

# "Plan 2015" : Status of our Efforts in the Fourth Year

# Friendly Environment Loop Forum



"Plan 2015"  
Action plan for paper carton recycling  
-Report on achievements of the fourth year-

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

### 1. General Affairs Committee

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

① Basic survey on paper carton recycling and calculation of the collection rate

In response to the lowering of paper carton collection rates in the recent years, the Committee framed a hypothesis on this trend to gain an understanding of the volume that was not calculated in the past surveys, based on various hypotheses. We have conducted composition analysis of mixed papers in Matsudo to determine the quantity of paper cartons disposed of as mixed papers.

② Hosting of a regional conference to promote carton recycling

This year, the conference was held in Chiba and Kanagawa. Prior to the conference, the Committee members visited the local governments in these areas to obtain a general overview of the collection status in the areas. Then, based on the above-mentioned information, they discussed ways to share information about the collection method and problems that may affect the collection rate.

③ Installation of improved paper carton collection box

We built a small collection box for offices with limited space while continuing to distribute collection boxes that were improved last year.

(2) We drew up and submitted our public comments on the revision of Act on the Promotion of Sorted Collection and Recycling of Containers and Packaging.

### 2. Publicity Committee

(1) Promotional and educational projects

① Expansion of website

We have revised the overall layout of the website's design after reviewing it with the management company and utilizing an analytical tool.

② Uchiwa (paper fans) in three coloring picture designs were created as the educational tools.

③ The committee worked to plan and edit the Annual Report 2015.

(2) Collection promotion projects

① The committee planned the publishing of the fourth edition of "Milk Carton Recycling – Nationwide Collection of 20 Cases" with the cooperation of JAMRA. In addition, expert committee panels and JAMRA gathered information about new cases, and updated the cases that were introduced in the third volume.

② The committee reviewed plans and designs of the educational POP of recycling for mass merchandise stores with the General Affairs Committee.

### 3. Event Committee

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

① The committee hosted a recycling workshop in five cities and stores, and on-site lessons at eight elementary schools with the cooperation of JAMRA.

② It also participated in environmental fairs including the Eco-Life Fair 2014, Adachi Global Environment Fair 2014, and Eco Products 2014.

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

To cope with the lower number of entries, the committee asked the educational boards of Tokyo and three prefectures to cooperate with the event along the lines of the successful example carried out in Saitama last year.

### 4. Local Organization Board

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

① The board worked to expand the recycling network to enhance the paper carton collection rate by lending various panels to environmental events and distributing leaflets at event sites.

② The board revised the guidelines for support of the events to enable more efficient operation.

③ The board worked to enhance and activate cooperation with local organizations by lending educational tools to local environmental fairs that local companies and supporters participated in.

Activities of each committee are reported at the monthly committee meeting and the quarterly steering committee meeting that administrative board members attend in order to confirm accomplishments and to enable the committees to carry out necessary modifications so that relevant activities continue.

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

### [Friendly Environment Loop Forum] October 30

The Friendly Environment Loop Forum and the general networking assembly, which were hosted by JAMRA and supported by COMCEI, were held in the Osaka Industry Creation Hall. The theme this year was "Information exchange on activities at welfare organizations relevant to milk carton recycling". A total of 114 people from welfare organizations, local governments and associated companies participated in the forum.

In the opening address, Ms. Hirai, Director General of JAMRA explained the purpose of this forum by referring to the transition from "National Convention of the Japan Milk Carton Recycling Association" to "Friendly Environment Loop Forum", JAMRA's activities, how welfare organizations have been carrying out paper carton recycling activities, and the intercommunication occurring between welfare organizations. As part of a congratulatory speech by a guest of honor, Mr. Nakamura Chairperson of COMCEI explained the objectives of the "Plan 2015" action plan, which is now in the process of being established, as well as COMCEI's commitment to increasing the paper carton collection rate.

In the keynote address, Mr. Hisazawa, Chairman introduced the activities of the Osaka Vocational Aide Center, as well as events, bazaars and sales activities conducted by welfare organizations around the country.

