

"Plan 2015" Action Plan for Recycling of Paper Cartons for Beverages

Visit to Korea/Friendly Environment Loop Forum



Recycling Action Plan, "Plan 2015", toward Year 2015

In April 2011, COMCEI established the "Plan 2015", an action plan for recycling of paper cartons for beverages toward 2015. This plan follows through on and expands on "Plan 2010" that was established in 2007. Plan 2010 was focused on "Improving the paper carton collection rate", "Communicating environmental characteristics of paper cartons correctly" and "Increasing the number of people who can think and act to support the environment" in order to create an environmentally-friendly society and raise peoples' eco-consciousness. For the above purposes, COMCEI has systematized its activities and set relevant priorities. COMCEI had reviewed the Plan on an annual basis. The key goals of Plan 2010 were essentially achieved despite major economic fluctuations. For example, COMCEI has obtained positive results in various activities including providing paper carton collection boxes to local communities and enhancing eco-consciousness of school children through onsite lessons. We could not achieve the target collection rate of 50% due to a low collection rate of household paper cartons, that were in the most important category. There were two major reasons for that. One was the limited period of various activities. It was too short to reflect their achievements in the collection rate. The other was the expansion of our activities. We basically achieved what we had planned but were not necessarily successful in involving other sectors and people. While inheriting the existing concepts, Plan 2015 has reviewed our activities in order to spread them widely and effectively throughout society. In fiscal 2012, the second year of the Plan, we decided to review our activity organizations based on the roadmap created during the previous year.

1.Planning and Steering Committee

In the month of the planned event, the Planning and Steering Committee is formed with the Quarterly Steering Committee and the Monthly Steering Committee.

①Quarterly Steering Committee

Members: Administration officers who want to participate, the Chairperson, Vice Chairperson and members of the Expert Committee.

Agenda: Selecting the topics to be discussed by the Administrative Board, advising the Expert Committee regarding the subjects they are to survey and deliberate on, and receiving reports from the Expert Committee members, among others.

②Monthly Steering Committee

Members: Chairperson, Vice Chairperson and members of the Expert Committee

Agenda: Selecting the topics to be discussed and reported by the Quarterly Steering Committee, and advising the Expert Committee regarding the subjects they are to survey and deliberate on.

2.Expert Committee

①General Affairs Committee - Concerning the roadmap to achieve a 50% collection rate, this committee holds surveys, hearings, verifications, produces reports, oversees budget use, draws up the budget for the next fiscal year, and conducts necessary revisions of bylaws and regulations.

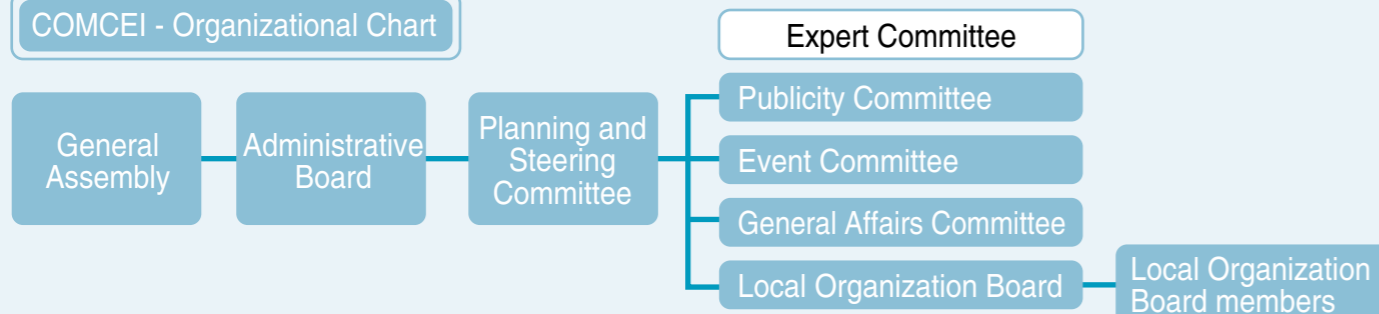
②Publicity Committee - Responsible for issuing the Annual Report, editing the website and creating educational tools to help increase the recycling rate.

