

"Plan 2015" : Status of our Efforts during the Fifth Year

30th anniversary memorial meeting of JAMRA



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

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

1. General Affairs Committee

(1) Promoting collection

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

The committee has conducted a composition analysis of mixed papers in Machida City to identify the quantity of paper cartons disposed of as miscellaneous paper products. The committee continues with the studies on the quantity of paper cartons in mixed papers in cooperation with the Paper Containers and Packing Recycling Promotion Council.

② Hosting of a regional conference for promotion of carton recycling

The committee hosted a regional conference for promotion of carton recycling in Kitakyushu City, Fukuoka Prefecture to discuss various problems related to enhancing the collection rate.

③ Partly in collaboration with JAMRA, the committee also held discussion meetings and information exchange meetings with the stakeholders.

(2) Development toward the next action plan "Plan 2020" (tentative name)

Four expert committees have conducted various activities based on "Plan 2015". A working group has been launched to establish the outline of the next mid-term plan "Plan 2020" (tentative name) for the coming five year period from 2016 to 2020.

2. Publicity Committee

(1) Promotional and educational projects

① Expansion of website

The committee held a study session two times on forestry management inviting two base paper (raw paper) manufacturers as lecturers in order to improve the contents of our website.

② The committee worked to plan and edit the Annual Report 2016.

(2) Collection promotion projects

① The committee published "Milk Carton Recycling-Nationwide Collection of 20 Cases (4th edition)".

We have collaborated with JAMRA when publishing this

booklet in order to organize the collected information and confirm details with the source of case examples.

② We have installed half-size collection boxes, which have been created in cooperation with the General Affairs Committee, at 20 locations including a convenience store in Tama City.

③ We created educational POPs for recycling in cooperation with the General Affairs Committee, and put them up in Uny Co., Ltd. and MaxValu Chubu Co., Ltd. stores with their cooperation.

3. Event Committee

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

① The committee hosted onsite lessons at four elementary schools, and a recycling workshop in eight cities and stores with the cooperation of JAMRA. The total number of schools that conducted onsite lessons reached 50 (the schools conducted the lessons in December that will be mentioned in the 2017 Annual Report) as did the number of workshops held.

② The committee also participated in local environmental fairs including the Eco-Life Fair 2015 and Eco-products 2015.

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

To commemorate the 15th anniversary of the contest, we held a meeting to share ideas followed by a thank-you party with teachers from elementary schools that have been participating in the event for a long time.

4. Local Organization Board

(1) Discover and support 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 providing various panels to environmental events, and distributing leaflets and original toilet rolls made of recycled paper at event sites.

② The board supported regional voluntary efforts by providing a variety of educational tools to the regional environmental fairs participated by local companies and supporters.

③ The mail magazine published by the board has actively communicated unique local events and introduced promotional goods.

Each committee deploys energetic activities based on "Plan 2015". Their activities are reported to and reviewed (as needed, modified) by the Planning and Steering Committee Meeting, which is attended by the chairman and vice chairman of each committee, and the Quarterly Steering Committee Meeting, which is attended also by the administrative board members.

It was a valuable meeting in which
JAMRA's 30-year history spanning
from its pioneer days to the present
was outlined by its relevant parties.

[30th anniversary memorial meeting of JAMRA] October 15

The 30th anniversary memorial meeting hosted by JAMRA and supported by COMCEI was held at Nakano Sunplaza with 98 participants from administrative institutions, local governments, welfare organizations, citizen's groups, industry groups, and business operators.

Ms. Hirai, Director General of JAMRA presented an outline of the organization's history from when it was launched in 1984 to the present, making references to the early days of the milk carton collection movement, the national conventions, collaboration with COMCEI, onsite lessons, and recycling workshops. Looking back, she said, she started this movement to educate children about the concept of appreciating things around them.

In the congratulatory speech, Mr. Kishida, Chairperson of COMCEI explained about cooperation with JAMRA, and the current status and problems regarding paper carton collection activities that are carried out based on "Plan 2015", the action plan for recycling paper cartons used for beverages.

Mr. Lee Chairman of Institute of Dairy Technology Korea offered compliments about the carton collection activity that is promoted based on a broader perspective of global environment protection, and the forum that is functioning as a bridge between Japan and Korea. He said that he had started onsite lessons in Korea because he was so impressed by the ones he saw in Japan, and the lessons have since spread widely throughout Korea. He hoped that the Japan-Korea exchanges will continue in the future.