Mr. Okuue, Representative of Mugino Kai, the exchange center for aficionados of handmade paper, explained the fundamental principles of "Mugino Kai", namely, ① Reducing volume of waste papers, ② Protecting forestry resources, ③ Supporting welfare organizations, and ④ Paper-making classes (environmental education) in connection with construction of a network among welfare organizations based on products recycled from handmade paper. The representative mentioned the importance of creating a network and called for cooperation to take action to counter the difficulty involved in obtaining used paper cartons today, and to expand sales channels for paper carton-based recycled products produced at welfare organizations.

The following anecdotal reports were presented. ① "On Milk Carton Collection Activities" by Everyone's Labor and Culture Center (NPO), ② "Paper Carton Collection Operation in Coffee Chains" by Anjaen of a social welfare corporation, ③ "Voluntary Making of Products Such as Handmade Paper and Relationship with the Community" by Ikoma Kai Kazaguruma, and ④ "Joint Activities with Silver for Production of Handmade Paper from Milk Cartons" by Kouryoucho Eco-Center. Activities such as paper carton collection and paper making using used paper that helps enhance our relationship with local communities were introduced.

The forum then proceeded to exchange ideas and introduce products produced at welfare organizations. Furthermore, there was a rare opportunity for attendees to listen to stories about the activities and issues at welfare organizations. In the succeeding get-together, information was shared by many enthusiastic participants from welfare organizations and various companies with the forum ending on a high note.



Speech by the organizer: Ms. Hirai, Director General of JAMRA



Key note address: Mr. Hisazawa, Osaka Social Welfare Council Chairman of Osaka Vocational Aide Center

# Regional conference to promote carton recycling

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

The "Regional conference to promote carton recycling" is held each year. Its objective is to increase the rate of paper carton recycling via gaining an understanding of the current situation and problems in each local community. The 2014 conferences were held in two locations: Saitama and Osaka.

The conferences were attended by a variety of members from the government, local authorities, citizens' groups and associated business operators. Participants reported their activities and also raised problems they were concerned about. The conference helped deepen mutual understanding among participants, encouraged them to share information, and helped them confirm their commitment to further promote paper carton recycling.

## Regional conference for promotion of paper carton recycling in Tokatsu, Chiba prefecture

◆ Date held August 29, 2014

The conference was attended by 39 members from the Ministry of Economy, Trade and Industry, the Ministry of Agriculture, Forestry and Fisheries, local governments, citizens' groups, dairy product manufacturers, paper carton manufacturing companies, and paper recyclers.

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

- A guest of honor from the Ministry of Economy, Trade and Industry mentioned the target collection rate and utilization rate of used papers. He requested that attendees make a contribution to the development of recycling through various ideas such as promoting stockpiling of toilet rolls. Then, a guest from the Ministry of Agriculture, Forestry and Fisheries explained that although paper cartons are not currently included in the target of the mandatory recycling in the Recycling Law, collection and recycling of paper cartons are very important and further efforts need to be made in this area.
- COMCEI reported its business lineup and the specific activities of its four committees. Then COMCEI explained the problems in fulfilling five items of the road map created for accomplishing the target collection rate in 2015 as well as specific activities conducted to date. The five items are ① Providing the opportunities for enhancing paper carton collection in local regions, ② Promoting domestic paper carton collection, ③ Promoting collection of paper cartons used outdoors and at shops, ④ Promoting activities in educational facilities and places of learning, and ⑤ Enhancing communication about recycling.

- COMCEI reported results of interviews with local governments. Results indicate that sorted disposal and collection were becoming difficult due to the increase in the number of households containing single and elderly people. Some local governments provide collection gear to collection bodies, and some utilize collection traders when requested. COMCEI further reported on the current status of garbage stations, group resource collection, activities to promote collection by retailers, and educational activities directed at consumers. A question-and-answer session was held after the presentation.
- JAMRA stressed the importance of sharing recognition of the current status of paper carton recycling with local governments. JAMRA then introduced an advanced case of a high-rise apartment in Osaki, which is a new target of coverage for "Milk Carton Recycling – Nationwide Collection of 20 Cases". JAMRA believes that collecting information on a range of cases can help establish relationships among local governments.
- A local government introduced the case in which they informed citizens about the collection system at "Collaborator Stores of Waste Reduction" by inserting store names into books on recycling.
- Representatives from used paper recyclers and used paper wholesalers described the importance of profitability and maintaining good relationships with competitors. They said paper cartons were a precious resource even though the total volume of paper cartons was very small.
- Participants raised various issues including problems related to collection methods, measuring the collected amounts, and the importance of independent collection and collection of paper cartons used for school lunches, and engaged in a lively exchange of opinions.



