

"PLAN 2015" : Status of our Efforts in the Third Year

Friendly Environment Loop Forum



"PLAN 2015" Action Plan for Recycling of Paper Cartons for Beverages -Report on achievements of the third year-

Our four committees have promoted the activities based on the action plan.

1. General Affairs Committee

(1) To achieve a collection rate of 50% or more

①The committee implemented a basic survey and Web survey on the paper carton recycling to identify problems to solve.

A questionnaire survey targeted at recycled paper manufacturers was conducted to ascertain the volume of their direct collection via the broader number of collection methods available today. These manufacturers had to date not been covered in the basic survey.

②Hosting of a regional conference for promotion of carton recycling

This time the committee visited local governments in Saitama Prefecture and Osaka to conduct a preliminary survey on paper carton collection and to ascertain the status of a citizens educational campaign in these areas. It also held a conference in Saitama and Osaka cities. Through the preliminary survey and conferences, the committee found there are differences among local governments in the methods used to notify citizens of how to separate trash. Explanations were lacking in some cities and descriptions were inappropriate in others.

③Installation of improved paper carton collection box

This new box features an improved entry slot and box removal method. We have resumed distribution of the boxes to remind consumers about recycling. A smaller version is under development for use in small offices and stores.

(2) The committee reviewed implementation of the annual budget of COMCEI, and drafted the revised bylaws and rules.

2. Publicity Committee

(1) Promotional and educational projects

①Improvement of website

An analytical tool was employed to help reverse the decreasing trend of visitors. This tool analyzes the status of search keywords used in site visits.

②Revision of educational tool

The committee revised part of the children's booklet "A Story of a Milk Carton", on the occasion of the publication of its second edition.

③The committee worked to plan and edit the Annual Report 2014.

(2) Collection promotion projects

①The committee decided to update the "Nationwide Collection of 20 Cases" (third edition) based on newly gathered information due to various circumstances that have changed since the release of the initial plan.

②In the environmental slogan for education and promotion of paper carton recycling, the committee stressed the word "recycling" more than ever and modified the design to make the logo more suitable for smaller spaces. Members were notified of these modifications.

3. Event Committee

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

①The committee hosted the recycling workshop in five cities and onsite lessons on milk carton at seven primary schools with JAMRA.

②It also participated in local environmental fairs including the Eco-life Fair, Eco Products Kawagoe and Eco Products 2013.

(2) The committee conducted "Learn and Play" with the Milk Cartons Contest.

In order to cope with the decreasing trend of applicants, the committee requested the cooperation of local milk industry associations and local school boards to distribute the application procedures via new routes in addition to existing routes.

4. Local Organization Board

(1) Discover and support individuals who have potential to lead local paper carton recycling activities

①The board strove to activate and support local environmental events by expanding the number of participants by means such as the quiz panel to enhance awareness of environmental issues as well as distribution of educational tools and booklets

②The board exchanged information about the activity with local companies and supporters by issuing a mail magazine that enables readers to respond promptly to relevant issues that are raised.

Activities of each committee are reported to the Monthly Steering Committee to confirm accomplishment and to enable the Committee to conduct necessary modifications there to maintain lively activities.

Participants from the central government, various associations and civil corporations made presentations of their activities and case reports for building a recycling-based society.

[Friendly Environment Loop Forum]

JAMRA hosted the 7th Friendly Environment Loop Forum on October 22 at Nakano Sunplaza with the support of COMCEI and backup of the Japan Dairy Industry Association on the theme of "Effects and Problems in Recycling of Containers and Packaging". Seventy people representing the central government, local authorities, relevant associations and civil corporations participated in this meeting.

In the speech by the host, Ms. Hirai, Director General of JAMRA, described the history of the Friendly Environment Loop Forum, the role of JAMRA that has cultivated relationship with relevant parties, and the Association's new campaign being promoted to commercial facilities. As a guest speaker, Mr. Yamato, Chairperson of COMCEI explained that the recycling obligation will be exempted for paper cartons in the amended Containers and Packaging Recycling Law and the current role allotment will be firmly maintained.