Then a panel discussion titled "The Past and Present of 30 or More Years Old Action Groups - Milk Carton Recycle Movement" was held. First, the panelists were introduced.

DAICHI WO MAMORUKAI Co., Ltd. made a presentation of their business of directly delivering chemical-free agricultural products to their customers. They also referred to influences of the nuclear meltdown at Chernobyl, the relationship between milk carton collection and environmental awareness, and their overseas activities. A representative from Dynax Urban Environment Research Inst., Inc. spoke about consultation and survey services they provide to local governments and relevant organizations, and described an attempt to persuade staff at a government office to hold an event for milk carton recycling when the activity was not widely recognized.

A panelist from NPO Corporation Central recycling campaign citizen's society reported about a grass-roots summit that attracted 510 participants from 170 citizen's groups. He said that milk carton collecting is a valuable activity, and that what matters in terms of environmental education is a caring attitude toward environment. NPO Corporation, AO Lake Biwa, which has the slogan, "Toward smiling faces of children and Lake Biwa", introduced specific examples of activities they are promoting based on members' joint efforts and a caring attitude toward things around us.

In the panel discussions and the following session in which ideas were exchanged with participants, we obtained precious information about the present status of paper carton collection and future problems, interactions among the concerned parties including administrative authorities, and about the activities of JAMRA. We were again impressed by what is being implied by collecting milk cartons as well as collaborations among the concerned parties.



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



Speech by the guest of honor, Mr. Lee Chairman of Institute of Dairy Technology Korea

Regional conference for promotion of carton recycling

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

Regional conference for promotion of carton recycling in Kitakyushu City, Fukuoka

- ◆ Date held : October 27, 2015
- ◆ The conference was attended by 53 members from the Ministry of the Environment, local governments, citizen's groups, dairy product manufacturers, paper carton manufacturing companies, and paper recyclers.

[Major reports and presentations on relevant issues]

- The participant from the Ministry of the Environment emphasized in their speech about the importance of carrying out recycling activities and educating children about recycling in addition to information about the progress of revising the Containers and Packaging Recycling Law.
- COMCEI introduced its educational activities on paper carton recycling, expansion of education regarding environmental issues, investigative study projects, and three objects and specific activities based on Plan 2015.
- Participant from local governments introduced the current status of municipality collections at collection centers and supermarkets, a new way of collecting milk cartons for school meals that was launched this year, and the result of a composition study on combustible waste. Other accounts in the meeting included a report from the Kitakyushu Activation Conference on the development of "Eco-per" toilet rolls created from used paper cartons, and utilization of donations of ¥1/pack by a paper manufacturing company. Representatives from various business sectors reported about a range of other activities such as onsite lessons, paper carton workshops, and recycling activities.
- Presentations by officials from many local governments and local associations during the information exchange meeting helped clarify the current status and problems regarding how to

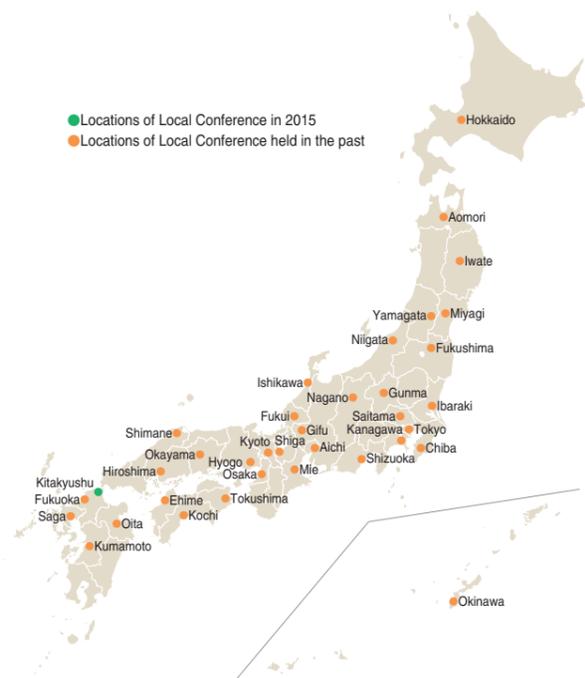


Regional conference in Kitakyushu

utilize "Eco-per" and difficulties of the base and group collections.