A regional conference in Tokatsu, Chiba

## Regional conference to promote carton recycling in Yokohama, Kanagawa Prefecture

◆ Date held November 11, 2014

The conference was attended by 43 members from the Ministry of Economy, Trade and Industry, Ministry of Agriculture, Forestry and Fisheries, local governments, citizens' groups, dairy product manufacturers, paper carton manufacturing companies, and paper recyclers.

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

- The guest speaker from the Ministry of Economy, Trade and Industry explained that recycling of containers and packages was based on the cooperation of the local government, citizens, and business operators. He also mentioned that used paper cartons were high quality paper-making material, and that there are increasing expectations that the collection rate will increase because it is becoming difficult to secure high quality used papers. The guest speaker from the Ministry of Agriculture, Forestry and Fisheries explained that he expected to see positive commitments from local communities and businesses in the area of recycling because it is a critical process.
- COMCEI reported on the activities of four committees engaged in promoting recycling of beverage paper containers, dissemination of knowledge about the environment, and investigative research. It was also reported that the collection rate in 2012 was 44.2% against the target value of 50%.
- Representatives of the nine cities and a collection group reported on paper carton collection approaches, recovered amounts, and problems related to recovery efforts. Concerning the cities that did not participate in the forum, a member of the expert committee reported their approaches based on interviews carried out with them.
- According to JAMRA, grass roots activities of citizens' organizations are making significant contributions to increasing group collection volumes within Kanagawa. Regarding collection at mass merchandise stores, people are less resistant to put out trash at mass merchandise stores than at other locations. At any rate, there are many

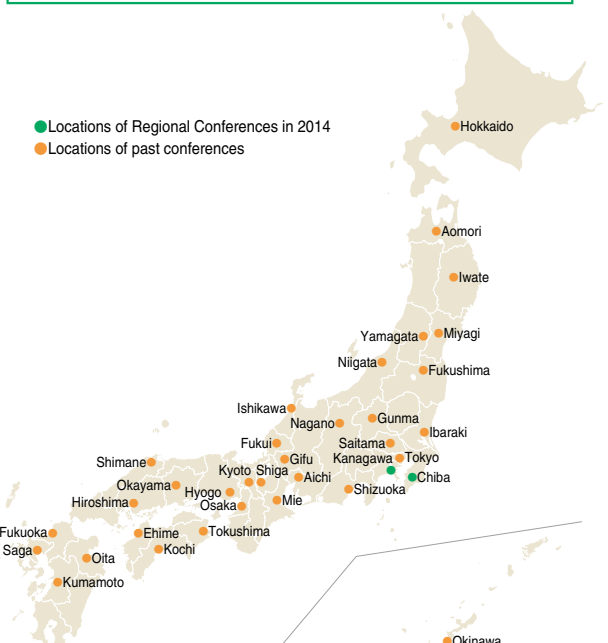


A regional conference in Kanagawa

problems related to resource collection, which makes it essential to work together with the public administration.

- The participant from Fujisawa City reported that the city had participated in the Checkout Bag Reduction Council, and is also promoting store collection jointly with mass merchandise stores. In addition, the city launched the Waste-Reduction Stores Registration System, in which all 136 stores in the city participated. The city also introduced store collection of paper cartons via the Internet.
- A participant from Genki Net pointed out that we need to construct a network to raise awareness among citizens, in particular senior citizens, and to provide relevant feedback to them.
- A person from a paper manufacturing company mentioned current problems relevant to the collection process including falling trends in collection volumes, the influence of falling milk sales, and commingling of cartons with mixed papers to be exported.
- Participants shared ideas and opinions about problems related to collecting and recycling paper cartons. The problems included care required after use, convenience of collection centers, commingling of mixed papers when putting out paper cartons, and recognition of the current situation involving export of used papers.
- Participants actively presented problems they had and shared ideas and opinions on the subjects at hand such as approaches to stores, in particular mass merchandise stores, to promote store collection, recognition of export volumes of used paper cartons, and construction of community-oriented collection centers (installation of collection centers close to residents in large apartment complexes and housing estates).

