
A Comparative Analysis of EU and Japan's Strategies and Legal Systems Regarding Plastic Pollution: Using the "Nudge," "Innovation Policy," and "Risk Policy" Fusion Approach

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This paper organizes the current situation and problem of plastic pollution, including micro-plastic pollution in the marine environment, by dividing it into "risks" and "uncertainties." Based on previous studies, this paper compares the plastic strategies and pollution control systems (legal systems) of the European Union and Japan. In addition, this paper clarified the similarities and differences between the EU and Japan's strategies and legal systems. Moreover, as a specific approach to addressing the essential and fundamental problem of plastic pollution, this study is not limited to rule-based measures such as laws with coercive force. This study suggested the possibility of subsequent behavior change by public institutions' effective functioning policy formulation like the "EU plastic strategy" using the "nudge" technique. Accordingly, this study demonstrates the significance of bringing about a radical shift in perspective through a fusion of "innovation policy" and "risk policy."