

Mandom joins MEGURU BOX Project: Pilot scheme for used plastics collection

Mandom Corporation (head office: Osaka City, President Executive Officer & Director: Ken Nishimura, hereinafter referred to as “Mandom”) is taking part in the MEGURU BOX Project, organized by the Kyushu Circular Economy Partnership (“K-CEP”). The Project starts on Friday, July 9, 2021 and is a pilot scheme for collecting and recycling used plastics. More than ten businesses and organizations as well as the City of Kitakyushu are partnering in this first-ever alliance of the kind in Japan aimed at creating a system for the recycling of used materials.

Why Mandom chose to be a project partner

Mandom regards harmonious existence, symbiosis and co-creation with society as enshrined in its corporate philosophy to be at the very fulcrum of Mandom Group’s sustainability. Mandom has set a commitment to sustainable management (ESG management + SDGs management) at the heart of its business so that we can contribute to addressing social and environmental problems that we all face. We adopted a sustainability policy and specified priority issues in terms of sustainability (Materiality). One of these Materiality issues is the taking of action towards creating a sustainable global environment, which prompts us to transition towards a circular economy. Accordingly, we are promoting the reduction of environmental impact throughout the product lifecycle. By participating in the MEGURU BOX Project, we intend to improve our understanding of how best to proceed in transitioning to a circular economy and thereby to strengthen our effort towards creating a sustainable global environment.

Mandom is resolute to pursue our own line of sustainable management, management that can enrich everyday life while solving problems that society faces, by delivering health, cleanliness, beauty and fun, Mandom’s very mission in business.

– Mandom Group Sustainability Strategy and Materiality

<https://www.mandom.co.jp/en/csr/connection-to-sdgs.html>

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URL: <https://www.mandom.co.jp/en/>



*** Reference**

- About Kyushu Circular Economy Partnership (K-CEP)



K-CEP is a partnership of businesses that are linked through the supply chain and that has set out to collaborate with local government, academia, community organizations and residents. It was initiated in February 2020 as a platform for co-creation with the aims to realize “optimal circulation of resources in the Kyushu area” and “creation of businesses that help form a sustainable society.” By using ICT (Information and Communications Technology) to gather and analyze data on resources, energy and human behavior, it is engaged in the optimization of the entire supply chain, a task that is difficult to achieve for a single business entity.

Widening the horizon, the Japan Circular Economy Partnership (J-CEP) is to be launched before the end of FY2021 to spread similar activities throughout the nation.

* K-CEP official website: <https://www.j-cep.com> (Launch: July 8, 2021 at 14:00hrs JST)

- About the MEGURU BOX Project; Used plastics collection pilot scheme

MEGURU BOX (See picture right) is a collection box for used plastic bottles and pouches. It will be placed in retail outlets and public facilities in the city of Kitakyushu, Fukuoka Prefecture. The Project will encourage the public to sort and recycle their waste. It will verify how recycling collection can be promoted through such schemes by using ICT data. It will also encourage horizontal recycling of collected plastics (recycling of used products into products for the same use).

The Project has been given the cooperation of the City of Kitakyushu as an initiative that would support the city’s promotion of SDGs. More than ten companies and organizations have signed up to the Project.



MEGURU BOX

Project Organizers
Kyushu Circular Economy Partnership (K-CEP) Project Representative: AMITA HOLDINGS CO., LTD. Partner Company: NEC Solution Innovators, Ltd.
Operational Timeline
July 9, 2021 to 31 December, 2021 (Subject to extension if necessary)
Collaborators
City of Kitakyushu, HALLODAY CO., LTD, Japan Clean Ocean Material Alliance (GLOMA)

* MEGURU BOX Project official website: <https://www.j-cep.com/mb-kitakyushu-c>

(Launch: July 8, 2021 at 14:00hrs JST)

End of News Release

Further information: The 14th research grant application advertised for the previous fiscal year resulted in the selection of three research projects. Research funding has started as of April 2021. Ordinarily, these projects report their findings to the annual meeting of the Japanese Society for Alternatives to Animal Experiments (JSAAE). However, due to the impact of COVID-19 last year, the 12th and 13th rounds of research grant reports were not made, but the reporting will be combined at the 34th Annual Meeting of JSAAE that is to be held at the Okinawa Institute of Science and Technology Graduate University (OIST) in November 2021.