

CCET Webinar

Japan Soft Drink Association (JSDA)

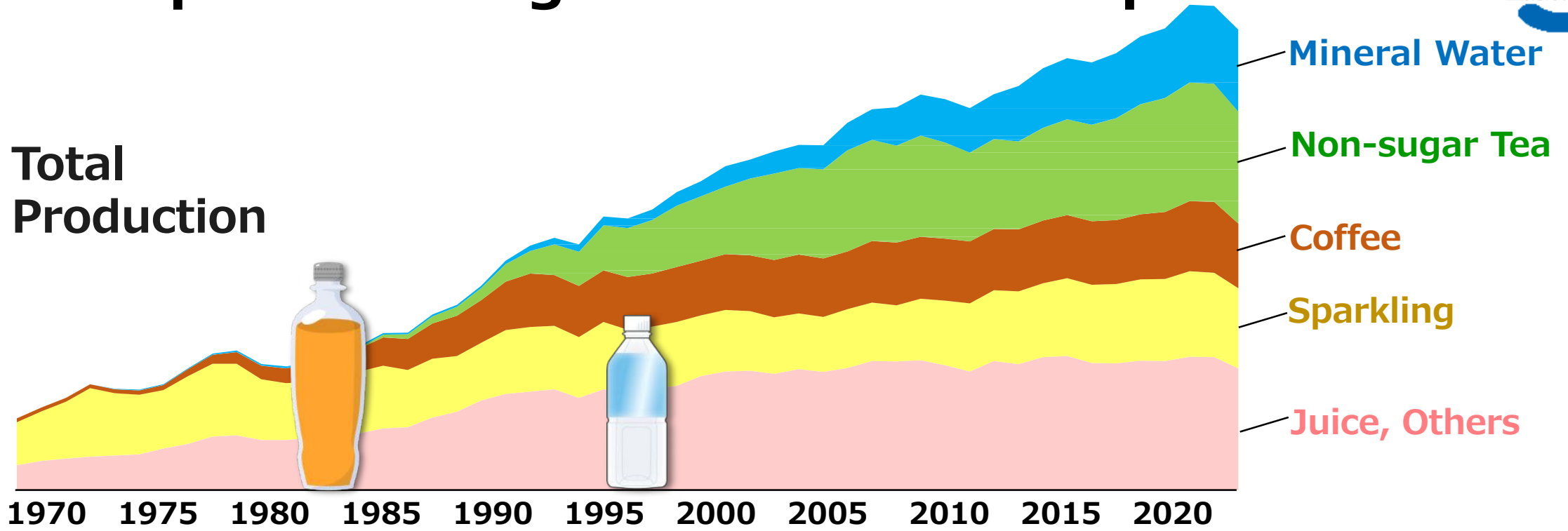
Shunichi Nasu

General Manager, Business Planning Division

October 5, 2021



Japan Beverage Market Landscape



1982

1st PET Bottle Product Launch

1996

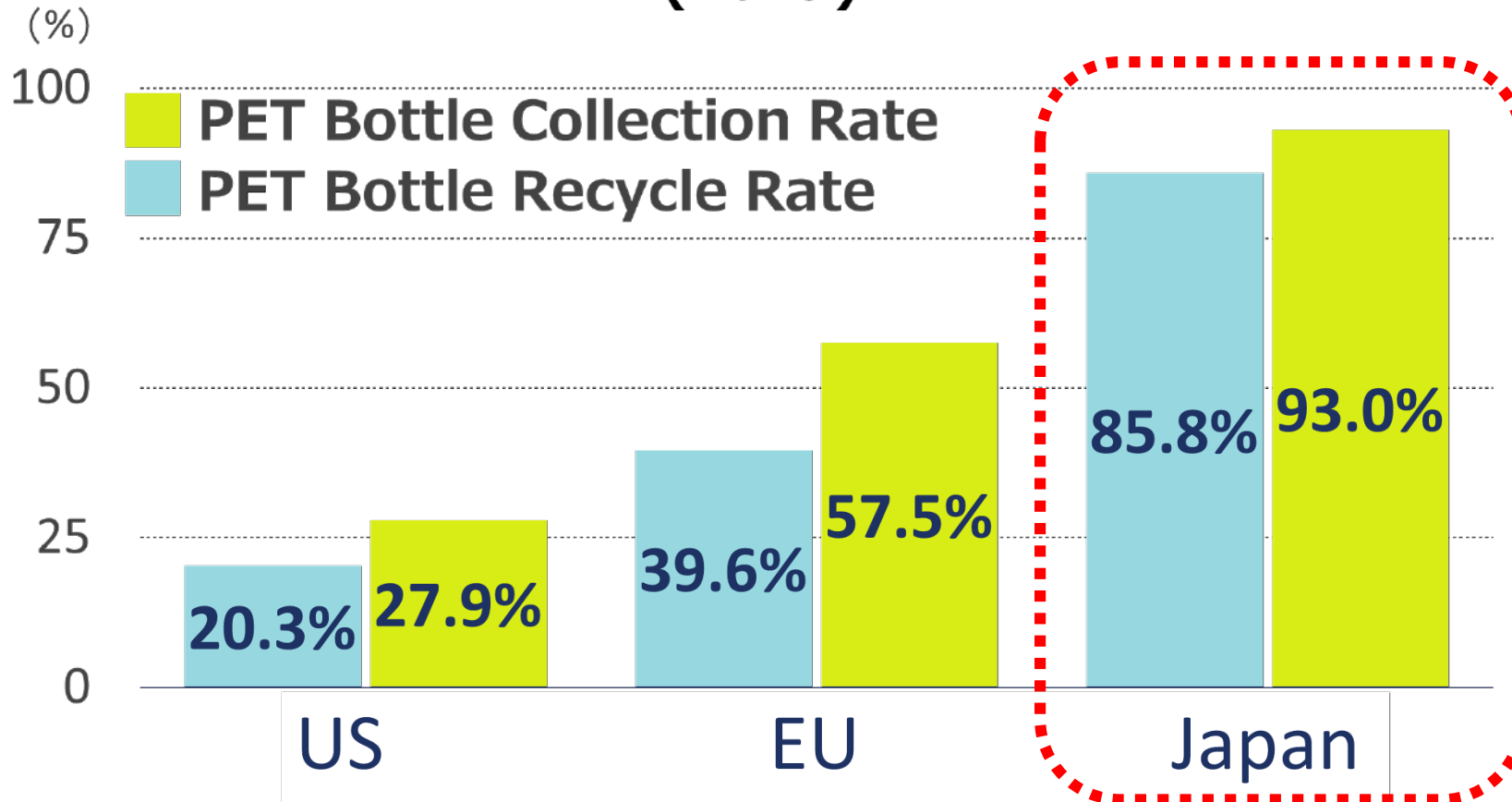
Immediate Consumption Size PET Bottle Product Launch