In a speech titled "Background and major details in the amendment of the laws related to saving of resources and promotion of recycling", Mr. Manjae Lee, Chairman, Institute of Dairy Technology Korea explained about the reformation of the producer responsibility system in recycling 10 years after its enactment. He concluded his speech with a lively question and answer session.

In the case report, JAMRA made an interim report on "Fact-finding survey on welfare work places involved in milk carton recycling". According to the report, collection of milk cartons and products made from milk cartons incorporated into work at 530 welfare work places around the country. It is becoming difficult to obtain used paper

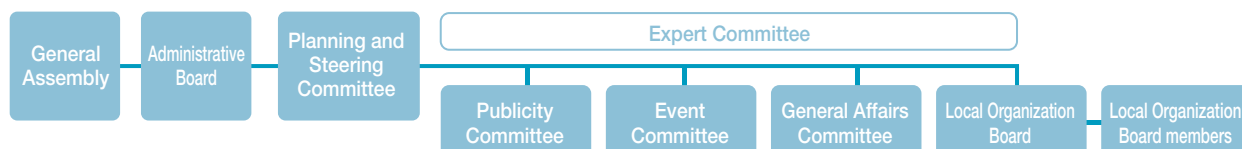
cartons partly due to the recycling method specific to leading supermarkets.

A representative of Sagami-hara City listed problems to work on in relation to containers and packaging recycling such as how to maintain and improve the quality of bales and how to stave off the fall in delivery prices resulting from market conditions. He also said low-key efforts such as onsite lessons are important to enhance awareness among citizens and gain their cooperation.

In a report titled "3R of paper containers and packaging", the participant from the Paper Containers and Packaging Recycling Promotion Council pointed out that attaching the paper type identification mark has been made obligatory and that there is a difference in the recycling approach between the distribution route for used papers and that for recycling. In the distribution route for recycling, specific contractors entrust recycling to COMCEI, a designated corporation. He also introduced the activities of the council such as the survey of collection volumes in the cities and wards, chemical composition analysis of the collected paper cartons and packaging, and the council's recommendations concerning amendment of the Containers and Packaging Recycling Law.

Then the participant from the Recycling Promotion Department of Ministry of the Environment made a speech titled, "For building a recycling-based society - Current implementation status of the Containers and Packaging Recycling Law -". He introduced the implementation status of the Recycling Law, which has been reported to the deliberation council that convened for the amendment that is scheduled during the year, and the progress of the revision work. He said the amendment should reflect the concept of 3R more than ever. He also reported that sequential personal interviews with the council members are slated.

The forum was rewarding this year, too, with content-rich speeches and enthusiastic sharing of information among participants that continued into the convivial party.



Organizer: Speech by Ms. Hirai, Director General of JAMRA



Special speech: Mr. Manjae Lee, Chairman, Institute of Dairy Technology Korea

Regional conference for promotion of carton recycling

COMCEI held regional conferences to promote recycling through sharing information with local communities.

The "Regional conference for promotion of carton recycling" is held every year. Its objective is to increase the rate of paper carton recycling by understanding the current status and problems in each local community. The conferences in 2013 were held in two locations, Saitama and Osaka. A diverse range of members including representatives from the local governments, relevant manufacturers, and citizens groups attended the conferences to report their activities and present the 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 Saitama City, Saitama Prefecture

- ◆ Date held July 5, 2013
- ◆ Participants Fifty two members from the Ministry of Agriculture, Forestry and Fisheries, Ministry of the Environment, local governments, citizens groups, dairy products manufacturers, paper and carton manufacturing companies, and paper recyclers.

[Major reports and presentations on relevant issues]

- In a guest's speech, a participant from the Ministry of Agriculture, Forestry and Fisheries presented a report as follows. "The target value of paper carton collection in 2010 was 50% but the actual collection rate was 43.6%, which was below the target. I would like you to strive to achieve a higher target value in the future".
- COMCEI gave the following explanation. "In our voluntary action plan "PLAN 2015", which aims to achieve a collection rate of paper cartons in 2015 of more than 50%, we take a five-pronged approach. ①Provision of opportunities for enhancing paper carton collection in local regions,②Promotion of domestic paper carton collection,③Promotion of collection of paper cartons used outdoors and in shops,④ Promotion of activities at educational facilities and other places of learning and⑤ Enhancement of communication about recycling. We will focus our efforts not only on collection but also on promoting use of recycled products".

