

Greener, Open, Welcoming: What's Next for Hokkaido University?

How visitors define Hokkaido University's convenience and sustainable spaces



1. Research Question

Is Hokkaido University campus sustainable and open enough for visitors?

High consumption of single-use plastic bottles is observed

Impact of adding drinking fountains

? Would you bring a reusable bottle if fountains were available?

Normal visitors are not allowed to use the shuttle bus

Opening shuttle bus to visitors, sustainability impact

? Will you take the shuttle bus if it was open to visitors?

No direct responses have been collected from visitors.

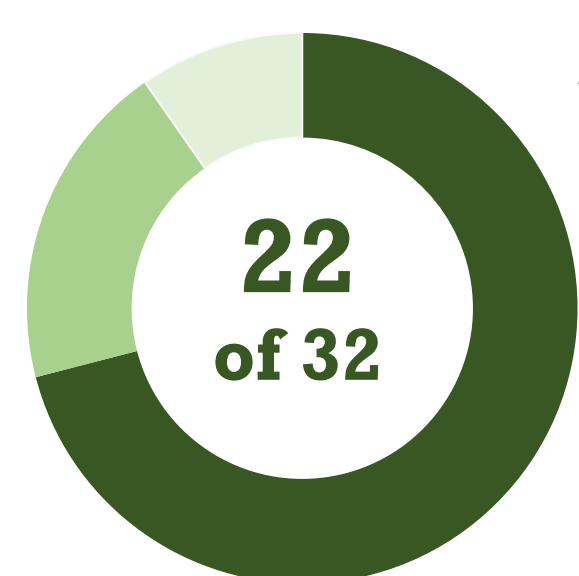
Does HU campus align with visitor sustainability expectations?

? Should HU campus be more welcoming and sustainable for locals and tourists?

2. What We Found

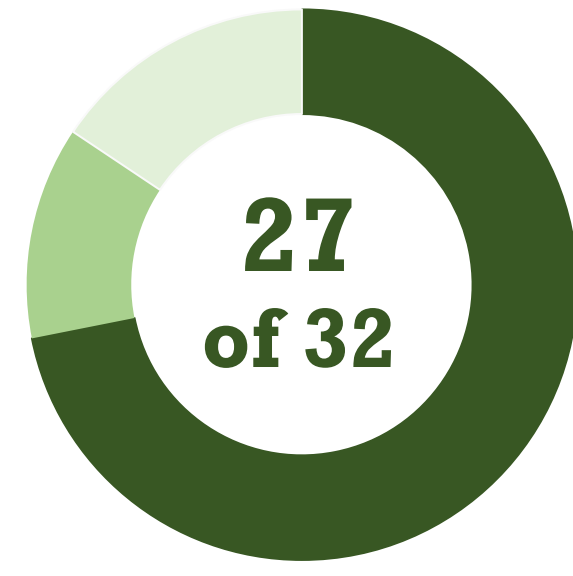
Survey: 32 responses, testing the surface claim

Interviews: 10 layered conversations on causes and beliefs



From surveys:

- 22 people would **bring a reusable water bottle** if there were water refill stations on campus.
- 6 said it is context-dependent



From surveys:

- 27 people **will take shuttle bus** if opened to visitors.
- 5 answered 'No' as they enjoy walking on campus.

From interviews:

Visitors would use refill stations, even without a reusable bottle, if the stations are convenient, easy to find, and clean.

"If it's the kind where you can fill a bottle, I'd want to use it." -Local Resident #2

"I think the plastic water bottle is more convenient for me... in this trip" - International Tourist #5

From interviews:

Visitors had mixed feelings about the shuttle bus, and the use would be context-dependent.

"There's value in walking around campus while enjoying the changing seasons." -Local Resident Response

"There is no transportation from the north side to the south side." - International Visitor

From surveys:

- Average satisfaction score: 3.56 / 5
- 56% rated the campus as open (4-5)

Visitors valued:

- Open access, green spaces, quiet atmosphere, museums, and convenience stores

Some also suggested improving:

- Campus transportation, toilets, shopping facilities

From interviews:

"... the area around Sapporo Station has a lot of concrete and heavy car traffic.. I really think [Hokkaido University] is the best place for a walk."

- Local Resident #1



3. Future Scenarios: Three Futures We Tested



Water Fountain Access

Water stations across campus encourage people to use **reusable bottles** instead of buying **single-use plastic** bottles.



Campus Shuttle

Opening the shuttle bus service to **general visitors** and increasing its frequency would be favored by visitors.



Open & Relaxing Campus

More **drinking fountains**, **restrooms**, and **convenience facilities** will be ideal.

4. Transformation Conditions for the Primary Future



Access Policy

Allow **visitors** to use **campus services** such as drinking fountains and the shuttle bus.



Awareness

Provide **clear information** about **facilities and services** through maps, apps, QR codes, and multilingual signs.



Physical Space

Improve **shuttle bus access** and add more signs and rest areas.



Cultural Assumption

Promote the idea that Hokkaido University is a **welcoming campus** not only for students but also for residents and tourists.

We invite you to make
Hokkaido
University better!

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