

"Plan 2020" Status of Our Efforts During the Second Year

Friendly Environment Loop Forum



"Plan 2020" Action Plan for Paper Carton Recycling

Four committees promote activities based on the action plan. Major activities of 2017 are as follows:

1. General Affairs Committee

(1) Provision of opportunities to enhance paper carton collection

In February, we held a "Discussion Meeting to Promote Recycling of Paper Cartons for Beverages" with various stakeholders, and in October, we held a "Regional Conference to Promote Carton Recycling in Tokyo's 23 Wards" in Tokyo. Examples of activities to increase the paper carton collection rate were presented, issues were identified, and problems to be solved were addressed.

(2) Promotion of paper carton collection in various types of living environment

In order to shift from reusing paper cartons to recycling paper with high resource value, the committee conducted a survey to estimate the volume of reused paper cartons and the volume of used paper cartons that are not collectable as resources. In addition, the committee created a brochure to educate people to collect reusable leftover materials after reusing paper cartons for handicrafts and help them converted into resources. The committee also continues to encourage collection of used paper cartons at hotel outlets.

(3) Promotional activities in educational and learning facilities

As part of the goal of enhancing paper carton collection focused on schools, the committee conducts the soundings with teachers and students about collection of school milk cartons when we run on-site lessons.

(4) Enhancement of communication

As part of the "Basic Survey on Paper Carton Recycling in Fiscal 2017," the committee surveyed dealers of used paper materials via a questionnaire.

2. Publicity Committee

(1) Promotional and educational projects

① Enhancement of website

To improve the contents of our website, the committee completely revised the "Flow of Paper Carton Recycling," using easy-to-understand illustrations and photographs.

② Putting advertisement on buses

The committee initiated to put advertisements promoting paper carton recycling on the metropolitan buses as new PR tool.

③ The committee published "Recycling Workshops for Adults and Children to Create Crafts with Milk Cartons."

In cooperation with JAMRA, the committee created an 8-page, B5-sized promotional booklet to illustrate how to make crafts out of milk cartons, environmental education

and communicate that the leftover materials of cartons after enjoying crafts can also be recycled.

④ The committee worked to plan and edit the Annual Report.

(2) Collection promotion projects

① We have installed half-size collection boxes, which were created in cooperation with the General Affairs Committee, at 15 locations including convenience stores and related facilities in Musashino City.

3. Event Committee

(1) Environmental education including paper carton recycling and promotional activities

① In collaboration with JAMRA, the Committee held "On-site Lessons on Milk Carton Recycling" at six elementary schools, provided educational lessons to 406 students and 67 parents via lectures about the environment by Representative Hirai of JAMRA, and taught them how to make postcards from recycled milk carton pulp. The committee also hosted recycling workshops in six locations including local governments and retail outlets.

② The committee also participated in the environment fairs including the Eco-Life Fair 2017 and Eco-products 2017.

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

The committee strived to expand the presence of this event by sending direct mail to all elementary schools in the four prefectures, which had a small number of applicants, and schools in Tokyo, which had participated in the past, to encourage them to participate.

4. Local Organization Board

(1) Active support and participation in regional environment-related activities

① Regional offices of COMCEI members' carried out their own promotional activities to educate paper carton recycling using various panels and booklets provided by COMCEI, and also actively took part in regional environment-related activities held by local governments and other organizations.

② In collaboration with local governments and regional dairy industry associations, the committee provided educational tools and distributed toilet rolls made of recycled paper. The committee continued to collect information from the consumers, who answered the quiz in the events, via questionnaires printed on the back of quiz answer sheets and used the information as reference for another survey.

③ The committee made additional tapestry-type quiz panels that received favorable comments and used them at local government and COMCEI events.

(2) Issuing and expansion of mail magazines

① The mail magazine featured unique local activities in order to spread the movements to other regions, and continuously communicated about availability of the committee's promotional aid.

② The mail magazine is sent to those who attended the meetings hosted by COMCEI, including the regional conference. The subscriber list is growing.

In this forum in which members of local governments, NPO's, and associated companies participated, activities of milk carton recycling in European nations and the United States, and comparison of case examples with Japan were presented.

[Friendly Environment Loop Forum] November 7th

The Friendly Environment Loop Forum and the general networking assembly, which were hosted by JAMRA and supported by COMCEI, were held at Nakano Sunplaza. The theme this year was "Considering the State of Paper Carton Recycling by Looking at Overseas Recycling Policies and Japan's Legal System for Resource Circulation." A total of 70 people from central and local governments, NPO's and associated companies attended.

