

## "Plan 2020" Status of our Efforts during the First Year

## Friendly Environment Loop Forum



### "Plan 2020" Action plan for paper carton recycling

Four committees will promote activities based on the action plan. Major activities of 2016 were as follows:

#### 1. General Affairs Committee

##### (1) Providing opportunities to enhance paper carton collection

In February, we held discussion meetings to promote recycling with various stakeholders, and in October, we held a regional conference to promote carton recycling in Aichi in Nagoya City. Real cases of activities to enhance the paper carton collection rate were presented, issues were identified, and key challenges were sorted out.

##### (2) Promotion of paper carton collection in various types of living environment

The committee conducted a composition analysis study to determine the quantity of paper cartons included in the category of miscellaneous recyclable paper products in cooperation with the Paper Containers and Packing Recycling Promotion Council. The committee is also striving to survey the state of collection in Tokyo's 23 wards.

As a new approach, the committee pays attention to various types of living environment, taking lifecycles into consideration, to enhance paper carton collection activities.

##### (3) Promoting activities in educational facilities and learning places

The committee searches for areas where school milk cartons are not collected, and encourages them to collect cartons.

##### (4) Enhancing communication

Through the North America visit, the committee deepened their knowledge about the environmental characteristics of paper cartons by exchanging information with paper board manufacturers and recycling facilities

#### 2. Publicity Committee

##### (1) Promotional and educational projects

###### ① Expansion of website

To improve the contents of our website, the committee completely renewed two areas of contents, "Forestry Management" and "Paper Carton Recycling Law".

###### ② Revision of environmental panels

The committee reviewed all the panels and reorganized them to five panels which are easier to understand.

The panels explain that paper cartons alone should be bundled and taken to collection sites.

###### ③ "Real Story of Paper Carton Recycling" was published.

In cooperation with JAMRA, the committee scaled down "Real Story of Paper Carton Recycling" composed of eight A4 pages to a compact version comprised of four B5 pages.

###### ④ The committee worked to plan and edit the Annual Report 2017.

##### (2) Collection promotion projects

① We installed half-size collection boxes created in cooperation with the General Affairs Committee at four locations including a convenience store in Tama City.

##### 3. Event Committee

##### (1) Environmental education and expansion of educational activities through paper carton recycling

① In collaboration with JAMRA, the Committee held "Onsite Lessons on Milk Carton Recycling" at nine elementary schools, provided educational lessons to 664 students about the environment via a speech by Representative Hirai, and taught them how to make postcards from handmade paper. The committee also hosted a recycling workshop in six cities and stores.

② The committee also participated in local environmental fairs including the Eco-life Fair 2016 and Eco-products 2016.

##### (2) "Learn and Play" with Milk Cartons Contest

The committee worked to expand the circle of recycling by sending direct mails to all elementary schools in the four prefectures, which had a small number of applicants, to encourage them to participate more.

##### 4. Local Organization Board

##### (1) Active participation and support for regional environmental activities

① Regional offices of COMCEI carried out their own educational activities to promote paper carton recycling using various panels and booklets, and also actively took part in regional environmental activities held by local governments and other organizations.

② In collaboration with local governments and regional dairy industry associations, the committee provided educational tools and distributed toilet rolls made of recycled paper. By printing a questionnaire on the back of a quiz answer sheet, the committee conducted a survey and is now utilizing the results as a reference for the future planning.

③ The committee has made additional quiz panels, which received favorable comments, as an effective communication tool. They also made new communication tapestry which can be carried around.

##### (2) Issuing a mail magazine

① The mail magazine featured unique local activities in order to spread the movements to other regions and introduce promotional materials.

② The mail magazine is sent to members of local governments who attended the regional conference. The subscriber list is getting longer.

In this forum in which members of local governments, welfare organizations, and associated companies participated, activities and case examples of milk carton recycling at welfare organizations were reported.

