

## Activities of the Japan Steel Can Recycling Association

### ■ Exhibited at Events on Environments in nationwide Performed promotion and PR for beautification and 3Rs

- October 2010  
"Environment Festival for Children in Chuo-ku"  
"The 5th Setagaya Environmental Action DAY"  
"The 8th Shizuoka Environment / Forest Fair"
- November 2010  
"JFE West Japan Fair in Kurashiki"  
"Yahata Festival Kigyosai"  
"Iwate Environmental Kingdom Exhibition"
- December 2010  
"Eco-Products Exhibition 2010"
- May 2011  
"JFE West Japan Fair in Fukuyama"
- June 2011  
"Eco-Life Fair 2011"
- July 2011  
"Environmental Square Sapporo 2011"
- September 2011  
"Yamaguchi Ikiiki Eco Fair"  
"CANART Festival in Otaru"



Eco-Products Exhibition 2010



Practiced "Campaigns for Antilittering and Beautification" in Aomori

### ■ October 2010: Press conference on our activities

### ■ October 2010: Issued "Annual Report on Steel Can Recycling 2010"

### ■ December 2010: Practiced support for the School-Feeding Programme

### ■ Practiced "Campaigns for Antilittering and Beautification"

- November 2010, in Mito, May 2011 in Shizuoka, July 2011 in Aomori
- Performed 484 times at 345 sites in total 39 years from 1973 till July 2011

### ■ Performed "Excursion at steel plants, recycling center and etc."

- November 2010 "JFE Steel Corporation East Japan Works & Recycle Center in Chiba"
- November 2010 "Nippon Steel Corporation Kimitsu Works & TEPCO Futtu Plants / Energy Park"
- July 2011 "Nippon Steel Corporation Kimitsu Works"

### ■ January / February 2011: Cooperated "Town Beautification Study"

(hosted by National Council of Town Beautification)

### ■ January 2011: Commended and supported junior high / high schools where practicing excellent environmental education

### ■ January 2011: Commended and supported groups practicing group collection

### ■ January 2011: Held Poster Contest on Steel Cans Recycling and Commended them

### ■ February 2011: Held "Seminar on Coproductive Group Collection" in Tokyo & Kyoto

### ■ February / August 2011: Publication of PR magazine entitled "Steel Can Age"

### ■ From April to September 2011: Surveyed current conditions of steel can recycling in Japan

### ■ May 2011:

Provision of garbage bags to support regional cleaning activities on "Zero Garbage Day"

### ■ June 2011: Cooperated donation for East Japan Earthquake through UNWFP

### ■ September 2011: Held "Seminar on Coproductive Group Collection" in Okinawa

### ■ Practiced delivery session, lecture and invited for lecture (on demand)

#### < Practiced joint projects to promote 3Rs of recycling

#### of containers and packaging by Liaison Committee of Associations Promoting 3Rs >

- October 2010: Opened a booth with METI and MOE at "TOKYO PACK 2010"  
"5th Forum for Promotion 3Rs of Containers and Packaging in Saitama"
- November 2010: Organized conference about promotion and PR with media representatives
- December 2010: Opened a booth at "Eco-Products Exhibition 2010"  
Made public announcement of Voluntary Action Plan and the results of follow-up 2010
- February 2011: "Seminar of collaboration with civic for container / package 3Rs in Nagoya"
- March 2011: Published "Second Voluntary Action Plan"
- July / September 2011: Organized "Consumer Leaders' Training Course"

### ■ Organized seminar with consumers, administrative, experts and business operators

### about the future of Container / Package 3Rs Promotion

Second: November 2010, Third: March 2011, Forth: June 2011, Fifth: September 2011

### ■ Organized workshop for "Basics of Recycling of Local Edition"

First: August 2010, Second: September 2010