

## What is the “Hokuriku Environmental Coexistence Council”?

The Hokuriku Environmental Coexistence Council was established to address the environmental problems that are common across the Hokuriku region, through cooperation between the three prefectures and private companies.

Members:  
Toyama Prefecture, Ishikawa Prefecture,  
Fukui Prefecture and Hokuriku Economic Federation  
Supported by Hokuriku Electric Power Company

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**SUSTAINABLE  
DEVELOPMENT  
GOALS**



# Let's think about the future of the sea

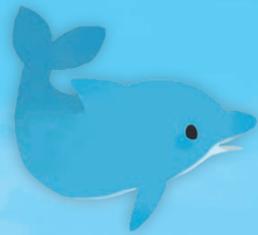
Toyama / Ishikawa / Fukui

A story about drift waste and plastics

Hokuriku Environmental  
Coexistence Council

# Life in Hokuriku is beautiful and fun.

Delicious food and playing in the sea and mountains.  
Toyama, Ishikawa and Fukui are blessed with amazing natural environments.



There are a lot of delicious fish in the Hokuriku region sea!



Ishikawa's beautiful sea

Chirihama Beach is the only place where we can drive on the sand!



Toyama's beautiful sea



Fukui's beautiful sea



The Hokuriku region sea is recognized around the world for its beauty.

**Toyama** Toyama Bay was admitted to the UNESCO-supported "World's Most Beautiful Bays Club" in 2014.

**Ishikawa** Noto's Satoyama and Satoumi were designated as Japan's first Globally Important Agricultural Heritage Systems by the United Nations Food and Agriculture Organization (FAO) in 2011.

**Fukui** Wakasa Wada Beach obtained the Blue Flag international environmental recognition in 2016; the first in Asia.

Sea creatures have sent us some messages!

Let's take a look!

▶ Sea creatures are in trouble. Why?



# Sea creatures are in trouble. why?

Because of plastics thrown away by humans...

Messages from the sea creatures of Toyama, Ishikawa and Fukui



We're in trouble because plastics look like our food.

It's dangerous to eat!

Small bits of plastic are also bad for us.



## Microplastics

Plastics are broken down into small pieces by sunlight, and when caught in waves and rubbed on sand. Plastics smaller than 5mm are called microplastics, which are eaten by sea creatures when they mistake them for food. In addition, noxious chemicals tend to be included in plastics, which is also worrying.



I got stuck in something when playing and can't get it off.



It hurts...



Recently I always feel full; I don't feel well.



The sea is dirtier than last time I visited!



Just when I thought the amount of waste had reduced, there's already so much here!



It's difficult to see ahead...



Drift waste on the beach (Ishikawa)



Drift waste on the beach (Toyama)



Drift waste on the beach (Fukui)

The sea will become full of plastic waste!

A survey of garbage washed up on Japanese beaches revealed a **substantial amount of plastic waste**.



Marine waste situation survey (2010-2019 fiscal years) by the Ministry of the Environment  
\* Percentage by number of pieces

What can we do?

It's said that by 2050, the amount of plastic waste\* in the sea will weigh more than all the fish in the world.



\* Comparison of weight

# Let's preserve the sea and its creatures in Toyama, Ishikawa and Fukui!

Let's start from the small things to reduce marine waste.



Coastal cleanup activities  
Photo provided by Hokuriku Electric Power Company

## Bioplastics

There's currently a lot of interest in new plastics, with research being done on plant-based plastics and plastics that can be broken down by microorganisms in nature. Let's hope more and more plastics can be made that are friendly to nature!

\*Biodegradable plastics and bioplastics also take time to decompose, so they need to be disposed of correctly to prevent them from entering the natural world.

Global Target

Zero new pollution from marine plastics by 2050 (Osaka Blue Ocean Vision)

## Reduce, preserve and clean!

Convenient plastics

- ▶ Find ways not to use or receive plastic products.
- ▶ Follow waste disposal rules.
- ▶ Join rubbish clean-up activities.



Dispose of waste properly!

Take a reusable bottle!

No littering! Follow the rules

Go shopping with a reusable bag!

You can continue to play with toys by repairing them.

**3R**

**Renewable**  
Use biomass and other sustainable materials, not just petroleum-based ones!

**Reuse**

Reuse things  
Don't dispose of goods straight away; use them for other purposes or repair them for continued use!

**Recycle**

Recycle materials, thinking of them as resources  
Use recycle boxes and resource recovery stations!