## 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.

### [26th Stakeholders' Meeting to Promote Recycling of Paper Cartons for Beverages]

The 26th Stakeholders' meeting to promote recycling was held on February 6 in the Nyugyo Kaikan meeting hall. A total of 65 people attended from the Office for Recycling Promotion of the Ministry of the Environment, Office for Environmental Program of the Ministry of Agriculture, Consumer and Recreational Goods Division of the Ministry of Economy, Recycling Promotion Division of the Ministry of Economy, local authorities, citizens' groups, NPO associations, recycled paper manufacturers, used paper recyclers, and base paper companies.

In the opening speech, Mr. Yamato, Chairperson of COMCEI (then) expressed the objective, history and goals of paper carton recycling activities after thanking the participants for attending. The representative from the Ministry of the Environment remarked that recycling of containers and packages had started with this paper carton recycling activity, in particular considering its 26-year history. The speaker from the Ministry of Agriculture, Forestry and Fisheries noted that the efforts of COMCEI in the area of recycling were a visionary model case for future measures.

Then the Secretariat of COMCEI reported on the status of: ① the voluntary action plan "Plan 2015", ② present status and trends of recycling paper cartons for beverages, ③ Web survey in Kanto and Kansai, and ④ organizational operation and tasks of COMCEI. The four expert committees of COMCEI then reported on their respective activities.

Among the reports from associations and companies, Ms. Hirai, Director General of JAMRA reported on the "Statistical data obtained from status survey of welfare organizations in milk carton recycling". This was followed by report on the activities of Uny Group Holdings Corp., Nisseisangyo Corp., and Nihon Tetra Pak K.K.

In the latter half of the discussion on paper carton recycling, participants from each municipality noted that they used materials provided by COMCEI for promotion purposes as well as to promote recycling-focused educational activities. They also reported on the current status and problems in the area of paper carton recycling. In addition, the representative of paper manufacturing companies mentioned that they were promoting recycling through agreeing to run plant tours. He also noted that incoming volumes of paper cartons were low this year due to a fall in milk consumption possibly due to the weather. Participants shared ideas and opinions on these subjects. A participant from the recycling association requested that current recycling marks for paper be made easier to recognize via a revision of Act on the Promotion of Sorted Collection and Recycling of Containers and Packaging because there too many types of symbols. He also proposed educating and communicating with consumers about the ban on commingling restricted items in a more comprehensive fashion.

Ms. Hirai, Director General of JAMRA said that we should keep watching events in Osaka because they still utilize municipal collection despite other cities shifting to group collection.



Host's speech: Mr. Yamato, Chairperson of COMCEI (then)



Stakeholders

## Workshop on milk carton recycling

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

COMCEI holds Workshops on Milk Carton Recycling every year aimed at boosting consumers' understanding of the current status of paper carton recycling and forestry administration in terms of securing materials for paper. The workshops also raise consumers' attention about milk carton collection through experiencing the collection rules.

### [Sagamihara City] July 31

With cooperation from the Environment Section of Sagamihara City, COMCEI held a workshop at Hashimotodai Recycle Square, which was attended by 55 school children in 21 groups. The children were mostly elementary school students. After making original postcards from handmade paper, we ran an active question and answer session involving parents, while referencing the panels describing recycling of milk cartons as well as actual products made from recycled paper.

### [Nishi Tokyo City] August 5

We held the 6th Workshop on Milk Carton Recycling in Tokyo as part of the event "Summer Vacation Free Study in 2014" at Eco-Plaza Tokyo. An event called "Let's create original postcards from handmade paper!" was held and attended by 48 children from third to sixth grades and 20 parents. All participants made their own original postcards.

### [Fuji mi City] August 21

This event was held as part of the "Children's College Fujimi" learning program overseen by the secretariat of the city's educational board, which was attended by 60 elementary school children and eight college students or volunteers. Each participant brought in six or more paper cartons, which indicated their awareness regarding environmental issues. They deepened their understanding of milk carton recycling through Representative Hirai's speech, making postcards from handmade paper, and disassembling milk cartons by hand.



