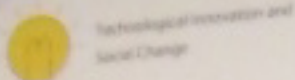
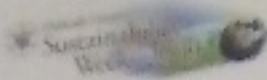




Title	Sustainability Weeks 2009 The 1st Research Poster Contest Message Board
Author(s)	Zhu, Lin
Citation	Sustainability Weeks 2009 Opening Symposium "International Symposium on Sustainable Development - Recommendations for Tackling the 5 Challenges of Global Sustainability-". Session 3, First Hokkaido University Sustainability Research Poster Contest. 2 November 2009. Sapporo, Japan.
Issue Date	2009-11-02
Doc URL	http://hdl.handle.net/2115/39721
Type	conference presentation
Note	Grand Prix Award in the Good Communication, Outstanding Performance Award in the Attractive Poster
Additional Information	There are other files related to this item in HUSCAP. Check the above URL.
File Information	51_sw2009zhu-comp.pdf (poster (completed))

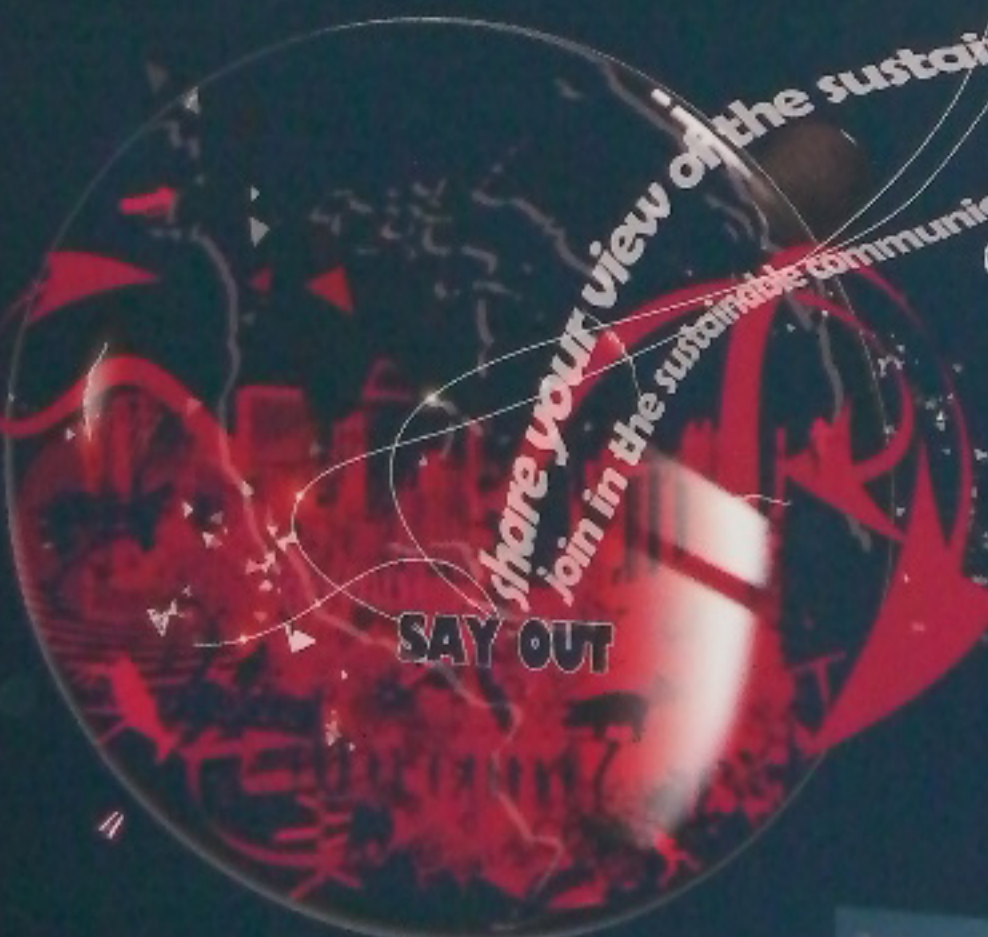


[Instructions for use](#)



Abstract Human being is the main body of sustainable development. The lack of communication, a basic human behavior, will lead to an inadequate development of sustainability. With the advent of Web 2.0, general public has had new understanding of communication. The share of information, driven from communication, has caused a deeper interpersonal relationship. Nowadays, internet as an emerging communication media has taken up most of people's life. What could traditional poster do for the sustainable development of communication?

See around! Everyone is making great efforts for sustainability!
You can make a pot of green tea to enjoy the whole afternoon, rather than to buy plastic bottles of tea!
During lunch on the table water you so hot and upset at night
worry regarding to using a calculator - long ago
Keeping fuel supply without negative effect on environment
Stay at the University + Study sustainability!
It is important to prepare the world for the generation to come! So we must not destroy our current environment!



SAY OUT

CMMS IS TWO-WAY
NOT ONE WAY
OR MY WAY
-CMMS IS
MEDIATE
NEGOTIATE
LISTEN-

It is very important
to communication to each other.
Communication is basis
of sustainability.