- The paper manufacturing company introduced their regional education activities as the basis of recycling used papers, including paper cartons. A representative from a used paper wholesaler explained their measures to prevent mixing of paper cartons with miscellaneous recyclable papers, and how they are promoting an educational campaign program. In addition, a representative from a recycled pulp manufacturer spoke about how they are recycling paper cartons.
 - JAMRA explained their educational activities on separating paper cartons from miscellaneous recyclable paper and the problems associated with the papers gathered via separate collection are being exported.
 - A representative from the survey company reported that a quantity of paper cartons that are exported are being mixed with miscellaneous recyclable papers because both the municipality collection and group collection are not so active in the Kyushu district.
 - Other points raised during the meeting included the following.
 - It is difficult to identify the quantity of used paper cartons because they are exported mixed with miscellaneous recyclable papers.
 - They are exported rather than used in Japan because of the principles of the market economy such as differences in price and quality.
 - The quantity of available used paper cartons is limited. Therefore, it is inevitable that they are mixed with miscellaneous recyclable papers when bales are made.
- We were able to obtain meaningful information about the area characteristics of Kitakyushu during this meeting. It will greatly help us in our future activities.

Locations of Regional Conference



Discussion meeting with recycled paper manufacturers

Present status and paper carton recycling tasks have been clarified.

[Discussion meeting with recycled paper manufacturers] July 2

With the support of JAMRA, we hosted a discussion meeting with home-use paper manufacturers in "Fujisanmesse" meeting hall in Fuji City, Shizuoka Prefecture. The meeting was attended by 30 people from recycled paper manufacturers and used paper recyclers. At the beginning, COMCEI explained that despite the increase in the paper carton collection rate, their shipments to home-use paper manufacturers are falling. COMCEI asked for their ideas on how to further increase the collection rate, which was the main agenda for the day. Then JAMRA presented an outline of trends in paper carton collection, use of the paper container identification mark, and the current status and problems related to paper carton recycling that led to this meeting and subsequent sharing of ideas. The position of COMCEI among various stakeholders in terms of paper carton recycling as well as the importance of the recycling system were explained.

Recycled paper manufacturers reported that shipments of paper cartons to them are falling. They pointed out two causes: One was the decrease in use of paper-carton drinks and the other was increase in export of used paper cartons.



A discussion meeting.



Meeting place "Fujisanmesse"

Regarding exports of used paper cartons, some said a large volume of them were being exported, while others said export volumes of used paper cartons were not able to be identified because they were mixed with other miscellaneous recyclable papers. They gave the principles of the market economy as the reason. Namely, the price of home-use papers in the export destination is generally higher than in it is Japan, as is the price of used paper cartons.

Other discussion topics included how we should consider the identification mark various cartons including unbleached-paper based aluminum laminated cartons that are increasingly used these days, what we should do to enhance people's awareness of recycling, and what we should expect from the administrative body. Paper carton recycling is built on efforts made by various stakeholders who are attempting to deal with the issue that the quantity of paper cartons is limited although they are high-quality paper products. The attendants agreed to jointly promote paper carton recycling in the future.

Discussion meeting to promote recycling

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

[27th Discussion Meeting to Promote Recycling of Paper Cartons for Beverages]

A discussion meeting to promote recycling of paper cartons used for beverages was held on February 5 in the Nyugyo Kaikan meeting hall in Kudanshita, Tokyo. A total of 59 people attended from the Recycling Promotion Section of the Ministry of Economy, Trade and Industry, Office of Environmental Measures of the Ministry of Agriculture, local authorities, citizen's groups, and NPO associations.

Mr. Nakamura (then), Chairperson of COMCEI explained in the opening speech about the background of paper carton recycling and the voluntary action plan, "Plan 2015". He then explained the meaning of this discussion meeting. A participant from the Ministry of Economy, Trade and Industry explained that the Recycling Law was now achieving a measure of legitimacy thanks to collaborative efforts made by the organizations concerned, and that he expected more active discussions would be developed that focus on reducing and recycling. The participant from the Ministry of Agriculture, Forestry and Fisheries said, in relation to recycling of food containers and packing, that the recycling system must be improved to protect food safety and also to respond to changes in social structures due to the country's low birth rate and the long average life span of citizens.

The Chief of the Secretariat of COMCEI presented information about activities that were developed based on "Plan 2015" and results from the basic survey on the present status and trends of beverage paper carton recycling. Each of the four expert committees also reported their activities. Ms. Hirai, Director General of

JAMRA introduced cases of group collection at Mandai Co., Ltd. mass merchandise store in Higashi Osaka City. Referring to the Nationwide 20 cases, the representative pointed out the current status and problems related to paper carton collection being experienced by local governments.