PET Bottle Product Ratio within Total Production	1996	2001	2020
	25%	50%+	76%

PET bottle Collection and Recycle Rates

Japan is at the leading edge

(2019)



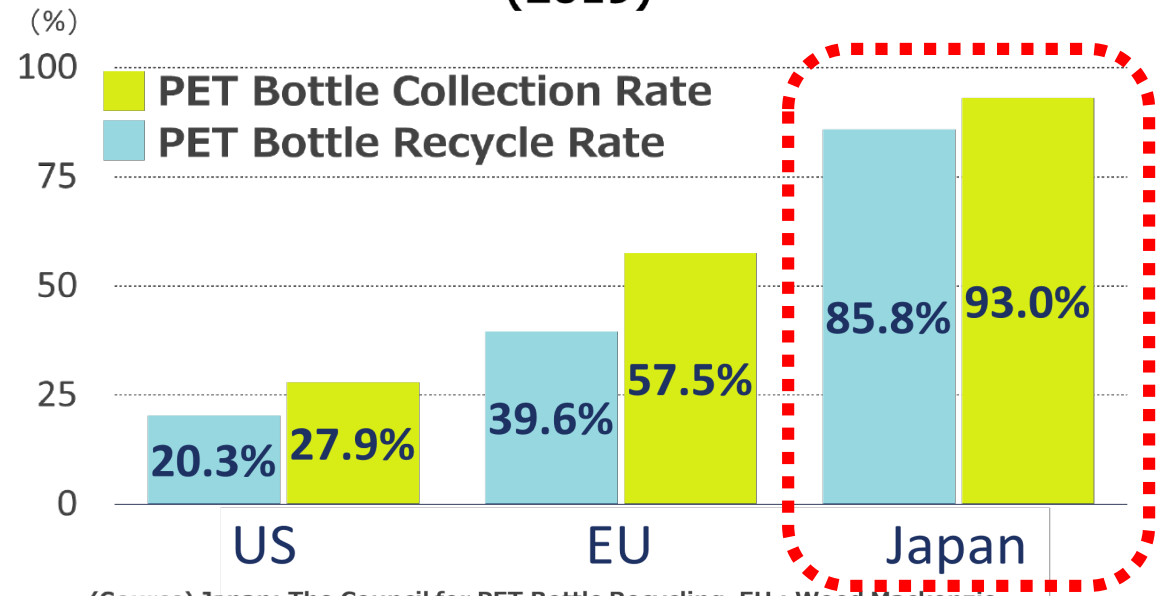
(Source) Japan: The Council for PET Bottle Recycling, EU : Wood Mackenzie
US : NAPCOR(National Association for PET Container Resources)



Of course, this did not happen just overnight



PET bottle Collection and Recycle Rates Japan is at the leading edge (2019)



(Source) Japan: The Council for PET Bottle Recycling, EU: Wood-Mackenzie
US: NAPCOR(National Association for PET Container Resources)



Industry Voluntary Sustainable Design Guideline

Beverage industry and PET Bottle manufacturing organization has agreed and implemented Voluntary Design Guideline since 1992

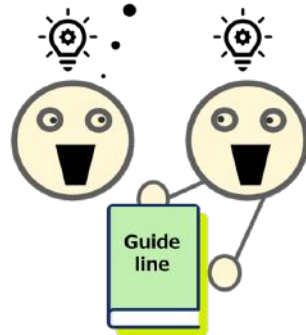
All Started from 29 years ago

1992

Original version

Voluntary Sustainable Design Guideline

Recycle !