Speech by Ms. Hirai, Director General of JAMRA (Nishi Tokyo City)



Disassembly of used milk carton by hand (Sagamihara City)



How did your original postcards made from handmade paper come out? (Fuji mi City)

# Onsite lessons on milk carton recycling



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

In 2014, in collaboration with JAMRA, CONCEI held "On-site lessons on milk carton recycling" at elementary schools across the country.

## [Ichihara City Chiharadai Sakura Elementary School in Chiba Prefecture] January 29

This elementary school was founded only three years ago. The onsite lessons were held in the gym for 134 fourth graders from four classes. Eight groups were organized in each class, and they all took turns making postcards out of handmade paper. This was a large-scale lesson involving eight pressing irons. Some children wanted to make postcards for their friends who were absent from the school due to flu. They all succeeded in making postcards.

## [Edogawa Ward Shinozakidaini Elementary School in Tokyo] February 14

A paper carton recycling program was launched at this school in 2014 when the periods for integrated study were installed. The lesson was given to 74 fourth graders from two classes. Despite heavy snow, many parents attended the lesson along with the person in charge of waste reduction in the Cleaning Section of the Environment Department of Edogawa Ward. Using very cold water, the children carefully made original postcards out of handmade paper.



Handmade paper came out nicely!  
[Ichihara City Chiharadai Sakura Elementary School]

## [Noda City Futakawa Elementary School in Chiba Prefecture] September 18

We gave an onsite lesson at Noda City Futakawa Elementary School, which is located in the honey-colored rice fields between the Tonegawa River and Edogawa River, and 75 4th graders from two classes attended. In the paper carton recycling lesson, which took place along with a lesson in postcard making using handmade paper, self-proclaimed "old poppas" from COMCEI explained the paper recycling process in a humorous way using a panel. The lesson helped children gain an insight into manufacturing methods involving recycled papers.

## [Shizuoka City Togendai Elementary School in Shizuoka Prefecture] September 25

The rain in the morning due to typhoon No.16 had stopped when the lesson started for 108 fifth graders from four classes. While watching the demonstration of making postcards from handmade paper, one student asked us a good question: "Why do you come all the way from Tokyo for this onsite lesson?" We answered, "The collection rate of used paper cartons is still low, and that is why we are carrying out educational activities."



Lecture on paper carton recycling by "old poppa"  
(Noda City Futakawa Elementary School)

## [Chikusei City Ueno Elementary School in Ibaraki Prefecture] October 2

We presented an onsite lesson to 40 third and fourth graders at Ueno Elementary School in Chikusei City, which is located in the western part of Ibaraki Prefecture. A new carton collection box with a wider slot was installed in the hallway. This new box was well received in terms of how easy it is to insert as well as remove paper cartons. In the postcard making lesson, children looked happy with the finished cards they had made with Halloween designs.

## [Nogi-machi Tomonuma Elementary School in Tochigi Prefecture] October 17

We presented a lesson to 26 fifth graders at Tomonuma Elementary School, which has a 143-year history (founded in 1872.) In the lecture, Ms. Hirai, Director General of JAMRA asked children, "Do you know how many one-liter milk cartons it takes to make a single roll of toilet paper?" They looked surprised when they were told the correct answer was "six". Children looked satisfied with the original postcards they had made out of handmade paper.



Fascinated by recycling of paper cartons!  
(Nogi-machi Tomonuma Elementary School)

## [Oji Cho Ojikita Elementary School in Nara Prefecture] November 26

Oji Cho, northwest of Nara Prefecture, flourishes as one of Osaka's commuter towns. This town is said to have strong associations with Prince Shotoku. An onsite lesson was held at Oji Cho Ojikita Elementary School, which is located in a residential area. The lesson, attended by 57 fourth graders and three teachers, began with a cheerful "Good morning". In the on-site paper making lesson, students created postcards from handmade paper with great interest despite the cold temperature of the water.