Representative Hirai of JAMRA explained how she decided to host this forum in her opening speech. She realized that there are only three organizations, which promote paper carton recycling, in the world; ACE of Europe, Carton Council of North America, and COMCEI of Japan, during her visit to Europe and North America in 2016. And, she thought of holding a global information exchange event with three of them, along with JAMRA, a citizens' group that has been promoting paper carton recycling before any other groups in the world. She explained the objective of this forum is to provide an opportunity for people to consider the ideal state of recycling scheme for the future as well as what is needed to make it happen by sharing the practices in other countries and information exchanges.

Next, in the congratulatory speech, Chairman Aoyama of COMCEI explained that COMCEI has been engaged in three activities based on the action plan "Plan 2020" which was updated in April 2016 : (1) Improve the paper carton collection rate, (2) Accurately communicate the environmental benefits of paper cartons, (3) Increase the number of people who can

think and act to support the environment. Also, he introduced the most recent example of these activities. COMCEI promoted to recycle paper cartons by putting the advertisement featuring the Milk Packn character on the metropolitan buses, which ran from October 1 until the end of December in the Senju Bus Depot area. In the keynote address, following a presentation titled "Trends of Domestic and International Resource Circulation Policies" by the Ministry of the Environment, guest speakers from both ACE and Carton Council introduced cases in Europe and North America respectively in their speeches titled "Beverage Paper Carton Recycling in Europe" and "Beverage Paper Carton Recycling in North America and Carton Council's Activities," using related materials and videos.

In the question-and-answer session, there was a lively exchange of questions and answers, e.g., their relationships with brand owners, whether or not shifting plastic containers to cartons is happening, and the future of recycling in Japan.

To wrap up the forum, it was concluded that setting high goals rather than staying in line with global trends is important for Japan in order to maintain our outstanding paper carton recycling activities because Japan's recycling scheme is different from those in Europe and North America in which dairy companies are leading and the role and responsibilities are shared well to implement a variety of activities. In the general networking assembly, participants had active information exchange, and the forum ended as a great success.



The host of the forum, Representative Hirai of JAMRA



Guest speakers from ACE (left) and Carton Council (right)

Regional conference for promotion of carton recycling

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

Regional Conference for Promotion of Carton Recycling in Tokyo's 23 Wards

- ◆ Date held: October 25th, 2017
- ◆ Participants: 40 members from the Ministry of the Environment, Ministry of Economy, Trade and Industry, Ministry of Agriculture, Forestry and Fisheries, local governments, citizen's groups, dairy companies, paper carton manufacturers, and paper recyclers

[Major reports and presentations on relevant issues]

- In the congratulatory speech, the Ministry of Agriculture, Forestry and Fisheries introduced the diverse paper cartons exhibited at JAPAN PACK and Life's Package Fair. Regarding the Chinese ban on imports of recyclable waste, the Ministry of the Environment requested to appropriately recycle resources domestically in Japan as they were concerned that the Chinese ban might affect our domestic used paper market. The Ministry of Economy, Trade and Industry stated they would like to consider together with us to understand how to make the Japanese paper carton recycling system initiated by citizens function more efficiently.
- In the keynote presentation, COMCEI introduced the outline of "Plan 2020" action plan, the evolution of paper carton collection rate and issues, and main activities. In addition, activities carried out by each participating ward were shared.
- In the discussion meeting, participants discussed how they could get involved in group collection, handling of and procedures for collection at large apartment buildings. It was pointed out that as group collection is based on contracts between the residents' associations and private companies,