### [Friendly Environment Loop Forum] November 1st

The Friendly Environment Loop Forum and the general networking assembly, which were hosted by JAMRA and supported by COMCEI, were held in the TKP Ichigaya Conference Center. The theme was "The State of Ideal Paper Cartons for Beverages and Their Suitability for Recycling". A total of 69 people from the central and local governments, NPO's, and companies attended.

As the host's speech, Representative Hirai of JAMRA explained the purpose of this forum by stating that she realized the shapes of paper cartons have changed not only in Japan but also in the other markets, a fact she noticed during her visit to Europe in June and North America in September last year, and that the panel discussion by paper carton manufacturers and manufacturers of product contents would provide a chance to discuss with everybody how to evolve a current recycling system, which Japan can be proud of, in the future. Chairman Aoyama of COMCEI explained that according to the "Plan 2020" action plan, newly developed in April 2016, JAMRA has been engaged in three activities: (1) Improving the paper carton collection rate, (2) Accurately communicating environmental benefits of paper cartons, (3) Increasing the number of people who can think and act to support the environment.

In the panel discussion moderated by Representative Director Yamamoto of Dynax Urban Environment Research Inst., Inc., panelists from Nippon Paper Industries Co., Ltd., Toppan Printing Co., Ltd., Dai

Nippon Printing Co., Ltd., Nihon Tetra Pak K.K., and Megmilk Snow Brand Co., Ltd. introduced their business activities. Representative Hirai presented the recycling status of Europe and North America. In connection with the Review of Containers and Packaging Recycling Law, the panelist from the Ministry of the Environment commented that this kind of forum is good opportunity to identify issues for continuous improvements.

In the question-and-answer session, a participant reported that manufacturers are trying to make recycling of paper cartons easier in response to consumers' higher demands for paper cartons with better functionality and new shapes, such as those with caps. On the other hand, another participant said that consumers are expected to put in extra effort and cooperate in exchange for additional convenience. A recycled paper manufacturer stated that in context of shortage of collected paper carton as a raw material due to exporting of paper carton collected in Japan, efforts should be made to recycle paper cartons with caps.

In Representative Hirai's closing speech, she thanked the panelists and the participants of the panel discussion for answering many questions and for very productive session. She also asked for further cooperation for recycling paper cartons. In the general networking assembly, information was shared by many enthusiastic participants and the forum ended as great success.



Speech of the host: Representative Hirai of JAMRA



Panel discussion

## Regional conference for promotion of carton recycling

COMCEI held a local conference to promote recycling through sharing information with local communities.

### Regional conference for promotion of carton recycling in Aichi / Nagoya City

- ◆ Date held: Friday, October 21, 2016
- ◆ Participants: 45 members from the Ministry of the Environment, Ministry of Economy, Trade and Industry, Ministry of Agriculture, Forestry and Fisheries, local governments, citizen's groups, dairy product manufacturers, paper carton manufacturing companies, and paper recyclers

#### [Major reports and presentations on relevant issues]

- On behalf of the guests of honor, a member from the Ministry of the Environment introduced recent activities of the Ministry of Economy, Trade and Industry / the Ministry of the Environment joint council, and mentioned that collaboration of business sectors and local governments is important because in order for consumers to be motivated to carry out recycling activities, they need to understand the recycling flow. Also, they mentioned that it's important to reduce the amount of food waste exhausted from general households, and added that the council would acquire sufficient budget in the next fiscal year.
- COMCEI presented the outline of the "Plan 2020" action plan that they started working on during this fiscal year, and our activities including the trends in paper carton collection rate for which we set a goal of 50%.
- According to the achievement report from Nagoya City, in February 1999, the City issued "The Garbage Emergency Declaration" in response to a situation in fiscal 1998 when garbage disposal volumes reached approximately one million tons, which nearly caused the garbage disposal site to overflow. The city executed activities in line with Triple 20 (during the 20th century, reduce garbage volumes by 20% / 200,000 tons) as its



