

NCCU Cleanup

Post Event Report



International Master's Program in
Asia-Pacific Studies CSS, NCCU
亞太研究英語碩士學位學程

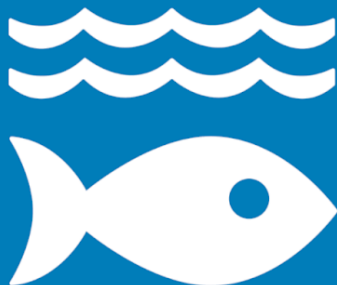
11 SUSTAINABLE CITIES
AND COMMUNITIES



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



14 LIFE
BELOW WATER



15 LIFE
ON LAND



Ian Wells, Luke Piggott

Organising the NCCU Cleanup was a journey for both of us. And we would like to repeat our thanks for the opportunity of receiving this scholarship here in the introduction, to the University, OIC and especially to Mr. Wu Jenwei for his generous donation to make this scholarship a possibility.

We have learned many lessons about environmentalism, conservation and the SDGs as a whole. Not only that, we have been shown, in a real-world setting the importance of organisation, communication and community engagement. These sorts of lessons will stay with both of us, and will be as impactful on our professional development as many of the classes we have taken in our time at NCCU.

The cleanup took place on the first weekend of semester in the 112 academic year (16th September 2023). Below is a post-event breakdown of the process and cleanup report.

Overview of the Cleanup Initiative

The cleanup was composed of three distinct components.

- The cleanup event itself
- Surveys of participants to gauge their impression of the event
- Contacting major food producers to entreat them to stop using single-use plastics

Cleanup Event

Pre – event – Promotion and Organisation

The cleanup was initially conceived as a riverway cleanup as the Zhinan Creek running adjacent the NCCU main campus in Muzha was found to be exceptionally littered with trash, detritus and other human garbage. It was our intention when we wrote our proposal to concentrate our efforts on cleaning this waterway. However, over the summer holidays, major earthworks began on the reshaping and reworking Zhinan creek began so we were required by necessity to pivot in our location to focus instead on the riparian zones and sports-fields adjacent to the NCCU campus.



Updated location for NCCU Cleanup

We partnered with the Taiwanese arm of World Cleanup Day to promote our campus cleanup as well as promoted internally using posters and Facebook advertisements. We also printed stickers for all participants as a memento and by way of thanks for their participation.



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NCCU Riverside Cleanup

We plan to cleanup the waterways running adjacent to the NCCU Main Campus - Jingmei River and Zhinan Creek. We will do this by removing trash from the cycling path and surrounding areas.

Come along and help to keep NCCU beautiful.

We will meet outside the General Building at NCCU (綜合院館) at 10:00 on Saturday 16th of September - World Cleanup Day!

All are welcome.

NCCU RIVERSIDE CLEANUP

EVENT ORGANISER
Luke P

E-MAIL
luke@nccu.edu.tw

LOCATION
No. 64, Section 2, Zhinan Rd, Wenshan District, Taipei City, 116

DATE
2023-09-16 10:00

World Cleanup Day

On the 16th of September at 10 AM we organised to meet outside the general building of NCCU. A group of 10 domestic and international NCCU students participated in the cleanup. We began with a safety briefing, handing out gloves, water and garbage grabbers to safely pick up the garbage.