## [Mito City Akatsuka Elementary School in Ibaraki Prefecture] December 5

On the day the onsite lesson for 51 fourth graders from two classes and two teachers was held, Japan was hit by a cold wave for the first time this winter. Students demonstrated a fairly high level of understanding about recycling as indicated by the number of correct answers they gave in the quizzes held during the lecture. During the on-site paper making lesson, students made postcards with reindeer and other Christmas designs. In the closing remarks, the children said boldly that "We will always continue recycling."



Here are our postcards made from handmade paper.  
(Mito City Akatsuka Elementary School)



## Eco-Life Fair/Eco Products 2014

## "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 2014] June 7 and 8

The Ministry of the Environment and relevant associations have run the Eco-Life Fair every year since the 1990's around Environment Day (June 5) in Yoyogi Park, Shibuya, Tokyo. COMCEI participated in the fair with JAMRA for the 8th time, and a total of 370 people visited this year.

In a tent in the Event Square, we demonstrated postcard making using handmade paper and how to create accessory pouches with the help of the "Tanpopo" citizens' group. We also explained the paper carton recycling process to visitors using the panels while running quizzes from time to time. In the workshop, visitors learnt a number of skills, including how to disassemble paper cartons by hand. Despite the rain in the morning on the first day, there was a constant stream of visitors coming to the tent. We provided the opportunity to experience recycling to many visitors during the two-day event.



Quizzes on recycling in the tent



Creation of accessory pouches

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

[Eco Products 2014] December 11 to 13

The largest environmental exhibition in Japan, "Eco Products Exhibitions", has been held every year since 1999, and 2014 marks the 16th time it has been held. COMCEI participated in this exhibition along with the Promotion Council of Milk Carton Recycle Product Mark. A total of 161,647 visitors attended the exhibition, and 1,607 people visited the COMCEI booth and took part in events. Various events were hosted in the booth including a "Environmental panel rally" that explained the rules of paper carton recycling, various educational materials were providing such as the "Story of Waste", and a workshop on "Disassembling milk cartons by hand". In addition to the above, visitors experienced postcard making using handmade paper, which was co-hosted by JAMRA. Through the various exhibitions and activities, we were able to share information to deepen understanding of paper carton recycling and ask for cooperation.



Explanation in the environmental panel rally



At the workshop

Creation of Takeru Kubotani  
The Grand-Prix prize was awarded to "This is my Kurihara Elementary School"

2,720 elementary school children participated in the 14th "Learn and Play" with Milk Cartons Contest 2014. Among the many impressive creations, the following seven prize-winning creations were selected through impartial examination. Congratulations.



The Grand-Prix prize was awarded to "This is my Kurihara Elementary School" Takeru Kubotani

The Grand-Prix Prize was awarded to "This is my Kurihara Elementary School" by Takeru Kubotani, a sixth grader in Ibaraki. He has created this work to express his memories of his six years at school. He worked on this during the last summer break. The high quality finish incorporating a mixture of realistic textures and the clever use of milk cartons received recognition as a remarkably elaborate creation, even among the other excellent entries.

The awards ceremony marking the prize-winning creations was held in the COMCEI booth at "Eco Products 2014" on December 13. The diplomas, shields and sub-prizes were handed out to award winners by the Chairman of the Review Board, Mr. Zeniya (Executive Director of Tokyo National Museum), Executive COMCEI Chairperson Mr. Nakamura (Chairman of the Committee), and other review board members.

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



Grand-Prix winner Takeru Kubotani



Awards ceremony held at Eco Products 2014

### «Prize-winning creations»

- ◆Grand-Prix Prize "This is my Kurihara Elementary School"  
Takeru Kubotani (6th grader, Tsukuba City Kurihara Elementary School)
- ◆Award for Excellence "Cleaner in Deep Sea - Giant Isopod"  
Yasuyoshi Kamitani (Third grader at Gifu City Nagara Higashi Elementary School)
- ◆Award for Excellence "Machibika Tong"  
Kanau Sakamoto (Second grader at Kawasaki City Mukai Elementary School)
- ◆Prize of National Primary/Junior High schools  
Environment Teachers' Association  
"Transformation Bag"  
Satsuki Kubota (First grader at Kumagaya City Sakuragi Elementary School)
- ◆JAMRA Prize "Moridako"  
Taichi Terasak (First grader at the Elementary School attached to Kyoto Women's University)
- ◆COMCEI Prize "Custom-made Chair of My Sister"  
Atsushi Nanbu (4th grader at Wakuya Cho Wakuya Daiichi Elementary School)
- ◆Japan Dairy Industry Association Prize "Milk Carton Armor"  
Yukio Hata (4th grader at Wakayama City Santa Elementary School)



# Composition analysis of paper cartons/Other activities



We have conducted a composition analysis of the relevant resources to learn the current status of sorted rubbish disposal.