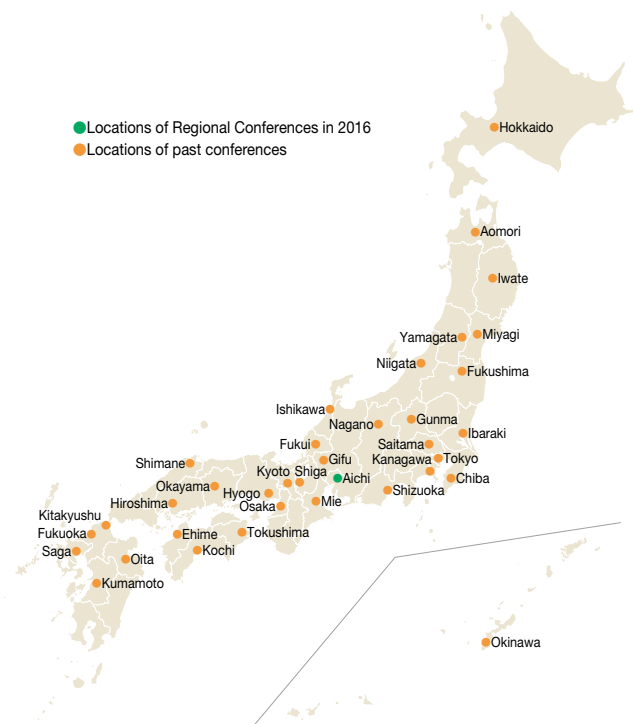
Regional conference in Aichi

goal. Subsequently, in fiscal 2015 garbage disposal volumes were reduced by approximately 40%, the volume of separately collected resources doubled, and the volume of garbage that ended up in landfills fell by approximately 80%, compared to fiscal 1998. It was also reported that the recycling rate of paper cartons, which was 28% in July 2000, increased to 48% in 2003.

- Uny Co., Ltd. said that they are engaged in environmental activities and education aimed at developing a sustainable society, and are striving to sell products made from recycled paper cartons because a supermarket is in a business category that puts a heavy burden on the environment.
- In the discussion, 3R status of efforts were reported with the focus on resource collection methods, which had a high collection volume per capita in Inuyama City and Nisshin City. Additionally, used paper recyclers and survey companies reported on the status of collection methods unique to used paper recyclers, and local governments in attendance reported the status of their efforts and raised issues.

At the end, we reaffirmed that in order to improve the recycling rate, it is important that citizens understand the flow and results of recycling, and that current basic rules for recycling of containers and packaging were established and originated by recycling paper cartons. Participants were asked to continue to utilize COMCEI for educational activities for citizens.

### Locations of Regional Conference



## Discussion meeting with recycled paper manufacturers

Current status and challenges of paper carton recycling were clarified.

### [Meeting to exchange views with recycled paper manufacturers] July 13

In cooperation with JAMRA, we hosted a discussion meeting with recycled paper manufacturers in "Fujisanmesse" conference hall in Fuji City, Shizuoka Prefecture. 34 people from recycled paper manufacturers and used paper dealers attended.

At the beginning, COMCEI reported that they started to develop and execute "Plan 2020" guidelines applicable to the next five years from this fiscal year, and the response status related to the 18th joint deliberation council held by the amendment of the Recycling Law. They also mentioned that they would like to acknowledge the goal of achieving a recycling rate of 50% by fiscal 2020 again even though a serious situation exists in which the volume of paper cartons that cannot be counted increases as the number of local governments collecting miscellaneous recyclable papers increases.

Then, Nihon Tetra Pak K.K. presented "Paper Carton Recycling Practices in Europe" including the recycling rates of EU, decision process for setting standards such as those for recycling, and how the goals of member countries are decided. Representative Hirai of JAMRA said that the conditions of recycling sites in Europe are not good because European people do not wash recyclables. And she thought, looking at the markets in Europe,

that she should exchange views on increasing paper-plastic mixed containers with container manufacturers to discuss dilemma with simple containers and packages which are easier for recycling.

