

Activities of the Japan Steel Can Recycling Association (October 2012~September 2013)

■ Research

- October 2012 - September 2013: Field study on store collection and site collection
- April - September, 2013: Survey of consumer awareness
- April - September, 2013: Survey of steel can recycling conditions

■ Exhibited at events on environments in nationwide.

Performed promotion and PR for beautification and 3Rs.

- October 2012: "Environment Festival for Children in Chuo-ku"
- October 2012: "Toyama Environmental Fair in Toyama"
- October 2012: "Yamagata Environmental Fair in Yamagata"
- November 2012: "JFE West Japan Fair in Kurashiki"
- November 2012: "Yahata Festival Kigyosai in Fukuoka"
- November 2012: "Kagoshima Environmental Fair in Kagoshima"
- December 2012: "Eco-Products Exhibition 2012"
- May 2013: "JFE West Japan Fair in Fukuyama"
- June 2013: "Eco-Life Fair 2013"
- September 2013: "CAN ART Festival in Otaru"



Eco-Products Exhibition 2012

■ Practiced "Campaigns for Anti-Littering and Beautification"

- October 2012 in Chino, May 2013 in Obihiro, June 2013 in Matsue
- Performed 490 times at 349 sites in total 41 years from 1973 till September 2013



Practiced "Campaigns for Anti-Littering and Beautification" in Matsue

■ Held "Seminar on Various Collection System for Recyclables"

- February 2013 in Osaka
- April 2013 in Yokohama

■ Performed "Excursion at Steel Plants"

- November 2012: Members of citizens' group in Shibuya visited "JFE Steel Corporation East Japan Works & Chiba Prefectural Sewerage Management Public Corporation Hanamigawa Wastewater Treatment Plant"
- November 2012: Saitama Prefectural Public Cleansing Administration Research Council visited "JFE Steel Corporation East Japan Works & Chiba Biogas Center in Japan Recycling Corporation"
- August 2013: Pupils living in Chuo-ku visited "Nippon Steel & Sumitomo Metal Corporation Kimitsu Works"

■ Supported elementary and junior high schools for practicing environmental education

- January 2013: Commended and Supported 45 elementary & junior high schools

■ Supported groups practicing group collection

- January 2013: Commended and Supported 58 groups contributing group collection of steel can

■ Held "Poster Contest on Steel Cans Recycling"

- January 2013: Commended 45 school children

■ Published periodicals etc. and distributed to nationwide

- February 2013: PR magazine "Steel Can Age vol.29"
- August 2013: PR magazine "Steel Can Age vol.30"
- August 2013: PR poster "Beautiful Japan, what we want to leave recycling for future"

■ Others

- October 2012: Published "Annual Report on Steel Can Recycling 2012"
- October 2012: Held "Press briefing" at Tekko Kaikan
- May 2013: Provided garbage bags to support regional cleaning activities on "Zero Garbage DAY"
- Practiced delivery sessions, lectures and invited for lecture (on demand)
- Practiced join projects to promote 3Rs of recycling containers and packaging by the Liaison Committee of Associations Promoting 3Rs

Promoting efforts toward partnership among the actors for making recycling society