- A participant from a local government said, "It is necessary for us to explain to children how the collected paper cartons are recycled to increase the collection rate".
- A participant from JAMRA reported that the current collection rate is very low compared with the processing capability of paper-manufacturing companies, the users, and about 60% of paper cartons that are high quality resources are not recycled.
- A member of a citizen's group reported that the group is carrying out educational activities to promote separation of used papers because it is a starting point for their effective use.
- Used paper recyclers and wholesalers of used papers pointed to problems including papers being stolen from collection areas and disruption of collection due to complicated distribution routes.
- A participant from a paper-manufacturing company said that since about 50% of used papers are imported as raw material, we must make further efforts to collect the cartons.

Through the regional conferences we have keenly felt the necessity to strictly observe the material separation rules, intensify educational activities, and rebuild the activity itself.



A scene of regional conference in Saitama

Regional conference for promotion of carton recycling in Osaka city, Osaka prefecture

- ◆ Date held November 13, 2013
- ◆ Participants Fifty participants from the Kinki Regional Agricultural Administration Office of the Ministry of Agriculture, Forestry and Fisheries, local governments, citizens' groups, research companies and business operators.

[Major reports and presentations on relevant issues]

- In the speech made by a participant from the Kinki Regional Agricultural Administration Office, he said "Paper containers for beverages were considered to be valuable resources even before the Revised Containers and Packaging Recycling Law came into effect. I sincerely hope the concerned parties achieve the target rate of 50% by making greater efforts".
- The following findings are reported from a Web survey of consumers carried out by a research company. Although paper cartons are reused by a certain number of consumers, many of them take the paper cartons out along with other used papers because it is troublesome to separate them from others and, at any rate, the number of cartons is limited.
- COMCEI reported that paper carton collection rate in 2011 was 42.9%, and that it is promoting "PLAN 2015" to increase the rate to more than 50% in 2015.
- According to the status report of Osaka City, it expanded the separate collection of used papers from homes to the whole city in October. It is promoting an educational program for citizens with the support of the paper carton work class and the paper-making exchange center.
- Senri Recycle Plaza, a benevolent corporation, holds the paper-making class and onsite lessons for primary schools inviting citizens to act as teachers. These programs not only interest the participants but also teach them the importance of 3R as well as the high quality of paper cartons and their important roles in the natural environment.
- JAMRA posed a problem saying that "Recently, it seems that paper carton recycling carried out as part of



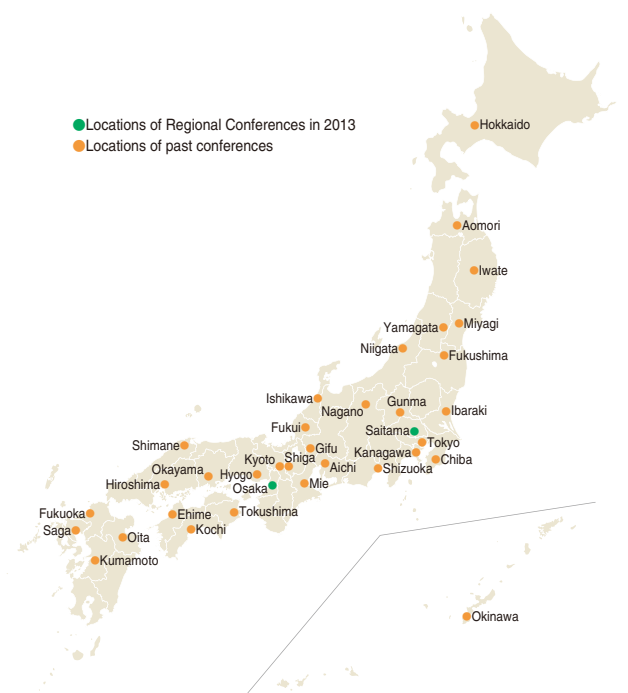
Regional conference in Osaka

local authorities' educational programs does not feature as highly as programs covering other containers (bottles, can and PET bottles). JAMRA also reported that it has expanded education activities related to recycling to shopping malls and supermarkets, too. In addition, according to their experience, demonstration of paper making is an effective means of communicating the importance of recycling.