In the discussion, recycled paper manufacturers explained that as the reduction in collection/supply quantity is significant, they deal with it by shifting acquisition routes, meanwhile due to the downturn in overseas markets, exports dropped sharply, and collected paper cartons flow mainly into the western region. It was also mentioned that COMCEI realizes the need to organize information to deal with inquiries from organizations that do not know where to take the paper cartons they have collected. In the meeting with local governments, it was pointed out that general changes in the household size may be influencing recycling trends.

At the end, container manufacturers and dairy product manufacturers that are members of COMCEI introduced recycling procedures they carried out in their offices. Attendants acknowledged the importance of recycling.



Conference



Meeting place Fujisanmesse



## Discussion meeting to promote recycling

An important forum to exchange views on the recycling-related current status and issues among relevant organizations.

### [28th Discussion Meeting to Promote Recycling of Paper Cartons for Beverages]

A meeting to discuss how to promote recycling of paper cartons used for beverages was held on February 4 in the Nyugyo Kaikan conference hall in Kudanshita, Tokyo. A total of 58 people attended from the Recycling Promotion Section and Paper Industry Consumer and Recreational Goods Division of the Ministry of Economy, Trade and Industry, Food Industry Environment Policy Office of the Ministry of Agriculture, Forestry and Fisheries, local authorities, citizen's groups, and NPO associations.

In the opening speech, Chairman Kishida (then) explained how recycling of paper cartons started, and stated that COMCEI has been continuously working to promote recycling based on the "Plan 2020" action plan for recycling of paper cartons used for beverages developed by COMCEI. After that, the participant from the Ministry of Agriculture, Forestry and Fisheries stated that popularizing the concept of a recycling-based society is important because it is difficult - and important - to make consumers understand the importance of reducing the use of containers. The participant from the Ministry of Economy, Trade and Industry mentioned that the ministry expects that recycling promotion activities continue to be carried out as the ministry set the target of Utilization rate of recycled paper to 65% in the previous fiscal year and would like it to go effective from this April.

As a report on the status of recent efforts, COMCEI explained that the aim of "Plan 2015" is to help create a society that puts a low burden on the environment

and where each person thinks about the environment and acts according to three objectives: improving the recycling rate, accurately communicating environmental benefits, and increasing the number of people who can think and act to support the environment. After that, the chairmen from four committees reported on their activities. ECOIPS reported, as survey results, that the collection rate of paper cartons for beverages in fiscal 2014 was 44.7%, 0.1pt. increase, the collection rate of used paper cartons was up as well, and trade prices of paper cartons collected via municipality and group collections are rising.

In the discussion, a recycled paper manufacturer stated that even if the collection rate goes up, sales volume of products has been dropping and supply quantity of used paper cartons has not been increasing, which requires them to ask their customers not to indicate "made from 100% recycled tissue paper" as other materials be mixed in. Even if we look at the material flow in the survey results, it is not easy to gain an understanding of whether uncollected paper cartons are mixed in with burnable garbage or whether they are exported. More paper cartons are mixed into other types of used paper such as miscellaneous recyclable paper every year. It was pointed out that there is a discrepancy between the survey figures and reality. A representative of citizen's groups said that mixing paper cartons in with miscellaneous recyclable paper or burnable garbage is a problem and that PR for local governments and education for residents are required. Thus, many issues were raised.

At the end, the participant from COMCEI stated that they would like to go back to the starting point of separate collections to solve the issues raised during the meeting by focusing on the issue of miscellaneous recyclable paper in order to improve more on collection rate because they could not take a step forward in spite of the fact that they tried to make improvement from the previous fiscal year and participated this meeting.



Host's speech: Kishida, COMCEI Chairman (then)



Stakeholders

## Milk carton recycling workshop

An enjoyable workshop where people learn about the current status of recycling and experience it first hand.