③Event Committee - Engages in the planning and operations necessary to participate in various environmental events as well as planning and operating training sessions and onsite lessons held as part of paper carton recycling promotion activities.

④Local Organization Board - Works to build local organizations to improve the collection rate in each community.



COMCEI - Organizational Chart



As part of the 20th anniversary project, we held the Japan and South Korea forum and visited Korea.

[Visit to Korea]

As part of COMCEI's 20th anniversary project, the Japan and Korea Milk Industry Green Policy Information Exchange Conference was held in Korea for four days starting from April 11 with a Korean tour included in the schedule. Sixteen Japanese members including Chairperson Nakajima participated.

Upon arrival in Pusan, the members visited the "Greater Pusan Resource Recycling Center" and Toshin Paper Company, a wholesaler of used (consumed) paper, before moving to Kyongju. Members visited the "Geochang Plant of Seoul Milk Cooperative Association" on the second day and "E-MART" on the third day where the "Japan and Korea Milk Industry Green Policy Information Exchange Conference" was held in the afternoon.

"Green Policy Information Exchange Conference" of 2012 was the third time for Japan and Korea to hold this forum. This conference was held to help bring about low carbon societies in both countries and to promote resource recycling, in particular qualitative enhancement in paper carton recycling. Speeches were made by Chairperson Lee of the Korean Paper Carton Recycling Association, Chairperson Nakajima of COMCEI, Chairperson Pak of the Korean Dairy Industries Association and Ms. Hirai, representative of JAMRA. Then three reports were presented respectively from Japan and Korea followed by a special lecture by Mr. Ishikawa, representative of Gomi Japan titled "Concept of Anti Excess Packing in Shopping". A lively exchange of opinions took place in the question and answer session and at the convivial party. The conference ended successfully. This event's forum was also very successful.



Staff members of the Korean secretariat and Japanese delegation

Approaches to utilize renewable energy, and case study reports on such efforts were introduced in the joint meeting of government, diverse organizations, and relevant businesses.

[Friendly Environment Loop Forum]

The 6th "Friendly Environment Loop Forum" sponsored by JAMRA and supported by COMCEI was held on October 31 at the Shinjuku Municipal Industrial Hall (BIZ Shinjuku) under the theme of "Possible Approaches for Utilization of renewable energy". This forum was attended by 68 representatives from government agencies, various organizations, and relevant businesses.

After opening speeches by Ms. Hirai, representative of JAMRA, and Chairperson Nakajima of COMCEI, Vice Director Hiroki Kudo of the Institute of Energy Economics, Japan, and Ms. Mika Oobayashi of the Japan renewable Energy Foundation made comments on the policy and institutional issues related to diffusion of renewable energy and the status of use of natural energy in the world and future prospects.

Four case study reports were presented. They were "Green power certificate system" by Japan Natural Energy Co., Ltd., "Biomass utilization promotion plan" by the Environmental Policy Bureau of Kyoto Prefecture, "Use of biomass at paper manufacturing plant" by Hokuetsu Kishu Paper Co., Ltd., and "Unused energy-based green power generation by use of aluminum laminated paper cartons" by Hokuriku Green Energy Conference. These reports were very meaningful in terms of introducing the unique approaches taken from different standpoints and providing information and knowledge about the future of energy.



Organizer: Speech by Ms. Hirai, representative of JAMRA

Regional conference for promotion of carton recycling

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

The "Regional conference for promotion of carton recycling" is held every year and jointly hosted by COMCEI and JAMRA. Its objective is to increase the rate of paper carton recycling by understanding the current status and problems in each local community. The 2012 conference was held in two areas in Tokyo to focus our efforts on the urban area where collection volumes tend to be small.

A diverse range of members including representatives from the local governments, relevant manufacturers, and citizens groups attended both conferences to report their activities and presentations on relevant issues. The conference helped deepen mutual understanding among the participants, encouraged them to exchange information, and confirmed their decision to further promote paper carton recycling.