- A participant from the Paper-Making Exchange Center reported that paper making by use of about 5,000 milk and liquor cartons a day now provides meaningful work for impaired citizens. The presenter said the Center welcomes attendees' ideas for selling products made from paper made in this way.
- Kansai Milk Road Association, which primarily consists of vocational aid centers, collected 709 tons of milk cartons in 2011 and 713 tons in 2012.
- A participant from the used paper recyclers/wholesalers of used papers mentioned that recycling of paper cartons requires a greater amount of enthusiasm than that necessary for other used papers because you have to wash, open and dry the paper cartons.
- An attendee from a paper company said he has the impression that paper carton collection volumes are falling and, to stop this downward trend, cooperation from the eat-out food industry and intensified education campaigns targeted at consumers will be required.

The regional conference has clarified the necessity of supporting areas where recycling activities at vocal aid centers is thriving and also that educational activities for more efficient recycling is intensifying.

Locations of Regional Conference



Stakeholders' meeting to promote recycling

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

[Symposium in memory of 20th Anniversary of Foundation] February 7

COMCEI hosted a symposium in memory of the 20th anniversary of its foundation in 1992 inviting 120 guests from the central government, local authorities, NPOs, relevant suppliers, OBs and citizens. Under the title "How to Promote Milk Carton Recycling in the Future", the symposium consisted of the keynote address, case reports, survey reports and a panel discussion.

COMCEI Chairperson Yamato said in the opening speech that although the collection rate of paper cartons in the last year dipped for the first time from the previous year, COMCEI plans to achieve a collection rate of more than 50% in 2015 based on its voluntary action plan "Plan 2015". He asked for continued support and cooperation from the concerned parties to accomplish this goal.

A guest from the Ministry of the Environment made the keynote address titled, "Review of Basic Plan for Recycling-Based Society and Ministry's Views on Recycling Law". He reported how the Recycling Law has been implemented and presented his evaluation five years after it was enforced. He said that concerned government ministries will continue to exchange views with relevant industries to promote "reduction" and "reuse", separate collection and separate storage, and also to clarify the scope of responsibility between the local authority and business operators.

Ms. Hirai, Director General of JAMRA, said we should maintain cooperation between citizens and business operators, which is a good point that is not very common in other industries. Ms. Hirai continued to say that JAMRA will collaborate with COMCEI for future development.

According to the report of COMCEI, possible causes of the dip in the collection rate in 2011 are the Great East Japan Earthquake and the increase in the number of local authorities including big cities where paper cartons are handled as miscellaneous recyclable papers. COMCEI's visit to North Europe has confirmed that there is nothing to worry about regarding the supply of base paper (raw paper) for paper cartons because of their systematic administration of forestry resources including raising of seedlings, tree planting, and foresting. Furthermore, COMCEI presented its new organization for the voluntary action plan "Plan 2015".

In the panel discussion that took place in the latter half of the meeting, guests from local authorities, relevant industry groups and paper companies reported respective cases of their efforts. Then, panelists discussed how to communicate to consumers that there is high market demand for paper cartons although it is somewhat troublesome to "rinse, open and dry" them. Many of the panelists agreed with the view that what matters at present is to build the system for collection and recycling.



Speech by the host: COMCEI Chairperson, Yamato



Attendants of panel discussion

Workshop on milk carton recycling

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

COMCEI holds a Workshop on Milk Carton Recycling every year in order to win consumers' understanding of the current status of paper carton recycling and the status of forestry administration to secure materials for paper. The workshop also raises consumers' attention to milk carton collection through experiencing the collection rules. In 2013, the workshop was held in the following five locations.

