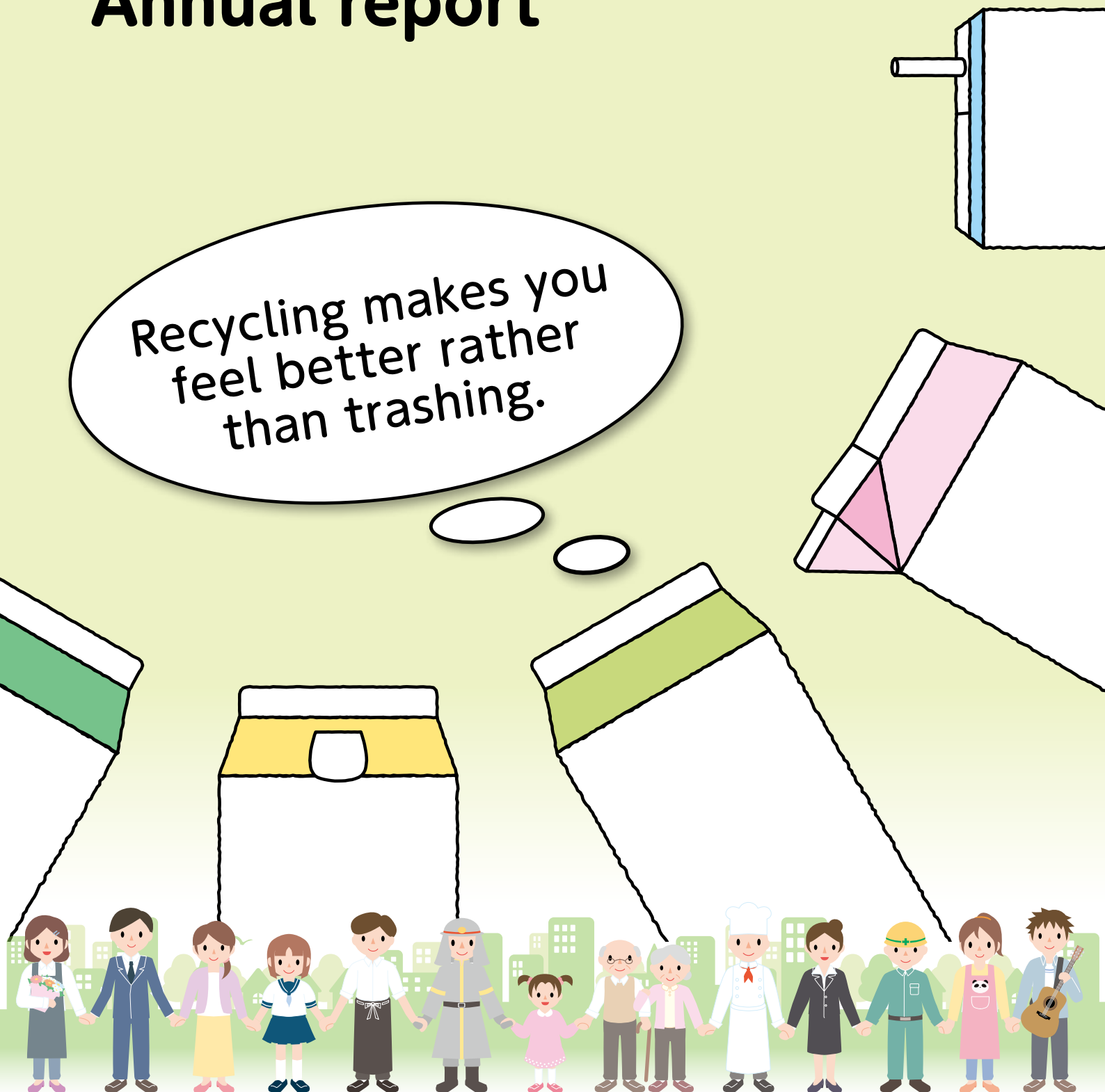


2013



Paper carton recycling Annual report

Recycling makes you
feel better rather
than trashing.



President’s Message on the Publication of the 2013 Paper carton recycling annual report

The Changing Landscape

The Great East Japan Earthquake of 2011 has resulted in far-reaching changes in the way we live. For instance, for a nation that never had to think about the possibility of electricity shortages, since the summer of 2011 the regular requests to conserve electricity in order to avoid summer and winter shortages have been a wake-up call. Indeed, the very structure of our power generation system has been affected, with new, decentralized systems for generating electricity from natural sources such as solar energy, wind energy, biomass, and co-generation schemes now being focused on more than the conventional power generation models such as large-scale nuclear and thermal power plants. This shift has been mirrored by consumers, who are tending towards more careful use of finite resources as illustrated by the increasing popularity of LED lights and fuel-efficient cars.

Committee Activities in an Era of Major Change

The Committee for Milk Container Environmental Issues, which marked its twentieth anniversary in 2012, is also on the brink of major change. The collection rate of paper cartons, which once seemed to be on an ever-upward trend, has, in recent years, plateaued. We can no longer hope to achieve an improvement in the collection rate simply by doing what we have done before. For that reason, we have undertaken thorough research and have begun to establish a new framework to strengthen the committee’s activities.

Looking at Survey Results and Generating Momentum toward Recycling Goals

●Raising consumer awareness of the importance of paper carton recycling

We will seek to eliminate the many misunderstandings about paper carton recycling. For instance, some consumers are under the misapprehension that cartons of less than a litre cannot be recycled, and that only milk cartons can be recycled and juice cartons are not recyclable.



Committee for Milk Container Environmental Issues
Chairperson

Kenji Nakajima

●Studies of effective collection methods employed by local governments

Some local governments collect cartons for milk and beverage together with other waste paper. There are many reasons for this, but the fact remains that some are not recycling paper cartons as effectively as they could.

●Branch organizations to promote recycling in local communities

We hold local community conferences and outreach classes in schools, but these tend to be one-off events and have not led to on-going activities. We hope that setting up branches at the local level will enable the committee to strengthen ties between members and encourage more consistent, continued education and promotion activities. To that end, we look forward to the enthusiastic cooperation of members in local communities.

2013 Report on Paper Carton Recycling provides an overview of our efforts to improve the rate of paper carton collection and recycling over the year, as well as all the various other activities of the committee. I hope you find it informative, and I look forward to receiving feedback.

January 2013

Action Plan to Improve the Paper Carton Collection Rate

The Committee for Milk Container Environmental Issues (hereinafter referred to as COMCEI) has successfully accomplished the voluntary action plan for recycling of paper cartons for beverages, called "Plan 2010", and established the new "Plan 2015" action plan that began in fiscal 2011. Specific initiatives are as follows.

《Target》
Paper carton
collection rate
50%or more
in fiscal 2015

●To value the blessings of nature and help preserve the global environment so that the next generation of children can enjoy peace of mind, we will strengthen our cooperation with all parties related to paper carton recycling and promote voluntary activities to improve the collection rate.

●We will save resources and reduce the environmental impact by utilizing renewable paper cartons as high quality resources. We will continue to promote the importance of resource conservation through paper carton recycling.

[Major Activities]

1.Providing opportunities for enhancing paper carton collection in local regions

①Hosting of a regional conference for promotion of carton recycling and a workshop on milk carton recycling (the latter is co-sponsored with the Japan Milk Carton Recycling Association, which is hereinafter referred to as JAMRA)

②Hosting of discussion meetings among the parties involved

③Identifying people who can lead paper carton collection activities (individuals who have potential to lead local activities)

④Participation in environmental events (such as eco-product exhibitions and eco-life fairs)

⑤Supporting the "Friendly environment loop" forum (held by JAMRA)

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2.Promoting domestic paper carton collection

①Creation of opportunities for collection
②Promotion of collection of 500 milliliter and 200 milliliter paper cartons (smaller than the standard 1000 milliliter cartons)

③Setting up collection centers by installing paper carton collection boxes(in cooperation with JAMRA)

④Conducting an environmental campaign in which our environmental message advertisement is posted on paper carton products

⑤Promoting paper carton recycling for plant tour participants

3.Promoting collection of paper cartons used outdoors and at the point of sale

①Study on how to collect paper cartons at workplaces and educational facilities such as high schools and colleges

②Support of collection of paper cartons used at food stores and restaurants (in cooperation with JAMRA)

4.Promotion of activities in educational facilities and learning places

①Hosting of onsite lessons on milk carton recycling at primary schools (in cooperation with JAMRA)

②Promotion of recycling of milk cartons used for school lunches

③Production and distribution of the "Milk Packn's Expedition" DVD for children (in cooperation with JAMRA)

④Support of "Learn and Play" with Milk Cartons Contest

5.Enhancing communication about recycling

①Utilization of "Milk carton recycling case studies" (in cooperation with JAMRA)

②Implementation of a basic survey on the present status and trends of beverage paper carton recycling

③Implementation of a Web survey on citizens' awareness of recycling and associated behavior

④Enrichment of website contents of COMCEI and "Milk Packn's Expedition"

⑤International collaboration through paper carton recycling movement

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"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.