COMCEI holds a milk carton recycling workshop every year aimed at boosting consumers' understanding of the current status of paper carton recycling and forestry management in terms of securing materials for producing paper. The workshop also raises consumers' interests in milk carton collection through practical teaching.

### Contents of milk carton recycling workshop

- Lecture "On resources and forestry management"  
"Milk cartons are a quality resource"
- Viewing and listening DVD "Milk Packn's Expedition"
- Experience "Making postcards from handmade paper (using pulp from milk cartons)"  
"Disassembling milk cartons by hand"
- Question corner "Recycling educational panel"

### [Sagamihara City] July 29

The workshop was held at Hashimoto Dai Recycling Square again this year. Forty seven people including elementary school students, preschool children and their parents participated. Children listened intently to JAMRA Representative Hirai's speech on how recycling activities began and spread after that. They received a completion certificate for the workshop and a commemorative gift from "Shigenjya Paper Pink", one of the image characters of the city's resource recycling program. The workshop was a great success.



Disassembling milk cartons by hand

### [Nishitokyo City] August 9

Nishitokyo City planned a "Summer Vacation Research Project" event and held a workshop in cooperation with JAMRA. In extreme heat, 46 elementary school students and 20 parents participated. In the workshop, they learned about the recycling status of milk cartons in Japan through quizzes and other fun activities. In a postcard-making activity, they made original postcards using handmade paper and were amazed by the beauty of milk carton pulp, and managed to find ways to express their creativity.



"Making an original postcard made from handmade paper"

### [Noda City] October 15

Noda City hosts the "Noda City Recycle Fair" every year that features used book market, flea market, and other events. As part of the fair, a workshop was held in which a total of 19 people, consisting of 14 citizens and five civil servants, participated. Most of the participants were adults. Many of them took notes during the workshop, showing a high level of awareness regarding recycling. In a handmade paper-making activity, adult participants enjoyed the experience in a friendly atmosphere. All of them, including the civil servants, completed making original postcards from handmade paper.



Lecture by Representative Hirai



# Onsite lessons on milk carton recycling



At a children's place of learning. "Onsite lessons" are welcomed every year at elementary schools across the country.

In 2016, in collaboration with JAMRA, the Committee held "Onsite Lessons on Milk Carton Recycling" at elementary schools across the country.

## Content of onsite lessons

- Lecture "On resources and forestry management" "Milk cartons are a quality resource"
- Viewing and listening DVD "Milk Packn's Expedition"
- Experience "Making postcards from handmade paper (using pulp from milk cartons)"
- Question corner "Recycling explanation panel"

## [Kaizuka City Chuo Elementary School, Osaka Prefecture] December 22, 2015

An onsite lesson held at Kaizuka City Chuo Elementary School attracted a large number of participants from four classes of fourth graders. Typical of Osaka residents, many of them were lively and friendly. They actively offered their thoughts and opinions during the presentation and the question-and-answer session, showing their positive attitude towards learning. In an activity involving making postcards from handmade paper, they created postcards featuring images and designs appropriate for the Christmas season (One hundred and fifty six fourth graders attended the lesson).



Enjoying making postcards

## [Koshigaya City Obukurohigashi Elementary School, Saitama Prefecture] June 18

An eco Festival was held at Koshigaya City Obukurohigashi Elementary School that attracted 19 organizations and 16 groups of children. COMCEI and JAMRA worked with four groups. Children were very interested to peel off the polyethylene film from carton package and make postcards. In some of the classrooms, milk cartons used for school meals, which had been opened by hand were being dried, showed the high level of awareness regarding recycling (One hundred and forty seven children from all grades attended the lesson).



Experiencing peeling of polyethylene film

## [Okazaki City Yamanaka Elementary School, Aichi Prefecture] July 12

An onsite lesson held at the historical Yamanaka Elementary School, founded in 1880, was attended by lively children reflecting the school slogan "Brimming with smiling faces." After the lecture by Representative Hirai of JAMRA, a workshop called "Making postcards from handmade paper" was held. In spite of the cloudy and very muggy weather, the children made summery, cool-looking original postcards featuring pictures of flowers and paper fans (Forty one fourth graders attended the lesson).



