



V Current State of Littering and Beautification

1. Waste is the Current State of Littering and Beautification?

Issues of litter (multiple answers)

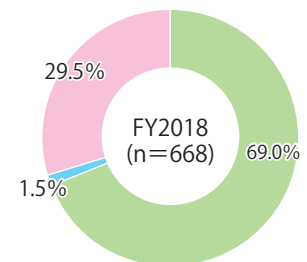
Most trend has not changed since 2012. Numbers of municipalities answered cigarette butts, PET bottles, plastic packaging, and plastic bags for littering have increased more than 10% since 2012.

| | FY2012 | | FY2018 | |
|----------------------------|-----------------------|--------------|-----------------------|--------------|
| | # of wards and cities | rate(%) | # of wards and cities | rate(%) |
| Cigarette butts | 406 | 55.2 | 475 | 65.2 |
| PET bottles | 385 | 52.3 | 454 | 62.4 |
| Plastic packaging | 368 | 50.0 | 447 | 61.4 |
| Aluminum cans / Steel cans | 440 | 59.8 | 442 | 60.7 |
| Plastic bags | 240 | 32.6 | 348 | 47.8 |
| Beverage glass bottles | 304 | 41.3 | 300 | 41.2 |
| Waste paper | 258 | 35.1 | 286 | 39.3 |
| Others | 113 | 15.4 | 138 | 19.0 |
| N/A | 169 | 23.0 | 85 | 11.7 |
| Total | 736 | 100.0 | 728 | 100.0 |

Requirements of Litter Act

69.0% of wards and cities enforce Litter Act. Most of the Acts regulate installation of garbage bin near vending machine (50.3%) and 31.2% of municipalities regulate fine for dropping litter. The trend has not changed since 2012.

| | FY2012 | | FY2018 | |
|---------------------------------------|-----------------------|--------------|-----------------------|--------------|
| | # of wards and cities | rate(%) | # of wards and cities | rate(%) |
| Available | 467 | 68.8 | 461 | 69.0 |
| Not exist but considering to plan | Not exist 212 | 31.2 | 10 | 1.5 |
| Not exist and not considering to plan | | | 197 | 29.5 |
| Total | 736 | 100.0 | 668 | 100.0 |



Note: The question was only existence or non-existence in 2012

- Available
- Not exist but considering to plan
- Not exist and not considering to plan

Details of Act (multiple answers)

| | FY2012 | | FY2018 | |
|--|-----------------------|--------------|-----------------------|--------------|
| | # of wards and cities | rate(%) | # of wards and cities | rate(%) |
| Installation of garbage bin near vending machine | 253 | 54.2 | 232 | 50.3 |
| Fine for dropping litter | 181 | 38.8 | 177 | 38.4 |
| Littering prohibited priority area | 125 | 26.8 | 123 | 26.7 |
| Promoting reuse container | 3 | 0.6 | 2 | 0.4 |
| Others | 105 | 22.5 | 79 | 17.1 |
| Total | 467 | 100.0 | 461 | 100.0 |

Implementation of massive cleanup (multiple answers)

64.7% of municipalities are held only cleanup. 27.9% of municipalities are held cleanup and awareness.

| | FY2012 | | FY2018 | |
|----------------------------|-----------------------|--------------|-----------------------|--------------|
| | # of wards and cities | rate(%) | # of wards and cities | rate(%) |
| Cleanup only | 402 | 66.7 | 439 | 64.7 |
| Public awareness campaign | 152 | 25.2 | 189 | 27.9 |
| Both cleanup and awareness | 7 | 1.2 | 22 | 3.2 |
| Others | 45 | 7.5 | 71 | 10.5 |
| Total | 603 | 100.0 | 678 | 100.0 |

History of Countermeasures Against Scattered Waste by the Japan Steel Can Recycling Association

In recent years, environmental pollution caused by “marine plastic litter” has become a worldwide problem. This is said to be due to the fact that plastic waste scattered by littering flows into the sea through rivers and other places.

In order to solve these problems, at the G20 Osaka Summit held in Osaka this year, the “G20 Implementation Framework for Actions on Marine Plastic Litter” was decided to promote specific actions of each country against marine waste, mainly marine plastic, and microplastic waste.