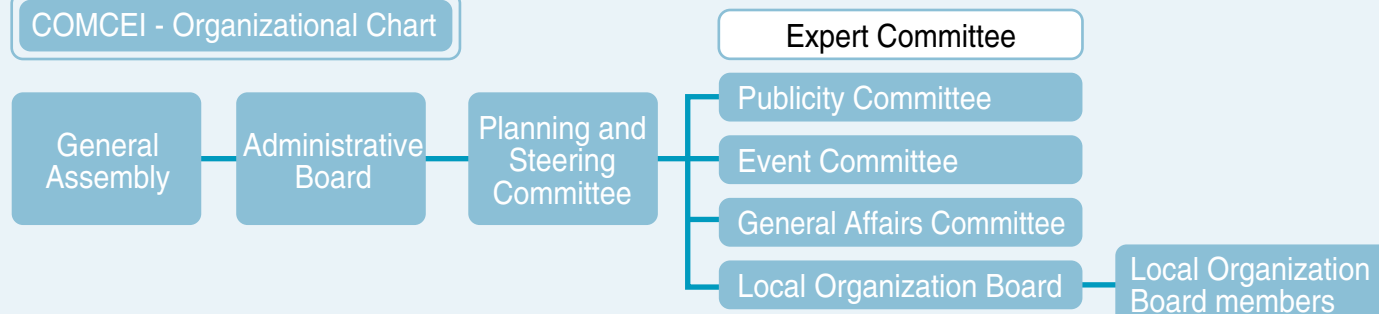
②Publicity Committee - Responsible for issuing the Annual Report, editing the website and creating educational tools to help increase the recycling rate.

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]

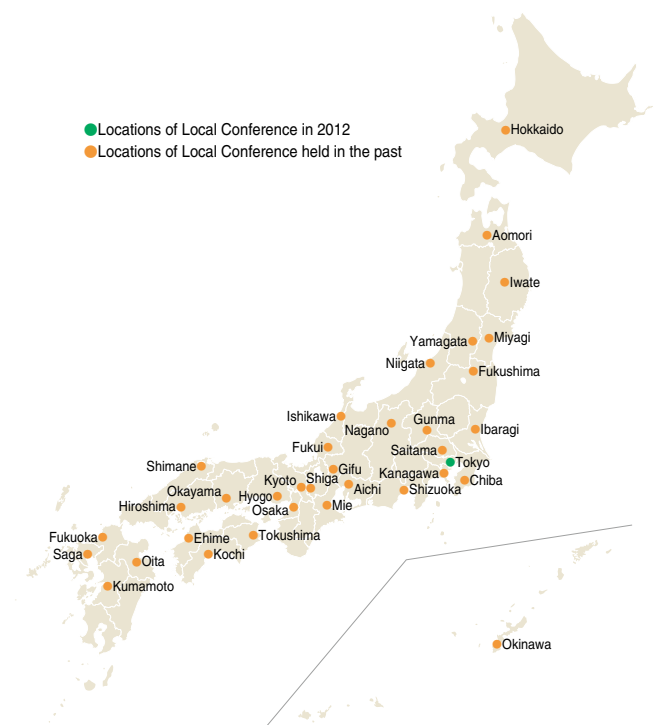
- The participant from the Ministry of Agriculture, Forestry and Fisheries requested setting a collection rate goal greater than 50%, the participant from the Ministry of the Environment presented their concept for improving consumers' understanding of paper carton recycling, and the participant from 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.



Dietary education and recycling information at workshop



Craft Corner

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.



At the workshop



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

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".

《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

Paper Carton Collection Rate in Fiscal 2011



Paper carton collection rate in fiscal 2011 was 42.9%.

The status of recycling in 2011 has been clarified by the "Basic survey on the present status and trends of beverage paper carton recycling", which has been conducted since 1995 to collect information on recycling of paper cartons and provide information to relevant organizations. The latest survey was carried out between June and October 2012. Shipment volumes of paper cartons in fiscal 2011 increased because of the extreme heat and the Tohoku disaster, but the collection rate did not increase. Overall, the paper carton collection rate was 42.9% (a reduction of 0.7% over the previous year). One of the reasons behind the decrease in the collection volume was the Great East Japan Earthquake. It has reduced recycling of paper wastes (industrial paper waste) that are produced along with production of paper cartons. Primarily, it was due to the stagnation of paper carton collection activities in the affected and nearby areas.

※During the fiscal 2011 survey, we conducted a questionnaire-based survey of nine paper carton manufacturers, 313 beverage manufacturers, 1,728 Japanese municipalities, 2,130 elementary schools, 983 supermarkets, six citizen's groups and welfare work places, and 33 recycled paper manufacturers. In addition, we interviewed staff members at four locations. Note that basic research could not be carried out in some areas due to the large earthquake that struck northern Japan in March 2011.
※Faulty paper cartons and base paper (raw paper) that have been generated by the paper carton manufacturing and beverage filling processes at beverage plants, and edge trims created during paper carton manufacturing are called "paper wastes" or "industrial paper wastes".
※Paper cartons that are discarded after their contents are used at stores, business facilities, schools and households are called "used paper".

Paper Carton Collection Rate in Fiscal 2011

Paper carton collection rate
(Including industrial paper wastes and used paper)

42.9%

(43.6% in fiscal 2010)

= Collection volume of domestic paper cartons ÷ Amount of base paper (raw paper) used
= 105.7 thousand tons / 246.6 thousand tons

Used paper carton collection rate
(Used paper cartons)

32.5%

(33.0% in fiscal 2010)

= Used paper carton collection volume ÷ Shipping volume of paper cartons from beverage manufacturers
= 67.7 thousand tons / 208.3 thousand tons

Paper carton transaction price of municipalities have increased two years consecutively.

As paper fibers are long and strong, used paper cartons are considered to be raw materials that contain good quality recycled paper and are traded at a relatively expensive price.

However, the transaction price of paper cartons differs by municipality, and it is difficult to calculate a standard price. Here, we have calculated the price of paper cartons when they are traded in municipalities without any additional conditions besides the transaction price. We divided the prices into two types: the "delivery price" and the "carry-in price". We also calculated the cost for group collection of paper cartons.

The average transaction price in fiscal 2011, as a whole, continued to increase from the previous year. Sales prices to used paper recyclers and direct delivery wholesalers of used paper, which are the primary trading partners for municipality collection, have increased except for the delivery price paid to paper recyclers.

Average transaction price of used paper cartons

Fiscal year			2008	2009	2010	2011
Municipality collection	Used paper recycler	Delivery price	8.5	6.2	7.5	7.1
		Carry-in price	7.8	5.4	6.9	7.5
	Direct delivery wholesalers of used paper	Delivery price	9.3	7.0	8.9	9.4
		Carry-in price	9.4	7.0	8.0	8.7
	Paper manufacturer	Delivery price	11.9	8.8	12.3	10.8
		Carry-in price	9.7	8.0	10.2	10.3
Voluntary group collection	(Unknown traders)	Delivery price	5.6	4.3	5.2	5.2
		Carry-in price	5.8	6.9	5.1	5.9

(Yen / kg)

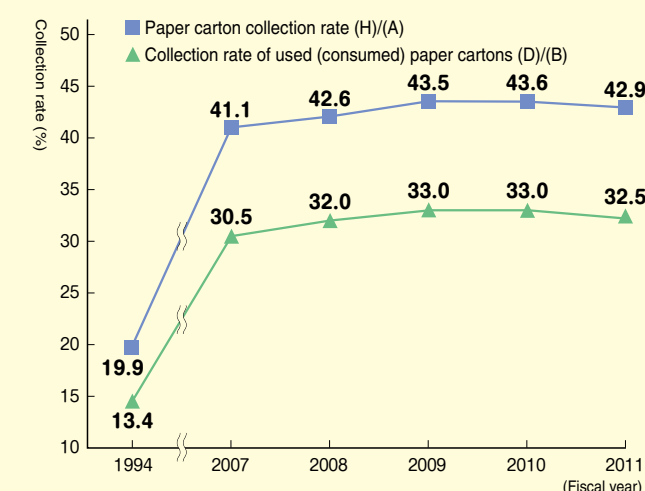
(Yen / kg)

Paper carton collection volume in fiscal 2011 was 105.7 thousand tons.

