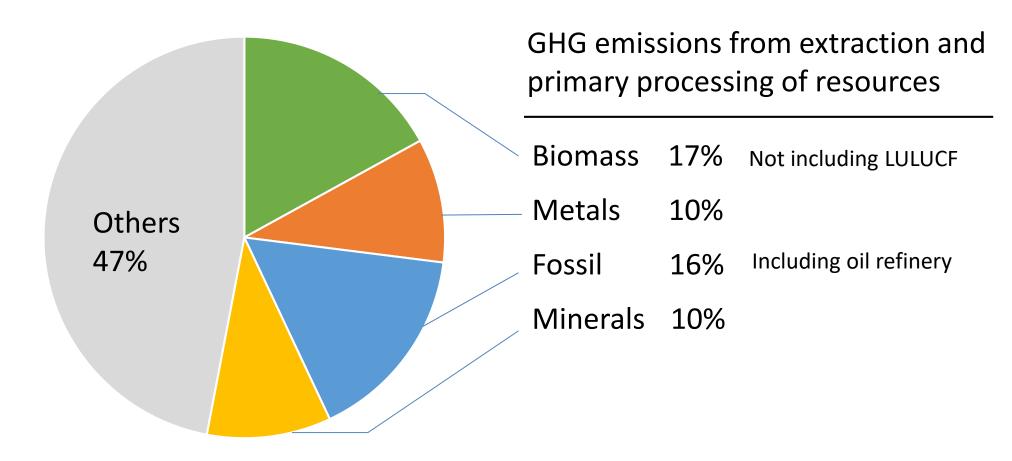
## Tokyo's Plastic Strategy

#### Yasuo FURUSAWA

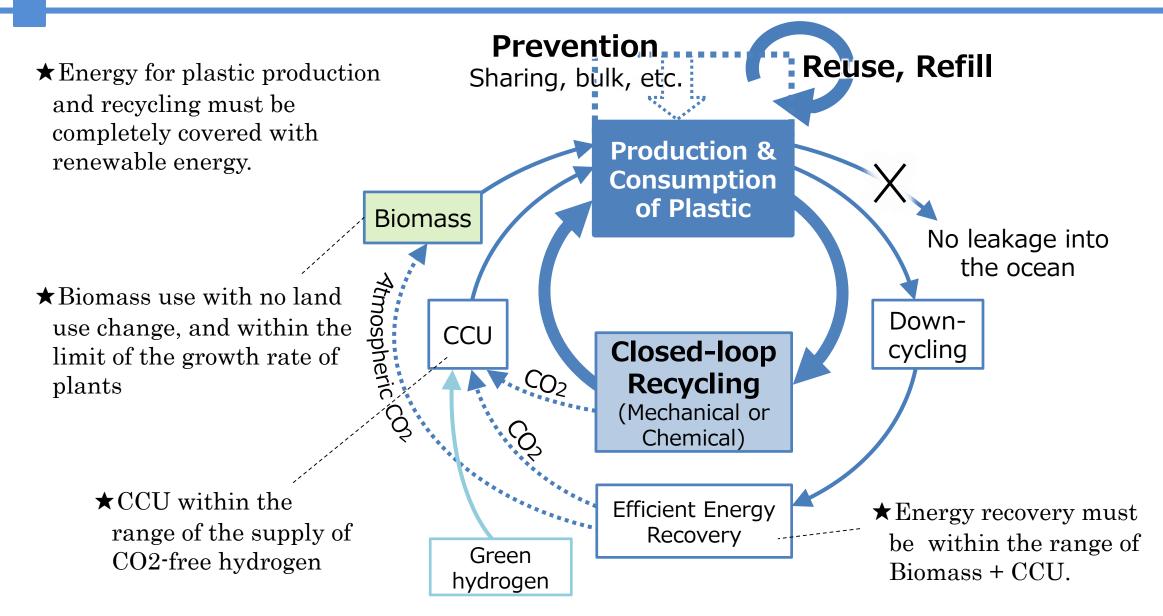
Chief Specialist for circular economy Bureau of the Environment, TMG

#### Half of the GHG emissions comes from Resources

#### Ratio to the global GHG emissions



## **CCC:** Carbon-closed Cycle



## Innovations we need

#### **Innovation in business models:**

- Rethinking the way we make, sell and buy, and use things
- Significant reduction of single-use plastics
- Shift to a reuse-based system

#### Innovation in recycling system:

- Easy-to-recycle product design
- Take-back scheme by retailors and manufacturers
- Recycling technologies including advanced sorting system, solventbased extraction, depolymerization and other chemical recycling

## **Projects for Circular Innovations**



Loop

A global platform for reuse



#### Re&Go

Reusable cups for takeouts from cafés & CVSs including Starbucks and Lawson



# Take-back and B2B recycling

- Take-back scheme of used plastic containers
- R&D for bottle-to-bottle recycling technology
- Collaboration between major brands (Kao, Unilever, P&G, Lion)

### **Circular Innovation Forum**

#### **Circular Innovation Forum 2021**





Governor of Tokyo



Vice-mayor of Amsterdm