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Press Release

## **Japan Partnership for Circular Economy Launches Website to Showcase Japan's Noteworthy Circular Economy Cases**

Today, the Japan Partnership for Circular Economy (J4CE) launched its English-language website, showcasing initiatives on the circular economy by Japanese companies and industry organisations. A brochure has also been published, featuring noteworthy cases selected by a panel of experts. The Institute for Global Environmental Strategies (IGES) serves as the secretariat for J4CE, and in addition to providing domestic and international information on the circular economy, IGES develops and operates this website, edits the brochure, and contributes to the planning of future public-private dialogues.

On 2 March 2021, J4CE was founded by the Ministry of the Environment, the Ministry of Economy, Trade and Industry, and the Japan Business Federation (Keidanren) with the purpose of strengthening public-private partnerships. J4CE aims to foster further understanding on the circular economy among a wide range of stakeholders, including domestic companies, and will promote initiatives in response to the accelerating global trend towards a circular economy. More than 100 companies and industry organisations have joined J4CE in less than two months since it was founded, and approximately 130 case studies have already been submitted. All of these are posted on the website launched today. Searches can be refined for the following categories:

- 3R (Reduce, Reuse, Recycle) circularity
- Phase of product lifecycle
- Type of materials or products
- Collaboration with third parties or stand-alone
- Existing business or future initiative

IGES also aims to play a role in accelerating a circular economy globally, by widely disseminating the excellent technology, ideas and initiatives of Japanese companies, and greatly expanding the scope of this partnership.

J4CE is still accepting applications from companies and organisations, and welcomes the inclusion of additional case studies. For details, please refer to the information on the website (<https://j4ce.env.go.jp/en/about>).

### **Related links**

Japan Partnership for Circular Economy (J4CE) Website  
<https://j4ce.env.go.jp/en>

J4CE Noteworthy Cases/Initiatives 2021

[https://j4ce.env.go.jp/top/J4CE\\_NoteworthyCases2021.pdf](https://j4ce.env.go.jp/top/J4CE_NoteworthyCases2021.pdf)

### **About the Institute for Global Environmental Strategies (IGES)**

The Institute for Global Environmental Strategies (IGES) is a collaborative research and outreach organisation working to accelerate the transition to a sustainable, resilient, shared and inclusive Asia-Pacific region, both across borders and within the world at large. Our



strategic research and operations are defined by a mission to drive action on the world's most critical environmental and social challenges through the delivery of trusted expertise on sustainable development and resilience. IGES operates as an agent of change and together with key international organisations, governments, academic institutes, business and civil society leaders, we seek to foster a world where planetary boundaries are fully respected, a green economy is flexibly implemented, and the well-being of people is steadily improved. In so doing we emphasise workable and inspired approaches to cross-cutting global development issues ranging from climate change, natural resources and ecosystems management, and sustainable consumption and production, among many others. The Institute was established in 1998 with support from the Japanese government and Kanagawa Prefecture and maintains its international headquarters in Hayama, Japan. With offices and local centres in Tokyo, Kansai, Kitakyushu, Beijing, Bangkok and New Delhi, IGES supports a regional and global network for ground-breaking sustainable development research and practice.

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

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