

# ZERO WASTE JAPAN

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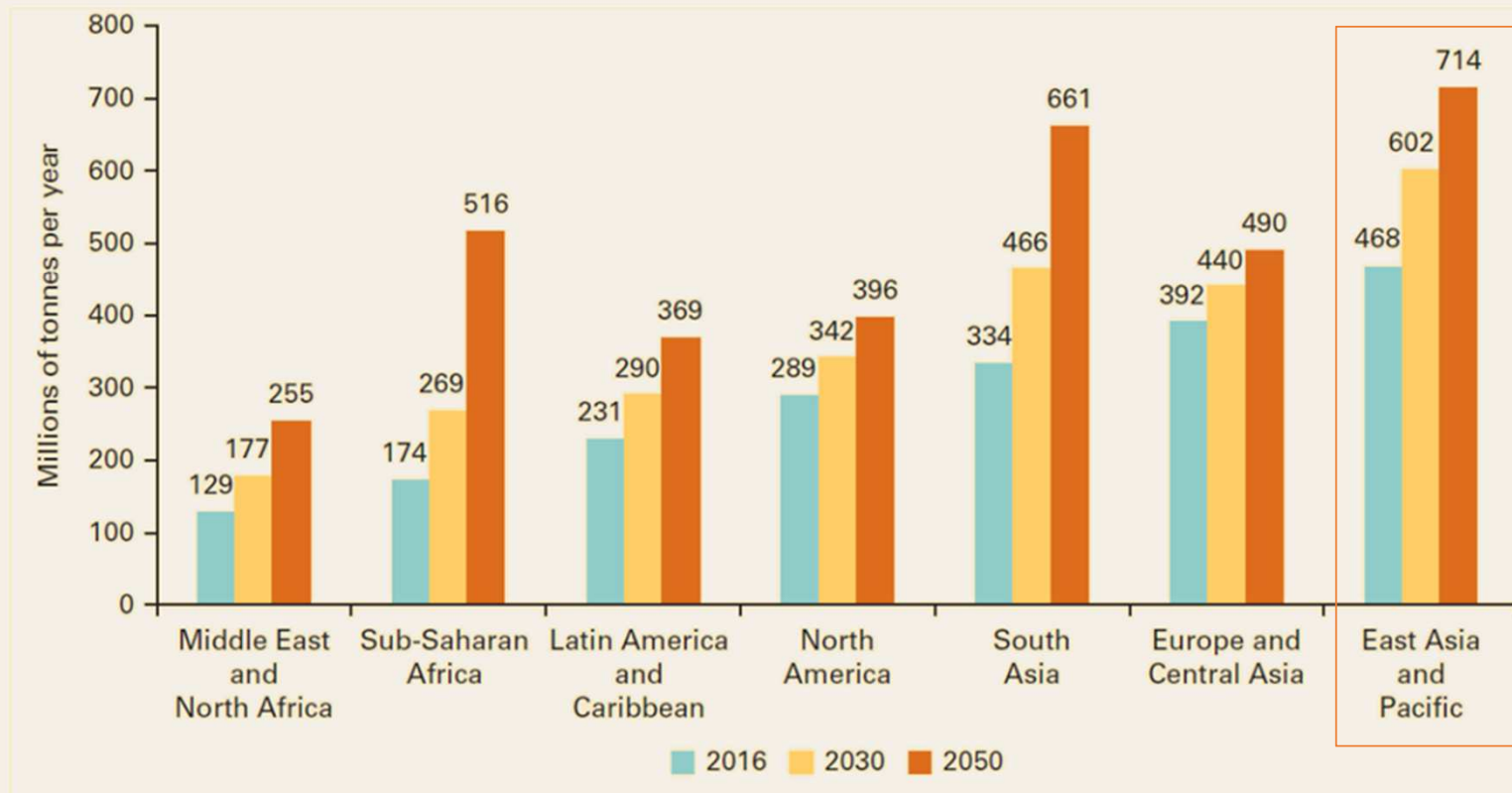
Director & CSO, ECOMMIT Co.,Ltd.



