



Circular Economy

Current Activities and Challenges
toward RE & CE implementation in Japan

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1. Circular Economy (CE)

- BRT welcome recent international-level discussions on CE & RE(Resource Efficiency) such as 2015 G7 Summit etc.
- EU Announcement of “CE Packages” in 2015 contribute international RE activities.
- RE/CE create new business opportunities with additional economic growth and job creation.



2. RE/CE Activities in Japan

Basic RE/CE Laws have been effective and penetrated into Japanese Society.

Major regulations:

- “Waste Management Law” In 1971
- “Energy Saving Law” in 1978
- “Recycling Promotion Law” in 1991
- “Basic Act for the Promotion of the Recycling -Oriented Society” in 2001



3. Voluntary Challenges and Actions of Japanese Business Sectors

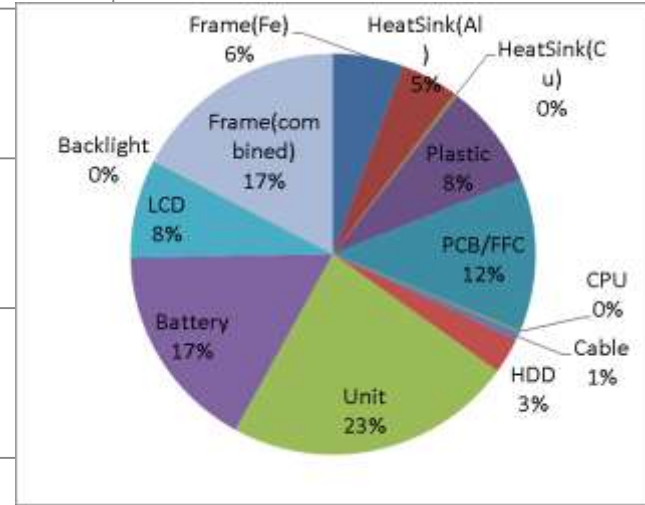
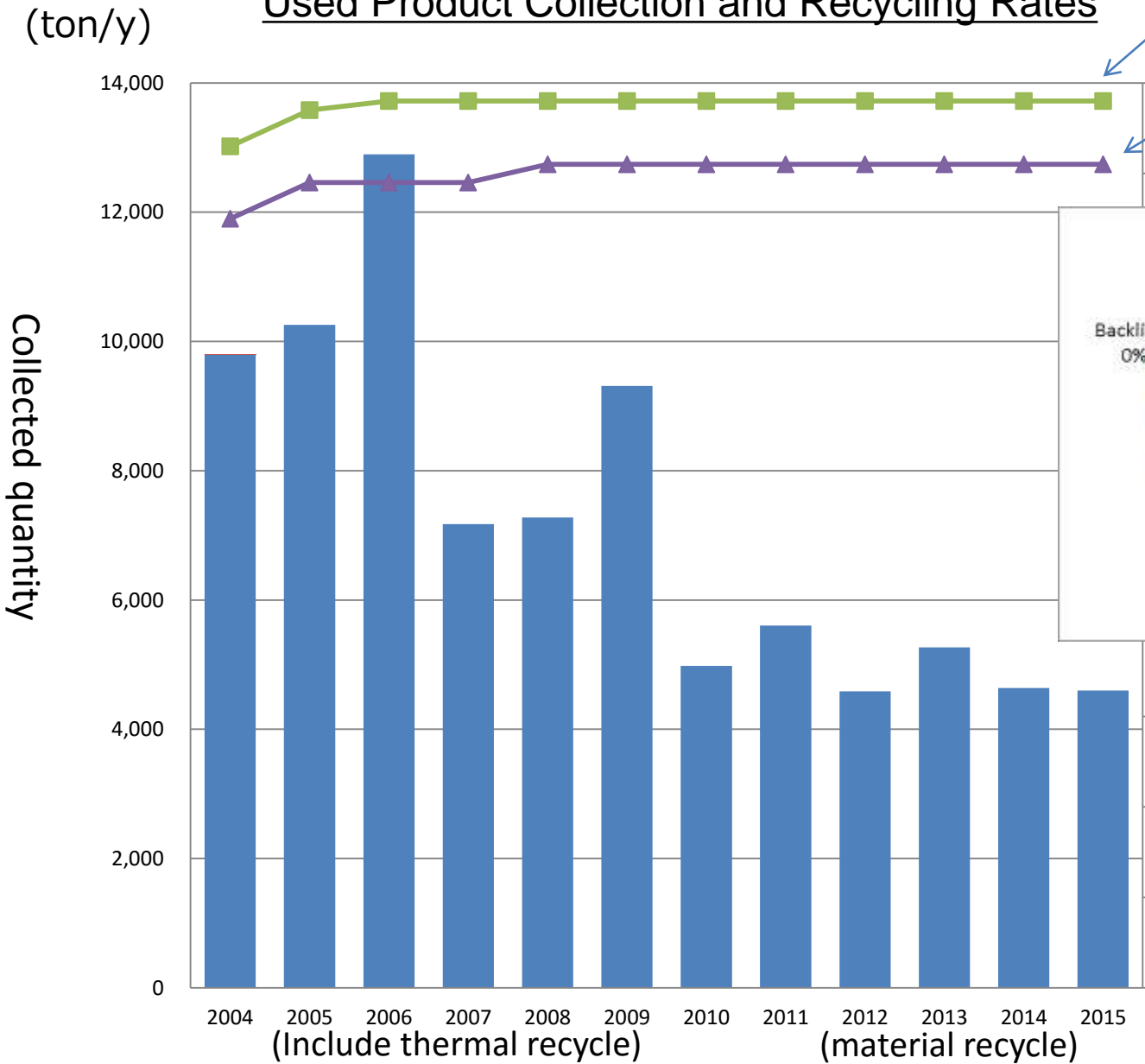
- Started Voluntary Action on waste disposal measures in 35 Industrial Sectors since 1997.
 - ⇒ Fiscal 2014 result (32 industries):
73.0% industrial waste reduction from FY2000
- <Our challenges>
- Continue voluntary actions on RE/CE
 - Consider fair international RE/CE rules

4. NEC's Recycling and Reusing Status

Used Product Collection and Recycling Rates

98%
(Recycling Rate)

91%
(Resource Reuse Rate)



Weight % of Note PC
(measuring every year)
(%)

4-2. NEC's Waste Management

Smart waste collection vehicle

- Vehicle and route follow-up
- Sensorization (load weight, RFID read)
- Message and incidence reception/send

Smart waste bin

- More than 6,000 NFC tags are installed for containers and street bins

- Bins filling level
- Geological location
- Maintenance status
- ...





5. Conclusion:

- 1) Positive RE/CE involvement for creating new business opportunities
- 2) Continuing Voluntary Actions for disposal reduction, not excessive rule-making
- 3) Global circulation perspective
- 4) Leading to get fairly close to international consensus