



Impacts: Inspire College Students to Create Award-winning 2R Green Map and New Model

Osu Eco Map's success is largely due to the concept brought together by the municipality, non-profit organization, and the local business association. The project also gained attention by the media as a eco-activity collaboration model for local business associations.

Moreover, the map's success and workshops provided local college students with inspiration to create the award winning "2R map" for the city's main shopping district,

Sakae. The students selected businesses based on the 2R concept such as a tea house where Japanese tea is served to bottles brought in by customers instead of disposable plastic bottles. The map was designed to attract young generation and named as "Oshare-eco Sakae 2R Map." (Oshare refers to being stylish in Japanese) The map won an award at ECOCON 2007, the national eco-activity contest among college students.

Oshare-eco Sakae 2R Map (2007) Stylish ("oshare") and "eco" combined

ECOCON Award and newspaper article featuring the project



'Bring your own bottle' is filled with tea at one of the eco-sites on the map



Field research presentation