As shown in the figure to the right, the paper carton collection rate had dropped for the first time since the start of the survey. The following table presents details of the collection volume and rate.

The collection volume of domestic paper cartons in fiscal 2011 was 105.7 thousand tons. This was a reduction of 1.9 thousand tons (1.8%) from the previous year. Although the collection volume of used paper cartons dropped by 0.7 thousand tons (1.0%), the volume from the voluntary group collection increased 0.4 thousand tons (4.2%). The collection volume of 105.7 thousand tons is approximately equivalent to the amount of paper that could be used to produce 600 million toilet rolls.

Trends in paper carton collection rate



Trends in key data (1,000 tons)

Category	Fiscal 1994	Fiscal 2007	Fiscal 2008	Fiscal 2009	Fiscal 2010	Fiscal 2011	Percent increase over previous year
Used amount of paper cartons for beverages (A)	216.0	255.9	251.0	244.3	246.8	246.6	0.0%
Industrial paper wastes of paper carton manufacturers	16.5	36.6	37.1	35.9	37.3	35.1	-6.0%
Industrial paper wastes of beverage manufacturers	—	3.6	3.0	2.6	2.1	3.3	56.4%
Shipping volume of paper cartons for beverages from beverage manufacturers (B)	197.9	215.7	210.9	205.8	207.3	208.3	0.5%
Residential homes (C)	168.7	194.1	189.3	184.3	184.6	184.8	0.1%
Vending machines (business)	18.5	9.9	9.8	9.7	10.8	11.7	8.1%
Milk for school lunches (business)	10.7	11.7	11.8	11.8	11.8	11.8	-0.1%
Collection volume of used (consumed) paper cartons (D) = (E) + (F)	26.5	65.8	67.4	68.0	68.4	67.7	-1.0%
Collection volume from residential homes (E)	25.9	55.6	56.7	57.3	56.6	56.2	-0.7%
Collection volume from stores	13.8	31.8	33.4	34.5	33.6	33.0	-1.8%
Municipality collection volume	4.3	14.4	14.4	13.9	14.1	13.9	-1.4%
Voluntary group collection volume	7.8	9.4	8.9	8.9	8.9	9.3	4.2%
Collection volume from business organizations (F)	0.6	10.2	10.7	10.7	11.8	11.5	-2.4%
Collection volume of milk cartons from schools	0.6	8.8	9.3	9.3	9.4	9.2	-2.3%
Vending machines, restaurants and others	—	1.3	1.4	1.4	2.3	2.3	-2.8%
Collection volume of industrial paper wastes and used paper cartons (G)	16.5	39.4	39.7	38.2	39.3	38.1	-3.0%
Collection volume by paper carton manufacturers	16.5	36.6	37.1	35.9	37.3	35.1	-6.0%
Collection volume by beverage manufacturers	—	2.9	2.6	2.3	1.9	3.0	55.0%
Collection volume of domestic paper cartons (H) = (D) + (G)	43.0	105.2	107.1	106.2	107.6	105.7	-1.8%
Import volume of used paper cartons	—	12.3	13.9	10.9	12.7	14.0	10.2%
Total volume of accepted paper cartons	43.0	117.5	120.9	117.1	120.3	119.7	-0.5%
Recycling volume of paper cartons	30.1	89.2	93.8	93.2	96.3	95.7	-0.7%
Paper carton collection rate (H)/(A)	19.9%	41.1%	42.6%	43.5%	43.6%	42.9%	-0.7point
Collection rate of used (consumed) paper cartons (D)/(B)	13.4%	30.5%	32.0%	33.0%	33.0%	32.5%	-0.5point
Collection rate of used paper cartons in residential homes (E)/(C)	15.4%	28.7%	30.0%	31.1%	30.6%	30.4%	-0.2point

※Recycling volume of paper cartons = Total volume of accepted paper cartons X Yield rate The yield rate after fiscal 2001 is computed based on the questionnaire survey.

※Industrial paper wastes for fiscal 1994 include aluminum laminated paper cartons.

※Collection volume of paper cartons from business organizations is calculated from fiscal 2004 based on the questionnaire survey.

※A review of the weight of milk cartons for schools conducted in fiscal 2005 has affected the value of some items.

※Some of the total values may include errors due to rounding to the nearest 100 tons. Also, due to the same reason, some figures may not add up if you calculate the collection rate and percentage over the previous year's figures using the values in the table.

Paper Carton Material Flow in Fiscal 2011

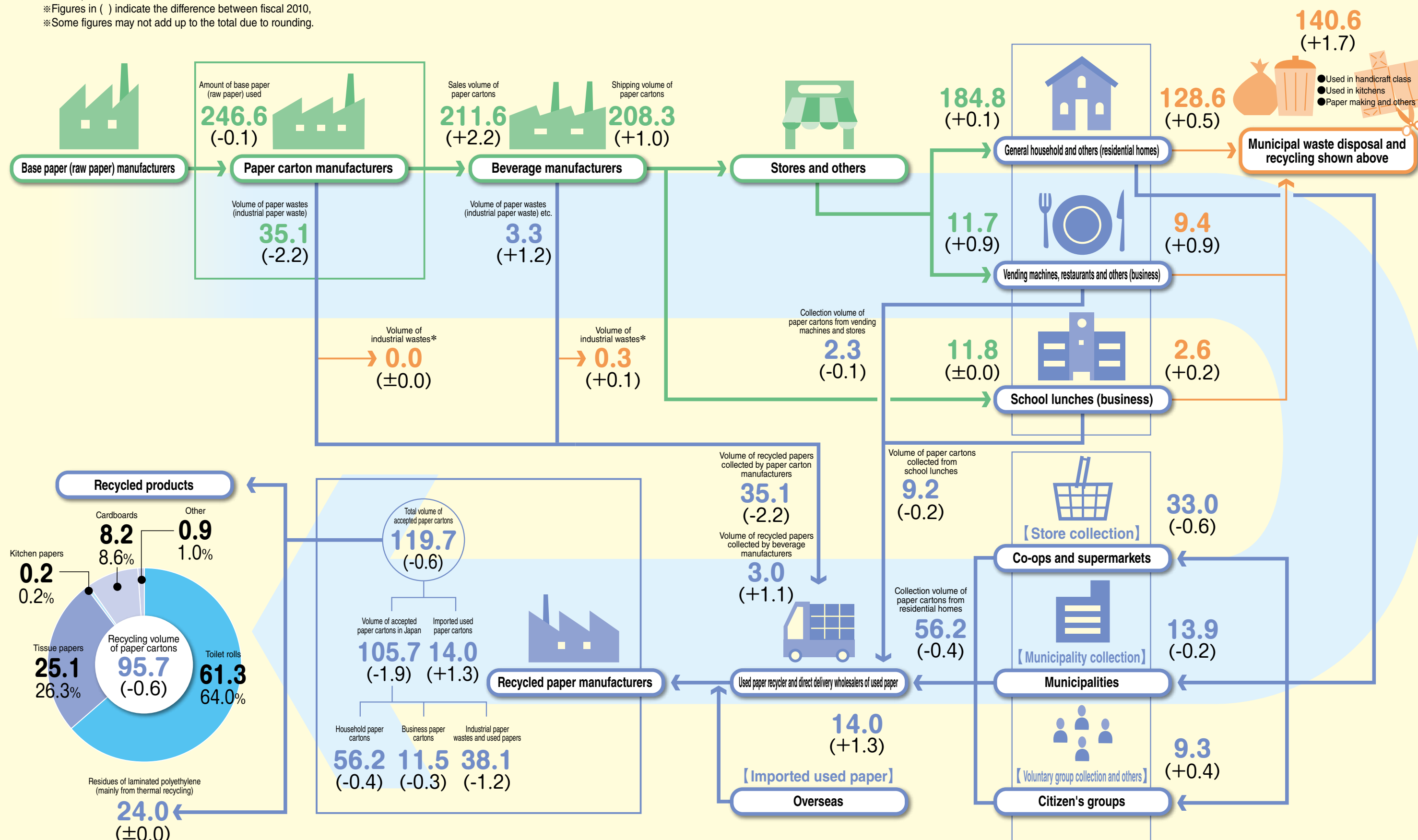


The following shows the overall state of paper carton recycling in fiscal 2011.

※Unit: 1,000 tons

※Figures in () indicate the difference between fiscal 2010,

※Some figures may not add up to the total due to rounding.



* The volume of industrial wastes includes that from thermal recycling.