Explaining paper pulp to make postcards from handmade paper

## [Machida City Oyama Elementary School, Tokyo] July 28

As part of the "Cool Summer School" held during summer break, an onsite lesson was run at Oyama Elementary School, which is located between Sagami-hara City and the Tama Hills. The children tried their hand at making postcards out of handmade paper after learning about the importance of resources and recycling of paper cartons. In the workshop given by JAMRA Representative Hirai, everyone actively answered questions, showing a high level of interest. (Thirteen students in fourth grade and above attended the lesson)



Postcard making using handmade paper Experiencing ironing postcards

## [Ome City Imai Elementary School, Tokyo] September 27

Imai Elementary School had been teaching fourth graders about recycling for about a month. As part of this education, we ran an on-site lesson involving lectures and a postcard making activity. As their school lunch milk is filled in glass bottles, they couldn't "rinse, open and dry" at school, however, continued recycling-focused education will raise awareness of recycling at home (Seventy seven fourth graders attended the lesson).



Learning about forestry management via DVD

## [Minami-Alps City Shiranehyakuta Elementary School, Yamanashi Prefecture] October 6

Onsite lesson at Shiranehyakuta Elementary School, facing Mt. Fuji and Mt. Yatsugatake, in a quiet environment rich with nature. Children were surprised to learn that Yamanashi Prefecture is the birthplace of milk carton recycling. While making postcards from handmade paper, they were amazed at the whiteness of pulp made from milk cartons. While learning about the importance of recycling, students mentioned that they should "rinse, open and dry" milk cartons at home like they do at school after lunch (Sixty fourth graders attended the lesson).



Making postcards from handmade paper

## [Kitakyushu City Tenraiji Elementary School, Fukuoka Prefecture] November 8

An onsite lesson was held at Tenraiji Elementary School, which has an educational goal of nurturing strong children with rich spirits and a willingness to learn proactively. Three observers from Kitakyushu Prosperity Enrichment Council, a public interest incorporated foundation, observed the lesson. After a lecture using slides and videos, the children made their own original postcards out of handmade paper. At the panel/exhibition corner, they learned by touching actual pulp and chips (Twenty one fifth graders attended the lesson).



Lesson by Representative Hirai

## [Saga City Wakakusu Elementary School, Saga Prefecture] November 9

Aiming to create environmentally friendly schools, Saga City established a school-type Environment ISO system. All the elementary schools and junior high schools have been certified. Wakakusu Elementary School has been carrying out environmental education and group collection of garbage. However, in the past, milk cartons were occasionally mixed with waste papers. Taking this as a lesson learned, the right way to recycle milk cartons was conveyed, which made the lesson meaningful (Forty nine third graders attended the lesson).



COMCEI staff answering children's questions

## [Yokohama City Tsunashima Elementary School, Kanagawa Prefecture] November 24

There was snow in November for the first time in 54 years on this day. Cheerful, lively children who would not let the cold weather get them down, participated. Students had earlier found it difficult to make postcards from handmade paper in class, however, this time, they succeeded in making their own original postcards. They practice "Rinse, open and dry" of school milk cartons. The school has a high level of awareness of recycling (One hundred from three classes in fourth grade attended the lesson).



Taking a photograph with original postcards in their hands



## Eco-Life Fair/Eco-Products 2016

## "Learn and Play" with Milk Cartons Contest



Raising awareness regarding importance of recycling. Participants experienced with disassembling milk cartons by hand and making paper.

COMCEI booth was busy every day. We participated in one of the largest environmental exhibitions in Japan.

Ayaka Tajiri's work "Lookout of the Rice Field" won the best prize.