The chairman of the residents' association of Osaki West City Towers reported that residents have positively participated in paper carton collection thanks to collection boxes installed on each floor. The association gave toilet rolls to residents in exchange for paper cartons they brought in during the Thanks Fair. The participant from MEGMILK SNOW BRAND Co., Ltd. reported on their internal activities that include achieving a paper carton collection rate of over 50%, ensuring installation of a collection box at every plant, and utilizing COMCEI tools at company events.

During the discussion, a recycled paper manufacturer expressed concern about the increase in exports of used paper cartons and the potential for a subsequent raw material shortage in Japan. A person from the trade association for used paper recycling businesses proposed watching and identifying structural changes such as a global increase in demand for used papers, and falling yields. At the end, COMCEI reported that it is receiving the cooperation of the Paper Containers and Packing Recycling Promotion Council in determining the quantity of paper cartons being mixed with magazines and other miscellaneous recyclable papers. COMCEI said one of their major activities is to enhance people's awareness of the separate collection, and declared it will keep facilitating interactions with the relevant organizations.

At the end, COMCEI reported that it is receiving the cooperation of the Paper Containers and Packing Recycling Promotion Council in determining the quantity of paper cartons being mixed with magazines and other miscellaneous recyclable papers. COMCEI said it is one of their major activities to enhance people's awareness to the separate collection, and declared it will keep facilitating interaction with the organizations concerned.



Speech by Mr. Nakamura, Chairperson of COMCEI (then)



Stakeholders

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 2015, in collaboration with JAMRA, the Committee held "Onsite Lessons on Milk Carton Recycling" at elementary schools across the country.

Content of onsite lessons

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

[Koshigaya City Obukurohigashi Elementary School, Saitama Prefecture] June 20

This elementary school held an "Eco festival" in the Environmental Month of June. COMCEI was invited to support the festival with onsite lessons as one of the companies and organizations that work actively on environmental issues.

We told children to peel off polyethylene film from milk cartons. Then cartons were then torn to pieces and put into a blender. After blending, we show them white pulp fibers of the cartons to let them know why milk cartons must be separately put out. (140 children from all grades attended the lesson.)



Children are peeling off polyethylene film.

[Aomori City Izumikawa Elementary School, Aomori Prefecture] September 17

Some of the Grade 3 to 6 students at this school are practicing milk carton recycling activities triggered by the paper carton collection boxes that were installed by a dedicated environmental protectionist about four years ago. Before school meal is served, children other than those who have been tasked with serving school meals cut open the milk cartons that were washed yesterday and dried up to the current day, and put them into the collection box. After lunch, children rinsed milk cartons with water and put them in an empty turning them upside down to dry. (Ninety one fourth graders attended the lesson)



They are drying milk cartons after rinsing.

[Fukuyama City Hikino Elementary School, Hiroshima Prefecture] October 1

After drinking milk that was part of their school meals, all children at this school routinely wash, open and dry the milk cartons. A collection box installed in front of each teaching room was full to the brim with milk cartons. They were surprised to learn from the lecture how carton collection methods differ between Japan and overseas countries. They realized the importance of the recycling activities they carry out. (Forty six fourth graders attended the lesson)



Collection boxes full to the brim with milk cartons.

Milk carton recycling workshop



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

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

[Yokoshibahikarimachi, Chiba Prefecture] July 23

COMCEI held, in collaboration with JAMRA, "Milk carton recycling workshop - Let's create original postcards" as part of the Summer Holidays Children's Science Seminar at Yokoshibahikarimachi Library attended by 27 children and six parents. They have enriched their understanding about paper cartons through the lecture presented by Ms. Hirai, Director General of JAMRA, "Milk Packn's Expedition" DVD, disassembling milk cartons by hand, and making postcards from handmade paper.



Eagerly listening to the lecture.



Making postcards from handmade paper!

Content of onsite lessons

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

[Sagamihara City] July 31

The workshop was held as part of the events held at Hashimotodai Recycling Square. Ms. Hirai, Director General of JAMRA stated that she first began recycling when she realized it is a waste to discard used milk cartons in a country like Japan that has scarce natural resources. Recycling has since grown into an activity that is practiced throughout the world. Attendees tried various measures for layout of postcards they have created from handmade papers.



She is very gently placing a picture while holding her breath.



Beautiful postcards are made from handmade paper.

[Shimizucho, Shizuoka Prefecture] August 4

Our recycling workshop, which was held as part of the events hosted by Shimizucho Regional Exchange Center, was attended by 33 elementary school children in grades 3 to 6. These children from Shimizucho elementary school skillfully disassembled milk cartons by hand because they do this every day after school meals. The COMCEI staff held a study session in the student's free time so that they could learn more about paper cartons and the raw materials that made up a cartons in front of them.