# Our Current Linear Economy

## Global waste is projected to increase 70% by 2050

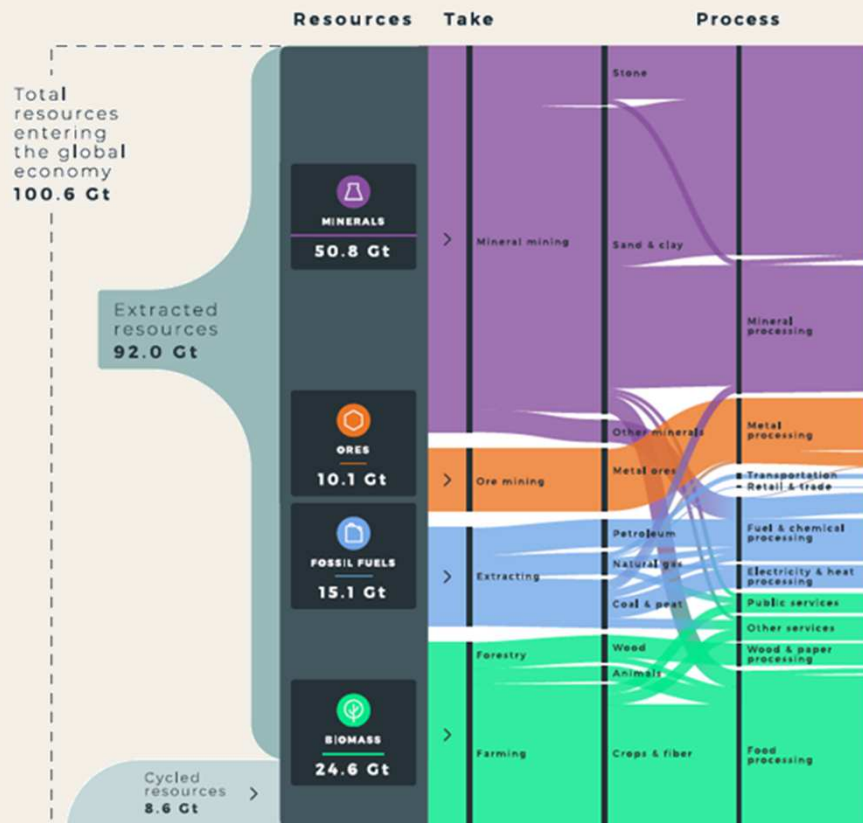
*Projected waste generation, by region (millions of tonnes/year)*



Ref: World Bank (2018) What A Waste 2.0

# Our Current Linear Economy

## Our reliance on natural resource is increasing



In 2017, **100.6 billion tons** of natural resources were consumed. Of which, recycled resources amounted to **8.65 billion tons**

Resource recycling rate **decreased** from 9.1% in 2015 to 8.5% in 2017

Extracted raw resources **increased** from 84.4 billion tons in 2015 to 92 billion tons in 2017

Ref: Circularity gap Report 2020



# ZERO WASTE JAPAN

## For Municipality and Community



Develop zero waste community in collaboration with local governments and stakeholders within the local community. Specifically, we support the formulation, planning, and implementation of waste reduction policies and support its implementation.

## For Business



Evaluate and visualize the business supply chain to clarify the key points of waste reduction, and support initiatives to reduce waste. We also support communication strategies with customers utilizing the "Zero Waste Certification System".

## Behavior Change Product Development and Seminars



Develop and provide toolkits such as the "Zero Waste Card Game" to promote behavioral and awareness change toward waste reduction. We also conduct seminars and workshops using these tools.

# Waste Reduction and Resource Circulation in Municipalities

## Kamikatsu Town, Tokushima Prefecture - Japan's first municipality to declare Zero Waste Declaration



Achieved recycling rate of more than 80% with 45 waste segregation categories. Both residents and businesses have participated in its implementation for many years, but has reached its limit for increasing recycling rate.



Various programs were implemented to create a "waste reduction system" within the community. These include reuse stores, upcycling workshops, bulk sales at restaurants, and a point system to reward residents for their efforts.

# Waste Reduction and Resource Circulation in Municipalities

## Unnan City, Shimane Prefecture - Unnan Community Foundation and Circular-City Planning

Co-created common vision of the city with residents, then initiated implementing community-composts in all regions in the city with multi-generational learning activities. With these field experiences, given policy feedback to municipal office and vice mayor who are leading the environmental policy of the city.



# Waste Reduction and Resource Circulation in Municipalities

## Obuse Town, Nagano Prefecture

### - Creating holistic environmental policy: Zero Carbon and Zero Waste

Zero Waste being one of the 2 pillars of the environmental policy of the town, building the entire policy from research, planning and their implementation. Now working on experimental implementation on effective resource collection system and biodegradable resource circulation within the town.





# New initiative: Zero biodegradable Incineration platform



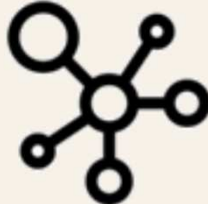
**By 2030**  
**We are aiming to achieve**  
**Zero biodegradable**  
**Incineration**



## Our Activities



**Food Waste Recycling  
Data Collection**



**Measurement Impact Analysis**



**Conference and Networking**