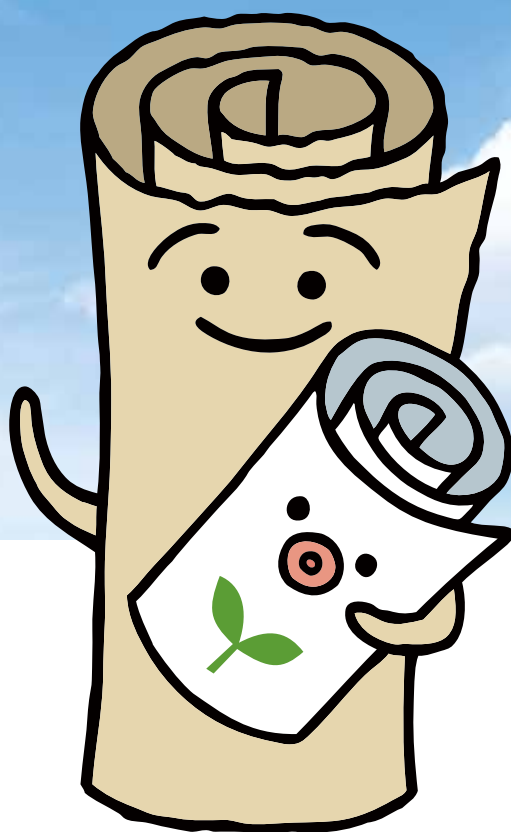


Paper recycling makes for
a prosperous future!



—— Our activities ——



Public Interest Incorporated Foundation
Paper Recycling Promotion Center

Seek out more recovered paper while improving paper quality

Promoting paper recycling. This means not only securing a stable supply of raw paper materials, but also playing a leading role in creating a recycling-oriented society through the effective use of materials and by reducing the volume and weight of wastes. Promoting paper recycling requires collaborative efforts among everyone involved, including residences, businesses, municipalities, recovered paper suppliers, and paper manufacturers. Teamwork is needed because more and more paper is being recycled, and we must maintain and further improve recovered paper quality. The Paper Recycling Promotion Center therefore promotes paper recycling through a broad range of activities while fulfilling the purpose of public-interest corporations, which is to serve the public interest through the private sector.

Principles of the Paper Recycling Promotion Center

Create a comfortable environment through the effective use of resources
Contribute to healthy economic growth and prosperity for all

Promote the collection and increased use of recovered paper

Achieve a stable supply and reliable volume of recovered paper

Maintain and improve the quality of recovered paper

Overview of the Paper Recycling Promotion Center

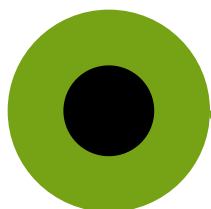
Goal: The Paper Recycling Promotion Center promotes the collection and increased use of recovered paper as a way to contribute to cleaner living environments, ensure a stable supply of paper, and conserve forest resources, thereby supporting healthy economic growth and prosperity for all.

How we got started: The Paper Recycling Promotion Center was established in March 1974 with support and guidance from the Ministry of International Trade and Industry (MITI, now the Ministry of Economy, Trade and Industry, METI), while obtaining support from paper manufacturers and recovered paper suppliers. MITI examined the Center to ensure that it was part of its policy to promote the collection and use of recovered paper based on the findings submitted in October 1972 by the Industrial Structure Council, an advisory body to MITI, with the idea that paper was an effective resource in Japan and from the perspective of energy conservation and environmental friendliness. The Paper Recycling Promotion Center is supported by people's tireless efforts to recycle paper.

Member companies: Paper manufacturers, recovered paper suppliers, and others.

History:

March 26, 1974	The Paper Recycling Promotion Center was established. Launched measures to stabilize supply and demand of recovered paper as well as activities related to public relations, investigations, and research
1978	Launched group paper collection (guidance and consultation)
1979	Established statistical classifications and major grades of recovered paper
1981	Launched the Green Mark project
1986	Established the Quality Standards for Recycled Paper
1987	Launched a project to grant letters of appreciation to groups that have conducted group collection of recovered paper
1991	Launched paper recycling study sessions
1997	Launched paper recycling seminars
2001	Created an official website
2006	Launched a project to stabilize the quality of recovered paper
2008	Adopted the "Kamily" and "Kamily Mama" mascot characters as Paper Recycling Promotion Ambassadors
2009	Launched a paper recycling contest
April 1, 2011	Transformed the Center's structure to a public interest incorporated foundation following enforcement of laws related to the reform of the public-interest corporation system
2013	Launched on-demand lectures on paper recycling



Preventing potential defects due to mixed foreign materials

Project to stabilize the quality of recovered paper

A nationwide movement is being promoted for collecting recovered paper with the idea of creating a recycling-oriented society and reducing waste volume. To ensure the stable use of recovered paper as a secondary material, it is essential that we prevent prohibited materials (foreign materials that cannot be used to make paper) from becoming mixed in. This ensures that the quality of recovered paper can be maintained and improved. In this way, the Center implements projects aiming to stabilize the quality of recovered paper.