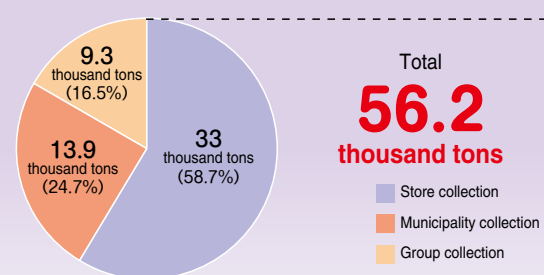
Recycling Status of Retailers

Many supermarkets collect household-use paper cartons at their storefronts.

Paper cartons put out by households make up approximately 60% of the total volume collected at storefronts by retailers such as supermarkets.

Our unique survey of store collection is based on the information provided by the Japan Chain Stores Association, Japan Consumers' Cooperative Union, and others. The total volume of paper collected from storefronts in fiscal 2011 was 33.0 thousand tons, a reduction of 0.6 thousand tons from the previous year. A large quantity of paper cartons have been collected although this was affected to some extent by the Tohoku disaster.

Household paper carton collection volume by collection center (Estimated value)



We are working on recycling!

Uny Co., Ltd.

(Head office: Inazawa City, Aichi Prefecture)

Activity examples

"Uny" is a chain store operating 227 stores nationwide with a focus on the Tokai area (as of the end of July 2011).

As a result of their efforts carried out based on their "Environmental concept" and "Environmental policy", Uny was certified as an "Eco-First Business" in 2008, a first in the retail industry.

When Uny began collecting various containers in 1998 to reduce and recycle containers and packaging, staff were instructed to also collect paper cartons. Uny installed collection boxes at all their 217 food-handling stores. The volume of containers collected in fiscal 2010 was approximately 622 tons. Products recycled from the collected paper cartons are sold as "Environment-conscious products ecolon".

In order to ensure customers' had a good understanding of their stores' environmental preservation activities, environmental friendly shopping, and ecological handicraft classes. Uny management wanted to add "postcard making from handmade paper" into this program and subsequently, employees ran this workshop with support from COMCEI.

Uny's programs encourage customers to have fun while gaining an interest in environmental issues and to start doing what they can now.



A workshop led by a technical advisor of COMCEI

Collection status of welfare work places

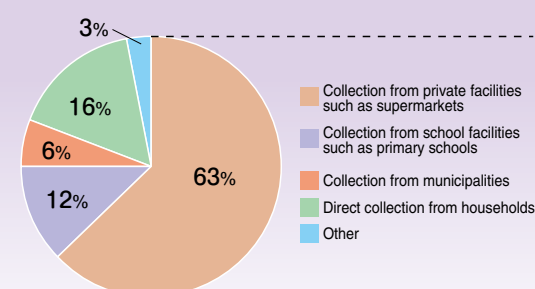
In addition to collecting paper cartons, welfare workplaces are also involved in recycling activities.

Collection by welfare workplaces and citizen's groups is primarily run through private collection boxes at supermarkets. Other than that, facilities at schools such as elementary schools, and collection points run by municipalities and those used by general households are the main source of collected cartons.

Other than these collections, the above-mentioned organizations are promoting paper carton recycling activities, including creation of postcards and bookmarks using recycled paper cartons.

The estimated collection volume was approximately a thousand tons, the same level as the previous year.

Percentage by collection source of paper cartons collected by welfare workplaces and citizen's groups



We are working on recycling!

Social welfare corporation - Welfare Village Nanairo Sagyosho

(Aki-gun, Hiroshima Prefecture)

Activity examples

"Nanairo Sagyosho" was established as a multifunctional workplace in April 2011 in accordance with the fundamental principles of the Services and Supports for Persons with Disabilities Act, ie: that "each person with a disability can live an independent daily and social life according to their own ability and aptitude". Among other services, the workplace provides nursing and training services such as job assistance.

Their activities include creation and sales of "handmade postcards" based on recycling of paper cartons collected by local supermarkets, elementary schools, and kindergartens. They also produce "handmade postcards" and "lanterns for lantern floating" by making paper from thousands of paper cranes that have been sent to the Hiroshima Peace Memorial from all over Japan. "Handmade postcards" created at Nanairo Sagyosho are also sold in the Hiroshima Peace Memorial Museum in the Peace Memorial Park.



"Water dripping process" used to create handmade postcards



Postcard with folded cranes interwoven

Collection Status of Municipalities and Voluntary groups



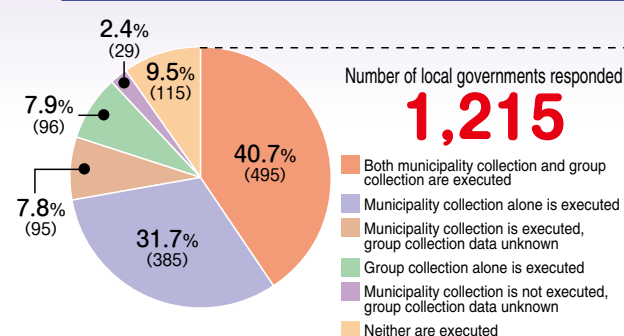
Collection of paper cartons is promoted in about 90% of municipalities in Japan.

Among the 1,742 municipalities in the country, our 2011 survey was conducted in 1,728 of them excluding 14 areas that have been affected by the disaster, and received responses from 1,215 municipalities. The total population of municipalities that responded to the survey made up 89.1% of the total population

In the survey, paper carton collection that is carried out by municipalities and certain associations is categorized as "municipality collection", and that carried out by citizen's groups registered with municipalities is categorized as "group collection".

The execution rates of municipality collection and group collection were about the same as those of the previous year. The municipality collection rate was 80%, and the group collection rate was, excluding cases where no answers were received, 49%. Either municipality collection or group collection was executed in 88% of local governments. In other words, almost 90% of municipalities are helping to collect paper cartons.

Execution rate of municipality collection and group collection



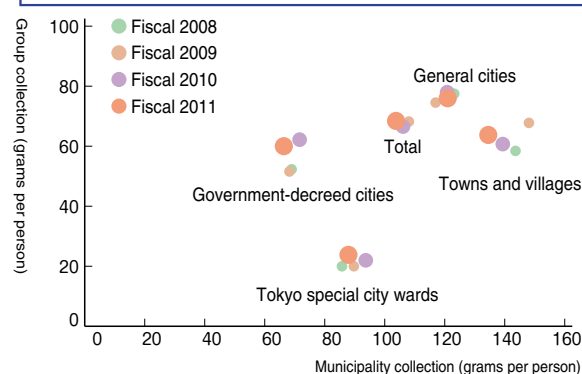
Volume collected through municipality collection and voluntary group collection remain stable.

The survey estimated the municipality collection volume and group collection volume after grouping the target municipalities into four types: "General cities", "Government-decreed cities", "Tokyo special city wards" and "Towns and villages". In fiscal 2011, the municipality collection volume was 13.9 thousand tons, and the group collection volume was 8.6 thousand tons. There was no large fluctuation in the collection volume per person since the collection volume in general cities, which share more than 60% of the national population, has remained stable over the past few years. However, one problem is the still low collection rate in government-decreed cities and Tokyo special city wards.

Estimated municipality and group collection volumes by city type

	Total	General cities	Government-decreed cities	Tokyo special city wards	Towns and villages
Municipality collection					
Estimated volume (1,000 tons)	13.9	9.9	1.6	0.8	1.6
Estimated collection ratio by city type	100%	71%	12%	6%	11%
Collection volume per person (grams per person)	109	123	62	93	133
Group collection					
Estimated volume (1,000 tons)	8.6	6.1	1.5	0.2	0.8
Estimated collection ratio by city type	100%	71%	18%	2%	9%
Collection volume per person (grams per person)	67	75	60	23	64
Population by city type (millions)	127	81	26	9	12

Change of municipality collection and group collection by city type

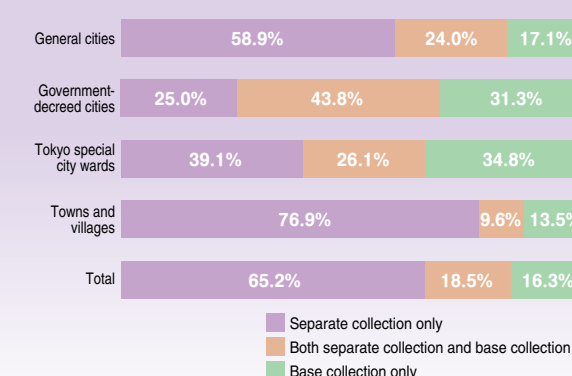


Strict separate collection of paper cartons is implemented in more than 80% of municipalities in Japan.

Used (consumed) paper cartons are collected in two ways in each municipality: separate collection (cartons are collected from separate residential homes or from garbage stations), and base collection.