[Nakano Ward] July 27

A workshop held as part of an event called "Starting Eco-project Afresh" for children and their parents was attended by 20 primary school children and 13 parents. Inexperienced children seemed to have a little trouble in opening milk cartons with their hands but they understood the importance of the experience.

[Sagamihara City] July 31

A "Parent-Child Onsite Recycling" event was held at Recycle Square of Sagamihara City in two parts. One was a "Lecture on environment and experience learning of paper making" held jointly by COMCEI and JAMRA, and the other was "Onsite garbage collection" by the Environment and Economic Affairs Bureau of the city. After experiencing paper making, the participants rode on a garbage truck and saw how rubbish is discharged at the garbage collection plant.



Lecture on Forestry Administration and Recycling (Nakano Ward)

[Nishi Tokyo City] August 7

The 5th workshop was held for 4th to 6th graders in Nishi Tokyo City as part of an event called "Independent Research in Summer Holidays 2013" of Eco-Plaza Nishi Tokyo. It was attended by 36 children and 4 parents. In the popular postcard making from handmade papers event, all the participants successfully created their own unique postcards.

[Saitama City] September 14

The workshop was held at Harigaya Primary School in Urawa Ward for the second time since last December. As last time, four people attended as instructors: one expert from COMCEI, two from OBs, and one cooperator. Thanks to the cooperation of the After-school class staff of Saitama City, we held a workshop for a total of 10 children and parents to help them develop an understanding of recycling.

[Matsue City] October 9

The destination of the onsite lesson, Kashimahigashi Primary School, was called off when we visited because of Typhoon No.24. At the discretion of the primary school, we therefore held the workshop for the teachers who were attending on the day and nurses of nearby nurseries hoping that it will be of some use for their environmental classes.



Workshop (Milk cartons are unpacked by hand.)

Onsite lessons on milk carton recycling

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

In 2013, in collaboration with JAMRA, the Committee held "Onsite Lessons on Milk Carton Recycling" at primary schools across the country.

[Yokohama City Hie Primary School, Kanagawa Prefecture] January 22

Onsite lessons were held as part "Activities of Friends" and attended by 21 children from Class 1 in the fourth grade and a parent. The annual objectives of Class 1 in the fourth grade in the "Comprehensive Activity Programs" of the school was "Aim to be a master of paper making!". Children who had already experienced paper making created very attractive postcards from handmade papers using techniques they had learnt such as adjusting the volume of pulp to be scooped at one time.

[Motegi Cho Motegi Primary School, Tochigi Prefecture] May 31

Motegi Primary School hosted onsite lessons in November last year. This year's attendees, 50 fifth graders and three teachers, were great learners. The Environmental Section of Mogi Cho, which helps us distribute "Real Story of Paper Carton Recycling" to citizens, visited the school to interview us. Later, we heard good news that the fifth graders who participated in lessons this time are planning to teach what they have learned to fourth graders.

[Hiroshima City Ushitashinmachi Primary School, Hiroshima Prefecture] June 12

Ushitashinmachi Primary School is located on the hillside of Kanda Mountain. The onsite lesson at this school was attended by 61 sixth graders from two classes and many parents. After creating postcards from handmade paper, the children playfully showed them to each other though the iron power happen to be turned off along the way. They all received a copy of the new booklet, "Story of Waste".

[Kawaguchi City Tozukaminami Primary School, Saitama Prefecture] September 30

"Onsite lesson on the environment" was held in Kawaguchi City, Saitama Prefecture. This time it was held under the theme of "Story of recycling" with the lecturers from the Aluminium Can Recycling Association, Steel Can Recycling Association and COMCEI for about 160 fourth graders from four classes. Before and after watching "Milk Packn's Expedition", the children took part in brief quizzes. Thanks to the results of daily learning, they did very well in the quizzes.

[Haga Cho Hagaminami Primary School, Tochigi Prefecture] November 9

Children of Hagaminami Primary School are in top form, and active in the areas of sports, art and music. The onsite lesson, though it was held on Saturday, was attended by 40 fourth graders, many parents and two teachers. Although at first the children were a little cautious about squashy pulp, which is used to make paper cartons, they successfully created postcards made from handmade paper under the instructor's guidance.