Bottle must be mono-material

No color additives

Enable to squeeze easily

No base-cups

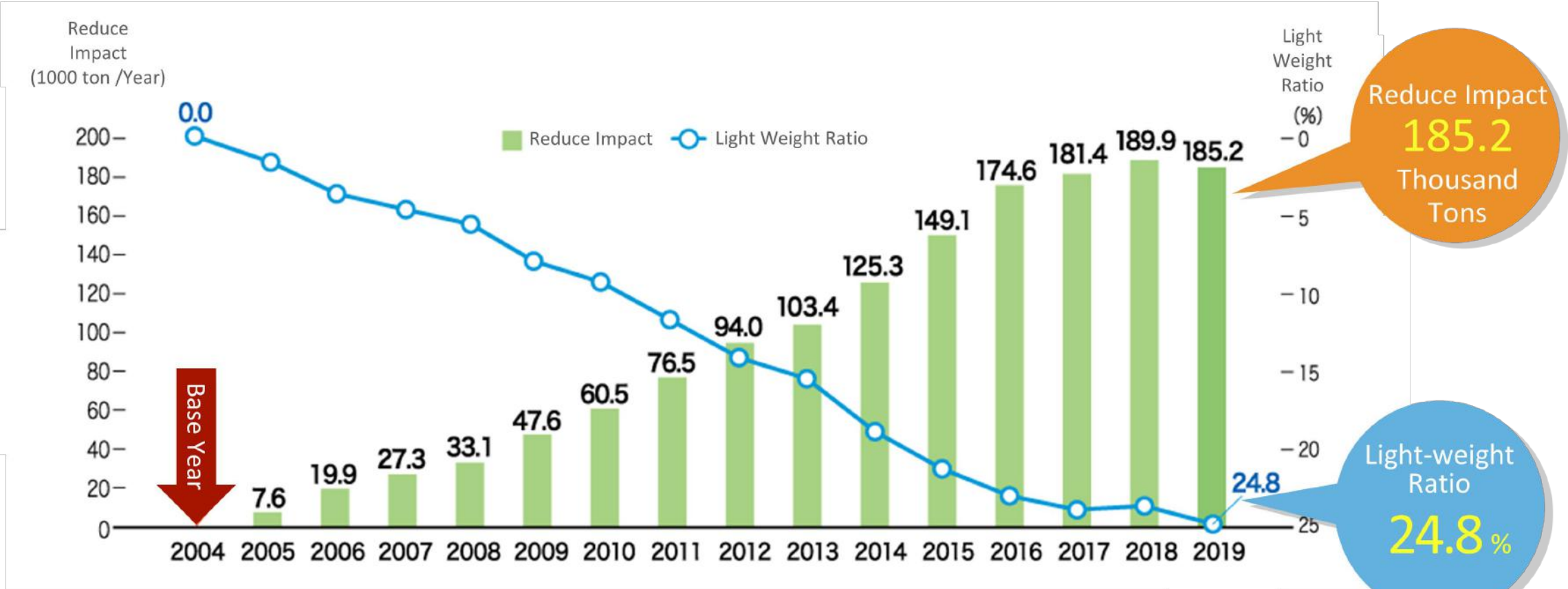
No direct printing to the bottle

Perforated line recommended for shrink labels

No aluminum caps etc.



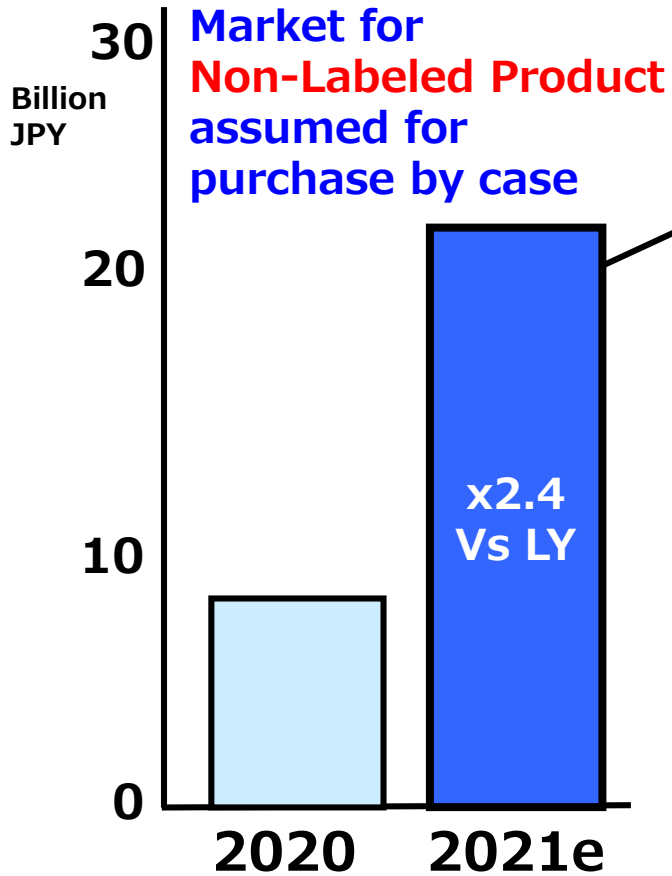
- ☑ In parallel to recycle efforts, Japan did not forget to **REDUCE**
- ☑ Achieved about 25% light-weighting of PET Bottles vs 2004



