

Expectations

By the end of the webinar, we will be able to understand:

- How Japan has successfully achieved the high collection and recycle rate for PET bottles (Approximately 90% and 85%, respectively);
- How public sector developed the well-functioning legal system, initiatives, and involvement of citizens for PET bottle recycling under the scheme of circular economy; and
- How business entities and industrial associations have improved technology, business environment, and their future direction

Background of PET bottle recycling in Japan

(日本におけるPETボトルリサイクル成長の背景)

IGES

Institute for Global
Environmental Strategies

<https://www.iges.or.jp/jp>
<https://www.iges.or.jp/en>

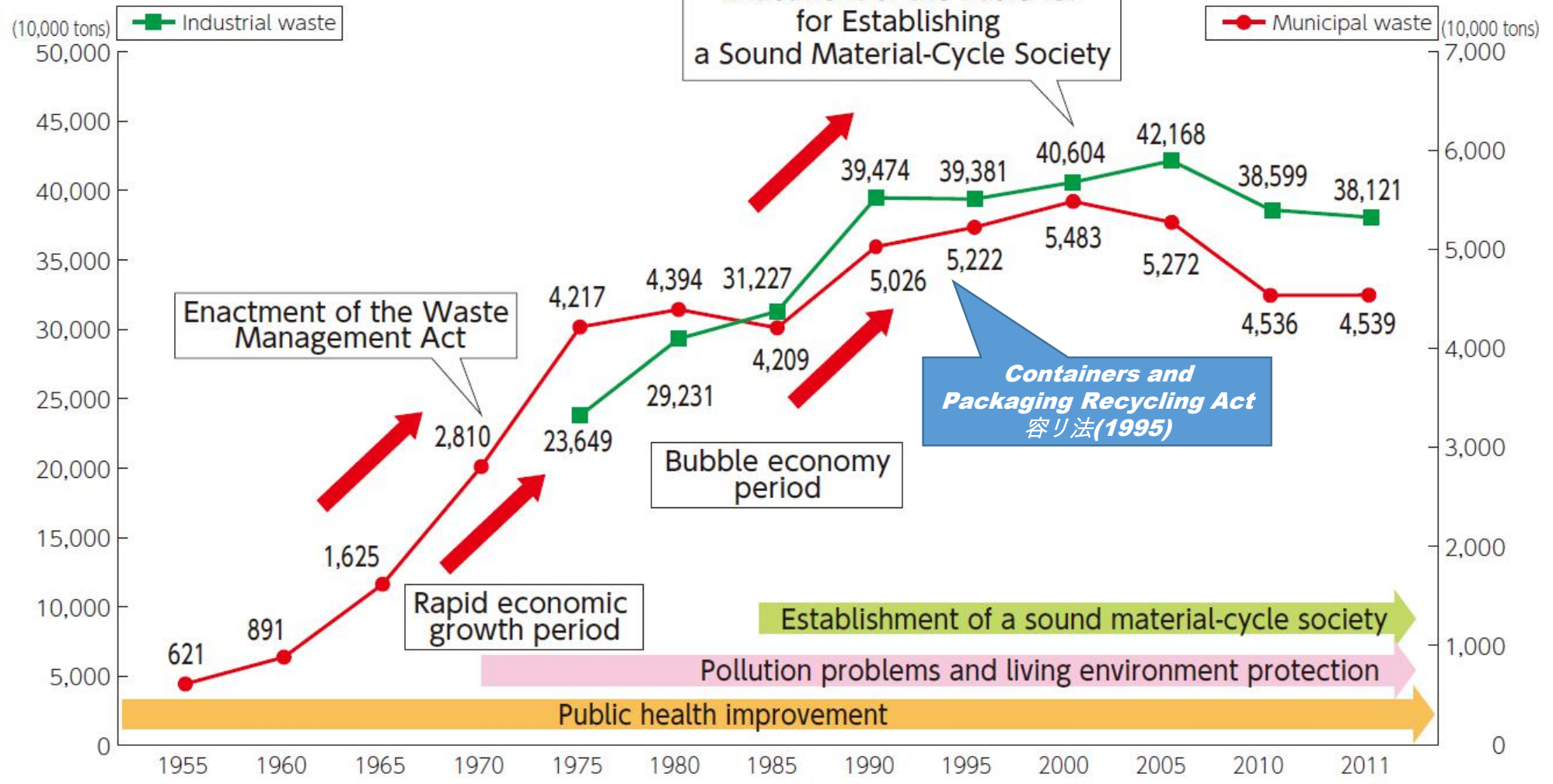
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IGES-CCET

