



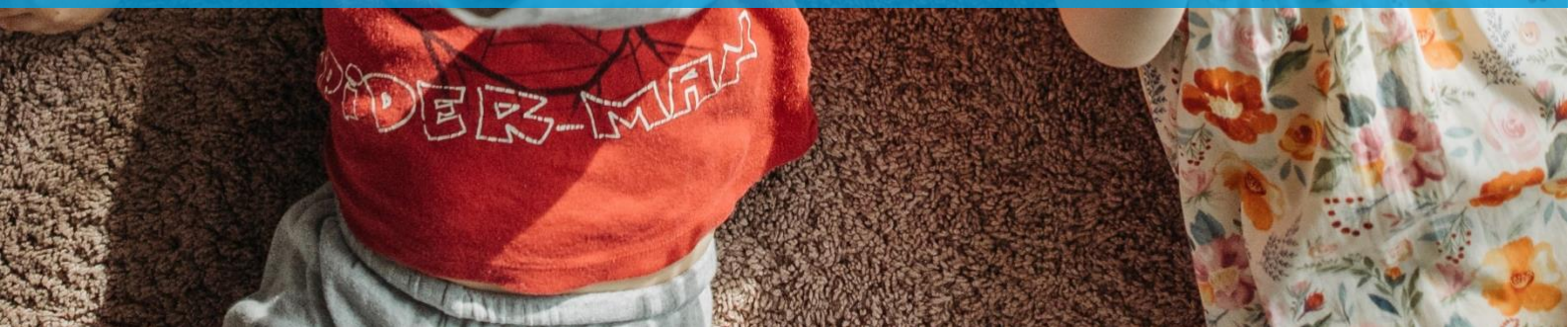
UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION



# Global consultations on circular economy 2022-2023

---

Written statements of the regional preparatory meeting  
for the Western European and other States Group





This document has been produced without formal United Nations editing. The designations employed and the presentation of the material in this document do not imply the expression of any opinion whatsoever on the part of the Secretariat of the United Nations Industrial Development Organization (UNIDO) concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries, or its economic system or degree of development. Designations such as “developed”, “industrialized” or “developing” are intended for statistical convenience and do not necessarily express a judgement about the stage reached by a particular country or area in the development process. Mention of firm names or commercial products does not constitute an endorsement by UNIDO.



Global consultations on circular economy 2022-2023  
Written statements of the regional preparatory meeting for the Western European  
and other States Group

Contents

I. Japan Clean Ocean Material Alliance (CLOMA) .....4

## I. Japan Clean Ocean Material Alliance (CLOMA)

2022/09/26 UNIDO Regional Preparatory Remarks

(Western European and other States Group)



[Content of remarks]

Japan Clean Ocean Material Alliance (CLOMA) is a corporate alliance to solve the marine plastic litter problem established in January 2019 by 159 companies involved in the plastic supply chain, that contained manufacturers of resin, manufacturers of products and containers using plastics, manufacturers using plastic containers and parts, retailers using plastic packaging materials, plastic recyclers and manufacturers of products that replace plastics. We are in a cooperative relationship with the Japanese government and local governments.

- Since Japan has a well-developed waste material collection and disposal system, it is estimated that the amount of new plastic waste flowing into the ocean is very small. Plastic materials play an important role in public health, reducing greenhouse gas emissions, and reducing food losses. To integrate plastics in a circular economy, it is necessary to reduce the use of plastics, switch to sustainable alternative materials, and advance the sophistication of plastics recycling. For this reason, CLOMA members intend to bring together the 3R (Reduce, Reuse, Recycle) and alternative material technologies and knowledge that Japanese industry has cultivated so far, and to achieve this through public-private partnerships and cooperation with consumers.
- CLOMA intends to build and disseminate solutions originating in Japan that aim to eliminate plastic waste that flows into the ocean by thoroughly recycling plastics. Therefore, we started a Working Group with a counterpart in Indonesia, and would like to expand international cooperation in this area.
- Continuity of activities is most important for issues such as marine plastic litter that require long-term effort.
- For this reason, CLOMA is based on the pursuit of results through business-based activities that are unique to corporate alliances.
- At the beginning CLOMA's activities focused on business matching that brought together the products and services of each member company, such as a combination of paper products and

coating technology to replace plastics. Various projects have been launched, and various challenges such as the development of a traceability system through collaboration between the arterial and venous industries, the collaboration of next-generation chemical recycling, and the feasibility studies of collection and recycling in collaboration with local governments have begun.

- For example, with the cooperation of Kobe City, 16 companies, including retailers, daily necessities manufacturers, and plastic recyclers, jointly collect plastic containers for detergents, shampoos, etc. and start a project to recycle them into plastic containers from October 2021. It can be said that one of the results of the alliance is that it has become possible to collaborate with companies that normally compete with each other and to cooperate smoothly with local governments.

- Now the number of members of CLOMA has more than tripled since its establishment, and its activities are becoming more active.

- In April 2022, the Act on Promotion of Plastic Resource Recycling came into effect, and movements aimed at controlling total plastic resource recycling will begin in earnest throughout Japan. CLOMA has set up a future design project team to envision the future of plastic recycling and design initiatives to achieve it, aiming to advance our future activities.

- CLOMA has set a goal of 100% recycling of plastic products by 2050, but in order to achieve this, it is necessary to change consumer behavior, share information on plastic resources using the DX platform, and match collection systems and recycling processes. It is necessary to promote innovation in social systems.

- CLOMA would like to further improve our activities so far, so we would like to expand the circle of cooperation with everyone gathered here today.

\*\*\*