1. Quality check project for recovered paper

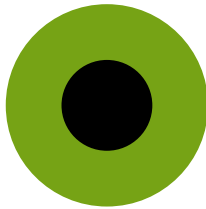
With the help of paper manufacturers, baled recovered papers are unpacked to make sure that no prohibited material has been mixed in. The quality discovered during the checks is widely disclosed.

2. Use of data networks to ensure recovered paper quality

Information on quality defects that occur at paper mills are provided to paper manufacturers and recovered paper suppliers to promote data sharing and determine the necessary measures to be taken.

3. Individual quality control for recovered paper

Requests are made to parties producing and collecting paper for recycling as well as to municipalities to ensure thorough separation of paper to prevent prohibited materials from getting mixed in (e.g. dye-sublimation paper, thermal foam coated paper, scented paper or paper with odors, wax paper for corrugated containers).



Establishing a base that allows more people to participate in paper recycling

Public relations

The Center conducts activities to promote thorough separation, removal of prohibited materials, and more use of products made from recovered paper in order to promote paper recycling and ensure the quality of the recovered paper. The Center actively provides information related to paper recycling within Japan and to other countries.

1. Educational activities to promote paper recycling

Paper recycling contest

The Center invites elementary and junior high school students in Japan to enter their essays and posters in a Paper Recycling Contest every year, and selects the winning entries. The winners are given awards.



Paper recycling feedback exchange sessions

The Center holds sessions where participants can exchange feedback. These are an important opportunity to enhance collaboration between municipalities, paper manufacturers, and the recovered paper industry.



On-demand lectures on paper recycling

The Center staff are sent to elementary schools to give lectures to teach paper recycling. The lectures primarily target students in their 4th through 6th grades, and make use of paper recycling tools made by the Center.



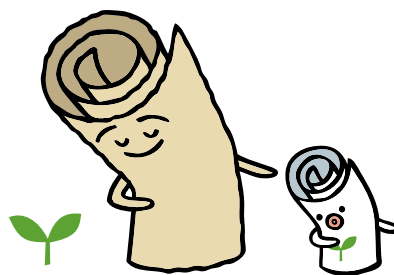
Paper recycling study sessions

The Center holds study sessions for members of groups that collect recovered paper, local residents, businesses, and municipal government staff to give them a deeper understanding of paper recycling. These sessions are held in collaboration with municipalities.



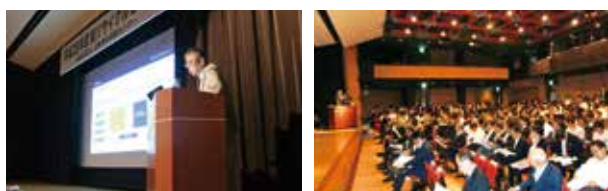
Mascot characters for paper recycling “Kamily” and “Kamily Mama”

In 2008, the Center adopted the “Kamily” and “Kamily Mama” mascot characters to widely promote paper recycling. The mascots are used as ambassadors to promote paper recycling in a friendly manner, focusing on recycling recovered paper as well as on maintaining and improving the quality of recovered paper.



Paper recycling seminars

In October every year, when the 3Rs (reduce, reuse, recycle) are promoted, paper recycling educational seminars are held for those from paper manufacturers, recovered paper suppliers, and municipalities.



Public relations and educational activities for local residents

The Center offers local residents opportunities to visit paper mills and facilities of recovered paper suppliers, and invites the general public to participate in educational activities at paper recycling events held at various locations in Japan.



Creating and distributing educational materials

The Center creates educational leaflets and documents for consumers, businesses, people involved in the paper recycling business, and municipal government staff.



2. Activities to promote paper recycling

Awarding

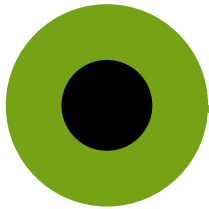
The Center gives letters of appreciation to groups that continually collect recovered paper (e.g. neighborhood associations and local children’s organizations). Over 700 groups have been awarded since 1987. The Center also gives certificates of merit to groups recognized for their activities to promote paper recycling.



Green Mark

The Green Mark was established in May 1981 with the purpose of promoting collection and consumption by facilitating the increased use of recovered paper. The mark is a user-friendly identification for products made from recovered paper. Most products with the Green Mark must contain at least 40% recovered paper materials, with the exception of toilet paper (which must be 100%) and copier paper (which must be at least 50%). The Center vigorously promotes the Green Mark to facilitate more use of products made from recovered paper.





Researching the current paper recycling situation both in Japan and overseas

Investigations and research projects

Getting the facts is critical for promoting the collection and consumption of recovered paper. What policies are being implemented by municipalities, and how is recovered paper actually being collected from businesses and residences? And what are the recent trends in the overseas recovered paper market? The Center conducts investigations related to recovered paper and discloses its findings to consumers, the paper manufacturing industry, the paper recycling industry, municipalities, and others.