CCET

IGES Centre Collaborating with
UNEP on Environmental Technologies

<https://www.ccet.jp/>
<https://www.ccet.jp/ja>

Total amounts of waste generated



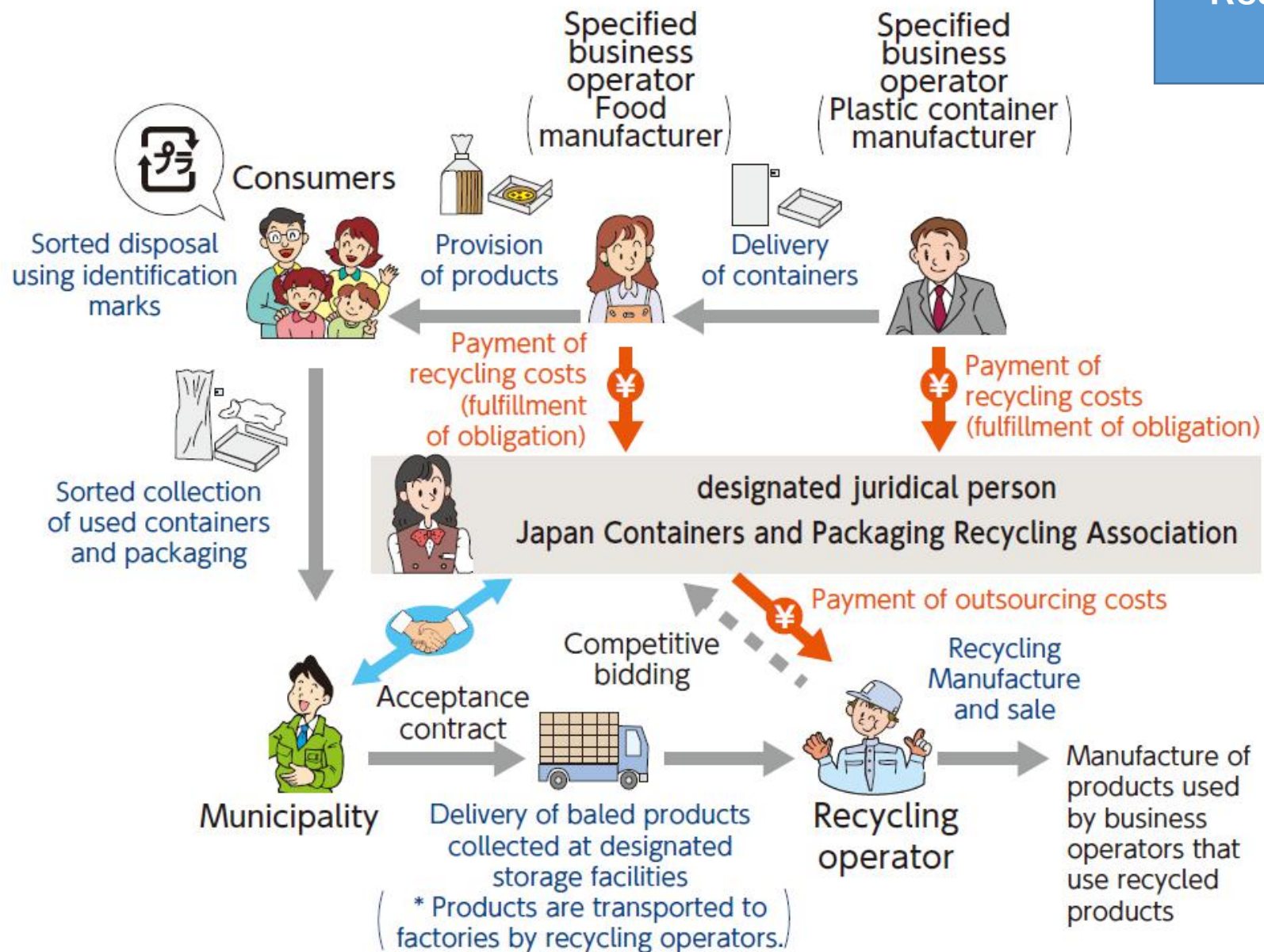
Source: Compiled from MOE, Waste Management in Japan: Survey on the Discharge and Disposal of Industrial Waste (annual editions)