[Toyama City Shinjo Primary School, Toyama Prefecture] November 19

Children of Shinjo Primary School welcomed us a lively "Good morning!" We heard that they are practicing rinsing and drying milk cartons used for school lunches as part of recycling activities. In the onsite lesson, 71 fourth graders from 2 classes (three were absent among them) tried their hand at creating postcards made from handmade paper after a lecture session that involved some quizzes. This onsite lesson was very enjoyable. The lesson was covered by a local newspaper and TV station, and attended by Yamato Alpine Dairy Co., which supplies milk for school lunches.

[Mitoyo City Matsusaki Primary School, Kagawa Prefecture] November 28

Matsusaki Primary School, which is located on a low hill near Takuma Station on the JR line, has a long tradition that began in the early Meiji era despite its modern school building being built of steel. The onsite lesson was attended by 29 fourth graders, two city workers, and Shikoku Meiji Dairies Corporation, which supplies milk for school lunches. The children, surrounded by many adults, took the class in a relaxed fashion.



We received a letter of thanks for the onsite lessons
(Hiroshima City Ushitashinmachi Primary School)



Completion of postcards made from handmade papers!
(Yokohama City Hie Primary School)



Children listening to "Story of recycling"
(Motegi Cho Motegi Primary School)



Rinse and dry milk cartons! (Toyama City Shinjo Primary School)



Hold your postcards and "Say cheese!"
(Mitoyo City Matsusaki Primary School)

Eco-Life Fair/Eco Products 2013

"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 2013] June 1 and 2

The Ministry of the Environment and relevant associations have held an Eco-life Fair every year since the 1990's on Environment Day (June 5) in Yoyogi Park in Shibuya, Tokyo. The number of visitors who attended this year was about 78,000, which was an improvement on last year's count. COMCEI participated in the fair with JAMRA and received about 460 visitors.

With the help of the citizens group "Tanpopo", we demonstrated how postcards can be made from handmade paper and small items by using paper cartons in our exhibition booth. The demonstration was very popular and a long queue formed. We also held a workshop four times in a special large tent. About 40 visitors, after being served with milk, attempted to disassemble milk cartons by hand. Every person who successfully opened a milk carton received a box of tissue paper. Visitors learnt about recycling of milk cartons through the event.



Our staff's explanation of exhibit panels on environment in the booth



Disassembly of milk cartons by hand in the special tent

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

[Eco Products 2013] December 12 to 14

Eco Products Exhibition, which was started in 1999, is one of the largest environmental exhibitions in Japan. Its 15th exhibition was held last December. COMCEI jointly participated in it with the Milk Carton Recycle Mark Promotion Council. COMCEI has participated in this event 10 times.

The total number of visitors was 169,076, which was slightly fewer than last year. Visitors to the COMCEI booth, however, increased to 1,722 from 1,502 the previous year. A range of events including a workshop titled, "Drink milk and open up empty carton with your hands", an annual event called "Postcard making from handmade papers" in cooperation with JAMRA, and exhibit panels on the environment and recycling issues that featured the "Story of Waste" were crowded every day with visitors.



At the workshop



Educational exhibits on recycling

Best Prize went to "Ornamental hairpin" by Marina Hata.

Approximately 2,856 primary school children participated in the 13th "Learn and Play" with Milk Cartons Contest 2013. Among the many impressive creations, the following seven prize-winning creations were selected through impartial examination. Congratulations!



Best prize "Ornamental hairpin"
Marina Hata

The Best Prize was awarded for a handicraft (tsumami zaiku) "Ornamental hairpin" made by Hata, a sixth grader in Wakayama Prefecture. Taking an idea from her "jusanmairi (the practice of visiting a temple when a boy or girl turned 13 years old), she featured characteristics of a milk carton in the traditional ornamental hairpin making process. It was an elaborate handicraft. Hata won the best prize this year in "Learn and Play" with Milk Cartons Contest, the successor of the COMCEI Prize in 2012.

