

KAITEKI Value for Tomorrow

Resource Efficiency and Marine Plastic Litter Symposium

Introduction of AEPW
Initiatives of Mitsubishi Chemical Holdings Group

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Executive Committee member, AEPW

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Vice Chair, Keidanren (Japan Business Federation)

Sustainability

Health

Comfort



A new CEO led, cross-sector, not-for-profit organization with a clear mission to develop, accelerate & deploy solutions, catalyze public & private investment and engage communities to help end plastic waste in the environment

Strategy and Investment

- **AEPW will invest \$1.5 billion USD over the next five years.**

Investing \$1.5B USD over 5 years

Not for Profit 501(c)(3) status supports global operations, eligibility for foundation grants and potential tax benefits

FOUR PART STRATEGY



INFRASTRUCTURE



INNOVATION



**EDUCATION &
ENGAGEMENT**



CLEAN UP

2 PATHS TO PROGRESS

PART A: \$0.5 B USD

Mutually-funded, philanthropic, alliance-branded programs

Company contribution: \$1–\$25M USD over 5 years

Part B: \$1B USD*

Aggregated company-sponsored & directed investments into waste management infrastructure or technologies supportive of the alliance mission

Company contribution: \$15–\$50M USD over 5 years *including commitments to the Asia Plastics Coalition, The Ocean Fund, etc.

Member Companies (As of Sep 2019)

- 41 companies across the plastic value chain have joined the Alliance.

Officers	  
Executive Committee	            
Board of Directors	                         
As of Sep. 2019	

Current Project Locations



Ganga Plastic
City Partnership

Renew Oceans*

Grameen
Creative Lab



RELAY

Project STOP
Partnership*



Asphalt Roads
Study

*Potential chemical
recycling projects*

ASASE



Global Project
Plug and Play (NA, Europe, Asia)
Global Information Platform
UN Environment

Regional Project
The Incubator Network (Asia)

“Mottainai” Project (Communication project from Japan)

Purpose

Spread and establish the spirit of “Mottainai”, the thoughtful Japanese word to think about our gifts that come from nature or the person who make our products.

Activity

Make “Mottainai Gramma” animated video in six languages.



Impact

Environmental education is conducted by using the animated video to reduce waste.
(for example)

TV
Program

YouTube

In-flight
video

school

Reading
caravan

Partner

The Ministry of Environment Japan, JICA, P&G Japan, Yakult, AEPW, etc.

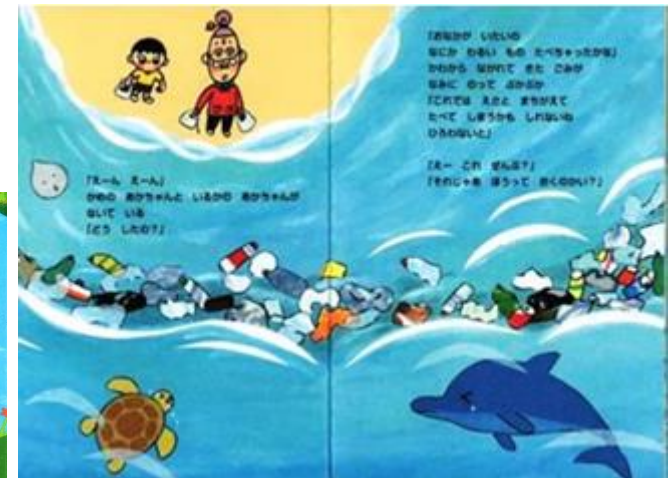
“Mottainai Gramma” series

“Mottainai Gramma”(General)

“Goes to the magic land “(Recycle)

