

Mottainai:

Respecting Resources in a Throwaway World

According to a 2025 survey of citizens aged 18 and older conducted by Japan's Ministry of the Environment, it has become clear that many people are practicing eco-friendly lifestyles. While efforts in food and energy savings are high, durable product purchasing remains a significantly lower priority, presenting an area that needs more attention. Hence, we proposed the "Mottainai" way of life.

Top 3 Eco -Friendly Actions

Food waste reduction by finishing meals and using up ingredients



77.9%

Electricity/Gas Conservation



72.3%

Purchase Durable/Eco Product



31.4%

Source: Adapted from the Ministry of the Environment (2025) Public Opinion Survey on Environmental Education.

Mottainai Definition

"Mottainai reflects respecting resources; not just avoiding waste, but being grateful."



Dr. Wangari Maathai, Nobel Peace Prize Laureate and a Kenyan environmental activist, advocated "Mottainai" to Kenya and the rest of the world after learning the concept when she visited Japan.

Home economics is a remarkably broad discipline — far more than recipes and meal prep. It spans nutrition science, textiles, family studies, consumer education, and resource management, equipping individuals with the practical life skills needed for personal well-being and confident household management in every stage of life.



Asian Regional Association for Home Economics



FASCINATING FACTS

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