### [Eco-life Fair 2016] June 4 and 5

The Eco-life Fair is held every year in June - Environmental Month - in Yoyogi Park in Shibuya, Tokyo. The event is primarily hosted by the Ministry of the Environment. COMCEI has been participating in this event, which celebrates its 27th anniversary this year, from 2007, and this year was the 10th presentation we have made.

We played trivia, and demonstrated creating accessory pouches using used paper cartons and making postcards from handmade paper in the booth. Unfortunately, the weather was unstable for two days but the fair was very lively and attracted more visitors - 549 - than last year. In the workshop, visitors enjoyed events such "Milk Packn's Expedition" DVD, quizzes about paper carton recycling, and disassembling of used milk cartons by hand. We believe many of the visitors were interested in paper carton recycling.

### [Eco-Products 2016] December 8 to 10

"Eco-Products" is the largest environmental exhibition in Japan and has been held every year since 1999. 2016 marked its 18th anniversary. COMCEI participated in this exhibition along with the Milk Carton Recycle Mark Promotion Council. A total of 167,093 visitors attended the exhibition, and 1,905 people visited the COMCEI booth and took part in events. Various events were hosted in the booth including an "Environmental panel rally" that explained the rules of paper carton recycling, educational materials such as "Story of Waste" were distributed, and a workshop on "disassembling milk cartons by hand" was held. In addition to the above, visitors tried making postcards from handmade paper, an activity co-hosted by JAMRA. Through the various exhibitions and activities, we had an opportunity to deepen visitors' understanding of paper carton recycling and enhance their cooperation in this activity.

Three thousand and eighty nine elementary school children participated in the 16th "Learn and Play" with Milk Cartons Contest 2016. Among the many great works, the following seven prize-winning creations were selected through impartial judgment. Congratulations.

### «Prize-winning creations»

- ◆ **Best Prize "Lookout of the Rice Field"**  
Ayaka Tajiri (3rd grader at Kakogawa City Kakogawa Elementary School)
- ◆ **Excellence Prize "Thump-Thump! Milk Pottery"**  
Yuri Takada (6th grader at Narashino City Mimomi Elementary School)
- ◆ **Excellence Prize "Milk Carton Toilet"**  
Mitumasa Yamazaki (5th grader at Hiratsuka City Fujimi Elementary School)
- ◆ **Prize of National Primary/Junior High schools Environment Teachers' Association Prize**  
"Milk Carton Ball"  
Tadashi Matsuzawa (3rd grader at Kawasaki City Kasumigaseki Higashi Elementary School)
- ◆ **JAMRA Prize**  
"Milk Carton Dress"  
Mayu Nagamura (5th grader at Gifu City Gifu Elementary School)
- ◆ **Prize of Japan Dairy Industry Association**  
"My Drum"  
Hiroto Tajiri (1st grader at Kakogawa City Kakogawa Elementary School)
- ◆ **COMCEI Prize**  
"Milk Carton Planetarium"  
Shota Ito (3rd grader at Hiroshima City Yano Elementary School)

The best prize was awarded to "Lookout of the Rice Field", a work by Ayaka Tajiri, a third grader in Hyogo Prefecture. Looking at a scarecrow in her grandmother's rice field, she got the idea to make one with water-proof durable milk cartons. By selecting colors to make her work eye-catching and taking wind into consideration so that it could play a role as a lookout of the rice field, she gave new life to used milk cartons.

The awards ceremony marking the prize-winning creations was held in the COMCEI booth at "Eco-Products 2016" on December 10. The diplomas, shields and sub-prizes were handed out to award winners by the Chairman of the Review Board, Mr. Zeniya (Executive Director of Tokyo National Museum), Executive COMCEI Chairman Mr. Aoyama of the Executive Committee, and other review board members.

The prize-winning creations have been posted on COMCEI's "Milk Packn's Expedition" website targeting for children audience.



Best Prize  
"Lookout of the Rice Field"  
Ayaka Tajiri



Inside the tent booth



Explanation by use of environmental panel rally



At the workshop



At the workshop



Ayaka Tajiri won the Best Prize



Awards ceremony held at "Eco-Products 2016" at the COMCEI booth



## Other activities

COMCEI and JAMRA have started collaboration on promoting recycling at commercial facilities.