Regional Conference in Tokyo's 23 Wards

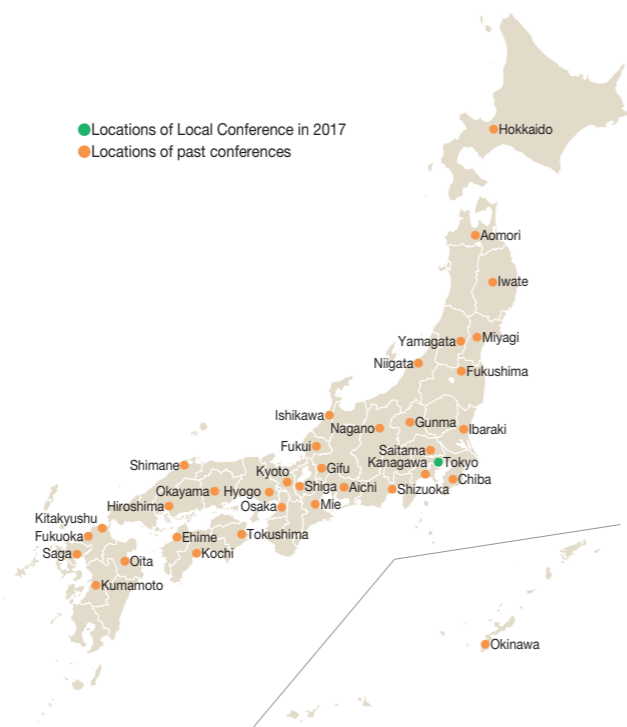
public administrations cannot control, and that municipal collection is more convenient for residents because collection occurs once a week. On the other hand, another opinion expressed was about large apartment buildings: as construction of these types of apartment buildings increases municipal collection costs, group collection was being recommended during the completion inspections of such apartment buildings.

On the subject of domestic circulation and restriction in destination of resources, COMCEI asked the participants to promote recycling within the country because some wards clearly indicate domestic recycling on specifications agreed with recyclers while others do not.

JAMRA said, "From a citizen's point of view, it is not good that we cannot see where used paper cartons, which we put time and effort to collect, are taken to. I would like to request municipalities to share the information with each ward residents to keep their motivation. Even if 100% of paper cartons are collected, Japanese paper manufacturers have enough capacities to process them."

At the end, we urged participants to continue to use COMCEI for their educational activities for ward residents, and confirmed that the cooperation of all parties and sharing of information are vital to promote paper carton recycling.

Locations of Regional Conference



Discussion meeting with paper manufacturers

Current status and issues of paper carton recycling were clarified.

[Discussion meeting with paper manufacturers] July 18th

In cooperation with JAMRA, we hosted a discussion meeting with paper manufacturers in the "Fujisanmesse" meeting hall in Fuji City, Shizuoka Prefecture. 24 people from home-use paper manufacturers and used paper dealers attended.

At the start, COMCEI reported that the collection volume of paper cartons decreased in fiscal 2015, compared to fiscal 2014. A participant stated that in order to improve the situation, it is important to find new collection routes that include preschools and hotels, in addition to continuing existing promotional activities. It was reported that COMCEI asked preschools to separate and collect reused paper cartons because preschools use a large amount of paper cartons as materials for handicraft activities and then dispose them after use.

Major topics discussed during the meeting included the effect of increasing exports of used paper cartons on the collection rate of paper cartons, used paper cartons mixed with other miscellaneous recyclable paper, the volume of paper cartons collected by coffee chains, and the increasing volume of paper cartons with no aluminum for alcoholic beverages.

Regarding the issue with used paper cartons mixed with other recyclable paper, the Paper Containers

and Packing Recycling Promotion Council conducted a composition analysis of collected used paper and found out that a certain amount of paper cartons are mixed. They also indicated that strict separate collection is not easy for citizens.

Regarding coffee chains, a success case was introduced. In an attempt to find a new collection route for paper carton collection, an overseas paperboard manufacturer for paper cartons asked the headquarters of an overseas coffee chain to cooperate in the collection of used paper cartons in the Japanese market. This resulted in an acceleration of their collection activities. It was also explained that franchises have a number of unresolved issues regarding paper carton collection.

In the discussion meeting this year, manufacturers and organizations shared more detailed real cases and deeper viewpoints than ever before. As a result, participants reaffirmed the importance of paper carton collection and were able to consider about each issue from various perspectives.



A discussion meeting



Fujisanmesse meeting place

Discussion meeting to promote recycling

An important forum to exchange views on the recycling current status and issues with relevant organizations.