You can open milk cartons cleanly and quickly by hand.

[Nishitokyo City] August 20

We held an annual milk carton recycling workshop at Eco-Plaza Nishitokyo. After a lecture by Ms. Hirai, Director General of JAMRA on forestry management, along with spontaneous quizzes, they enjoyed "Milk Packn's Expedition" DVD and the experience of disassembling milk cartons by hand. In making postcards from handmade paper, they have succeeded in creating original postcards for themselves although some children seemed to have difficulty in choosing a design. Forty four elementary school children and 20 parents took a ceremonial photograph at the end of the workshop.



Original postcards were created.

[Atsugi City] August 26

In the parent-child workshop held at Atsugi Citizens' Exchange Plaza Atelier, a multi-purpose exchange facility, used milk cartons brought by participants were exchanged with toilet rolls. They seemed to have fun as shown by the various questions asked in the run-through of paper carton recycling, which was demonstrated using recycled exhibits. It will likely become a lasting memory of their summer vacation along with the postcards made from handmade paper.



An original postcard made from handmade paper.

[Shinagawa Ward, Tokyo] November 15

We have supported the second "Recycling Thanksgiving" held by Osaki West City Tower Management Association and Residents' Association with an educational campaign on milk carton recycling. We were able to interact with residents through various events such as exchanging their used milk cartons with toilet rolls, quizzes, survey interviews, making postcards from handmade paper, and a recycling workshop.



Study on recycling with the panel.

Eco-Life Fair/Eco-Products 2015

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

[Eco-Life Fair 2015] June 6 and 7

The Eco-Life Fair is held every year in June - Environmental Month - in Yoyogi Park in Shibuya, Tokyo. The event is primarily hosted by the Ministry of the Environment. COMCEI has been participating in this event, which celebrates its 26th anniversary this year, from 2007, and this year was the 9th presentation we have made. This two-day event drew many visitors thanks to fine weather, and 524 guests in total dropped into our booth.

We played trivia, and demonstrated creating accessory pouches using used paper cartons and making postcards from handmade paper in the booth. In the workshop tent, visitors enjoyed events such "Milk Packn's Expedition" DVD, quizzes about paper carton recycling, and disassembling used milk cartons by hand. We believe many of the visitors were interested in paper carton recycling.



Creation of accessory pouches was popular among visitors



Challenging quizzes about paper cartons

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

[Eco-Products 2015] December 10 to 12

The largest environmental exhibition in Japan, "Eco-product Exhibitions", has been held every year since 1999, and 2015 marks its 17th anniversary. COMCEI participated in this exhibition along with the Milk Carton Recycle Mark Promotion Council.

A total of 169,118 visitors attended the exhibition, and 1,939 people visited the COMCEI booth and took part in events. Various events were hosted in the booth including an "Environmental panel table" that explained the rules of paper carton recycling, educational materials such as "Story of Waste" were distributed, and a workshop on "opening milk cartons by hand" was held. In addition to the above, visitors tried making postcards from handmade paper, an activity co-hosted by JAMRA. Through the various exhibitions and activities, we had an opportunity to deepen visitors' understanding of paper carton recycling and enhance their cooperation in this activity.



Explanation by use of environmental panel table



At the workshop

"Learn and Play" with Milk Cartons Contest



Grand Prize went to "Milk Phoenix" by Yuri Takada

Two thousand, eight hundred and twenty eight elementary school children participated in the 15th "Learn and Play" with Milk Cartons Contest 2015. Among the many impressive creations, the following seven prize-winning creations were selected through impartial examination. Congratulations.

«Prize-winning creations»

- ◆ **Grand Prize "Milk Phoenix"**
Yuri Takada (5th grader at Narashino City Mimomi Elementary School)
- ◆ **Award for Excellence "Carrying my Dream"**
Yukio Hata (5th grader at Wakayama City Santa Elementary School)
- ◆ **Award for Excellence "Chameleon"**
Hiroto Higashihara (3rd grader at Suita City Furuedai Elementary School)
- ◆ **Prize of National Primary/Junior High schools Environment Teachers' Association "Straw Hat"**
Saki Ueda (4th grader, Yokohama City Mitsukyo Primary School)
- ◆ **Prize of Japan Dairy Industry Association "Transformation of Milk Carton"**
Ami Hino (2nd grader at Takayama City Enako Elementary School)
- ◆ **JAMRA Prize "My Brother's Fancy School Bag"**
Ayaka Tajiri (2nd grader at Kakogawa City Kakogawa Elementary School)
- ◆ **COMCEI Prize "Ancient Dinosaur"**
Koji Aihara (4th grader at Yokohama City Nokendai Elementary School)