Japan has been promoting the 3Rs and appropriate disposal of plastics in accordance with the basic principles stipulated in the Basic Act on Establishing a Sound Material-Cycle Society. The “Plastic Resource Recycling Strategy” was formulated and established as a national policy to comprehensively promote the recycling of plastic resources based on the 3Rs + Renewable (Substitution for renewable resources) as the basic principles in light of the global environmental pollution issue. As part of this strategy, it is stipulated that measures be taken to eliminate littering and illegal disposal, and that cleaning activities be promoted.

The Japan Steel Can Recycling Association has been conducting surveys, research, and enlightenment activities on the problem of scattered waste for 50 years from 1973.

This report introduces the activities of the association to date concerning measures against scattered waste.

1. Start of Littering

Beverage containers are made from a variety of materials, including steel cans, aluminum cans, glass bottles, paper cartons, and plastic bottles. At the time the association was established, most beverage containers were returnable bottles.

In the mid-1950s, canned steel beverages appeared, and with the subsequent spread of vending machines, canned beverage production continued to increase.

As beverage can production increased, the scattering of empty cans became a serious social problem.

2. Major Efforts to Prevent Scattered Waste

As part of its social responsibility as a manufacturer of steel can containers, the association has been engaged in activities to raise awareness of the problem of scattered waste and promoting cleaning and beautification activities. As a preventive measure, we have installed and managed collection containers, studied efficient cleaning and collection methods, and created and distributed clean-up manuals to local governments.

This section introduces the main initiatives.

Public Awareness Activities

We have carried out campaigns that utilize posters and pamphlets, environmental education, and activities to raise awareness of anti-scattering ideas (Environmental Education “Clear Land Picture-story” Competition for Elementary School Students).

Supporting Local Government Beautification Policies

We conducted surveys and research on local government beautification policies (town beautification efforts, surveys of beautification ordinances, etc.) and created a handbook on community beautification. In addition, for local government officials in charge of beautification, seminars and symposiums were held to introduce the efforts of advanced local governments, coordinated field tours, and held exchange meetings.



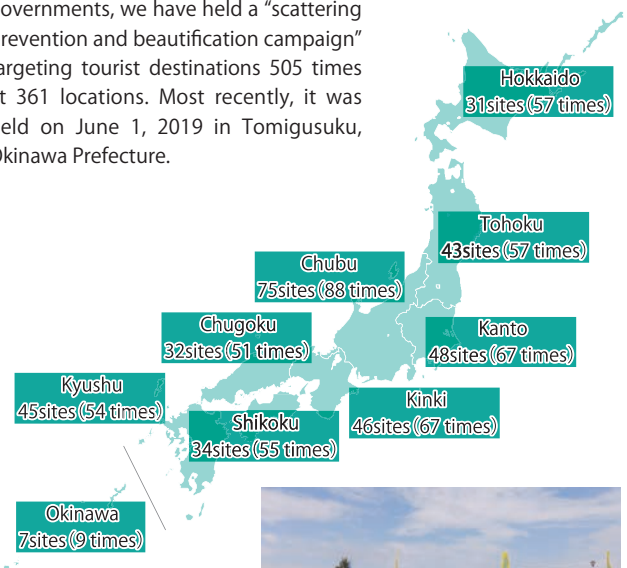
Beautification Guidebook



Picture of Symposium

Campaign to Prevent Scattering and for Beautification

Since 1973, in collaboration with local governments, we have held a “scattering prevention and beautification campaign” targeting tourist destinations 505 times at 361 locations. Most recently, it was held on June 1, 2019 in Tomigusuku, Okinawa Prefecture.



Practiced “Campaigns for Anti-Littering and Beautification” in Tomigusuku (2019)



3. To Close

In order to prevent littering and beautify the city, it is important to work with various stakeholders such as local governments, citizens, and business to set up and clean collection containers, create an environment that is resistant to littering, educate and enlighten people, and create a mechanism for citizen participation. We will continue to conduct surveys, research, and educational activities on activities regarding the prevention of littering and the beautification activities,