More than 80% of municipalities employ separate collection procedures for paper cartons. By city type, more than 60% of general cities and towns and villages employ strict separate collection alone. More than 30% of government-decreed cities and Tokyo special city wards employ base collection alone. However, the percentage of the separate collection is gradually increasing.

Ratio of paper carton collection types by city type



We are working on recycling!

Nakano Ward, Tokyo

Activity examples

Nakano Ward, which is located at the west end of the Musashino Plateau, developed during the Edo Period as a strategic location for goods distribution as well as a supply center for grain and vegetables for citizens. In modern times, the ward's population has increased thanks in part to the opening of a rail route. It has also developed into a residential neighborhood for people who commute to the heart of Tokyo.

Nakano Ward promotes a "Go for zero-trash life" campaign to encourage people to positively utilize recycled products by participating in and cooperating with the resource recycling movement. The ward is now working to encourage residents to reduce their trash by 100 grams per day per person. Nakano Ward calls for citizens to participate in and cooperate with the resource recycling movement. As part of such efforts, its website features a specific objective such as, "Target weight of a milk carton - 30 grams".

Concerning collection of used paper, Nakano switched from ward-initiated collection to group collection in March 2007. 223 organizations are registered for group collection (as of September 2012). Orange flags and curtains featuring the words "Group Collection Storage Site" are used at collection sites. Milk cartons are treated as miscellaneous recyclable paper resources (packaging papers, cake boxes, tissue paper boxes, catalogs, pamphlets, milk cartons, etc.) just like newspapers and cardboard. Some residents' associations specify "used clothes and cloths", "paper cartons" and "aluminum cans" for separate collection. Nakano Ward officials have stated that they also want to begin separate collection of paper cartons in a step-by-step manner.

According to comments from people in Nakano Ward, it is currently difficult for them to carry out separate collection of paper cartons due to the large number of single people living in the ward. As a result, the ward is asking citizens to put out paper cartons along with miscellaneous recyclable papers and magazines.



Recycling workshop hall (Nakano ZERO)



Explanation on making postcards from handmade paper

Recycling Status of Schools

Recycling Status of Recycled Paper Manufacturers

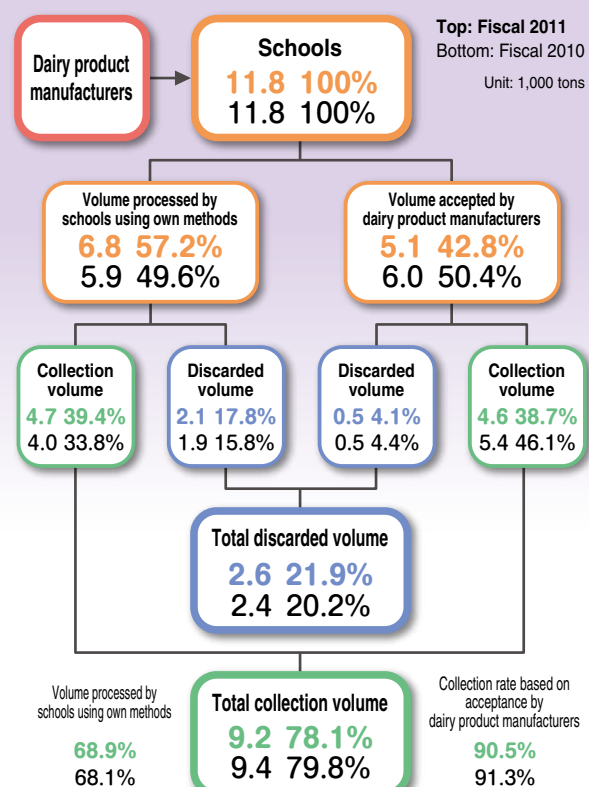


Paper carton collection from households is being positively promoted.

The total collection volume of paper cartons used at schools was 11.8 thousand tons, the same volume as the previous year. Seventy eight percent of this volume, or 9.2 thousand tons, was collected for recycling. The volume of paper cartons processed at schools using own methods has increased in fiscal 2011. About 70% of the collected volume is recycled, and this percentage is increasing.

Paper cartons are reused in the science and mathematic classes in primary schools. Collection of paper cartons from children's homes is also promoted.

Material flow of milk cartons for schools (Estimated value)



※ Processing by schools using own methods refers to deliver paper cartons directly to local governments or used paper recyclers.
※ Figures may not add up to total due to rounding.

We are working on recycling!

Goudo Cho Goudo Primary School

(Goudo Cho, Anpachi Gun, Gifu Prefecture)

Activity examples

Goudo Cho is located in the northwest of the Nobi Plain, specifically on the west bank of the Ibigawa River. Goudo Primary School, which is located in the center of the town, is a historic school established in 1873. The number of children is 511 at this school. In a bounteous environment with newly completed school buildings, the school children are working hard at study and playing sports under the school's educational concept, "Accomplish your aim". They engage in various activities created around the PTA activities and with support from the town's fire company, the chambers of commerce, and the club of elderly people. Recycling and ecological activities are also very popular. Recycling of paper cartons and bottle caps has been incorporated into the integrated study program for more than 10 years. They bring paper cartons from their home every Wednesday, and on a bulletin board, they post the number of paper cartons and the toilet rolls that can be recycled from the paper cartons. They also post the number of vaccine shots that becomes available with recycled caps. This activity is helpful to enhance their recycling awareness. In 2011, they collected approximately 9,000 paper cartons. Additionally, our onsite lessons have set off the idea, after talking with the town office, to resume recycling of 200 ml milk cartons for schools that was suspended three years ago.



Monitoring of power consumption
(Screen of weekly report graph)



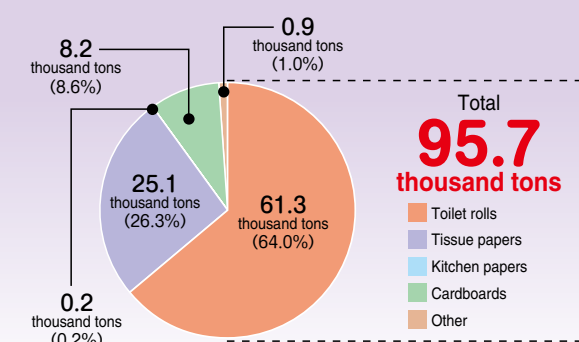
School children welcomed us

Use for toilet rolls has greatly increased.

In the 25 recycled paper manufacturers that answered the questionnaire, 19 manufacturers have accepted paper wastes generated by paper carton manufacturers and beverage manufacturers, and paper cartons collected from households and business facilities.

The total volume of accepted paper cartons consisting of domestically collected paper cartons and imported used paper cartons amounted to 119.7 thousand tons. About 80%, i.e. 95.7 thousand tons, were used as recycled paper. The usage volume of toilet rolls has increased to two thirds of the total volume in fiscal 2011. The balance is used for tissue paper, kitchen paper etc.

Use for recycled products



We are working on recycling!

Shinei Paper Manufacturing Company

(Fujinomiya City, Shizuoka Prefecture)

Activity examples

Shinei is a recycled paper-based toilet roll manufacturing company established in 1961. It mainly produces coreless products such as "CORELESS" rolls. In addition to paper cartons for beverages, miscellaneous recyclable papers, train tickets, and confidential documents are recycled. Out of about 100 tons of used paper processed every day, they utilize about 50 tons for toilet rolls and pulp about 30 tons to supply to group plants as raw material. They utilize non-paper materials adhered to used paper - approximately 20 tons - as fuel where possible.

In order to produce high-quality strong white toilet rolls, 30% or more of used base paper (raw paper) is sourced from paper cartons for beverages. Used paper is dissolved in a machine, foreign substances and ink are extracted, and the resulting mix is formed into large rolls of paper using a paper machine. Rolls of paper produced in this way are rewound to toilet roll size and then cut to the required width. During this process, if any paper is produced that is not able to be used, it is dissolved again. They exercise ingenuity about the width of toilet rolls to minimize waste.



A group of coreless products



Winding paper machine for recycled pulp

Dual loops of paper carton



Growing

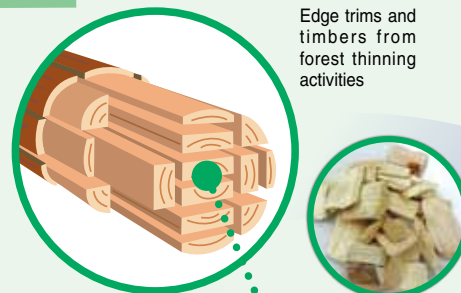
Appropriately managed forestry practices absorb atmospheric carbon dioxide and discharge oxygen.



