HOKKAIDO UNIVERSITY

Title	Sustainability Weeks 2009 The 1st Research Poster Contest Message Board
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Description	Grand Prix Award in the Good Communication, Outstanding Performance Award in the Attractive Poster
Relation	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.
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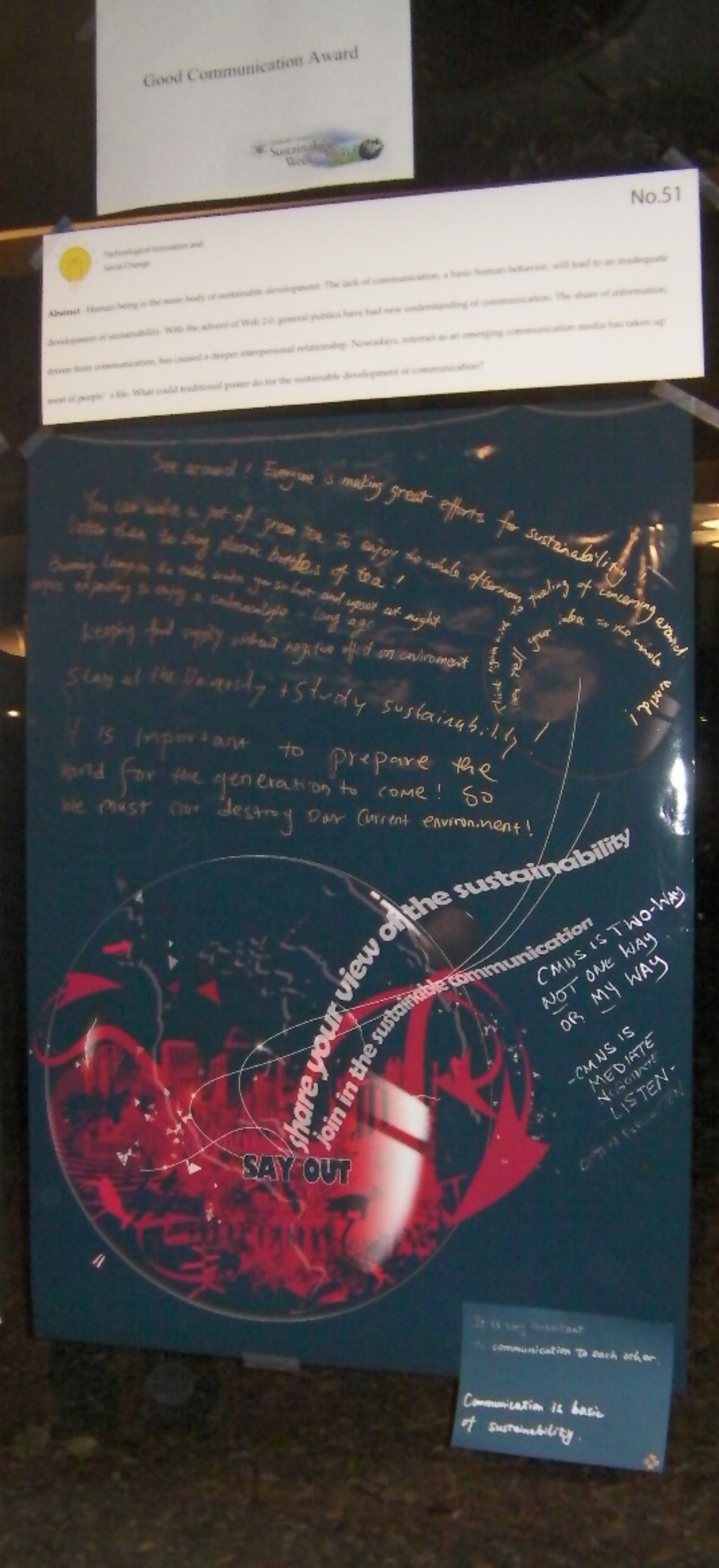
Good Communication Award
No.51
Technological Innovation and Social Change
Abstract Human being is the main body of sustainable development. The lack of communication, a basic human behavior, will lead to an inadequate development of sustainability. With the advent of Web 2.0, general publics have had 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, feeling of concerning around.
Better than to buy plastic bottles of tea!
Keeping food supply without negative effect on environment
Stay at the University + Study sustainability!
It is important to prepare the hand for the generation to come! So we must not destroy our current environment!
share your view of the sustainability
join in the sustainable communication
SAY OUT
CMNS IS TWO-WAY NOT ONE WAY OR MY WAY
-CMNS IS MEDIATE LISTEN-
communication to each other.
Communication is basic of sustainability.