

# Beyond a “Throwaway Society” – FoE Japan’s Activities Related to Waste and 3Rs –

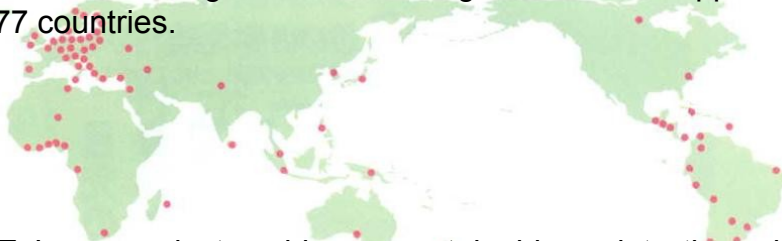
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## Friends of the Earth Japan (FoE Japan)

FoE Japan was established in 1980 as the Japan affiliate of Friends of the Earth International, a global network of environmental organizations having two million supporters in 77 countries.



FoE Japan seeks to achieve a sustainable society, through combining a global perspective and grassroots action to address environmental issues, including climate change, energy, forests, development financing and waste.



## FoE Japan's Activities related to waste and 3Rs

- Our Goal: to minimize environmental burdens (or footprint) and the usage of the Earth's natural resources.
- In partnership with consumers, we call upon governments and businesses to create "reduce" and "reuse" systems.

### Policy Proposal, Reserch&Study

- Making policy proposals on national 3R system and 3R-erated laws (Containers and Packaging Recycling Law, Home Appliance Recycling Law, etc.)



- Domestic and international research & study related to 3Rs. (Korea, Germany, etc.) .

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## FoE Japan's Activities related to waste and 3Rs

### Campaign

- Starbucks Campaign: Calling on businesses to switch from disposable containers to reusable items for use by fast food and coffee shop chains.



- Sui-Do! Campaign : Reducing waste, CO2 emissions, and other social costs through choosing tap water instead of beverages in disposable plastic PET bottles. (In Japan, tap water is safe and taste good.)

### Information dissemination

- Through our own website, newsletter, email magazine, and mass-media & social network, etc.
- Seminars, workshops, exhibition, etc.



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