Use

Wood is used with zero waste.

Logged trees are mainly used for construction materials and furniture. Wood chips made from thin timbers that result from forest thinning, edge trims that result from manufacturing construction materials, and branches are used as the raw material to produce paper. Long fibers of acicular trees are suitable for processing of durable paper cartons.



Construction materials storage site



Life cycles of a forest

Life span of 50 to 100 years

Base paper (raw paper) will not be exhausted.

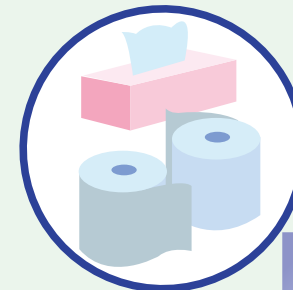
Acicular trees in North America and Northern Europe are mainly used for production of base paper (raw paper). Forests of acicular trees are managed according to forestry certifications, and tree trimming, planting of seedlings and growing processes are conducted systematically. Acicular trees in North America are raised for approximately 50 to 80 years, and in Northern Europe they are raised for approximately 70 to 100 years. Trees in both regions are subject to controlled thinning.

Plant



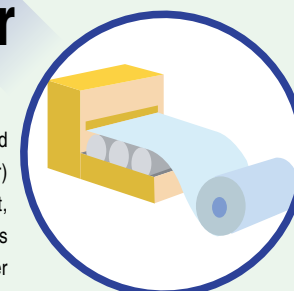
Seedlings are picked from parent trees, grown in nursery grounds, and then systematically planted in logging forests.

Reborn as recycled products



Recycled paper manufacturers

Laminated portions are removed and the base paper (raw paper) portion is dissolved. At this point, foreign substances such as residual ink are extracted in order to produce clean pulp that is suitable for manufacturing recycled products such as toilet rolls.



Recycling of paper cartons

Paper cartons have lower environmental load*

CO₂ emissions from a 1000 ml paper carton total 32.4 g. The environmental load resulting from this is very small. Recycling a 1000 ml paper carton reduces CO₂ emissions by 23.4 g.

*Source: Institute for Policy Analysis and Social Innovation "2004 Report of Survey on Life Cycle Assessment of Containers and Packaging" (Entrusted by the Ministry of Environment)

Paper recyclers and wholesalers of used (consumed) paper

They sort paper cartons and transport them to recycled paper manufacturers.

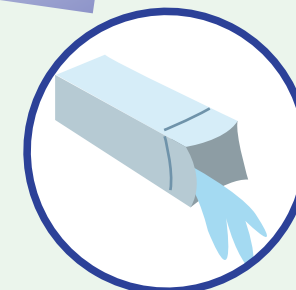


Paper cartons

A paper carton refers to a container of milk, lactic beverages, juices, etc. that does not have a piece of aluminum laminated to the inside surface.



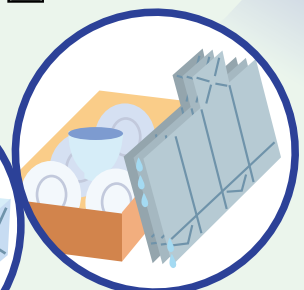
- ① Wash
- ② Open
- ③ Dry



Wash



Open



Dry

Collection

Collection methods include store collection at supermarkets and other similar stores, municipality collection, group collection by citizen's groups, and collection at schools.



COMCEI's activities include conducting and supporting various surveys and studies on milk cartons and other containers.
COMCEI visited Northern Europe in June 2012 as part of study activities to research recycling practices overseas.

[Visit to Stora Enso Co., Ltd.]

A large quantity of base paper (raw paper) used for beverage cartons in Japan is imported from North America and Northern Europe. During this tour, we visited the Imatra Plant of Stora Enso, the largest paper manufacturing company in Europe, and exchanged views and information during the three days. On the first day, we took a tour of the facilities in their pulp plant and a coating plant housing paper machines. We then attended their presentation explaining effective conversion of waste liquid from a pulp plant into plant energy, their base paper (raw paper) recycling approach, and information on development of new materials. A meeting on the second day was held at the establishment's Research Center. We explained the quality aspect of recycled paper in Japan by taking the quality impact (degree of whiteness) of the base paper (raw paper) containing CTMP as an example. Attendees gained a clear understanding from us about this issue. In the afternoon, we exchanged views on LCA in Japan and Europe. Meanwhile, in a separate room, other members of our group demonstrated postcard making from handmade paper as we usually do in recycling workshops in Japan. This activity was well received by attendees and provided a good opportunity for us to communicate with each other. On the third day, we visited their tree nursery and a large area of forest to experience logging and forestation. Through these experiences, we were able to learn about Stora Enso's advanced forestry management and environmental preservation techniques.



On-site explanation about forestry management

[Information exchange with ACE]








We moved from Finland to Belgium and visited ACE headquarters (Brussels). ACE, which consists of representative manufacturers of paper beverage cartons and base paper (raw paper) manufacturers, makes strategic contributions to the environmental policies of the EU in the fields of forestry management, reforestation, environmental footprint, and recycling. We have exchanged information on various subjects including the activities of ACE, legal regulations on disposal of packaging containers in Europe, producer responsibility system, and Belgium's household waste collection system. They explained that the association of local governments in Belgium collects and sorts household wastes, and then delivers them to FOST Plus (the producer body responsible for recycling packaging containers put out by households). FOST Plus collects a burden charge from business operators to cover the collection and sorting costs. FOST Plus develops their own recycling methods for collected and sorted waste.. COMCEI introduced the contents of the Recycling Law in Japan along with the activities of the Liaison Conference for 3R Promotion Organizations and the COMCEI. We then moved to the Sorting Center in Liege located in the Wallonia region in southern Belgium. After touring the facility, we saw how household containers (PET, metal cans, and paper cartons) are collected and sorted by using "blue bags". We also learned about differences in resource recycling approaches in Japan and Europe.



Blue bags used to collect household containers (PET, metal cans and paper cartons)








● History of COMCEI ■ History of JAMRA ★ Activities to strengthen collaboration

Fiscal year	History	Applicable laws
1984	■ A group of housewives started a milk carton recycling movement to teach their children to recognize the value of things.	
1985	■ "Japan Milk Carton Recycling Association" was established.	
1992	● "Committee for Milk Container Environmental Issues" was established. ■ "Milk carton recycled products mark" was created.	 Milk carton recycled products mark
1993	● COMCEI participated in "Forestry Fair" held by the Forestry Agency (COMCEI participated every year until 2008).	● The Basic Environmental Law was enacted.
1995	● "Basic survey on the present status and trends of beverage paper container (paper carton) recycling" was started.	● Containers and Packaging Recycling Law was enacted.
1996	● "The Beverage Paper Container Recycling Council" was established.	
1997	■ National case study on milk carton collection system was conducted.	● Containers and Packaging Recycling Law was enforced.
1998	● Model project for promotion of milk cartons used for school lunches was started (Hokkaido). ■ An experimental project was implemented to build a collection and recycling system of milk cartons used for school lunches (Fukuoka and Hyogo). ■ Convivial meetings were held to promote collection of paper drink cartons (Ishikawa, Osaka, Kumamoto and Ehime).	
1999	★ Local conference to promote paper carton recycling was held (this has been continuing since *1).	
2000	● The Paper Carton Identification Mark was voluntarily established. ● Discussion Meeting to Promote Recycling of Paper Cartons for Beverages was started (this has been continuing since).	 Paper Carton Identification Mark ● Containers and Packaging Recycling Law was enforced. ● Basic Law for Establishing the Recycling-Based Society was enacted. ● Law for the Promotion of Effective Utilities of Resources was enacted.
2001	★ Movement to expand milk carton collection centers was started. (Provision of collection boxes to local communities)	 Collection box ● Act on Promoting Green Purchasing was enacted.
2002	● A symposium commemorating the 10th anniversary of COMCEI was held. ★ Activities to expand milk carton collection centers to 10,000 locations was started. ● Survey on Paper Carton Life Cycle Assessment (LCA) was started (this has been continuing since).	 A symposium commemorating the 10th anniversary of COMCEI was held.
2003	Survey on paper carton LCA in North America was conducted.	 Survey on paper carton LCA in North America was conducted. ● Part of End-of-life Vehicle Recycling Law was enforced.
2004	● Environmental campaign was started (executed during Environment month and the 3R month each year). ★ Workshop on milk carton recycling was held (this has been continuing since *2). ● Participated in one of the largest class environmental-related exhibitions, called "Eco-Product Exhibition 2004" (this has been continuing every year).	 Participation in "Eco-product 2004". ● Review of Containers and Packaging Recycling Law was started.
2005	● Goal of the paper carton collection rate in fiscal 2010 was set to 50% or greater. ● The voluntary action plan for promoting 3R of containers and packaging was announced (The Beverage Paper Container Recycling Council). ★ The website for children's environmental education called "Milk Pack'n's Expedition" was started. ● Sponsoring "Message Box Kit" for enlightening exhibition was started. ★ Nishi Hari project (Construction of local collection system) ★ Survey on paper carton LCA in Northern Europe	 Local Conference to Promote Paper Carton Recycling was held