Regional conference for promotion of carton recycling in eastern Tokyo

- ◆ Date held March 8, 2012
- ◆ Participants Forty participants from the Ministry of Agriculture, Forestry and Fisheries, the Ministry of Economy, Trade and Industry, local governments, citizens groups, research firms, organizations relevant to used paper, business operators, etc.

[Major reports and presentations on relevant issues]

- COMCEI noted that the key factor in achieving the paper carton collection rate of 50% target in "Plan 2015" is how we can increase the collection rate of used (consumed) paper cartons.
- The person in charge at the Ministry of Economy, Trade and Industry said they would like to make the categorization criteria applicable to household used paper (such as "identification mark" and "separation of magazines and miscellaneous recyclable papers) easier to understand.
- Attendees from the local governments and paper recyclers reported that the volume of paper cartons disposed of is small in this area possibly because elderly and single citizens, who make up a large proportion of the population here, do not buy many paper-packed products. They said they are going to increase the collection volume by promoting citizens' awareness that paper cartons are in fact resources.

- An attendee from a dairy product manufacturer reported their plan to communicate information concerning paper cartons and the importance of recycling them directly to consumers through various events including a class to make postcards from handmade paper. He also said his company is planning to bring employees to such events to enhance their awareness of recycling within the company. A participant reported a case in Kanagawa Prefecture where a 100% collection rate of paper milk cartons served with school lunches is being targeted.
- According to a participant from a used paper-related organization, the overall used paper collection rate of 79% in Japan is rather high from a global perspective, but only 63% are used domestically and the balance is exported. He stressed the importance of consumers' cooperation in the collection process since increasing the collection rate increases the rate of domestic use of used paper.
- A participant from a research firm pointed out the necessity of constructing a paper carton collection system that can cope with various obstacles in this area such as paper cartons mixing with miscellaneous recyclable papers, low birthrate and longevity, and a relatively large ratio of single people.
- A participant said that incentives should be offered to motivate people to enhance the paper carton collection rate. After hearing these ideas, we recognized the necessity of rebuilding the movement by also taking into consideration the current overall status of used paper.
- One of our tasks now is to communicate the meaning separating paper cartons for collection to consumers. At the same time, it was made clear during the conference that ties among co-ops, mass merchandise outlets, local governments and business operators must be further tightened in order to promote the movement.



Managing Director Watanabe delivering his speech

Regional conference for promotion of carton recycling in northern Tokyo

- ◆ Date held November 25, 2012
- ◆ Participants Thirty eight participants from the Ministry of Agriculture, Forestry and Fisheries, the Ministry of the Environment, the Ministry of Economy, Trade and Industry, local governments, citizens groups, research firms, organizations relevant to used paper, business operators, etc.

[Major reports and presentations on relevant issues]

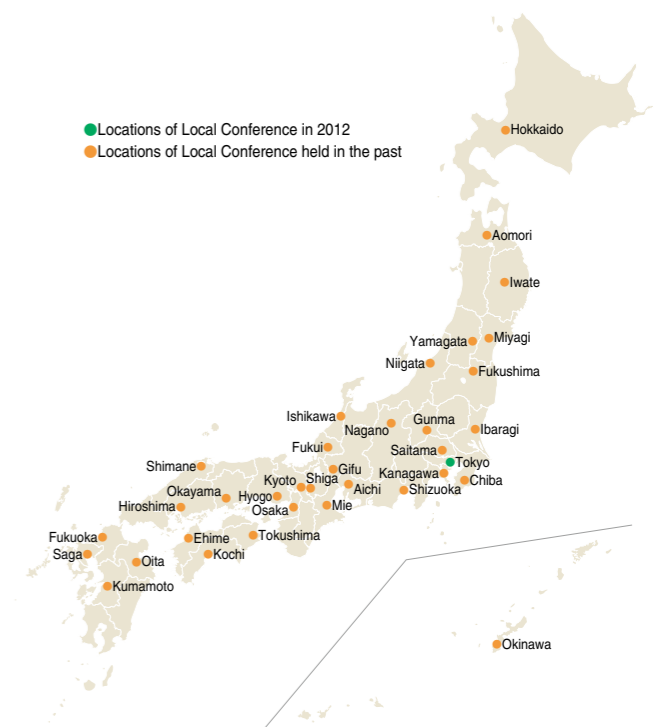
- The participant from the Ministry of Agriculture, Forestry and Fisheries requested setting a collection rate goal greater than 50%, the participant from the Ministry of the Environment presented their concept for improving consumers' understanding of paper carton recycling, and the participant from the Ministry of Economy, Trade and Industry noted they will make further efforts to improve the quality and stabilize exporting of used paper.
- One participant reported that the total volume of paper cartons collected at 24,700 locations in Ota Ward will exceed the planned level for 2015. Ota Ward, according to him, is also positively promoting environmental education at primary schools.
- Regarding group collection practiced by residents' associations in Nakano Ward, one participant reported that the collection volume of paper cartons as an independent item is small because in many cases they are mixed in with magazines and other miscellaneous recyclable papers due to paper recyclers' line of business.
- According to COMCEI's survey, Tama City, which employs the base collection system, has successfully increased the number of voluntary installations of paper carton collection boxes by convenience stores etc. by allotting different points and differentiating the collection charge according to the efforts put into for waste reduction and recycling.