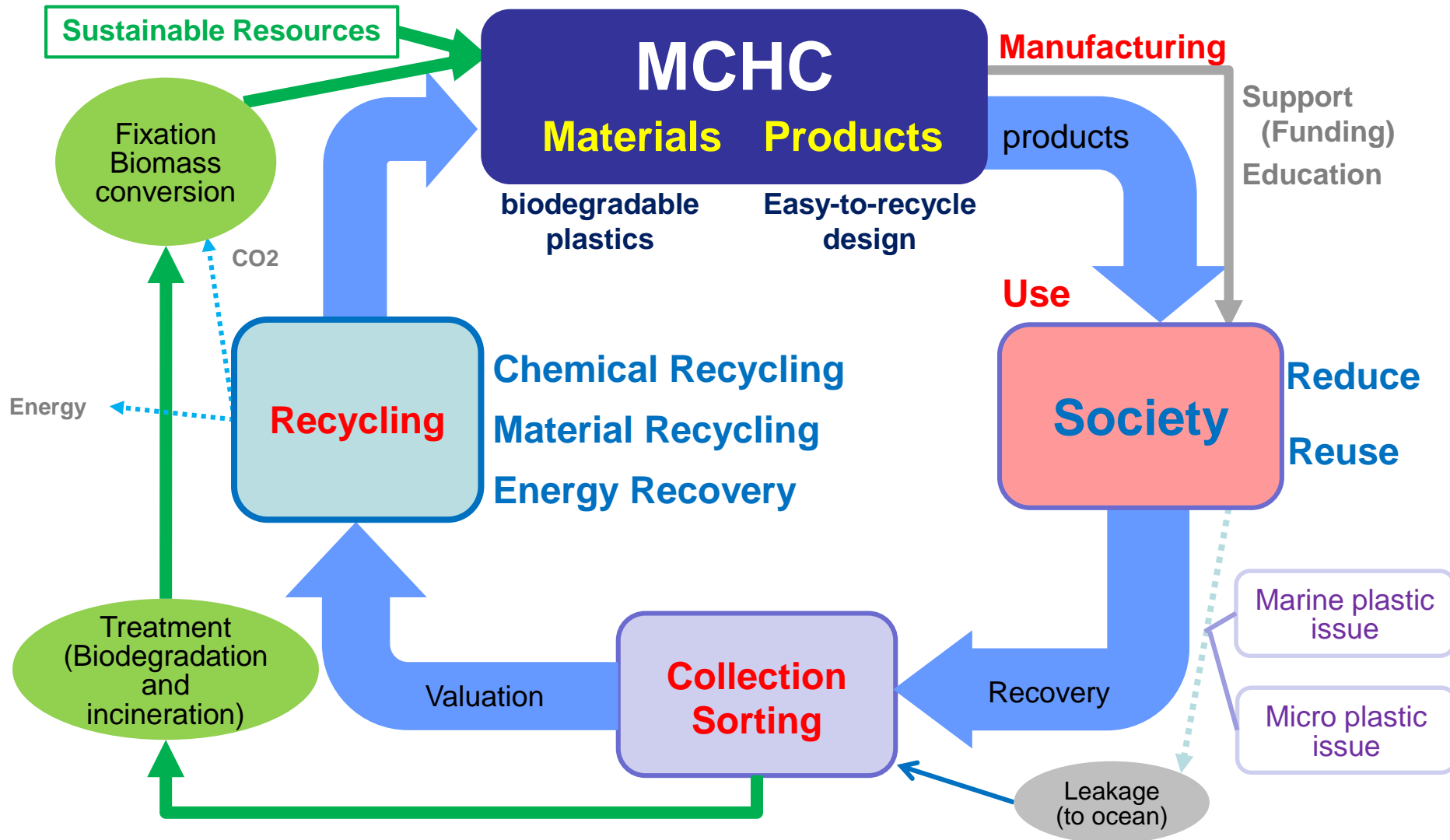
“Let us eat”(Food loss)

“Goes to the river”(Marine litter)



Mariko Shinju, “Goes to the River”, Kodansha, 13 March 2019

Plastic circulation



BioPBS™ | Bio Compostable Compound

Derived from renewable material and known for superior biodegradability, BioPBS™ is the truly environmentally-friendly plastic for green products.

Naturally compostable in 30° C in landfills.
Good biodegradation in marine environment.



BioPBS™



Food/non Food bags



Cutlery



Straw



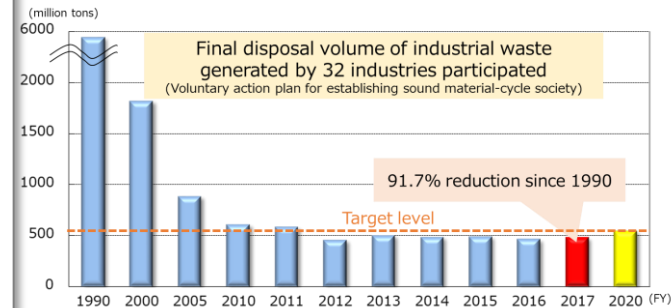
Voluntary Action Plan for Establishing a Sound Material-Cycle Society

Keidanren's initiative : Industry-specific plastic-related targets (16 Apr, 2019)

1.(1)Since 1997, Keidanren(Japan Business Federation) has promoted Japanese business community's proactive efforts regarding not only global warming but also resource circulation, through voluntary action plans.