### Contents of recycling promotion

- Viewing and listening DVD "Milk Packn's Expedition"
- Experience "Disassembling empty milk cartons by hand"
- "Making postcards from handmade paper (using pulp from milk cartons)"
- Panel The flow of "forestry management - wonder of pulp - paper carton recycling"
- Event Exchanging six used (consumed) paper cartons for a box of tissue paper

### [Commercial facility "Ario Hashimoto Sagami-hara City"] March 19

As part of "Operation Sagami-hara Trash DE71" hosted by Sagami-hara City, we co-hosted the Eco Workshop for the first time since 2013 at Ario Hashimoto. Despite the rain, many families visited during the morning. Sagami-hara City's Garbage collection mascot character squadron "Shigenjya Paper Pink" and "Lemon Chan" made an appearance and added to the fun to conclude the event with excitement.



Sagami-hara City garbage collection squadron Shigenjya "Lemon Chan" spreading good cheer Making postcards from handmade paper

### [Commercial facility "Kawaguchi City Ario Kawaguchi"] June 11

With the support of Kawaguchi City, we held a paper carton recycling campaign event titled "Let's experience recycling" at Ario Kawaguchi. We saw some elementary school children who visited the event teaching their parents how to disassemble a paper carton using methods they had learnt at school. We felt that this will lead to the spreading of knowledge about recycling.



Disassembling milk cartons by hand

### [Commercial facility "Sendai City LaLa garden Nagamachi"] July 23 to 24

We co-hosted the fourth "Milk Carton Recycling Promotion Campaign" hosted by LaLa garden Nagamachi for two days. This year, with the support of Sendai City, the collaboration between waste-reduction campaign characters "Wakeru-kun family" and COMCEI's "Milk Packn" came true. We conveyed how wonderful raw material pulp for making paper cartons is, as well as the importance of recycling.



Making postcards from handmade paper

## Overseas research

Our visit to North America for research was a valuable opportunity to examine various strategies

### [Visiting paper manufacturers and recycling treatment facilities in North America]

For the fifth overseas research, we visited the resource collection facilities in North America to investigate the current status of forestry management in terms of securing materials for paper, observing the state of manufacturing base paperboard, and checking the recycling status of paper cartons.

Regarding forestry management, Weyerhaeuser Company uses seeds they developed over a long period of time through a series of selective breeding processes, plants strong seedlings raised in good soil, controls growth in the forest by thinning before carrying out planned logging activities, and then plants more trees. We learned that the company secures a stable supply of timber by repeating this process.

Most of the logged timber is used for construction materials. Nippon Dynawave Packaging Co. makes pulp from the parts of timber that cannot be used for construction, and makes paperboard from it. After the paperboard is made, very large rolls, each weighing 25 tons, is divided to smaller rolls and both inner and outer surface of the paper are coated with polyethylene to make base material for leakproof paper cartons. We also confirmed that improvements are made every year in terms of LCA. Food safety requirements in Japan have become stricter every year. We verified that eco-friendly base paper is manufactured in response to such requirements.



Tree nursery

In California, we visited SMaRT Station (private garbage disposal facility) sponsored by the Carton Council (American paper carton recycling promotion organization).

In Japan, garbage is separated into several types before collection. In America, garbage is collected and then separated. In this facility, garbage is separated into two types: (1) recycling paper (newspaper, packaging containers, books, packaging paper), (2) bottles, plastic, aluminum containers (paper containers were added last year). Resources collected from collection boxes in various areas of California are separated by a machine and then workers manually separate the resources. Landfills are the usual destination for garbage that cannot be recycled. Lots of time and effort goes into this work. We thought the Japanese method of separating before collection is more beneficial.



A sign in the forest indicating information such as the year it was planted



Paper cartons after being separated from other garbage