The awards ceremony of the prize-winning creations was held in the COMCEI booth at "Eco Products 2013". The diplomas, shields and sub-prizes were handed to the award winners by the Chairperson of the Review Board, Mr. Zeniya (Executive Director of Tokyo National Museum), Executive Committee Chairperson, Mr. Yamato (Chairperson of COMCEI), and other review board members.

The prize-winning creations are introduced on the COMCEI website for children "Milk Pack's Expedition".



The Best Prize winner Marina Hata



Awards ceremony held at Eco Products 2013

«Prize-winning creations»

- ◆The Best Prize "Ornamental hairpin"
Marina Hata (5th grader, Wakayama City Santa Primary School)
- ◆Award for Excellence "Puck of Carton"
Maiko Miura (1st grader, Gujo City Kawaai Primary School)
- ◆Award for Excellence "Eco-Apron"
Ayaka Nanbu (5th grader at Wakuya Cho Wakuya Daiichi Primary School)
- ◆Prize of National Primary/Junior High schools Environment Teachers' Association "Milk-carton sprinkler"
Chihiro Noba (2nd grader, Kawaguchi City Honcho Primary School)
- ◆Prize of JAMRA "Conical hat adorned with flowers"
Renji Suzuki (2nd grader at Yamagata City Sakurada Primary School)
- ◆Prize of COMCEI "Peacock-shaped coin bank"
Kaiku Nakazawa (1st grader, Kawaguchi City Asahinishi Primary School)
- ◆Prize of Japan Dairy Industry Association "Bluebird of happiness"
Yoshtaka Takeshita (6th grader, Sailama City Saido Primary School)

Publications of COMCEI

Other activities

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 schools and organizations that applied.



DVD "Milk Packn's Expedition"

"Real Story of Paper Carton Recycling"

This leaflet contains answers to the frequently asked questions 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.

"Story of Waste"

"Real Story of Paper Carton Recycling" has been edited for children with intimate illustrations of the Milk Packn'.



"Story of Waste"



"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, Director General 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"
Nippon Hyoron Sha Co., Ltd.



3rd edition
"Nationwide Collection of 20 Cases"

COMCEI and JAMRA have started to collaborate with commercial facilities.

[Collaboration with mass merchandise store "Ario Hashimoto"]
On March 9, as part of "Operation Sagamihara Trash DE71", we held a workshop titled "Let's create greeting cards with milk cartons!" at a mass merchandise at Ario Hashimoto. More than 120 participants have created unique greeting cards. The most impressive of all was the card, which has been created by a group of junior high school students, with an illustration of a heart for White Day.



Trash separation characters of Sagamihara City
"Lemon Chan and Shigenja"

Collection Box has been improved.

[Promotion of activities with "the new, improved paper carton collection box"]

In order to expand the number of people who will work in the collection and collection centers, COMCEI and JAMRA have been engaged in creating easy-to-handle collection boxes and distributing them free since 2001.

The number of collection centers has increased to 20,700 as of the end of March, 2013 thanks to the efforts of milk carton collection groups across the country.

Using your opinions and comments as a reference, we have created a new, easier-to-handle collection box, and started to accept applications for the boxes in April 2013. A two-part structure of the main body and top lid has been employed for the new box to make it easier to take out the cartons and prevent overflowing. We intend to continue efforts to improve the collection rate of paper cartons.

The application form is provided on COMCEI's website "Paper carton collection box".



[Collaboration with mass merchandise store "LaLa garden Nagamachi"]
On September 23 and 24, we held an "Experience learning of paper making" event as the first paper carton recycling campaign in the Tohoku area in the "LaLa Autumn Culture Fest" of LaLa garden Nagamachi in Sendai City. This event, which consisted of a discussion meeting on paper carton recycling, a paper carton art exhibition, and an eco recycling panel exhibition, was very boisterous with many parents and children attending.



Paper carton art exhibition "Future city Nagamachi"

COMCEI's website (Japanese)
<http://www.yokankyo.jp>

Website of Milk Packn's Expedition (Japanese)
<http://www.packun.jp>