



 富士山クラブ

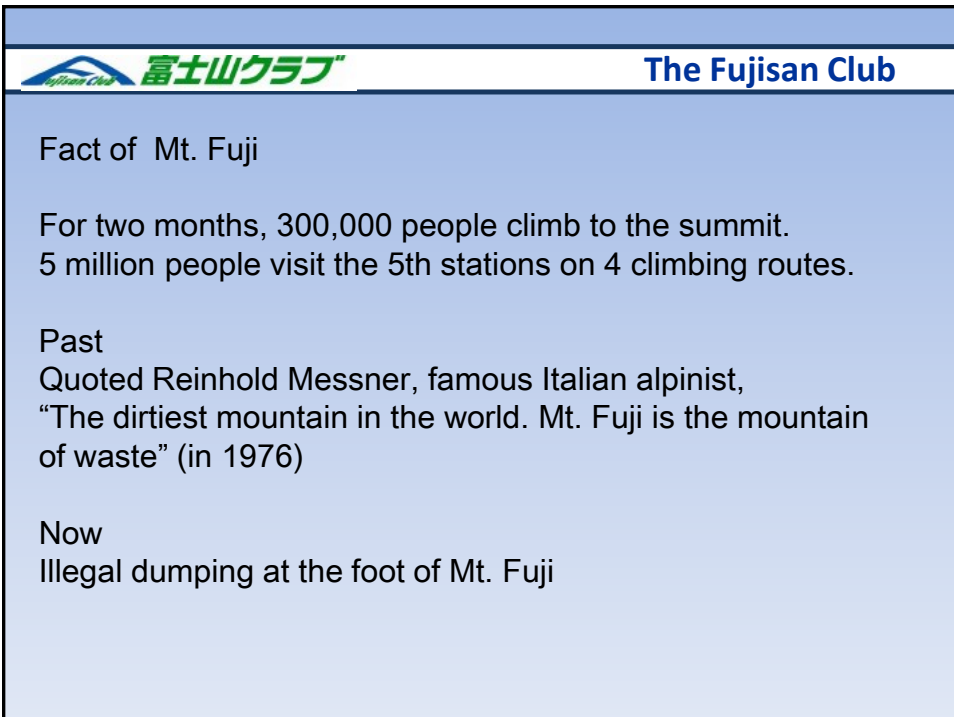
The Fujisan Club


添付資料 6

Established in 1998  
 Dedicated to conserving and restoring the natural environment of Mt. Fuji  
 Membership 1200 individuals 77 corporations  
 More than 6000 volunteers come to join our events every year

Activities of Focus

- ・ Clean-up
- ・ Protection of forest in and around Mt. Fuji
- ・ Outreach
- ・ Education
- ・ Research



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Fact of Mt. Fuji

For two months, 300,000 people climb to the summit.  
 5 million people visit the 5th stations on 4 climbing routes.

Past  
 Quoted Reinhold Messner, famous Italian alpinist,  
 “The dirtiest mountain in the world. Mt. Fuji is the mountain of waste” (in 1976)

Now  
 Illegal dumping at the foot of Mt. Fuji

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<p>How we advocate 3R through our programs</p>	
<p>Clean-up campaign with a Japanese word “MOTTAINAI” (Reduce, Reuse, Recycle and Repair or Respect)</p>	
<p>Since 1998, 40,000 volunteers in total have joined and collected more than 400 tons of illegal dumped wastes. Not only throwing the event, we visit schools, companies and communities and deliver talks to discuss how we can apply MOTTANAI lifestyle.</p>	
<p>Don't we use “recycling” as an excuse of mass consumption, do we?</p>	
<p>What can you do to become a smart consumer ?</p>	

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 <p>There is no waste in nature. Waste is a human invention.</p>	
<p>Let's work together and take action to establish sustainable society for the-well being of the future generation.</p>	