The Local Conference

- The research firm reported that consumers in some community replied in the questionnaire that paper cartons are being collected mixed in with other wastes. This contradicts the notice on local government websites that "Paper cartons are collected separately".
- A citizen of Shibuya Ward mentioned that he thought the collection rate of paper cartons was greater than 50%. Upon hearing that this is not the case, he said he will work harder to raise consumers' awareness of the importance of collecting paper cartons.
- Participants from the relevant organizations and recycled paper manufacturers reported that collected paper cartons are, in some cases, mixed in with magazines and exported. They also stressed the importance of campaigns to educate children.
- A participant from a used paper-related organization said we must work with more painstaking vigor to collect individual paper cartons.
- COMCEI reported that it is selecting business facilities to collaborate to promote paper carton recycling in order to build local organizations, and also reported that it has launched new activities including distributing a mail magazine. COMCEI promised to put all its efforts into achieving the 50% paper carton collection rate set for 2015.

Locations of Local Conference



Discussion Meeting to Promote Recycling

Paper Carton Recycling Forum



An important forum to exchange views on the current status and tasks of recycling among relevant organizations.

[25th Discussion Meeting to Promote Recycling of Paper Cartons for Beverages] February 2

The discussion meeting was held at Nugyo Kaikan in Chiyoda Ward, Tokyo, with 57 people in attendance from the relevant organizations including government agencies, local governments, citizens groups, dairy product manufacturers, paper carton manufacturers, distributors, used-paper related organizations and the host.

Following the opening message presented by COMCEI Chairperson Nakajima, COMCEI reported its achievements in "Plan 2010" and the challenges it faced when implementing the plan. COMCEI then reported how it is promoting "Plan 2015". Then, the participant from the Ministry of Agriculture, Forestry and Fisheries expressed their hope to COMCEI that included in the goal of achieving a collection rate of 50% or above, achieving the weight savings for 500 ml paper cartons that ended unsuccessfully in the previous attempt, and promoting activities targeted at collecting used paper cartons from households and business facilities where the collection rate still remains low. The attendee from the Ministry of Economy, Trade and Industry reported on the status of the revision of the "Containers and Packaging Recycling Law" (hereafter referred to as the "Recycling Law"), and asked attendees to present their requests. The attendee from the Ministry of the Environment said the key to success in improving the paper carton collection rate is to enhance users' awareness, and they will be more than willing to do anything they can to achieve this.

Ms. Hirai, representative of JAMRA, stressed the importance of developing activities to enhance collection rates in urban areas where collection volumes are

stagnant. In addition, she said it is important to persuade local governments to practice strict separate collection of paper cartons. In that sense, she continued, a discussion meeting such as this is very meaningful.

The representative from the local government presented a range of problems including a reduction in paper carton collection volumes due to reduced motivation among intermediate processing companies resulting from a decline in transaction prices, greater volumes of paper cartons mixed in with magazines and miscellaneous recyclable papers, and the difficulty of finding storage locations for paper milk cartons used for school lunches after they have been selected and collected by paper collection traders.

