Passing on the Spirit of the "Soap Movement" to Protect Lake Biwa to the Next Generation

Ainomachi Eco Club

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We want to Encourage more people to think about the impact our daily lives have on Lake Biwa!

Past: Prompted by a red tide incident in 1977, a citizen-led "soap movement" emerged, advocating for a switch from synthetic detergents to highly biodegradable soap.

Now: The movement lost momentum due to the release of phosphate-free synthetic detergents and improvements to the sewer system.



Value We Create

Social

- Since last year, new members in their 30s and 40s have joined the group, and efforts are underway to pass on these activities to the next generation, along with our love for Lake Biwa.
- provide opportunities for local residents to interact
- help older adults find a sense of purpose in life



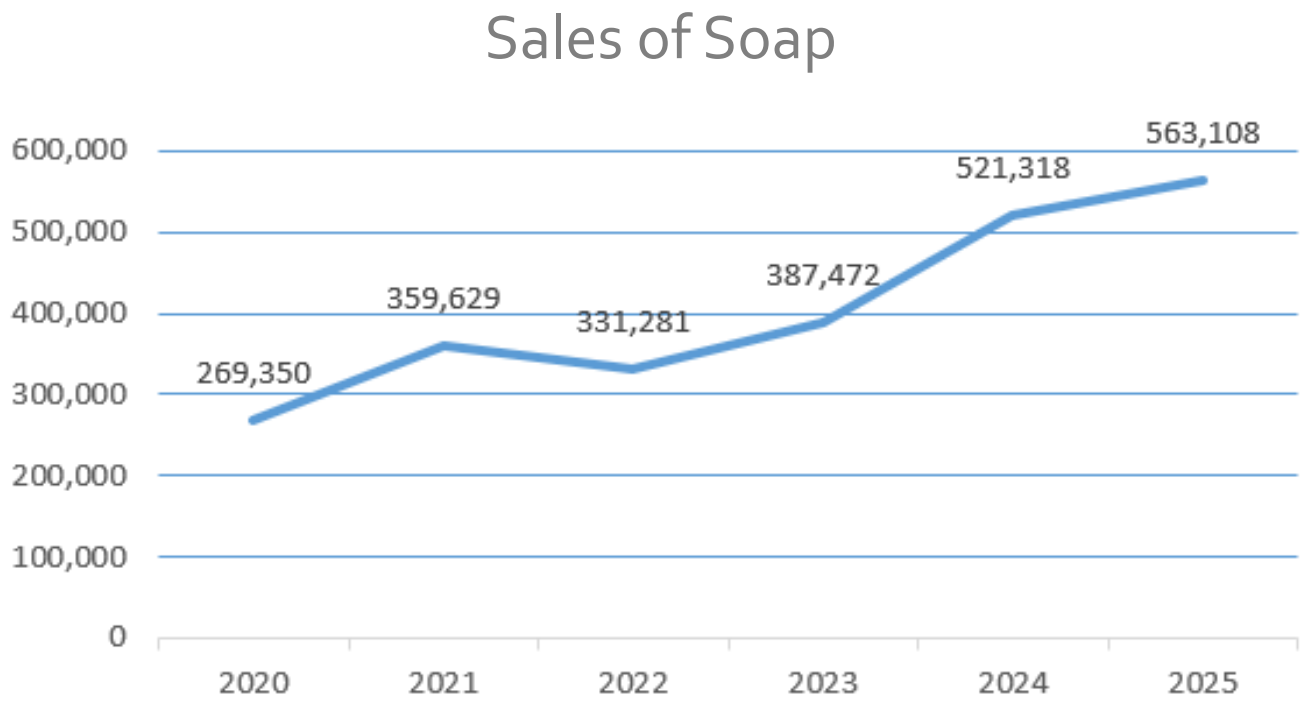
Value We Create

Economic

- create livelihoods in rural areas
- Sales of recycled soap, which totaled approximately 270,000 yen in fiscal year 2020, are projected to rise to approximately 560,000 yen by fiscal year 2025.

Environment

- Contributes to the preservation of Lake Biwa's water quality



Impact on the Community

- As the legacy is passed down from the founding members in their 70s and 80s to those in their 30s and 40s, it will help raise environmental awareness among the younger generation.

- The involvement of the next generation brings new significance to the "soap movement" (such as ethical consumption, local production for local consumption, and the SDGs).



Let’s continue our efforts in our respective communities while working together ！