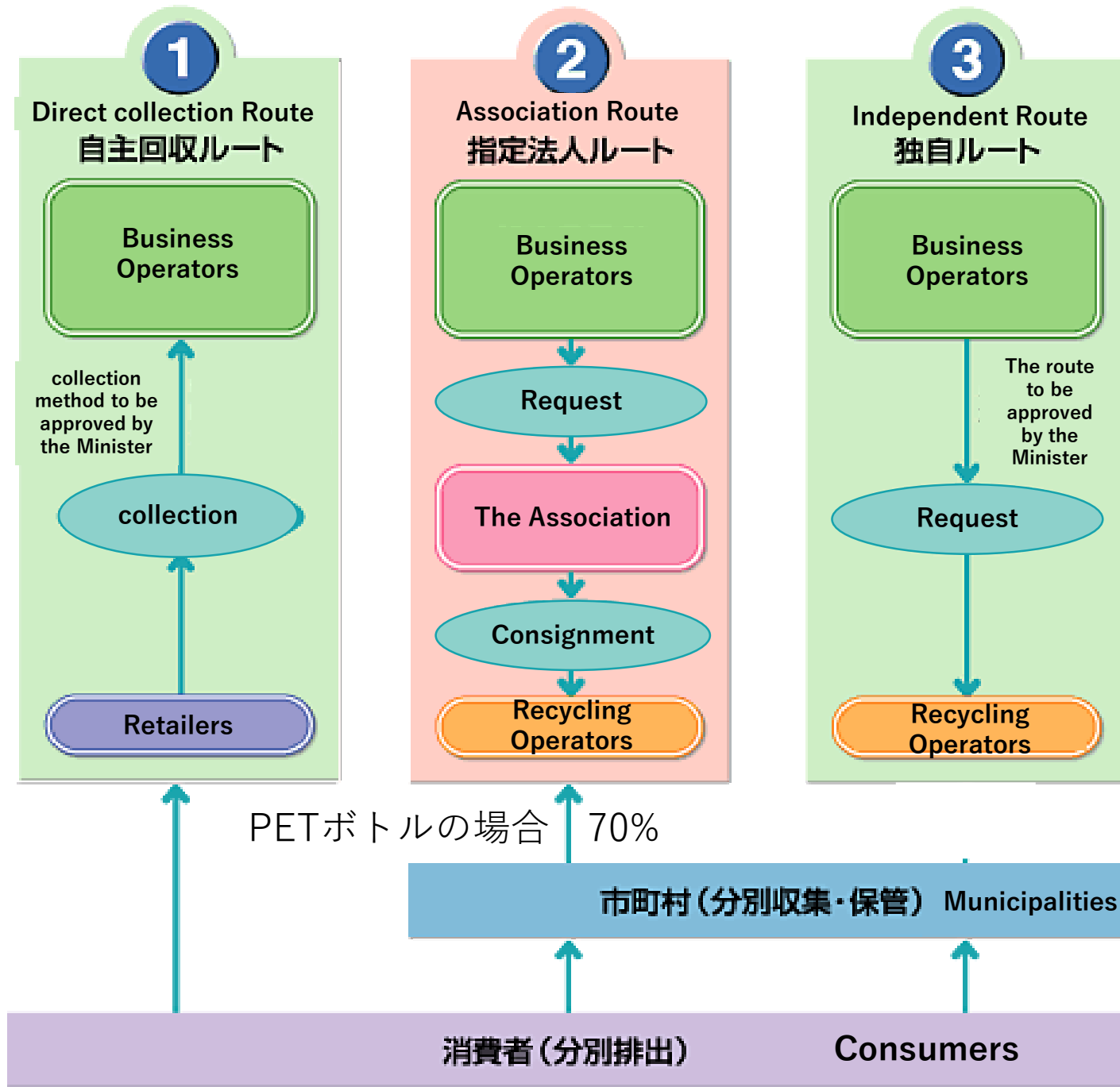
Quantitative milestones in Resource Circulation Strategy For Plastics プラスチック資源循環戦略の数値目標(2019)

category	milestones
Reduction 減らす	25% reduction of single-use plastics by 2030 2030年までに使い捨て(ワンウェイ)プラスチックを累積25%排出抑制
Reuse / Recycling 再利用・リサイクル	Change the design of plastic packaging and containers so as to be easily separated, reused or recycled. (energy recovery is the last option)
	60% reuse or recycling of plastic packaging and containers by 2030 2030年までに容器包装の6割をリユース・リサイクル
	100% reuse, recycling, or energy recovery of used plastic items by 2035 (including thermal recovery and chemical recycling) 2035年までに使用済みプラスチックを100%リユース・リサイクルなどにより有効利用
Market & technology development 市場と科学的知見の拡大・探求	Double the use of recycled material by 2030 2030年までに、プラスチックの再生利用（再生素材の利用）を倍増
	Promote alternatives (biomass plastic at maximum 2 million ton) by 2030 2030年までにバイオマスプラスチックを最大限（約200万トン）導入