The distributors requested a timely transmission of information since it is important for them to know and share information with other companies on how they are working on paper carton recycling, what problems they are experiencing in terms of promoting recycling, and new proposals they have as well as their successes and failures. "Since paper cartons are a precious resource, communication regarding the correct methods of disposing of and collecting them separately must continue to be promoted to citizens" was another key opinion expressed by an attendee. To that end, he said, it is important to introduce citizens to paper carton recycling activities and encourage them to continue recycling.

Before the meeting closed, a base paper (raw paper) manufacturer reported on how they are working to reduce the weight of paper cartons and, concerning this, the Japan Dairy Industry Association reported on the current status of this matter from various Japanese companies.

An expanded version of the discussion meeting. A meaningful meeting in which citizens were invited for the first time to present their views.

[1st Citizens, Local Governments and Business Operators Forum on Paper Carton Recycling] August 24

The 1st Paper Carton Recycling Forum was held at "Fujisan Messe" in Fuji City, Shizuoka Prefecture. This was an expanded version of the Discussion Meeting with the recycled paper manufacturers that has been held every year. The forum was attended by 64 people including citizens, local government representatives, and business operators.

Ms. Hirai, representative of JAMRA, delivered the keynote speech titled "For Promotion of Paper Carton Recycling". She noted in the speech that continuation of "Workshop on milk carton recycling" and "Onsite lessons" are effective in increasing the collection rate and enhancing consumers' environmental awareness. She said that these activities are adopted as part of the enlightenment program of the Paper Carton Resource Recycling Association of Korea, and worked as a bridge between the Japanese and Korean dairy processing industries. Ms. Hirai suggested that we carry out follow-up at the stores that dominate 60% of the collection rate. Doing so will be effective in promoting purchasing of recycled products and also provide business operators with the chance to hear consumers' opinions. In addition, she said, the information obtained from such efforts will be helpful as a tool in developing future regional strategies.

Later, various interesting items of information relevant to paper carton recycling were presented, attracting the attention of the participants. Such subjects included the revision of the Recycling Law and the survey conducted on the used paper recyclers and raw material wholesalers.

Then, participants reported how they are working on paper

carton recycling from their respective standpoint. The local government reported the following two case examples. They have succeeded in raising the environmental consciousness of consumers by introducing and recommending retail stores that are promoting environment-friendly movement on their website. They promote positive use of recycled products by establishing the recycled products certification system. The dairy product manufacturer reported how they are practicing a paper pack recycle campaign internally. The recycled paper manufacturer introduced attempts such as producing original toilet paper in collaboration with welfare work places, exchanging paper cartons and toilet papers at local events, and making postcards from handmade paper.

In the panel discussion held for the first time in the forum, various views were expressed by representatives of citizens, local governments, and business operators on how to increase the paper carton collection volume and other subjects. It was a valuable chance for us to hear citizens' opinions. Based on the information and opinions obtained through the conference, the Committee will think of ways to share and provide the information on paper carton recycling.



Chairperson Nakajima delivering his speech



Meeting participants exchanging views



Meeting place "Fujisan Messe"



Panel discussion provided us with valuable opinions

Workshop on Milk Carton Recycling

Onsite Lessons on Milk Carton Recycling



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

[Sagamihara City] December 10, 2011 - August 2, 2012

In Sagamihara City, we held a "Hands-On Recycling Class for Parents and Children" consisting of two parts: "Workshop on Milk Carton Recycling" as was held last year, and "Experiencing Garbage Collection" hosted by the Environmental and Economic Bureau of the city. Thirty two people in 13 pairs participated in the event in the extreme heat of August. The "Paper-making Program" was enjoyed by children and parents alike.

[Saitama City – Ichishin Wing School] April 21

This first workshop offered by COMCEI in Saitama City was attended by 13 participants including eight students, their parents, and five teachers of Ichishin Wing School. After viewing the "Milk Pack's Expedition" DVD, they tried their hand at disassembling milk cartons by hand. All the students did it well because many of them had already tried it at school.