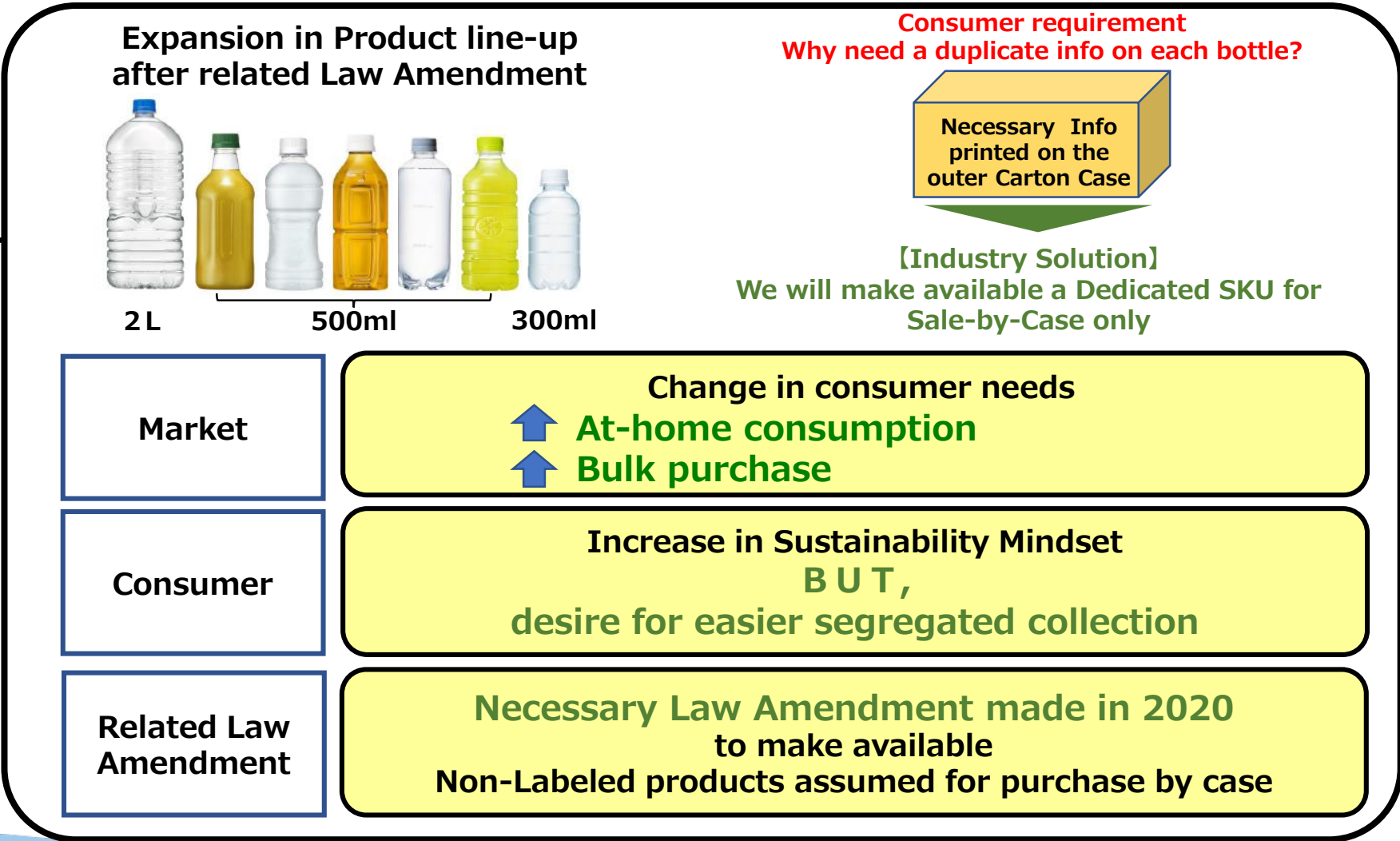
Source: PET Bottle Recycle Annual Report 2020, The Council for PET Bottle Recycling