[29th Discussion Meeting to Promote Recycling of Paper Cartons for Beverages]

A discussion meeting to promote recycling of paper cartons for beverages was held on February 8th in the Nyugyo Kaikan meeting hall. A total of 55 people attended from the Recycling Promotion Section of the Ministry of the Environment, Office of Environmental Measures of the Ministry of Agriculture, Forestry and Fisheries, the Recycling Promotion Section of the Ministry of Economy, Trade and Industry, National Tax Agency, local governments, citizen's groups, paper manufacturers, used paper dealers and distributors. Chairman Aoyama of COMCEI explained the history of paper carton collection, the goal of the "Plan 2020" defined last year, and three action objectives in his opening speech. His speech was followed by a presentation by the Ministry of the Environment, which covered the outcome of 2016 review of the Containers and Packaging Recycling Law, and the creation of a circular economy that makes full use of the characteristics of Japanese people who put time and effort to recycle paper cartons properly. The Ministry of Agriculture introduced the current status of the No Food Waste Project in which they put a great deal of effort, and stated they would like to introduce paper cartons with new functionalities if they can help reduce food waste. Reporting on the status of recent efforts, COMCEI provided an overview of their activities and explained that they are working in line with the three objectives of "Plan 2020" to form an environmentally-friendly society in which each person takes action while considering the environment. After that,



Speech by the host: COMCEI Chairman, Aoyama



Stakeholders

activities of four expert committees were reported by each chairman.

A research company reported the results of a survey on paper carton recycling in fiscal 2015. Main points of the report included that the collection rate dropped 1.6 points from last year to 43.1%, that they were unable to identify the volume of exported used paper cartons, and that a high proportion of paper cartons are collected by private recyclers, not by municipalities.

In the latter half of the meeting, opinions about paper carton recycling were exchanged. In connection with the causes of the sluggish collection rate, opinions were expressed from a range of viewpoints about the cost of local governments, leeway to review the method of collection, collectors and the destination of paper cartons. There was also an opinion of the state of collection. With the transition to group collection, the number of collection point increases while the collection volume per point decreases, which increases the burden on recyclers. A paper manufacturer commented about exporting and mixed collection of paper cartons and aluminum laminated paper cartons. A participant from the distribution industry stated that something is wrong with the claim that there is no time or place to wash school milk cartons after consumption, and that although they would cooperate in collecting cartons from retail outlets, they want support from municipalities and the industry to share transportation costs. A participant involved in the handling of paper cartons for alcoholic beverages shared the information on collecting cartons with the spouts removed.

Within the limited time available, all the participants shared comments on issues specific to paper carton collection.

Paper carton recycling workshop



A fun workshop where people learn about the current status of recycling and experience it firsthand.

[Kasugai City in Aichi Prefecture] July 25th

Kasugai City aspires to become an eco-city. At "Ecomesse Kasugai," an on-site learning facility in the city, a "Summer Vacation Milk Carton Recycling Workshop" was held as part of summer educational events for parents and children. A total of 31 parents and children attended. After a lecture by Representative Hirai of JAMRA and learning how to disassemble milk cartons by hand, participants had fun making the one and only postcard in the world produced from recycled pulp of paper cartons.



Children disassembling milk cartons by hand

Contents of paper carton recycling workshop

- Lecture "Resources and Forestry Management" and "Milk Cartons Are a Quality Resource"
- Watching DVD "Milk Packn's Expedition"
- Experience "Make Postcards Using Milk Carton Pulp" and "How to Disassemble Milk Cartons by Hand"
- Question corner "Recycling Learning Panel"

[Nishitokyo City in Tokyo] August 9th

In collaboration with JAMRA, the Committee held a workshop in the event which Nishitokyo City hosted. 53 people including parents and children participated. A lecture featuring some quizzes taught them the importance of reusing milk cartons as resources. While making postcards from milk carton pulp, participants asked questions about how to make pulp out of used milk cartons. The process in which milk cartons were turned into pulp were explained in a special lesson.



Making postcards

[Sagamihara City in Kanagawa Prefecture] August 3rd

47 people including 22 elementary school students, six preschool children and 19 parents participated in the workshop in Sagamihara City. After watching the instructor disassembling a large dummy of a milk carton, the children tried. When they finished, they were delighted at their work and held up the disassembled milk cartons. At the end of the workshop, the participants received a completion certificate and a commemorative gift from "Paper Pink," one of the mascots of the city's resource recycling program.



Participant receiving a certificate from Paper Pink

[Itano Town in Tokushima Prefecture] October 20th

28 people ranging from their 60s to 80s participated in the workshop hosted by the local consumer center. The workshops are usually targeted at elementary school students. Thus, providing lecture and using videos targeted at adult audience made this workshop unique. After enjoying making postcards, the participants showed off the postcards to one another. They showed their eagerness to continue making postcards from milk carton pulp by asking questions about how to do it at home.