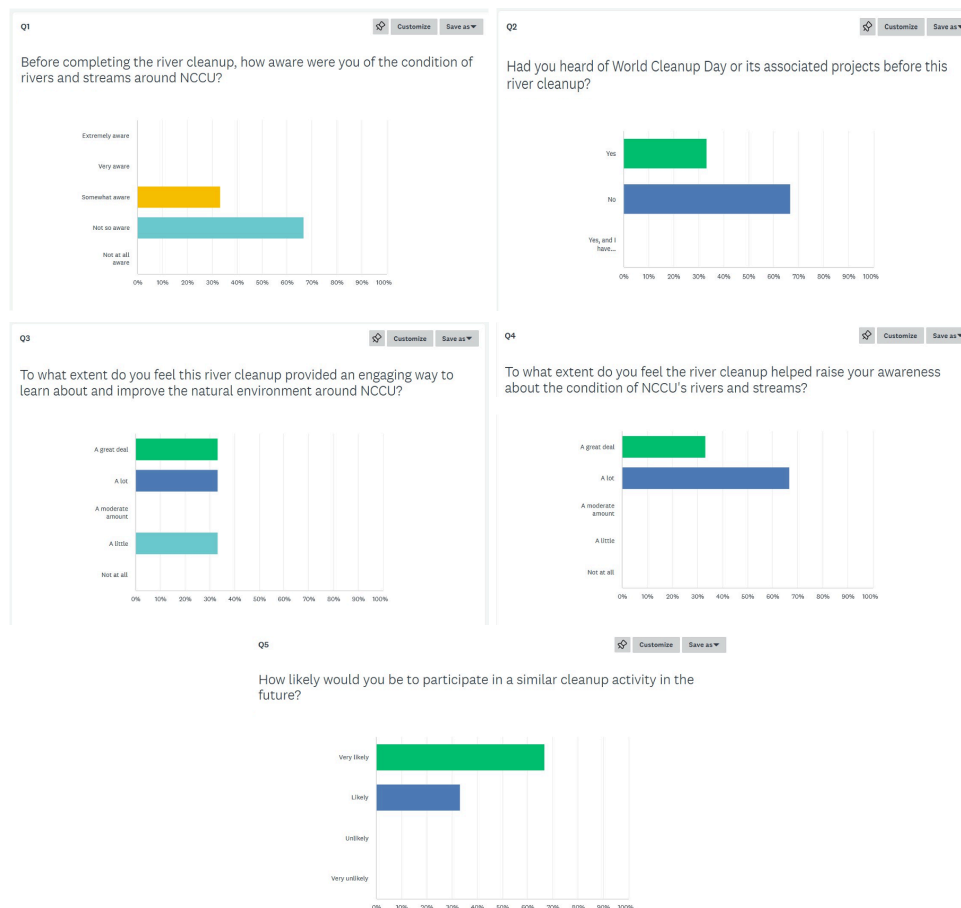
We also shared about the impact and longevity of single use plastics on the environment and the importance of community engagement. We then proceeded on the determined route outlined above, picking up garbage as we went. We were all surprised by the sheer amount that was picked up.

The event ran for 2 hours, with over 200 litres of garbage removed from the campus riverside sporting fields and riverside bike-path.

Surveys of Participants

After the cleanup, surveys were sent out to participants to gauge their feelings towards the event and if there had been a change in their consumption habits.

The survey results indicated that respondents were more aware of their impact on the environment and the effect that garbage has on our local ecosystem.



Letter to Uni-President

As the largest food producer in Taiwan, we decided to contact Uni-President Enterprises Corporation as our main point of contact. We sent the below letter to encourage them to commit to the phase-out of single use plastics.

Dear Uni-President Enterprises Corporation,

Our names are Luke Piggott and Ian Wells we are Masters students at NCCU in Taipei (政治大學). Recently, we and some of the student body organised a thorough trash cleanup activity in the local community, revealing a disconcerting fact: a significant portion of the waste we collected consisted of single-use plastic products sold at your stores.

As the largest food production company in the region, Uni-President holds a considerable influence in shaping environmental practices. We are writing to strongly urge your company to take decisive action in minimizing the environmental impact associated with single-use plastics.

We wish to emphasize three crucial points:

Corporate Leadership: Uni-President Enterprises Corporation, as a major player in the food production industry, bears the responsibility of adopting sustainable practices. By spearheading a reduction in single-use plastics, your company can lead by example and set a standard for others in the industry.

Community Responsibility: Our cleanup activity highlighted the direct impact of your products on the communities where your stores operate. Taking proactive steps to reduce or eliminate single-use plastics from your packaging would contribute significantly to the well-being of these communities.

Avoiding Passivity: In tackling environmental challenges, it is essential for corporations to refrain from placing blame solely on individuals and consumers. While consumer awareness is crucial, corporations like Uni-President have the power to drive systemic change. Demonstrating a commitment to reducing and eventually eliminating single-use plastics positions your company as a responsible corporate entity.

We firmly believe that Uni-President Enterprises Corporation has the capacity to make a substantial impact by reconsidering its approach to packaging. We strongly urge you to explore sustainable alternatives, such as biodegradable or reusable materials, and to invest in innovative packaging solutions that can mitigate the environmental impact of your products. As well as working with your suppliers to ensure that they are prioritising sustainability.

Thank you for your immediate attention to this matter. We anticipate hearing about the impactful steps Uni-President Enterprises Corporation will take to become a trailblazer in sustainable and environmentally responsible practices.

Thank you for your time,

Luke Piggott and Ian Wells

Conclusion

In summary, the NCCU Cleanup Initiative served as a catalyst for personal growth, heightened our and participants environmental awareness, and created a profound sense of connection to a global movement for environmentalism. As we have reflected on this journey, we are inspired by the potential for change that emerges when individuals unite for a common cause. Our role in this organising position has not only enriched our understanding of environmentalism but has also equipped us with the tools to be catalysts for positive change in the future.

Appendix