■ Flows of recycling costs and containers and packaging
(example: plastic containers and packaging)

Extended Producer Responsibility (EPR)
生産者拡大責任





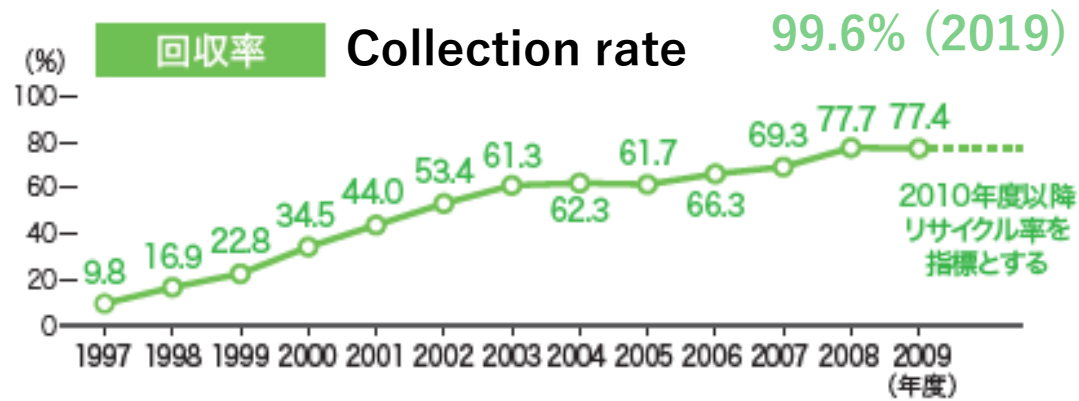
Limitation of the Act (容リ法の限界)

- Type of plastic items to be recycled(容器包装種類の限定)
- Choice of recycling root (リサイクルルート選択の自由)
- Exemption of SME participation in EPR(小規模事業者の除外)
- Calculation of estimated collection amount by each municipality (市町村による推定回収量の計算)

Recycling rate is not an indicator to monitor

集団回収
community collection

Recycling Effort from each sector and Results



1992年：自主設計ガイドラインを制定(キャップ素材、ボトル本体の素材と色、ラベル)

Establishment of guideline for plastic bottle

1993年：業界が出資して日本初の大規模リサイクル施設が稼働 installation of large scale recycling plant

1995年：容り法成立 the Act issued

1997年：指定PETボトル施行

消費者による分別の促進(waste separation by consumers)

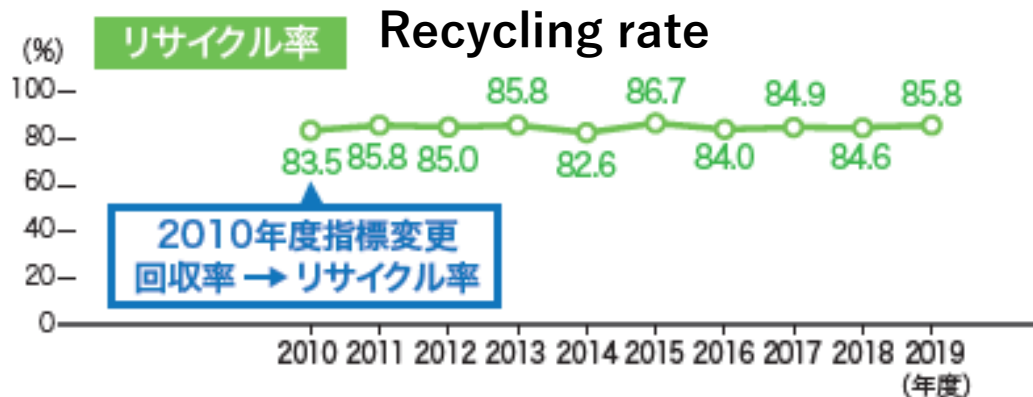
生産者によるボトルの軽量化・消費スタイルの変革

(material reduction and innovation of consumption style by producers)

市町村による分別回収の強化 (separated waste collection by municipalities)

2010年：指標：回収率→リサイクル率(change in indicator, numerator: collected bottles → recycled bottles)