Smiling with postcards in their hands

On-site lessons on milk carton recycling



Children's place of learning. "On-site lessons" are welcomed every year at elementary schools across the country.

In 2017, in collaboration with JAMRA, the Committee held "On-site Lessons on Milk Carton Recycling" at elementary schools across the country.

[Misato Municipal Tango Elementary School in Saitama Prefecture] May 25th

At Tango Elementary School, each student disassembles a school milk carton after drinking milk. Students in each classroom take turns to collect, wash and dry the cartons of classmates. Under the supervision of sixth graders, they start taking part in recycling activities when they are in first grade. As a result, all students are eco-minded. The students enthusiastically listened to the lecture, were amused by foreign-made toilet rolls, and were pleased with the original postcards that they made, saying "I'll treasure it". (82 fourth graders attended the lesson)



Lecture by Representative Hirai



Making postcards

Contents of on-site lessons

- Lecture "Resources and Forestry Management" and "Milk Cartons Are a Quality Resource"
- Watching DVD "Milk Packn's Expedition"
- Experience "Make Postcards Using Milk Carton Pulp"
- Question corner "Recycling Learning Panel"

[Hiroshima Municipal Inokuchidai Elementary School, Hiroshima Prefecture] July 11th

The educational goal of Inokuchidai Elementary School's is "Be kind, strong, sincere and tenacious." The Committee presented an on-site lesson at this school as part of their PTC (Parents, Teachers, Children) activities for third graders. After the lecture by Representative Hirai of JAMRA, students made postcards. They were amazed at the feel of pulp that they touched for the first time. Holding the completed postcards in their hands, they were impressed, saying "We can make a pure white, spotless postcard like this!" (74 third graders attended the lesson)



Making postcards



There enjoyed some quizzes as well

[Minami-Alps City Shiranehyakuta Elementary School, Yamanashi Prefecture] September 12th

The on-site lesson held at Shiranehyakuta Elementary School was greeted by the cheerful, lively children just like last year. As students make paper for their own graduation certificates when they reach sixth grade, they put a lot of effort into touching the high-quality pulp dissolved in water to check its condition, and making postcards by following the instructions. The lesson ended with their cheerful greetings. (53 fourth graders attended the lesson)



Taking a photograph with postcards

[Sendai City Nakayama Elementary School] September 27th

As one of the activities of the "Class for Active Nakayama Kids" after school project in Sendai City, the Committee held an on-site lesson at Nakayama Elementary School. Students attended a lecture on recycling and tried making postcards. During the lesson that incorporated some quizzes, we saw them raising their hands and actively speaking up. We demonstrated disassembling milk cartons by hand and encouraged them to recycle school milk cartons as this school does not have a school milk carton recycling program. (37 students from third to sixth grades attended the lesson)



Students listening to the lecture by Representative Hirai

[Shimamoto Town Second Elementary School in Mishima County, Osaka Prefecture] October 11th

Although the temperature was close to 30 degrees, unusually high for October, students did not let the heat get them down and attended the lesson. During the lecture by Representative Hirai of JAMRA, they were surprised at the whiteness of Japanese recycled toilet rolls, compared to foreign-made ones. They were so interested in making postcards that some of them wanted to make another one. They said that they learned the importance of recycling and that they were starting to work hard to recycle. (A total of 152 fourth graders and parents attended the lesson)



Fascinated by making postcards

[Yokohama City Ekoda Elementary School, Kanagawa Prefecture] November 24th

An on-site lesson was held at Ekoda Elementary School, which has an educational goal of "Smile together, Cheer up together, Grow up together." During the lesson, they learned that hygienic paper cartons are collected as part of recycling scheme in Japan, and that pulp used for making paper cartons is friendly to the environment. They were surprised at how recycled pulp transforms while making postcards from recycled pulp of milk cartons. Students showed off their postcards one another once they had completed. (75 third graders attended the lesson)



Students answering to question in loud voices

Eco-Life Fair and Eco-Products 2017

"Learn and Play" with Milk Cartons Contest



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

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

Mayu Osamura's Work "Gifu Paper Lantern in My Town" received the Best Prize.