Non-Labeled products for Case Purchase Needs - Market x2.4 vs LY

Achievement of both **[User friendly]** + **[Reduce in Plastic]**

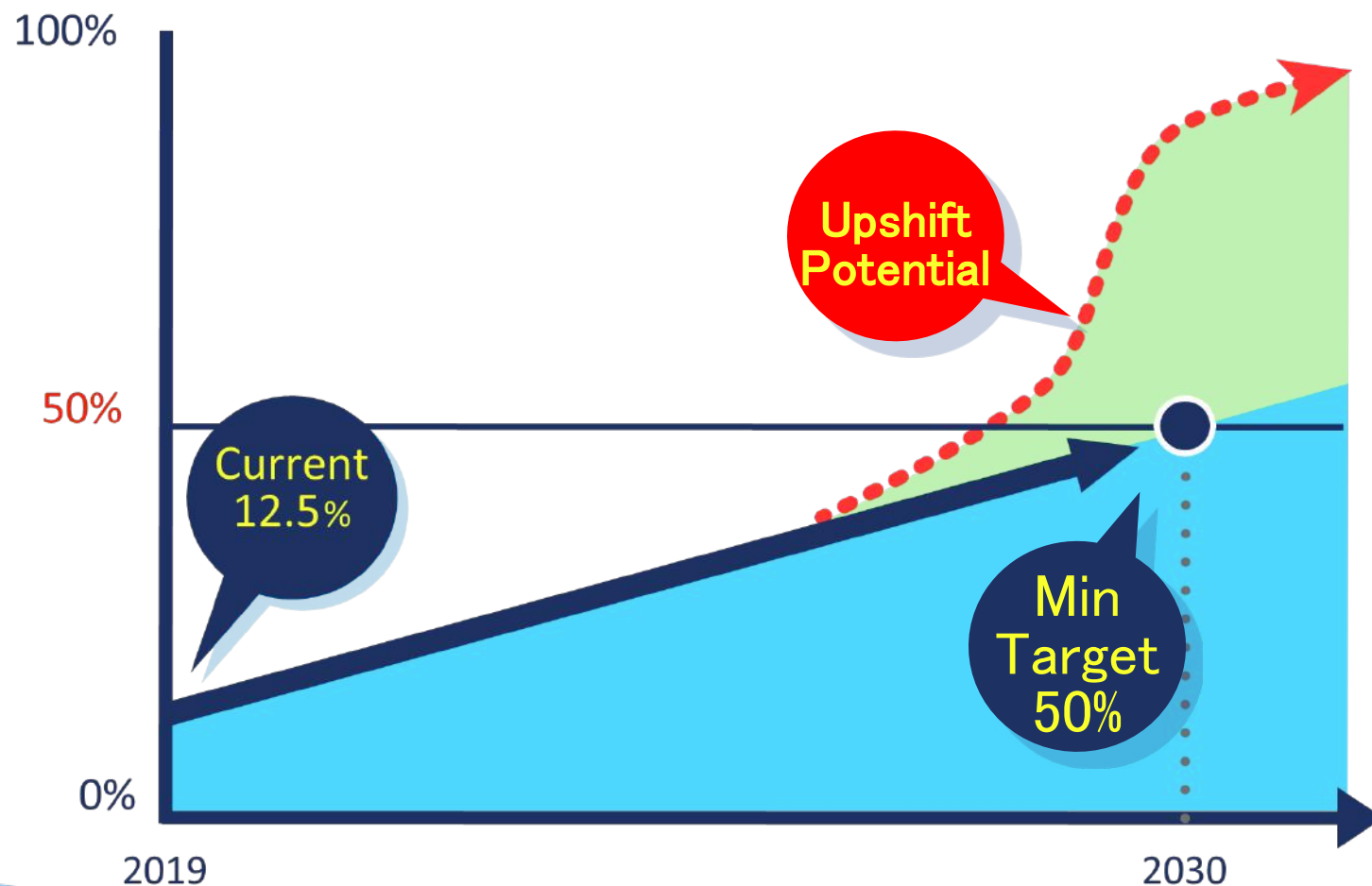


Source: Fuji Keizai



- Important first step toward Bottle-to-Bottle Horizontal Recycle expansion
- We commit on what we can commit today without conditions
- No “ifs” in the declaration
- Upward shift expected as technologies and economics are established in;
 1. Advancement in Material Recycling
 2. Chemical Recycling Technology
- Development in Bio-base PET material expected to reduce fossil-derived materials

Declared in April 2021
**2030 Bottle-to-Bottle
50% Recycle Commitment**



2030 Bottle-to-Bottle Commitment
is also



CO₂ Reduction Commitment

Can already expect 56%~63% CO₂ reduction currently
Further reduction expected through technology and process development



