Title of the Story: Hayama Beach Zero-Trash Navigation (Eco-Stations) Project

Destination Name: (include any state, province or region)
Miura Peninsula, Kanagawa Prefecture

Country: Japan

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Nomination Category: (Please check the boxes that indicate the focus of your story)
☐ Culture & Communities
☐ Environment & Climate
☐ Nature & Ecotourism
☐ Islands & Seaside
☐ Immediate responses in dealing with the COVID-19
☐ Post COVID-19 recovery
☒ One of the 17 SDGs* (if yes, which one) GOAL 12: Responsible Consumption and Production

*The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by all United Nations Member States in 2015 as a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030. The 17 SDGs are integrated—that is, they recognize that action in one area will affect outcomes in others, and that development must balance social, economic and environmental sustainability. What are the Sustainable Development Goals? https://www.unpd.org/content/undp/en/home/sustainable-development-goals.html

For further information on Tourism for SDGs: http://tourism4sdgs.org/

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DESCRIBE YOUR GOOD PRACTICE STORY

Address each aspect of your good practice story in the different sections being specific including relevant quantitative and qualitative information.

**Issues faced**

In Hayama town, the amount of trash thrown into the trash cans at the beach was enormous, and it was impossible to separate them. The town thus decided to remove the cans completely and started a campaign for beach users to take the trash home. Although the total amount of the waste decreased, illegal dumping of trash into the residential areas behind the beach increased, especially during the beach was opened.

**Methods, steps and tools applied**

Simply installing trash cans would revert to the previous situation where trash could not be controlled. Therefore, trash collection stations, "Eco-Stations," with management staff, were established so that trash can be collected and sorted in a controlled manner. Beach users are encouraged to separate and dispose of trash by themselves, not relying on the beach manager, in order to improve their awareness of beach etiquette. Additionally, recruiting volunteers at the Eco-Stations also has the effect of eco-tourism by encouraging them to come to the beaches.

**Key success factors**

Outsourcing the project management to a non-profit organization with a proven track record in trash collection programs at other events enabled it to operate smoothly in the field. Having volunteers, who are also beach users, rather than government officials or businesses, allows a smooth communication with beach users, helping to reduce problems during trash collection.

**Lessons learned**
There was always an assumption that the disposal of trash was a free service provided by the tourist destinations. Initially, a fee was charged for all types of waste, and many visitors avoided using the Eco- Stations. To promote the use of Eco-Stations, it was decided to abolish the fee for recyclable waste, including glass or plastic bottles, and cans, while seeking to raise awareness about the cost related to waste disposal. This led to improve the users’ awareness and usage, and a thorough sorting of the waste.

Measures such as the installation of permanent trash cans and collection of illegal dumping can be taken, but they do not lead to long-term waste reduction. It is essential to continue striving to change the attitudes of beach users.

**Results, achievements and recognitions**

In 2019, 1,150 kg of recyclable waste (plastic bottles, cans, and glass bottles) were collected at the Eco-Stations and transported to the recycling plant. There was an overall increase in the amount of recyclable waste collected comparing with that of 2016. In addition, volunteers walked along the beach with signs on the trash collection rules and called for collaboration, which has raised awareness among beach users.

A total of 130 volunteers participated in Hayama Town during the 15-day implementation period in 2019. Of these, about 93% were volunteers aged between 13 and 22 years old, with young people taking the lead in the Eco-Stations.

**Additional references**