

Creation of a Forum for the promotion of 3R Activities in Japan

2006/3/6

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Japan Forum

for the Promotion

of 3R Activities

... established in January 2006



1. Objectives

- To accelerate civic and industrial activities for changing Japan into a more sound material-recycling society
- To contribute to a global change for more sound material recycling, based on Japanese experiences

2. Actions

- Training and PR for 3Rs
- Support to advanced 3R-activities
- Research on 3R activities
- Information gathering and analysis including 3R activities in foreign countries

3. Stakeholders

- **Central and local authorities**
- **Private sectors** (companies and their organizations)
- **NGO / NPO sectors**
- **Researchers**
- **Media**

4. Our major achievements

- Spread the use of recycled paper by using “R100” logo
- “My bag” Campaign
- Recognition of excellent 3R practices
- Awarding kids for their 3R campaign posters

5. History of the Japan Forum for the Promotion of 3 R Activities

established, September '92

National Congress to Promote Waste Reduction

Waste Management Law was revised to reduce waste, '91

the name was changed, July '02

Zero Waste Partnership Conference

Fundamental Law on the Establishment of a Sound Material -Cycle Society was enacted, '00.

International Promotion of the 3Rs was proposed by Japan at G8 Summit, '04

the Conference was reorganized, January '06

Japan Forum for the Promotion of 3R Activities

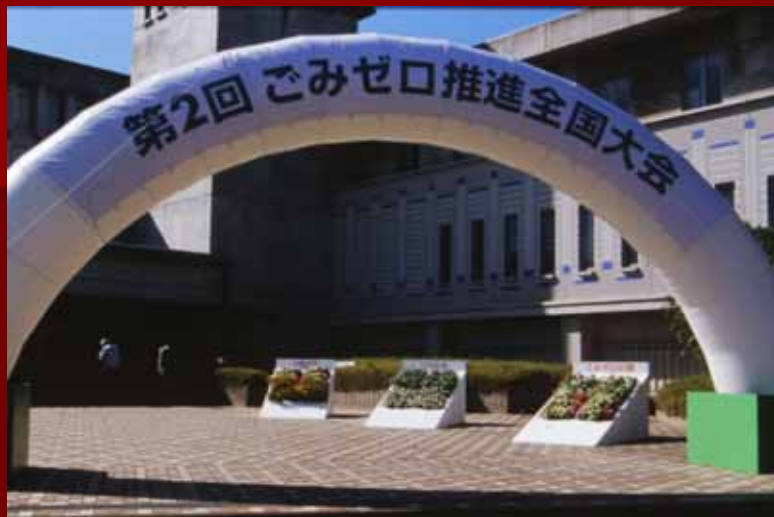
our activities ; promotion of using recycled paper



mark indicates ; this printing matters use recycled paper
compounded regenerated pulp 100%

**You can see this label printed in
a corner of posters put up on bulletin
board, brochures, etc. . . .**

our Activities ; National Congress to promote reduction of waste



national congress has been held annually since 94

our activities -1 : unearthing advanced projects

example 1



example 2



Excavated advanced projects are presented at the national convention.

our activities -2 : unearthing advanced projects



example 4



example 3



our activities : poster art contest promoting zero waste & recycling materials

...we invite school boys and girls to apply for the contest



The most excellent work of each section was awarded by the Environment Minister.



works awarded by the Environment Minister

(2005)



中学校

西尾市立寺津中学校一年

松原 快

小学校高学年

青森市立沖館小学校四年

海老名 翔平



小学校低学年

宇和島市立明倫小学校
三年 杉町 龍典



works awarded by the Environment Minister

(2004)

中学校

石川県志賀町立高浜中学校

三年

大石菜々



小学校高学年



茨城県鉾田町立鉾田小学校三年

沼田 友里子

小学校低学年



愛知県鳳来町立山吉田小学校
六年 生田萌

works awarded by the Environment Minister(2003)

中学校

山口県宇部市立上宇部中学校
一年
数村 地空



小学校高学年

静岡県島田市立島田第二小学校
六年 下出 菜摘



小学校低学年

富山県滑川市立寺家小学校
二年 若林 漣



our activities : appealing to kids to challenge zero waste

We invite kids to join “Gomi Zero Challengers” to try to reduce waste discharged from their daily life.



their fruits are presented at the national convention held every year

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