[Eco-Life Fair 2017] June 3rd and 4th

The Eco-Life Fair is held every year in June - Environment Month - in Yoyogi Park in Tokyo. The event is primarily hosted by the Ministry of the Environment. COMCEI has been participating in this event, which celebrated its 28th anniversary this year, and this year was the 11th year we have exhibited. In our booth, panels explaining paper carton recycling were displayed, quizzes were given and the participants made postcards from recycled pulp made of milk cartons. Our booth was not close to the main stage, however, about 630 people participated, and it became a very lively place. In the workshop, visitors enjoyed events such as the "Milk Packn's Expedition" DVD screening, quizzes about paper carton recycling, as well as lectures on nutrients in milk and their effects. Throughout the event, we communicated the value of paper cartons as resources to many people and heard some of them saying, "I'm going to wash, open, dry, and recycle paper cartons from now." It was a rewarding event.

[Eco-Products 2017] December 7th to 9th

"Eco-Products" is the largest environmental exhibition in Japan and has been held every year since 1999. 2017 marked its 19th anniversary. COMCEI participated in this exhibition along with the Milk Carton Recycle Mark Promotion Council. A total of 160,091 visitors attended the exhibition, and 1,714 people visited the COMCEI booth and took part in events. Various events were carried out in the booth including an "Environment Panel Rally" that explained the rules and flow of paper carton recycling, distribution of educational materials such as "Real Story of Paper Carton Recycling," and a workshop on "disassembling milk cartons by hand." In addition to the above, visitors tried making postcards from milk carton pulp, which was co-hosted by JAMRA. Through the various exhibitions and activities, we had an opportunity to deepen visitors' understanding of paper carton recycling and encourage them to cooperate on the paper carton recycling.

A total of 2,610 elementary school students participated in the 17th "Learn and Play" with Milk Cartons Contest 2017. Among the many impressive handiworks, the following seven prize-winning creations were selected through impartial judgement. Congratulations.

Best Prize was awarded to "Gifu Paper Lantern in My Town," the work of Mayu Osamura, a sixth grader in Gifu Prefecture. She chose Gifu Paper Lantern to express the nice things about milk cartons and Gifu. She made both the main body and the decorations of lantern from milk cartons and added her message that a milk carton is a wonderful resource full of potential to her work.

The awards ceremony celebrating the prize-winning creations was held in the COMCEI booth at "Eco-Products 2017" on December 9th. 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 Managing Director Mr. Kato of the Executive Committee, and other review board members.

The prize-winning creations are introduced on COMCEI's "Milk Packn's Expedition" website targeting for the elementary school students.

«Prize-winning creations»

- ◆ **Best Prize**
"Gifu Paper Lantern in My Town"
Mayu Osamura (Sixth grader at Gifu Municipal Gifu Elementary School)
- ◆ **Excellence Prize "Milk Carton Hedgehog"**
Yui Inagaki (Third grader at Saitama Municipal Urwabesho Elementary School)
- ◆ **Excellence Prize "Milk Carton Shoes"**
Tasuku Matsuzawa (Fourth grader at Kawagoe City Kasumigaseki Higashi Elementary School)
- ◆ **Prize of National Primary/Junior High Schools Environment Teachers' Association Prize**
"Ao-chan, the Swallowtail Worm"
Satsuki Kubota (Fourth grader at Kumagaya City Sakuragi Elementary School)
- ◆ **JAMRA Prize**
"Coin Sorting Machine Made from Milk Cartons"
Haruto Morikawa (Fifth grader at Hiroshima Municipal Ohzu Elementary School)
- ◆ **Prize of Japan Dairy Industry Association**
"Summer Outing Items"
Rinako Masaki (First grader at Chitose Municipal Suehiro Elementary School)
- ◆ **COMCEI Prize "Milk Carton Hydrangeas"**
Kokoro Date (Third grader at Hiroshima Municipal Yano Elementary School)



Best Prize
"Gifu Paper Lantern in My Town"
Mayu Osamura



Explanation and quizzes in the environmental panel



At the workshop



At the workshop



Explanation via use of environment panel rally



Mayu Osamura who received the best prize



Awards ceremony held at COMCEI booth in "Eco-Products 2017"

Other activities



COMCEI and JAMRA collaborated on promotional activities at commercial facilities.