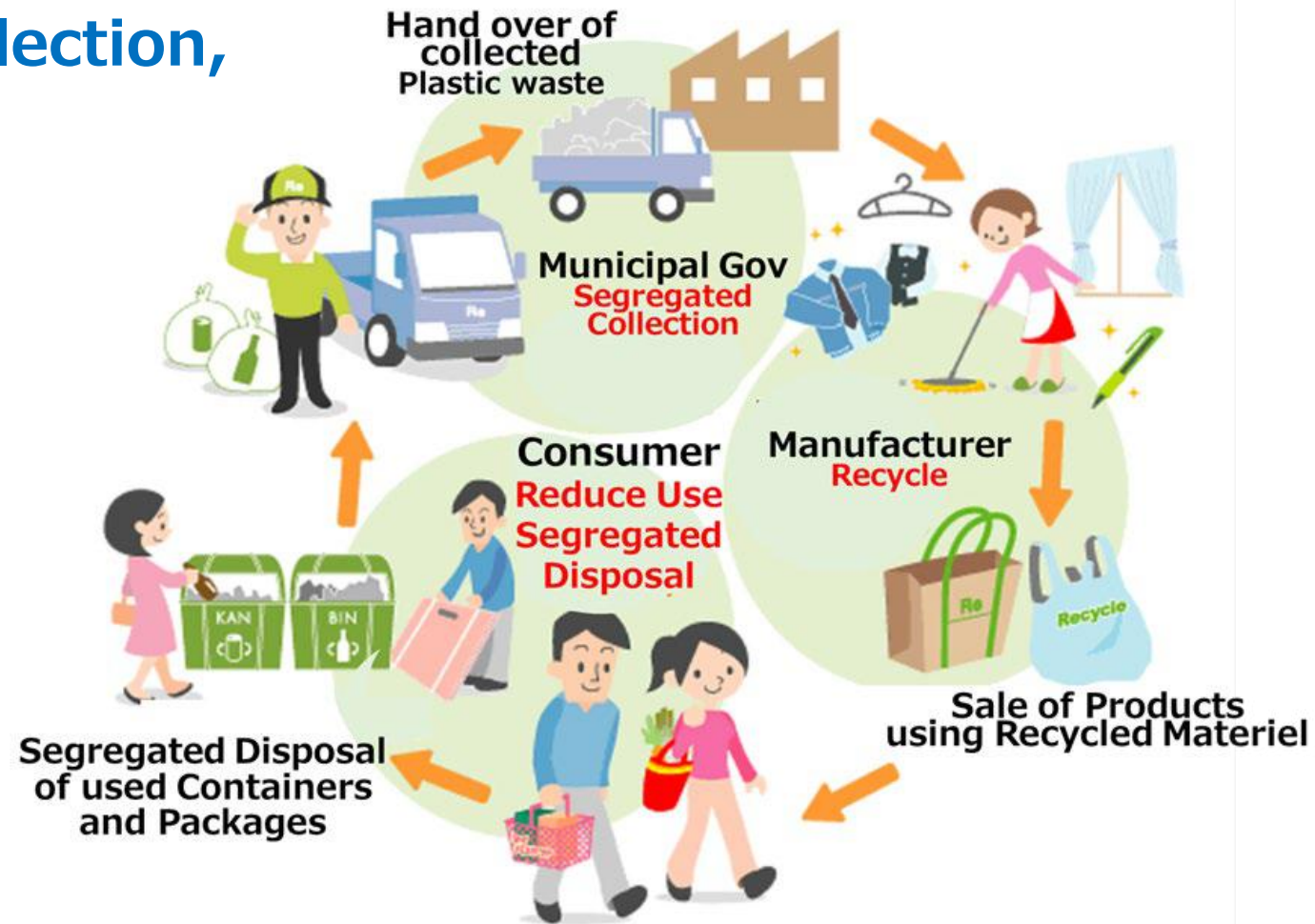
Any Challenges?

We aim for **PERFECT 100% Collection**, which is a challenge;

In Japan, “Role sort” is defined clearly in;