Grand Prize creation "Milk Phoenix"
Yuri Takada



Grand Prize winner Yuri Takada

«Special Prize»

Awarded schools or teachers

- Munakata City Akama Elementary School, Fukuoka Prefecture
- Sakura City Nishishizu Primary School, Chiba Prefecture
- Gujo City Takasu Elementary School, Gifu Prefecture
- Uda City Haibara Elementary School, Nara Prefecture
- Teacher Junko Hazu (Saitama City Oosato Higashi Elementary School, Saitama Prefecture)



Awards ceremony held at "Eco-Products 2015" at the COMCEI booth

Composition analysis of paper cartons/Other activities



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

[Composition analysis of paper cartons in Machida City]

Municipalities that promote paper carton collection release separate-and-dispose rules for rubbish via pamphlets and website. However, paper carton collection in general is not being carried out 100% successfully at present because a certain volume of them are separately disposed of while being mixed with magazines and other miscellaneous recyclable papers. These municipalities are collecting paper cartons based on the released separation rules. However, there are certain towns and cities where paper carton collection volume is fairly low compared in relation to their populations. Referencing a survey (2013) by the Ministry of the Environment, we chose Machida City as the target, and with cooperation of the city, conducted a survey to determine the actual status of separate-and-dispose of paper cartons.

Under the midsummer sun, we started analyzing the composition of used papers in a garbage truck in the Machida Recycling Culture Center.

At first, waste papers looked like they had been separated in an appropriate manner into cardboard boxes, magazines, other miscellaneous recyclable papers, and paper cartons. Then we began to find many paper cartons in the bags containing miscellaneous papers. This created within us a renewed sense of the importance of correct separation methods.

This analysis was very important for us to learn how paper cartons are actually disposed of.



Composition analysis

COMCEI and JAMRA have started to collaborate with commercial facilities.

[Collaboration with a commercial facility - Nitori Mall Sagamihara]

On March 7, as part of "Operation Sagamihara Trash DE71", we held a workshop titled "Let's create greeting cards with milk cartons!" at Nitori Mall Sagamihara mass merchandise store. We believe about 300 participants including those who only took part in a quiz realized that paper cartons are excellent resources.



Paper making corner crowded with visitors

[Collaboration with "LaLa Garden Nagamachi" mass merchandise store]

As part of an environmental event, we co-hosted a paper carton recycling promotion campaign on September 5 and 6 at a community-based "LaLa garden Nagamachi" mass merchandise store in Sendai.

The campaign presented a variety of events for visitors including exchanging six paper cartons with a box of tissue paper made from recycled paper cartons, the experience of making paper by hand, quizzes, and an introduction to the recycling through the use of samples of products made out of recycled paper cartons.



Visitors learned the flow of paper carton recycling

We created POP cards for in-store use

[Creation and utilization of in-store POP cards]

We have created educational POP cards for paper carton recycling and, with cooperation of large supermarket chains Uny Co., Ltd. and MaxValu Chubu Co., Ltd., displayed them on store shelves. These cards tell consumers in an easy-to-understand way using "Milk Packn" that small (500 and 200 ml) containers can be recycled if they carry the "paper packages" marking, and that collected milk cartons are recycled into various product such as toilet rolls. Then the design was revised to attract more attention to the store, and posted on store shelves in Uny Co., Ltd. to educate consumers.



POP card created for in-store use



Second edition

Half size collection boxes were installed. A fabric quiz panel was also prepared.

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

We are promoting use of half size paper carton collection boxes that can be installed in areas with limited space. Thanks to advice received from Tama City, this type of box are installed at many convenience stores in the city to promote paper carton collection.



"Paper carton collection box" installed

If you are interested, contact the Secretariat of COMCEI.
(22 cm wide x 47 cm deep x 86 cm high)

[Update of quiz panel]

We created a new easy-to-hang fabric panel in place of the current hardboard panel that has been used for a long time in recycling events to ask visitors questions on paper carton recycling. This new panel is compact and easier to carry than the conventional hard panel.

Please use it for regional recycling events and other activities. If you are interested in using it, please contact the Secretariat of COMCEI.

(60 cm wide x 90 cm high)



A panel kit set

Simply assemble it