[Commercial facility "Nitori Mall Sagamihara"]
March 18th

COMCEI participated in an event held at the commercial facility "Nitori Mall Sagamihara" as part of "Operation Sagamihara Trash DE71," an activity promoting reduction and recycling of waste hosted by Sagamihara City in Kanagawa Prefecture. COMCEI has been participating in this event, and this year marked our 5th time. Thanks to the appearance of Sagamihara City's "Garbage Collection Rangers, Shigenjya Ginga Paper Pink" and "Lemon Chan," the mascot of "Operation Sagamihara Trash DE71," we had a steady stream of visitors. As 132 people attended the workshop "Let's Create Original Greeting Card from Milk Cartons!," a long queue formed. They were very pleased with their work. We believe that they realized that paper cartons are valuable resources. 141 people responded to quizzes and questionnaire about recycling paper cartons. They were surprised to find that it takes only six paper cartons to make one toilet roll. We hope that the event this year provided an opportunity for participants to start recycling paper cartons.



Creating greeting cards with milk cartons

Contents of recycling promotion

- Watching DVD "Milk Packn's Expedition"
- Experience Drink Milk and "Disassemble Milk Cartons by Hand"
- "Make Postcards Using Milk Carton Pulp"
- Panel "Forestry Management - Wonder of Pulp - The Flow of Collection and Recycling of Paper Cartons"
- Event Exchanging six used paper cartons for a box of tissue paper

[Commercial facility "Ario Kawaguchi"] June 17th

With the support of Kawaguchi City of Saitama Prefecture, we held a paper carton recycling event titled "Let's Experience Recycling Together!" at the commercial facility "Ario Kawaguchi." 159 people took part in "Make Postcards Using Milk Carton Pulp" and enjoyed making original postcards. 160 people came to "Drink Milk and Disassemble Cartons by Hand" and experienced disassembling empty milk cartons. We saw some elementary school children who visited the event teaching their parents how to disassemble paper cartons using methods they had learned at school and felt that this will contribute to increase penetration of recycling. 170 people came to see the panels explaining the scheme of paper carton recycling, and many people took part in the quizzes. They also learned that it's necessary to "wash, open, and dry" and "separate collection" for paper carton recycling. Many families visited the exchange desk to exchange used paper cartons for a box of tissue paper. A total of 367 paper cartons were collected. We would like to continue to promote the importance of paper carton recycling through promotional activities run at commercial facilities where we can reach out large numbers of people.

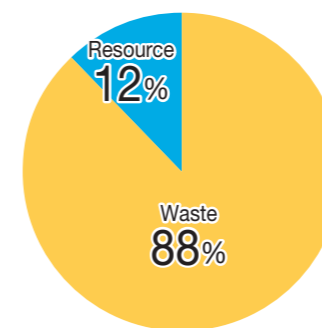


Disassembling milk cartons by hand

We conducted a fact-finding survey on reuse of paper carton at home

[On-line consumer survey]

Past survey results showed that 10 to 20% of used paper cartons were reused at home. However, how they were used and disposed of at the end was not clear. Therefore, we conducted two sets of surveys to understand the state of reuse at home. Subjects of the survey were people who drank or used 1000 ml of milk. We selected nine prefectures with combined populations exceeding half the total population of Japan, and we surveyed 1,926 men and women in their 30s to 60s. The results indicated that the reuse rate of 1,000 ml milk cartons was 12.7%. Half of them were used as cutting boards, followed by oil waste containers, materials for children's crafts, kitchen trash bags, and so on. We found that after being reused, 88% were disposed of as burnable garbage. This means that about 9,600 tons of paper cartons were disposed of after being reused. How could this enormous amount of paper cartons be back into recycling routes? What could we do to reflect this figure to the collection rate? Although there are many problems to solve, we continue to conduct surveys and work on improving the collection rate of paper cartons.



How to separate paper cartons (1000 ml milk cartons) after reuse

We promoted recycling of paper cartons via wrap advertising on buses.

["Milk Packn" buses operated]

As part of promotional and educational projects in "Plan 2020," we launched a new effective initiative to improve the collection rate of paper cartons. We chose the wrap advertising method on Tokyo metropolitan buses as a media to create a visual impact that can attract the attention of a large number of local residents. For three months starting from October 1st, 2017, buses featuring wrap advertising ran in the Senju Bus Depot area centering around Adachi ward, Kita ward, and Arakawa ward. "Milk Packn" the eye-catching COMCEI mascot was displayed on three sides - left, right and back of a bus - with a message indicating that six paper cartons are used to make one roll of toilet paper and encouraging "wash, open, and dry" and correct separation for carton recycling in order to preserve this important resource. Buses featuring wrap advertising were operated every day in the area at various times. We believe that many residents including men and women of all ages saw the "Milk Packn" advert. We are going to continue to work on improving the collection rate of paper cartons.



"Milk Packn" bus