[Uny Co., Ltd.] July 14

Uny Co., Ltd. plans to implement a "Workshop on Paper making" at the store of Uny in the form of onsite lessons as a countermeasure against falling collection volumes. The workshop consisted of two parts: a "Workshop on Paper-making" and a "Discussion Meeting on Paper Carton Recycling". Both were attended by 20 people from the Environmental Bureau of Nagoya City, Uny, and related organizations. This event was highly successful.

[Otsuki City] July 14

This workshop was held jointly by the Volunteer Chamber of Otsuki City. Forty eight people who usually carry out volunteer activities such as helping elderly people participated in this event. Otsuki City is the birthplace of the milk carton recycling movement in Japan. COMCEI described how milk carton recycling is still actively carried out here. Then, participants enjoyed the lectures and the paper-making program.

[Nishi Tokyo City] July 24

Forty six primary school children, their parents, and 10 other people participated in the workshop, the first event of the "Summer Vacation Research in 2012" environmental workshop hosted by Nishi Tokyo City. This was the fourth workshop held in this city. We found that children had a deep interest in environmental issues when we saw them raise their hands and eagerly ask questions.

[Shinagawa Ward] August 10

This workshop was held as part of the environmental workshop hosted by Shinagawa Ward. Thirty nine people in 17 pairs consisting of mainly primary school children and their parents participated in this workshop. A crew of a local cable TV station took pictures of the event. After making postcards from handmade paper, a child was observed asking his parent "Who shall I send it to?".

[Nakano Ward] August 19

This workshop was held as an ecological course in "Let's start from zero! Eco-project 2012" promoted by Nakano Ward. Twenty nine people consisting of 15 primary school children and 14 parents participated in this event in the hot sun. Young children also enjoyed making postcards from handmade paper with help from their parents.

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

In 2012, in collaboration with JAMRA, COMCEI held "Onsite Lessons on Milk Carton Recycling" at primary schools across the country.

[Hiroshima City Niho Primary School, Hiroshima Prefecture] January 27

The event, the third of its kind, was attended by 102 fourth graders from three classes and seven pupils from Kaori Class at Niho Primary School. The children at this school always greet us in a cheerful manner and take the initiative to help us. They were interested in recycling issues because recycling of milk cartons used for school lunches is already practiced. We were happy to see that some children made postcards for their classmates who could not attend the event on the day.

[Nisshin City Higashi Primary School, Aichi Prefecture] October 10

The workshop at Higashi Primary School, which marked its 100th anniversary in 2012, was held for 60 fourth graders as part of their environmental education. In the lecture course, we gave a quiz to the students and asked five questions. We think the process of making postcards from handmade paper helped them understand that paper cartons are valuable as a high-quality resource. It was quite touching when they cheerfully said, "Thank you!" to us when we gathered to take a commemorative photo with of them holding their handmade postcards.

[Goudo Cho Goudo Primary School, Gifu Prefecture] October 11

Goudo Primary School, located in the northwest part of the Nobi Plain, has a 139-year history. The educational goal of this school, "Accomplish your aim", guides the children's study and sports events. Recycling and ecological activities are also promoted at this school. A hundred and one fourth graders from three classes made 102 postcards from handmade paper (a teacher made one postcard for a student who was absent). "Publicity Goudo" covered the story on the event.

[Hiroshima City Oomachi Primary School, Hiroshima Prefecture] November 6

The onsite lessons had the greatest number of attendees ever comprising 169 fourth graders from five classes. The number of our staff members involved was also large - 17 in all. Due to the larger number of participating children, as many as 10 paper-making stands were set up in the gym to enable participants to make postcards from handmade paper. We divided the children into two groups and while one group was making paper, the other group played a game prepared by the PTA members with their parents. It was a wonderful day full of smiling faces.

[Motegi Cho Motegi Primary School, Tochigi Prefecture] November 13

Motegi Primary School is a historic school established in 1873. The building has warmth of the wood. The lesson was held in the gym for 40 first graders from two classes. They made original postcards from handmade paper. The children as well as their parents enjoyed the event. Recycling of milk cartons was not practiced at Motegi Primary School then but the school promised to look into the feasibility of recycling on this occasion. All staff members look forward to the outcome.



