

# Dairy Sustainability Outlook – News from Member Countries Template

1. Title: Give your initiative a title that helps the reader understand its significance
<b>Promoting paper carton recycling (Committee for Milk Container Environmental Issues)</b>
2. Sustainable Development Goals: Indicate the 3 main UN sustainable development goal that your initiative mainly relates to:
<b>Reply: No. 12, 15 and 17 below</b>  1: No Poverty 2: Zero Hunger 3: Good Health and Well-being 4: Quality Education 5: Gender Equality 6: Clean Water and Sanitation 7: Affordable and Clean Energy 8: Decent Work and Economic Growth 9: Industry, Innovation and Infrastructure 10: Reduced Inequality 11: Sustainable Cities and Communities <b><u>12: Responsible Consumption and Production</u></b> 13: Climate Action 14: Life Below Water <b><u>15: Life on Land</u></b> 16: Peace and Justice Strong Institutions <b><u>17: Partnerships to achieve the Goal</u></b>
3. Outstanding phrase: catch the reader attention with just one phrase
<b>By setting a goal to achieve a collection rate of more than 50% in 2020, the Committee for Milk Container Environmental Issues (hereafter COMCEI) has been aiming to enhance the paper carton collection rate.</b>
4. The big picture (150 words): give some context to your initiative, what problem was being addressed, why was important to your country/organization, etc.
<b>The Committee for Milk Container Environmental Issues (COMCEI) was established in 1995 to promote the recycling of paper cartons for milk. The group consists of 3 members such as Japan Dairy Industry Association and J-milk , 7 paper carton manufacturers, 118 dairy manufacturers, 13 raw paper suppliers and paper recycler. COMCEI is working with citizens</b>

group for the three goals of increasing the recovery rate, correctly communicating environmental characteristics of paper cartons, and encourage the people who consider and act in the environment.

Currently in Japan, paper without aluminium is mainly used for cartons, and aluminium make difficulty to be purerify of pulp, so COMCEI is promoting the recycling only paper cartons without aluminum.

COMCEI is promoting activities based on the following policies. In Japan,

- To value the blessings of nature and help preserve the global environment so that the next generation of children can enjoy peace of mind, we strengthen our collaboration with all parties working in the area of paper carton recycling, and promote voluntary activities to improve the collection rate.
  - We save resources and reduce environmental load by utilizing paper cartons, which are renewable sources, as high quality resources. We continue to communicate the importance of resource conservation via paper carton recycling
- COMCEI recommend to our customer "wash, open and dry" and collect them separately from other waste paper. It is the unique Japanese collection method which was proposed and spread by citizens at a time when paper cartons were never recycled. This way makes used paper cartons into high value pulp. Japanese consumers are highly conscious and respond to these troublesome requests.

5. The promise (50 words): what was the aim of your initiative

**Paper carton collection rate**  
**Fiscal 2020 More than 50%**

6. Moving the wheel (100 words): What actions you had to put in place to get the work done?

**COMCEI hold annual meeting with stakeholders include ministries, local governments, distributors, citizen groups, and recycler. In addition, hold regional meetings and meetings with paper recycler to catch local issue of recycling.**

**COMCEI have also " Paper carton recycling workshop" in elementary school to raise awareness of paper cartons as a resource item through educational activities for students. In these work shops, lecture forestry management, experience of making post cards using milk carton pulp.**

7. The history of success (100 words): what results and outcomes did you observe and how did you measure them?

**Collection rate of paper carton= (Collection volume of domestic paper cartons)/(Amount of base paperboard used for paper cartons for beverages)**  
**19.9% in 1994 to 44.3% in 2018**

**Collection rate of used paper carton=(Collection volume of used paper cartons)/( Shipping volume of paper cartons for beverages from beverage manufacturers)**  
**13.4% in 1994 to 35.6% in 2018**

8. The value of the initiative (100 words): What is the value of what you did? Who were the main beneficiaries?

**COMCEI worked on environmental problems of paper cartons when environmental issue was still small. It has contributed to the development of recycling awareness in Japan.**

9. New opportunities (100 words): what is coming? what will be the next steps of your initiative? What opportunities can you see in the future for your initiative?

**Fluctuations in the price of used paper affect the motivation of recycled paper companies. When the supply of used paper is insufficient, the paper packs are enthusiastically recycled, but when the used paper is over-supplied, the work of the consumer for recycling is wasted. Another is how to recycle the plastics used in laminates and spout other than paper pulp .**

10. More information: Please provide a link to any data, publication or web site that contains supporting information or evidence about the results and outcomes of your initiative

[http://www.yokankyo.jp/img/publish/2018\\_report\\_e.pdf](http://www.yokankyo.jp/img/publish/2018_report_e.pdf)

9.- Illustrations: Do you have photos or illustrations that you can provide to help communicate the story? Please attached them in your response. Let us know who should be credited.



Stakeholder Meeting



“Eco-Products” exhibition

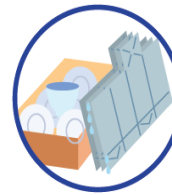
1. WOD(Wash, Open and Dry)Rules, in Japanese “Aratte Hiraite Kawakashite”



Wash  
洗って



Open  
開いて



Dry  
乾かして

2. Separate paper cartons and other waste paper (e.g. news paper, magazines, corrugated paper, miscellaneous recyclable paper)

“Wash-Open-Dry” method

10.- Who is submitting this story?

Name: Osamu SUGANUMA

Organization: Japanese National Committee of IDF

Country: JAPAN

Email address: idfjapan@j-milk.jp