## Composition analysis of paper cartons in Matsudo City

Many cities advise of rules regarding sorted disposal of paper cartons via leaflets and websites for citizens. In order to gain an understanding of the current status of sorted rubbish disposal, COMCEI conducted the composition analysis in Matsudo City with the support from used paper recyclers on July 8. Since COMCEI had not conducted this type of study for several years, we asked the Paper Containers and Packing Recycling Promotion Council and other groups to provide coaching.

According to the sorted rubbish disposal rules, "paper" must be sorted into the following categories and be bundled using string. The relevant categories are corrugated boxes, newspapers/leaflets, magazines/books, paper boxes (boxes for sweets, etc.) and milk cartons. We found through our survey on resources collected from the stations that the majority of people who collected resources followed the rules, however, some did not. We carefully sorted the paper cartons keeping in mind the necessity of correctly disposing of paper cartons.

We reported the findings of the recent composition analysis in the "Regional conference for promotion of paper carton recycling in Tokatsu, Chiba."



Composition analysis

COMCEI and JAMRA have started to collaborate with commercial facilities.

## [Cooperation with Isetan Matsudo Store]

JAMRA and COMCEI participated in the "Environmental event for parents and children in spring break" by running a workshop. It was held on March 29 and 30, when cherry blossoms were in full bloom, at Art Spot Matsudo in the new annex of the Isetan Matsudo Store. In the two-day event, about 170 people participated in postcard making using handmade paper, and about 130 people took part in the panel quiz.



Try the panel quiz!

## [Collaboration with "LaLa garden Nagamachi" mass merchandise store]

We held an eco-recycle event on July 26 and 27 in the community-based "LaLa garden Nagamachi" mass merchandise store in Sendai. This was the second time this event has been held in this city. Many visitors participated in the quizzes and the handmade paper making and newly added disassembly of milk cartons lessons. Our leaflet about postcard making using handmade paper was presented to those who wanted to make postcards from handmade paper at home.



The corner of "Postcard making using handmade paper"

The COMCEI website has been renewed.

## [For further transmission of information on paper carton recycling]

The familiar COMCEI website with its yellow background has been renewed.

Prior to the update, we used an analytical tool to check the number of visitors by page, mean viewing time per page, and referring sources, and reorganized the hierarchy and grouping of contents accordingly. The website's contents are classified into the major categories of "Principal activities", "Mechanism of recycling", "Paper cartons", "Application guide", "Announcement", "COMCEI overview", and "Collection of links". Messages regarding paper carton collection are also featured.

Our new website featuring Milk Packn on a white background has been updated so that it is easier to view.

Please visit our new website.

COMCEI Website: <http://www.yokankyo.jp>



Renewed COMCEI website

Newly created half-size collection box and Uchiwa (paper fan)

## [Promotion of activities with half-size paper carton collection box]

In addition to the collection boxes created in 2013, we have created new collection boxes that are 50% narrower than the conventional boxes. Features of the current boxes, namely a two-part box body structure and an upper lid for mobility, have been left unchanged, while the size was reconsidered so that the boxes can be installed in small office spaces such as beside a cabinet or desk.

Please apply separately for this collection box to the Secretariat of COMCEI.



Half-size paper carton collection box

## [Renewed "Uchiwa" educational tool]

We have employed a new design for the "Uchiwa" educational tool. The size is slightly larger than the previous one with an illustration for coloring on the front side. Three types of pictures, sea, mountains, and hills, are available. The rear side features milk carton collection rules and a description of the recycling flow. It is used in events such as recycling workshops and Eco-Life Fair.



Newly created "Uchiwa"