Speech of the Resource Recycling Section Chief of Sagamihara City (Sagamihara City)



Trying hard to make postcards from handmade paper (Nishi Tokyo City)



We received a letter of thanks for the onsite lessons (Nisshin City Higashi Primary School)



Onsite lessons (Motegi Cho Motegi Primary School)

Eco-Life Fair/Eco-Products 2012

"Learn and Play" with Milk Cartons Contest



Raising awareness regarding importance of recycling. Participants disassembled milk cartons by hand and made paper.

[Eco-Life Fair 2012] June 2 and 3

"Eco-Life Fair 2012" hosted by the Ministry of Environment held in the Environmental Month of June in Yoyogi Park. Approximately 66,000 visitors attended, slightly fewer than last year. This was the sixth time COMCEI participated in this event jointly with the Recycling Association. We showed the "Milk Packn's Expedition" DVD in the workshop hall and held a lesson on disassembling milk cartons in the morning and afternoon on both days. At our booth, we explained about "Forest management - Flow of recycling of paper cartons" using panels. A "Craft Corner" where people could make various items using paper cartons was also installed in our booth. Foreign children and their parents also enjoyed the craft corner thanks to the staff's gesture to explain the procedure.

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

[Eco-Products 2012] December 13 to 15

COMCEI has participated for nine consecutive years, jointly with "the promotion council of Milk carton Recycled products mark", in "Eco-Products 2012", which is one of the largest environmental exhibitions in Japan, held at Tokyo Big Site in December every year. The number of visitors was 178,501, which was slightly fewer than last year. We showed the "Milk Packn's Expedition" DVD and ran a workshop for visitors to disassemble milk cartons by hand in COMCEI's booth. The booth also explained "Forest management - Flow of recycling of paper cartons", and "Paper carton trees" donated by dairy product manufacturers across the country decorated the booth walls. With the support from JAMRA, COMCEI's booth held our usual "Experience of making postcards from handmade paper" event and exhibited the prize-winning creations of "Learn and Play" with Milk Cartons Contest. The booth was lively every day.

Best Prize went to "Cheer up Japan! with Milk Cartons" by Takeru Kuboya.

Approximately 3,292 primary school children with and their works creations participated in the 12th "Learn and Play" with Milk Carton Contest 2012. Among the many impressive creations, the following seven prize-winning creations were selected through impartial examination. Congratulations.



Best prize "Cheer up Japan! with Milk Cartons"
Takeru Kuboya

The Grand Prix went to "Cheer up Japan! with Milk Cartons" by 4th grader Takeru Kuboya. He came up with his dynamic idea after seeing playthings related to soccer games held at the London Olympics. Kuboya won the Best Prize this year after winning the Prize of Excellence in "Learn and Play" with Milk Cartons Contest in 2011. The awards ceremony of the prize-winning creations was held in COMCEI's booth if "Eco-Products 2012". The diplomas, shields and sub-prizes were handed out to the award winners by the Chairperson of the Review Board, Mr. Zeniya (Executive Director of Tokyo National Museum), Executive Committee Chairperson, Mr. Nakajima (Chairperson of COMCEI), and other review board members. The prize-winning creations are introduced in COMCEI's website for children "Milk Packn's Expedition".



Dietary education and recycling information at workshop



At the workshop



Craft Corner



"Paper carton trees" donated by dairy product manufacturers across the country

《Prize-winning creations》

- ◆ **Best prize "Cheer up Japan! with Milk Cartons"**
Takeru Kuboya (4th grader, Tsukuba City Kurihara Primary School)
- ◆ **Prize for excellence "Milk Carton - Gundam"**
Sinnosuke Jogo (3rd grader, Kitakyushu City Akasaki Primary School)
- ◆ **Prize for excellence "Eco-blind"**
Ibuki Yoshida (6th grader, Iwakuni City Kuina Primary School)
- ◆ **Prize of National Primary/Junior High schools Environment Teachers' Association "Sandals"**
Saki Ueda (1st grader, Yokohama City Mitsukyo Primary School)
- ◆ **Prize of JAMRA "2012 London - Be an effort-oriented genius"**
Kota Maeda (6th grader, Sakura City Nishishizu Primary School)
- ◆ **Prize from COMCEI "Kishu Thread Ball"**
Marina Hata (5th grader, Wakayama City Mita Primary School)
- ◆ **Prize of Japan Dairy Industry Association "Summer in the Highlands"**
Naho Suzuki (6th grader, Atsugi City Morino Sato Primary School)