Containers and Packaging Recycling Law

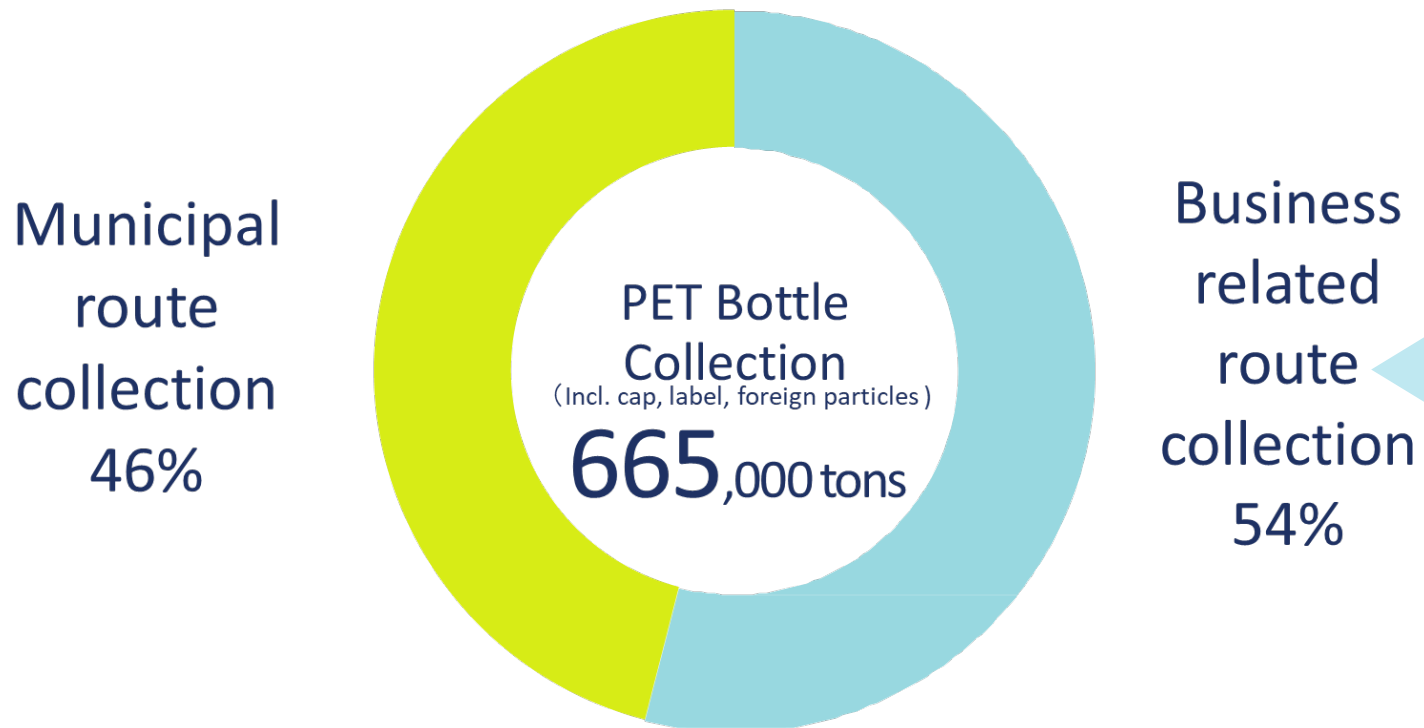
Contributed strongly in achieving **93%** collection rate of today



Source: Ministry of Environment HP
English translation by JSDA

Still challenges remain with the collection from business-related route - especially in **quality**

2019 PET bottle Municipal vs Business-related route collection



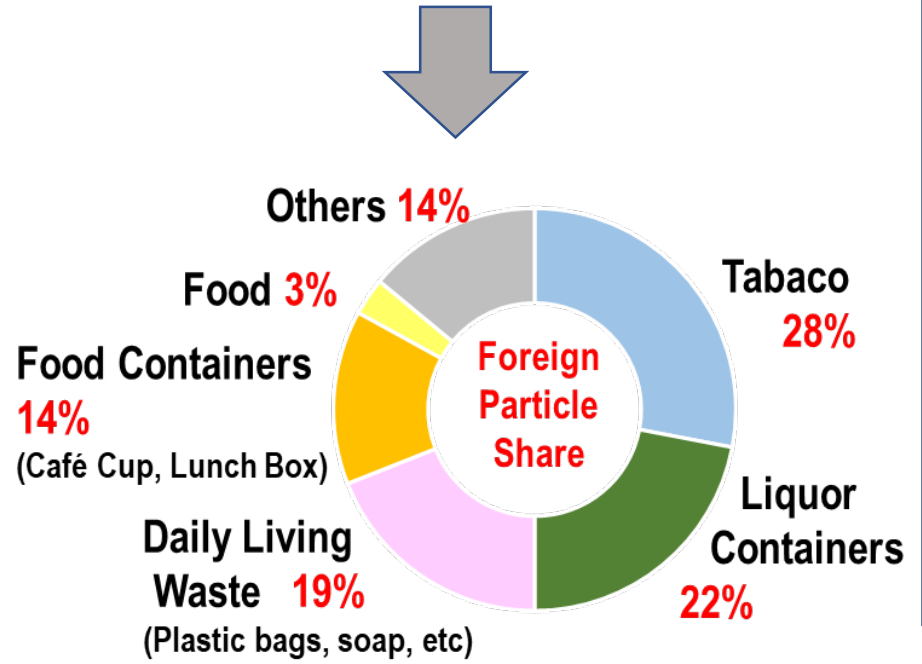
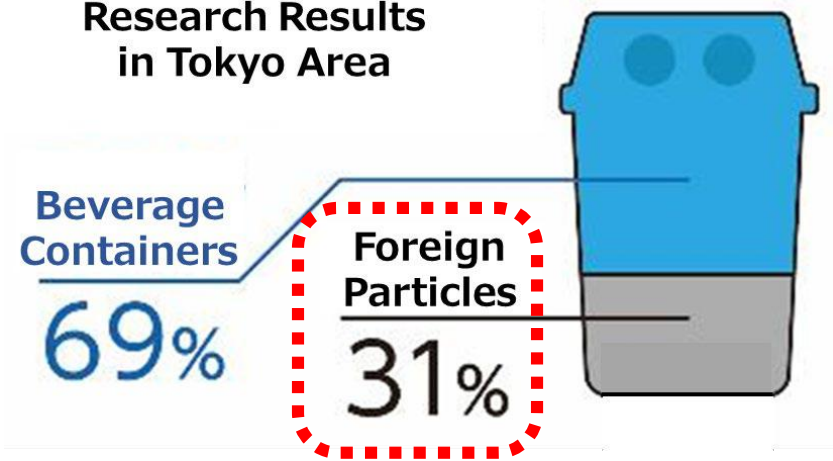
- **Vending Machine Recycle Boxes**
- **Factories**
- **Offices**
- **Transportation**
- **Schools**
- **etc.**