(2)Keidanren has achieved substantial reduction in the final disposal volume of industrial waste, promoted 3Rs (Reduce, Reuse, Recycle).

※"3R initiative" was proposed by then PM Koizumi at G8 summit, 2004.



2. As a part of these efforts, in Dec 2018, Keidanren newly encouraged industrial associations to set up targets that would contribute to resolving marine plastic litter issues and promote plastic resource circulation (industry-specific plastic-related targets) from the perspective of deepening voluntary approaches by the business community and expanding the horizons of such efforts.

3. 20 industry associations have announced 43 "industry-specific plastic-related targets."
<List of Industries >

Electric power, Gas, Iron and Steel, Cement, Chemical, Pulp and Paper, Automobiles, Auto-body, Milk and Dairy product, Soft drinks, Beer, Construction, Printing, Real estate, Trade, Department stores, Railway, Banks, Securities, Plastic Containers and Packaging

For example, soft drink industry declared "PET bottle effective utilization rate of 100% by FY2030" .

4.(1)These targets were included in Japanese government's " Japan's Action plan for marine plastic litter" as effective actions.

(2)In fiscal 2019, industries continue to develop additional targets.

(Keidanren will publish newly set targets in March 2020.)

(3)Keidanren will continue to promote and widely communicate these voluntary actions both in Japan and worldwide.

Keidanren's "Opinion on formulating the 'Resource Circulation Strategy for Plastics'" (13 Nov, 2018) [excerpt]

1. Basic Approach

(1) Contributing to SDGs : Goal12 (Responsible consumption and production), Goal14 (Life below water), etc.

- ◆ **Need to prevent plastic waste flows into the oceans**, to minimize amounts winding up in landfills, and **to ensure that they are appropriately treated**. In order to reduce marine plastic litter while addressing global warming issues, **in addition to 3Rs (Reduce, Reuse, Recycle), thermal and energy recovery(waste to energy :WtE) should also be promoted** in a way that both environmental and economic goal are met.

(2) "Responsible consumption and production" of plastic products

- ◆ Plastic has contributed to sustainable economy and society ⇒ Reducing food loss and promoting energy efficiency
- ◆ Instead of just prohibiting, it is critical for business operators and consumers to **wisely produce, consume, and treat plastics, taking into account of technological feasibility and economic efficiency** toward the reduction of environmental burden.

2. Toward solving global ocean plastic issues

- ◆ **Each country must appropriately manage domestic plastic waste** and **prevent it from flowing out to the oceans**.
- ◆ When we develop and deploy alternative materials, such as biodegradable plastics, we should not undermine the inherent functions of products, container and packaging to achieve economic rationality and technological feasibility.
- ◆ **Japan should lead the world** in addressing plastic issues, **by export or technology transfer** to developing countries as packaged systems, the waste treatment and recycling technologies.

*Opinion on formulating the "Resource Circulation Strategy for Plastics" (13 Nov, 2018) <http://www.keidanren.or.jp/en/policy/2018/098.html>

Keidanren's efforts : Compilation of cases

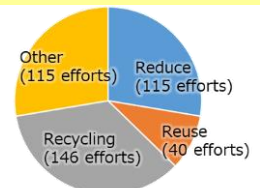
Outline of "Contributing to the UN SDGs through Measures Addressing Plastic Waste Issues" (15 Feb, 2019)

- ◆ Conducted a questionnaire survey targeting member companies and organizations on efforts serving plastic resource circulation and ocean plastic issues (Sep. 12 – Oct. 12, 2018)

⇒ **Appealed the Japanese business community's efforts and promoted voluntary approaches.**

- ◆ **300 efforts were reported by 164 business operators and business associations.**
- ◆ Collection of efforts made by wide range of companies and organizations of 29 industries.
- ◆ **In addition to 3Rs, efforts covered a wide range of activities, including coastal cleanups, environmental education, R&D&D of alternative to plastics.**

Breakdown of 300 cases by Japanese businesses



(※Multiple categories could be applied to each case)

*Contributing to the UN SDGs through Measures Addressing Plastic Waste Issues (15 Feb, 2019) <http://www.keidanren.or.jp/en/policy/2018/099.html>

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Thank you

Sustainability

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