The Best Prize winner Takeru Kuboya



Awards ceremony held in Eco-Products 2012

Publications of COMCEI

COMCEI provides DVDs and leaflets that explain characteristics of paper cartons and how they are recycled in an easy-to-understand manner.

DVD "Milk Packn's Expedition"

COMCEI has prepared a detailed DVD version of the children-oriented website "Milk Packn's Expedition". This is an educational tool that helps them think about the environment and learn the importance of initiating their own activities. We will send it free of charge to the schools and organizations that applied.

"Real Story of Paper Carton Recycling"

This leaflet contains answers to the frequently asked questions we encounter in the course of promoting activities to improve the recycling rate of paper cartons. Using many illustrations it also clearly and simply explains that paper cartons are very environmentally-friendly products and they must be collected separately from other paper products to utilize this resource effectively.



DVD "Milk Packn's Expedition"



"Real Story of Paper Carton Recycling"

COMCEI published various publications to help people think of the global environment through recycling.

Book "Paper Carton Manifesto"

This book details characteristics of paper cartons and recycling activities in order to submit recommendations for the future of our planet while enhancing consciousness about the meaning of recycling.

The writers include Mr. Inose, president of ECOIPS, Ms. Hirai, representative of JAMRA, and seven members of COMCEI, among others.

"Milk Carton Recycling - Nationwide Collection of 20 Cases" 3rd volume

Currently, three methods have been established to collect paper cartons. These are: store collection, municipality collection, and voluntary group collection. To make strict separate collection a success, education of the local community and use of devices unique to individual communities are necessary. This case book introduces actual recycling activities carried out by citizen's groups, local governments and various business sectors throughout Japan to assist readers when they are confronted with problems.



Book "Paper Carton Manifesto"
Nihon Hyouron Sha



3rd volume "Nationwide Collection
of 20 Cases"

Other Activities

The Committee supports environmental activities of department stores and mass merchandise stores.

[Collaboration with mass merchandise store "Kasumi"]

On October 14 at the "Hinuma Environmental Festival" held in Ibaragi Cho, Ibaragi Prefecture, and on October 21 at the "Ushiku Future Eco-Festa" in Ushiku City, COMCEI opened a handicraft class using paper cartons in the booth run by Kasumi, a supermarket chain operating local stores.

[Collaboration with "Mitsukoshi Isetan" department store]

COMCEI and JAMRA participated in the "Let's create original Christmas cards from milk cartons!" workshop in the Ginza Ecology Exhibition 2012 held in Ginza Mitsukoshi on November 17 and 18. The experience of making postcards from handmade paper was successful in making visitors feel the quality of recycled paper cartons.



Booth of Kasumi in "Hinuma Environmental Festival"



Workshop on "Making postcards from handmade paper"
in Ginza Mitsukoshi

Transmission of latest information via WEB

[COMCEI's website]

On the website run by COMCEI, you can browse its latest activities including "Regional conference for promotion of carton recycling", "Workshop on Milk Carton Recycling" and "Onsite Classrooms" at primary schools. In addition, the Annual Report, the mid-term action plan "Plan 2015", and a collection of members' recycling case studies and activities are updated on a timely basis. The Committee prepares interesting content called "Milk Packn's Expedition" for elementary school students so that they can learn the importance of recycling and environmental conservation in an enjoyable manner.

COMCEI's website

<http://www.yokankyo.jp>

Website of Milk Packn's Expedition

<http://www.packun.jp>

On the website created for cell phone users, you can view the animation of "How to Open a Paper Carton".

For cell phones

<http://www.yokankyo.jp/mobile/>



COMCEI's website



Website of Milk Packn's Expedition