History

●History of COMCEI ■History of JAMRA ★Activities to strengthen collaboration

Fiscal year	History	Applicable laws
2006	■ 20th anniversary memorial meeting of JAMRA  20th anniversary memorial meeting of JAMRA	● Revised Containers and Packaging Recycling Law was enacted.
2007	● "Plan 2010 -Action Plan for Recycling of Paper Cartons for Beverages - Toward collection rate of 50%" was established and published. ● Participated in the main event of the environmental moth "Eco-product and Eco-fair 2007" (this has been continuing every year). ■ Supported "Friendly environment loop - JAMRA" (this has been continuing every year). ★ Onsite lessons on milk carton recycling was started (this has been continuing since *3). ★ The movement to expand the number of milk carton collection centers (20,000 locations were targeted) was developed further.  Participation in Eco-Life Fair/Eco-Products 2007.	
2008	● Participated in the Toyako Summit Memorial General Environmental Exhibition 2008. ★ Conference on employment of CTMP for beverage cartons  Participated in the Toyako Summit Memorial General Environmental Exhibition.	
2009	★ "Paper Carton Manifesto" was published.	
2010	★ "Milk Packn's Expedition" DVD was produced. ★ The 1st "Japan and Korea Forum on Processed Milk Industry Environmental Management (in Seoul, Korea)	
2011	★ "Real Story of Paper Carton Recycling" pamphlet was published. ★ Onsite lessons on paper carton recycling was held for the leaders of the movement in Korea (in Korea). ★ Provision of collection boxes at 20,000 locations was achieved. ● "Plan 2015 - Action Plan for Recycling of Paper Cartons for Beverages" was established and published. ● The second voluntary action plan for promoting 3R of containers and packaging was announced. (The Beverage Paper Container Recycling Council) ● Certified as PCR of "milk". ★ The 2nd "Japan and Korea Forum on Processed Milk Industry Environmental Management (in Osaka) ■ "The promotion council of Milk carton Recycled products mark" was established.  "Real Story of Paper Carton Recycling"	
2012	● New organizations for operation of COMCEI were started. (General Affairs, local organizations, Event Committee) ★ The 3rd "Japan and Korea Forum on Processed Milk Industry Environmental Management (in Kyongju, Korea) ★ Survey on paper carton LCA in Northern Europe was conducted. ■ "Friendly environment loop forum - Efforts for utilization of renewable energy"  Inspection of forestry management practices in Northern Europe	● Review of Containers and Packaging Recycling Law was started.

※1 Venues of local conference to promote paper carton recycling (1999 to 2012)

Hokkaido, Hakodate, Aomori, Iwate, Miyagi, Fukushima, Yamagata, Niigata, Nagano, Shiga, Gunma, Warabi, Saitama, Chiba, Ibaragi, Tokyo (northern and eastern parts), Akishima, Kanagawa, Yokohama, Kuwana, Kasuga, Shizuoka, Gifu, Ishikawa, Fukui, Mie, Aichi, Osaka, Kyoto, Hyogo (Kobe and Hanshin area), Akashi, Shimane, Okayama, Hiroshima, Tokushima, Kochi, Fukuoka, Oita, Saga, Kumamoto, Okinawa

※2 Venues of workshop on milk carton recycling (2004 to 2012)

Asahikawa, Sapporo, Saitama, Shibuya, Shinagawa, Koto, Nakano, Kita, Nishitokyo, Yokohama, Sagamihara, Otsuki, Kofu, Chikusai, Nisshin, Osaka, Nishinomiya, Matsuyama, Kochi, Beppu, Naha

※3 We visited the following schools to run the onsite lessons on milk carton recycling (2007 to 2012)

Sukagawa City Abukuma Primary School, Chikusai City Isa Primary School, Motegi Cho Motegi Primary School, Ota City Chuo Primary School, Konosu City Akamidai-daiichi Primary Shool, Shibuya Ward Kakezuka Primary School, Hiratsuka City Okazaki Primary School, Yamato City Shibuya Primary School, Komagane City Akaho Primary School, Hokuto City Mukawa Primary School, Hamamatu City Hamana Primary School, Kanazawa City Izumino Primary School, Tarui Cho Iwade Primary School, Godo Cho Godo Primary School, Nisshin City Higashi Primary School, Nisshin City Nishi Primary School, Minamiise Cho Nantohigashi Primary School, Nabari City Mihata Primary School, Kishiwada City Jyoutou Primary School, Osaka City Bentenncho Primary School, Osaka City Turumachi Primary School, Nishinomiya City Takagi Primary School, Amagasaki City Wakaba Primary School, Hiroshima City Asamiku-omachi Primary School, Hiroshima City Niho Primary School, Hiroshima City Nukushina Primary School, Mitoyo City Omi Primary School, Yoshinogawa City Kamiura Primary School, Kochi City Kamoda Primary School

Members list

4 related associations

Japan Dairy Industry Association
Japan Dairy Association
National Association of Agricultural cooperative Dairy
Federation of Milk Processors Co-operatives

7 Carton manufacturers

Nippon Paper Industries Co., Ltd.
Nihon Tetra Pak K.K.
ISHIZUKA GLASS Co.,Ltd,
Dai Nippon Printing Co.,Ltd.
TOPPAN PRINTING CO.,LTD.
Hokuetsu Package Co., Ltd.
TOKYO PAPER MFG, CO. ,LTD

135 dairy companies

【Hokkaido】

Yotsuba Milk Products Co., Ltd.
Satsuraku Dairy Agricultural Coop
HOKKAIDO HOSHO MILK PLANT Co.,Ltd.
SHIN SAPPORO NYUGYO CO., LTD
KUMIAI DAIRIES LIMITED
Hokkaido Milk Product Co.,Ltd.
Hakodate Milk
Hokkaido Dairy Corporation Co.,Ltd.
MACHIMURA FARM ,Inc.
kurasimamilk.Co,ltd.
TOYOTOMI MILK PRODUCTS

【Aomori】

HAGIWARA MILK PLANT Co.Ltd.

【Iwate】

Fujiya Milk Co., Ltd.
Oofunato Milk Co., Ltd.

【Miyagi】

TOUHOKU MORINAGA MILK INDUSTRY CO., LTD
furukawa milk industry Co.Ltd
YAMADA MILK PRODUCTS
Michinoku Milk Co.,Ltd.
Touhoku Glico Dairy Products Co.,Ltd

【Yamagata】

Fuji Milk Co., Ltd.
GOTO Farm Co.,Ltd
Ohu Dairy Cooperative

【Fukushima】

Rakuou milk products Co.,Ltd.
Tohoku-kyodo Milk industry Co., Ltd
Aizu Chuoh Nyugyo Corporation
Matsunaga milk Co., Ltd.
Fukushima Milk Co., Ltd.

【Ibaraki】

IBARAKI DAIRY PRODUCT INDUSTRY CO., LTD.
TOMOE DAIRY PROCESSING CO., LTD
Ibaraku Co.,Ltd.
KANTO MILK INDUSTRY CO., LTD.

【Tochigi】

DAIRY TOCHIGI AGRI. CO-OP
Tochiraku Milk Co.,Ltd.
Harigai Milk Industry Co.,Ltd.
Tochigi Meiji Milk Co. Ltd
Tochigi Milk Co., Ltd.
HORAI Co.,Ltd. Dairy Industry Division

【Gunma】

Haruna Dairy Cooperatives
Tomo Dairy Cooperative
GUNMA MILKJOINT BUSINESS COOPERATIVES

【Saitama】

MORI MILK Co., Ltd.
SEIBU RAKUNOU
JA Saihoku Rakunou
osawa milk Co., Ltd.

【Chiba】

FURUYA MILK PRODUCTS CO.,LTD
Chiba Hokubu Rakuno Dairy Cooperative
Chiba-raku Dairy Cooperative

【Tokyo】

MEGMILK SNOW BRAND Co., Ltd
Meiji Co., Ltd.
MORINAGA MILK INDUSTRY CO.,LTD.
KYODO MILK INDUSTRY CO.,LTD.
Glico Dairy Products Co.,Ltd
KOIwai DAIRY PRODUCTS CO., LTD.
Koshin Milk Products Co,Ltd

【Kanagawa】

Takanashi Milk Products Co.,Ltd.
YOKOHAMA MILK INDUSTRY CO.,LTD.
KONDO MILK PRODUCTS CO.,LTD.
Ashigara Milk Products Co.,Ltd.
Kyoudou Milk Co., Ltd.