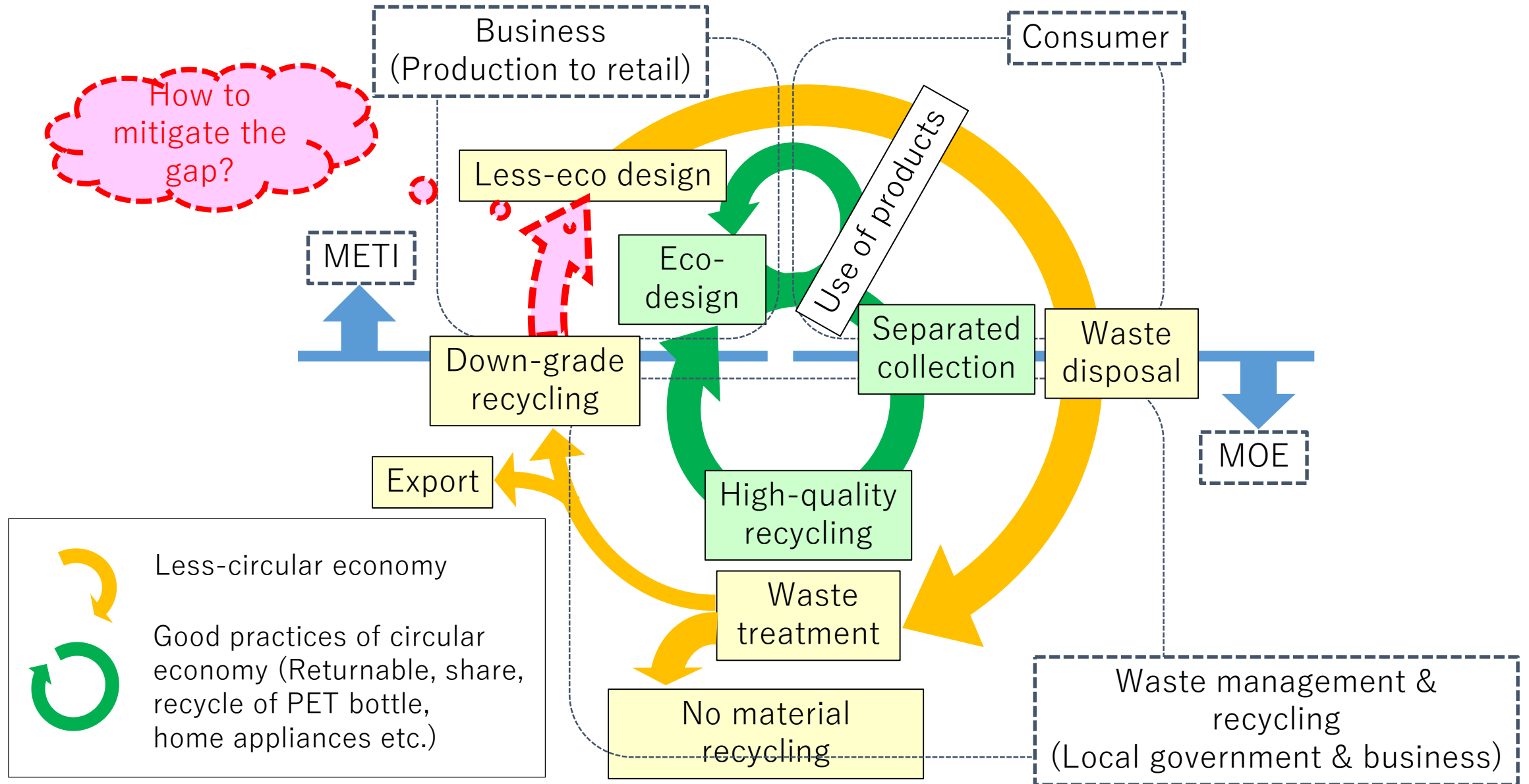
2020年～：水平リサイクルであるボトルtoボトルへ (bottle to bottle recycling)



PETボトルリサイクル年次報告書2020

PETボトルリサイクル推進協議会

Japanese Circular Economy (日本の循環型社会)



Shift in Market and Consumer's consciousness: More value on environment

	Producer (生産者)	Retailer (販売者)	Consumer (消費者)
Positive (環境)	Provide more environmental friendly products such as energy saving and recyclability	Attract ethical consumers by environmental value through products and 3R activities.	Choose environmental friendly products and services even with higher price. Voluntarily cooperate 3R activities.
Negative (価格・ブランディング)	Provide products cheaper, high quality, and attractive design. Recyclability and other environmental values are less important to sell.	Request to producers for cheaper, high quality, and attractive design products rather than environmental value.	Choose cheaper, high quality and attractive design products rather than environmental friendly products.

Generally in Japan, large retailer chains have very strong influence to both producers and consumers. They are active for some kind of environmental activities such as collecting PET bottles and polystyrene food tray.

消費者の購入意識の変革：安くて質・デザインの良いもの→環境に配慮したもの (ESG・SDGs)
Consumer's Purchasing Consciousness: cheap & good quality → consideration of ESG SDGs