1. Investigation to convert recovered paper into a domestic resource

Investigations on magazines, residential sorted recovered paper and paperboard, and recovered paper from businesses:

Investigations and analyses are conducted on the collection of recovered paper. The findings are widely disclosed.

Investigations on municipal policies on recovered paper:

Investigations are conducted on policies related to paper recycling in terms of how recovered paper is collected by local communities in Japan and what education is provided to local residents in terms recovered paper. The findings are widely disclosed.

Investigations on measures to develop and promote recyclable paper products:

Investigations and research are conducted on evaluation methods for recycling printed materials to facilitate the development of recyclable printed matter.

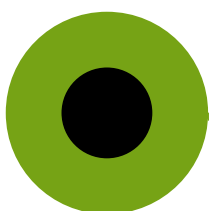
2. Investigations on the overseas market

Seminars where information and opinions are exchanged between parties in Japan and other countries are held to get the facts on overseas recovered paper markets. Recovered paper suppliers and paper manufacturers participate in the seminars to promote interaction between parties across national borders.



3. Statistical investigations

Statistical documents such as the supply and demand of recovered paper in domestic and overseas markets are collected. The summaries are disclosed on our website or in publications.



Creating a society that can steadily and indefinitely use paper as a resource

Project to stabilize paper resource recycling

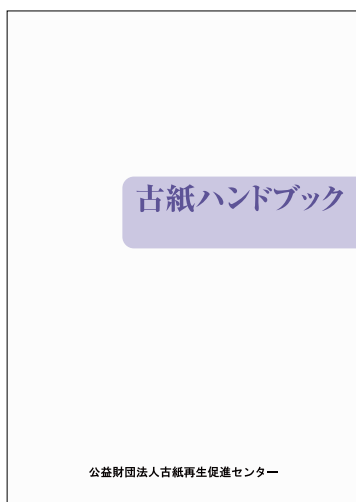
1. Project to prevent excess recovered paper

We're carrying out measures to prevent excess recovered paper (e.g. the accumulation of recovered paper) and that can cope with the changing circumstances in the recovered paper sector in order to maintain a healthy paper recycling system. A project implementation framework that includes storage methods and storage work procedures is being gradually established to quickly launch a project whereby recovered paper is temporarily stored recovered paper as a part of emergency measures to handle excess recovered paper.

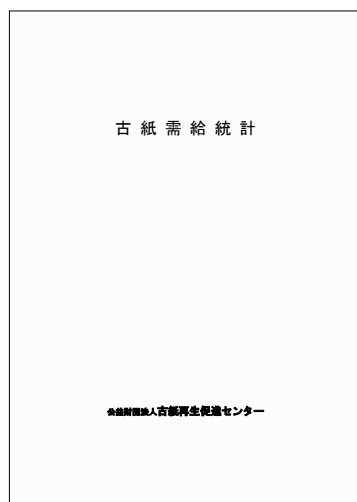
2. Project to stabilize paper recycling as a resource

Measures are formulated and promoted as needed in order to implement projects that stabilize paper recycling through the establishment and maintenance of sustainable paper recycling practices.

Documents issued by the Paper Recycling Promotion Center (Document details are provided on our official website)



A handbook summarizing the major grades and quality standards for recovered paper as well as the collection and consumption of recovered paper in Japan and other countries



A brochure compiling a variety of statistical data related to paper, paperboard, and recovered paper, sorted by calendar year



A leaflet for the general public showing basic separation methods for used paper



An educational comic for children depicting the Paper Recycling Promotion Center and important points that prevent recovered paper from being waste



An educational brochure for the general public to provide basic knowledge on collecting used paper from households and paper recycling



An educational brochure for businesses covering key information needed to recycle recovered paper from businesses

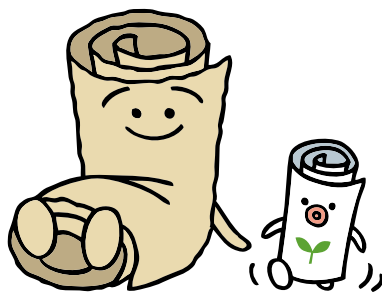


An educational flier describing paper that should not be treated as recovered paper, including reasons and points to look out for.
(Contact the Center as needed, since municipalities have their own standards for disposing of paper)

Other published documents (Japanese only)

- 『Statistical data』
- Global statistics on paper, paperboards, and recovered paper
 - Supply and demand of recovered paper
 - Consumed volume by type of recovered paper (paper and paperboard)
 - Utilization rate for consumed recovered paper
 - Collection rate for recovered paper
 - Amount of exported recovered paper by type and import volume
 - Price fluctuation chart for recovered paper

- 『Reports and brochures』
- Paper recycling in Japan
 - To ensure the quality of recovered paper
 - Guidelines for recycling based confidential documents destruction
 - Guidelines for producing recyclable printed materials
 - An investigative report on producing and facilitating increased use of recyclable printed materials
 - An investigative report on municipal paper recycling policies
 - An investigative report on recovered paper recycling from businesses
 - A report related to products other than paper and board that can be made from recovered paper
 - An investigative report on preventing mixture of dye-sublimation paper (marking paper)



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