizations in nine prefectures and cities bordering the Seto Inland Sea

What has been done ?

- (1) Many local residents held cleanup activities (Water Region Cleanup campaigns) in rivers and seashores, principally in June, which has been designated, "Preserve the Seto Inland Sea Environment Month."
- (2) Energies were also put into activities to purify running water and wastewater (Water Quality Improvement campaigns) and "riverside eco-classes."
- (3) However, viewed from a critical perspective, these were from beginning to end only "mental attitude" campaigns.

What has not been done ?

The reasons for the above are as follows. First, the Water Region Cleanup campaigns were separate and limited to specific regions. Meanwhile, for the Water Quality Improvement campaigns, no evaluation was conducted to determine how the campaign spread or the degree to which water quality improved. Considering these factors, it is clear that these activities have simply become yearly events aimed at increasing awareness ("mental attitude").

- (1) There are inadequate mechanisms for linking awareness with the implementation and establishment of environmentally-conscious action.
- (2) The Water Region Cleanup campaigns did not become ongoing and collaborative campaigns.
- (3) There was little continuity in the "riverside eco-classes" and other environmental education efforts.

What should be done in the future ?

- (1) Develop a system for Water Region Cleanup campaigns that are systematic and involve comprehensive management
- (2) Create a program for local environmental education linking school with society, based on the leading role played by local residents

(3) Establish familiar evaluation indicators and deploy Water Quality Improvement campaigns with these indicators in mind