【Nagano】

YATSUGATAKE MILK Co.,Ltd.
MATSUDA MILK co.ltd

【Niigata】

Niigata-ken Nokyo Milk Co., Ltd.
HARADA Daily Products.CO.,LTD.
Tsukada Milk Products.Co.LTD
Sado Milk Products Ltd.

【Toyama】

Tonami Milk Co., Ltd.
Kokuto milk

【Ishikawa】

i-Milk Hokuriku Co.,Ltd.

【Fukui】

MORINAGA-HOKURIKU MILK INDUSTRY CO.,LTD

【Gifu】

Hida Rakuno Dairy Cooperative
Bokuseisha Ltd.
Seki Milk Co., Ltd.
Mino Dairy Cooperatives

【Shizuoka】

Shimizu Milk Industry co.,Ltd
INASA MILK ASSOCIATION
Kannami toubu nougyoukyoudou kumiai
TOKAI MEIJI.CO.Ltd
Asagiri Milk Products Co.,Ltd

【Aichi】

Nagoya Gyunyu Co.,Ltd.
MIDORI NYUGYO CO.,LTD
CHUOSEINYU CO.,LTD.
toyota-nyugyou.co.jp
Aichi Brother Company Co.,Ltd.
TOKONAME MILK LIMITED PARTNERSHIP COMPANY
Showa Milk Co., Ltd

【Mie】

Ouchiyama Dairy Agricultural Cooperative

【Kyoto】

HIRAYA MILK
JA Kyoto Rakuno Center

【Osaka】

SEN-NAN Dairy Products Co.,Ltd.
NIPPON DAIRY CO-OPERATED CO.,LTD.
Takada Milk Co., Ltd.
Vitamin Milk Products Co.,Ltd
Ikaruga Milk Plant CO.,Ltd.

【Hyogo】

Hyogo-tantan Dairy Agricultural Cooperative
Kinki Glico Dairy Products Co.,Ltd
Awajishima Dairy Agricultural Cooperative

【Tottori】

DAISEN Dairy agricultural cooperative

【Shimane】

KISUKI Daily Product
Yasugi Milk Product Co.,Ltd
YUGEN GAISHA YOEKISHA

【Okayama】

OHAYO DAIRY PRODUCTS CO.,LTD
KAJIHARA MILKPRODUCTS CO.LTD
HIRUZENRAKUNOU NOUGYOU KYOUDOU KUMIAI
okayamanisinougyoukyoudoukumiai

【Hiroshima】

Sanyo Milk Industry Co., Ltd.
TOYO MILK INDUSTRY CO.,LTD.
Hiroshima Kyodo Milk Industry Co.,Ltd.
Chichiyasu Co.,Ltd.

【Yamaguchi】

Yamaguchi Kenraku Milk industry Co.,Ltd
houfurakunou agricultural cooperative
Nishimotobokujou

【Kagawa】

Shikoku Meiji Dairies Corporation

【Ehime】

SHIKOKU MILK PRODUCTS CO.,LTD.

【Kochi】

Himawari Milk

【Fukuoka】

nishirakunyugyou Co.,Ltd
Omu Milk Products Co.,Ltd.
NAGATOSHI-MILK CO., LTD.

【Nagasaki】

SHIMABARA AREA DAIRY FARMERS COOPERATIVE

【Kumamoto】

KUMAMOTO DAIRY CO-OPERATIVE ASSOCIATION
KUMAMOTO MILK INDUSTRY CO., LTD.
Kuma Dairy Agricultural Cooperative
JA ASO
Limited Partnership (Corp.) HOTTA KOUNYUUSHA

【Oita】

KYUSUYUNYUGYO CO.,LTD
JA-Shimogo
Koyama Dairies Co., Ltd

【Miyazaki】

MINAMI NIHON RAKUNO KYODO CO.,LTD

【Kagoshima】

kagoshimakenrakunounougyoukabushikigaisya

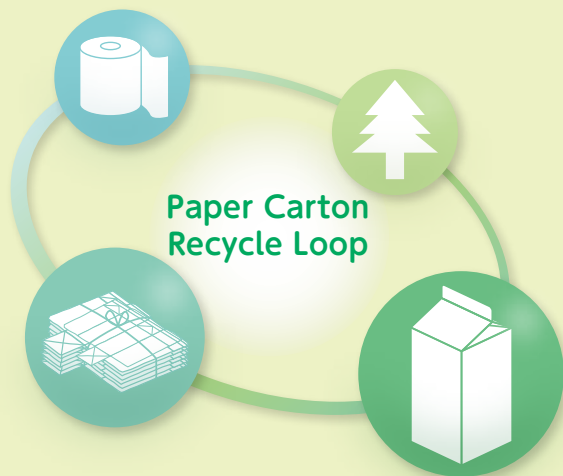
【Okinawa】

OKINAWA MEIJI MILK PRODUCTS CO.,LTD.
OKINAWA MORINAGA MILK INDUSTRY CO., LTD.
Miyako Asahi Nyugyo
Mariya milk industry
YAEYAMA GENKI
Genki Seikatsu Co., Ltd.
Miyahira Dairy Corporation

10 supporting members

Oji Eco Materials Co.,Ltd
NISHINIHON EIZAI CO.,LTD
Nissey Sangyo co.,Ltd.
NIPPON PAPER CRECIA CO.,LTD
DAIWA ITAGAMI CO., LTD.
SHIN-EI PAPER MFG.CO.,LTD.
Marutomi Paper Company
YAMADAYOUJI SYOUTEN CO., LTD.
CRESCO Corporation
MeadWestvaco Asia K.K.

As of the end of September, 2012



Dairy product manufacturers and paper container manufacturers collaborate to preserve the environment.

Committee for Milk Container Environmental Issues

Location

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 Phone 03-3264-3903, Fax 03-3261-9176
 COMCEI website : <http://www.yokankyo.jp>
 Milk Packn's Expedition website : <http://www.packun.jp>

Established

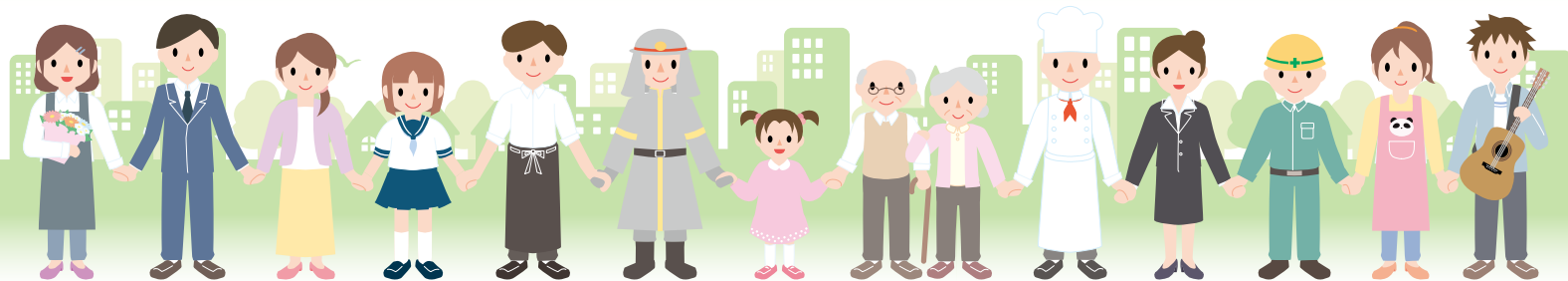
August 31, 1992

Business summary

- Educational activities related to environmental issues including environmental preservation and recycling
- Dissemination of knowledge on milk and other beverage container-related environmental issues
- Activities to support recycling of carton for milk and other beverages
- Execution and support of various surveys and studies milk and other beverage container-related environmental issues
- Other necessary business areas

Major activities

- Provision of information to enhance consumers' awareness of beverage carton-related environmental issues (consumers, municipalities, schools, etc.)
- Cooperation with beverage carton recycling movement (citizen's groups)
- Technical surveys and domestic and overseas inspection on environmental issues related to milk and beverage cartons (recycling policies, forestry management, recycled paper manufacturers), introduction of overseas documents
- Basic survey on the present status and trends of beverage carton recycling
- Collaboration with administrative agencies and relevant organizations
- Provision of information to members



This book has been produced using eco-friendly plant oil ink.