Challenge Example

Foreign Particle rate of Recycle Boxes beside the vending machines is more than **30%**

- Takes up space and disrupts purpose of beverage container collection
- Contaminating the collected beverage containers, making recycle process inefficient and difficult

2020 Research Results in Tokyo Area



Recycle Box Solution ---- Just testing

→ **Physically designed to avoid foreign particles**

Color matched with SDGs#11
Communicate that it is a not
a trash box



Communication through
appropriate labels

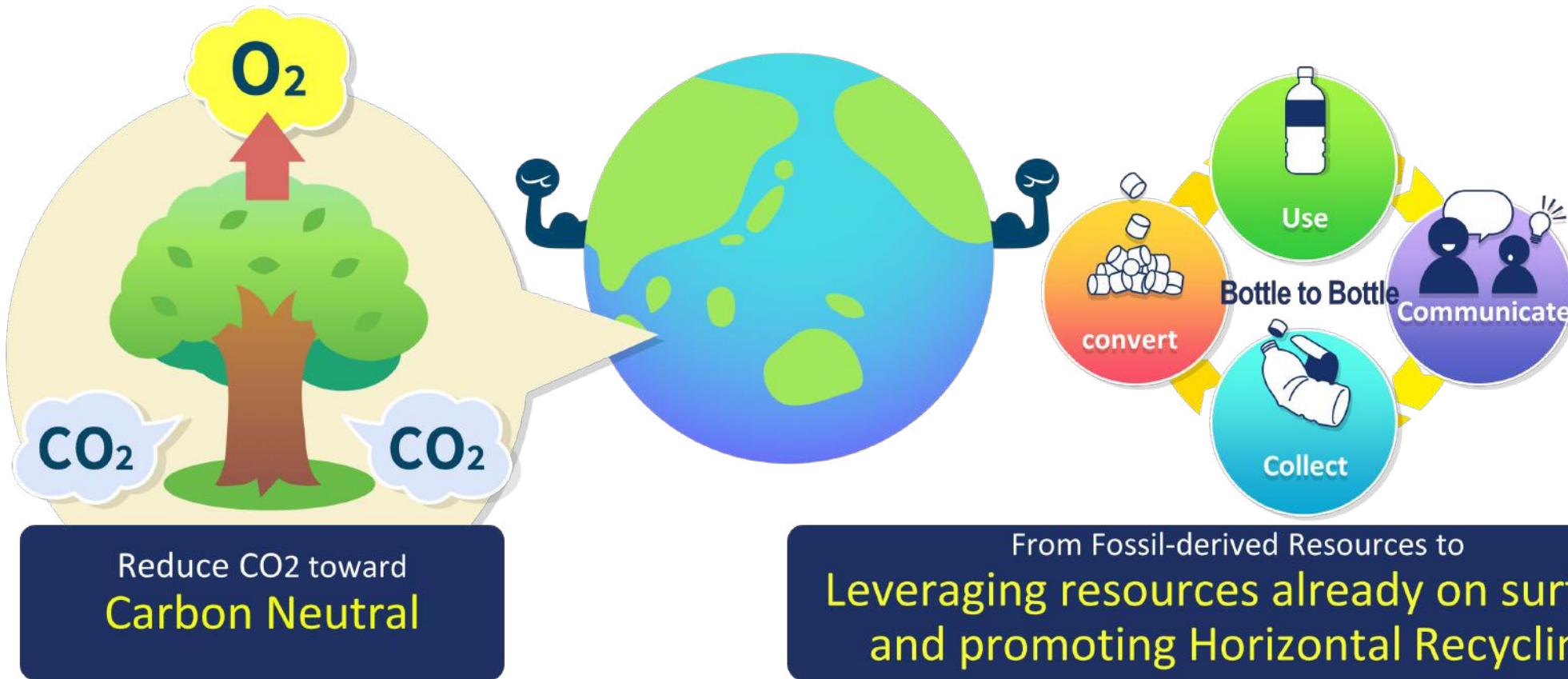


Hard to see the Input Port
from distance, less chance to
be used as trash box

Minimized Input Port size to
fit Beverage Containers only

Enforced connection parts that
makes it difficult to open the bins
by consumers

To become the global top runner in Circular & Ecological Economy



E O F

Japan Soft Drink Association



一般社団法人
全国清涼飲料連合会