

CLOMA's Activities Toward Plastics Circularity

Japan Clean Ocean Material Alliance(CLOMA)



JCCI, Feb. 25, 2026

Kentaro Nakamura

CLOMA's Aim of establishment and outline of activities



In January 2019, Clean Ocean Material Alliance (CLOMA) was established mainly by companies that are responsible for supply chains of products for general consumers.

Toward the solution of the marine plastic waste problem, it will be required to collect plastic which has already been accumulated in the ocean, and to **make an effort to prevent discharging plastic waste to environment**.

CLOMA **distributes** Solutions from Japan = **“Japan models” to the world**, which aims to reduce plastic waste discharged into the ocean to zero together with consumers and society by gathering technologies and know-hows that Japanese industry has cultivated, **by accelerating innovation of the 3Rs and alternative materials through public-private partnerships**, and by promoting the thorough cyclic use of plastic.

- Establishment: January 18, 2019
- Chairman: Michitaka Sawada, Kao Corporation
- Members: Starting with 159 companies and organizations → 475(Sep. 2025)



Recycling, chemistry, paper manufacturing, forming processing, food / beverage / toiletry manufacturing, and distribution

- Outline of activities

June 2019: Publishing **CLOMA Vision**:
Aims and principle of activities

May 2020: Publishing **CLOMA Action Plan**:
Medium- and long-term targets and action plan

July 2023: **Future Design** :
Japanese Approach to CE

July 2024 **Circular 30 by 30** :
Realizing the future Design

CLOMA's Fields of contribution

Collection from the ocean



Scope of contribution

- Deepening and promotion of the 3Rs
- Utilization of alternative materials
- Responses to plastic flow out

Chemical raw materials

Plastic

Recycling

World's production volume of plastic
320 million ton/year
(Plastics Europe)

Use

Sorted collection

Outflow into the ocean

Amount flowing out: 8 million tons/year

Incineration & landfill

Recycling collected plastic



Accumulated amount: 150 million tons

New Plastic Economy (Ellen MacArthur Foundation.)

CLOMA Members: Value Chains and Public-Private Partnerships



Government METI/MOE/MAFF

- System design, international negotiation

NGOs

- Research and awareness-raising

Research institutions

- Joint research

Financial institutions

- ESG investment

Material manufacturers

- Material development

Recyclers

- Recycled material production

CLOMA members Partners

Container manufacturers

- Container development

Brand owners

- Product design

Machinery manufacturers

- Machine design

Trading companies/ consulting firms

- System design

Industry associations

- Industry standardization

Retailers

- Sales and in-store collection

Municipal Members

- Sorting and collection

Consumers

- Sorted waste disposal
- Littering bans



Tokyo Metropolitan Government
Saitama Prefecture
Aichi Prefecture
Osaka Prefecture
Kanagawa Prefecture
Wakayama Prefecture
Hiroshima Prefecture
Saga Prefecture

Aizuwakamatsu City
Kawasaki City
Yokohama City
Osaka City
Kobe City
Kitakyushu City
Wakayama City
Sendai city

481 members,
As of Feb. 2026

CLOMA's Executive Member Companies



Eat Well, Live Well.



AMITA

AEON



Kao

Kaneka
The Dreamology Company
—Make your dreams come true—



SARAYA

SUNTORY
Sustained by Nature and Water



7-ELEVEN



DNP

TEIJIN
TEIJIN FRONTIER CO., LTD.



TOPPAN

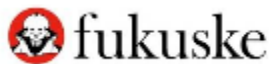


nippn



JANUS

JPR



LION



CLOMA's Activities Toward Proposing a Social System

Long-Term Goal: Aiming for 100% Recycling of Plastic Products like Containers and Packaging by 2050

2022

...2030

...2050

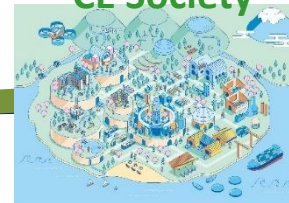
Linear Economy

• **Circular30by30**

- Declare 30% recycled material usage by 2030, triggered from the demand side
- Implement large-scale demonstration tests to make a database

Circular Economy

Japanese-Style
CE Society

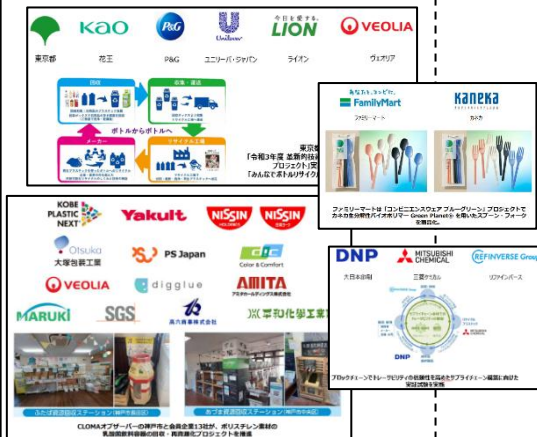


Social Implementation

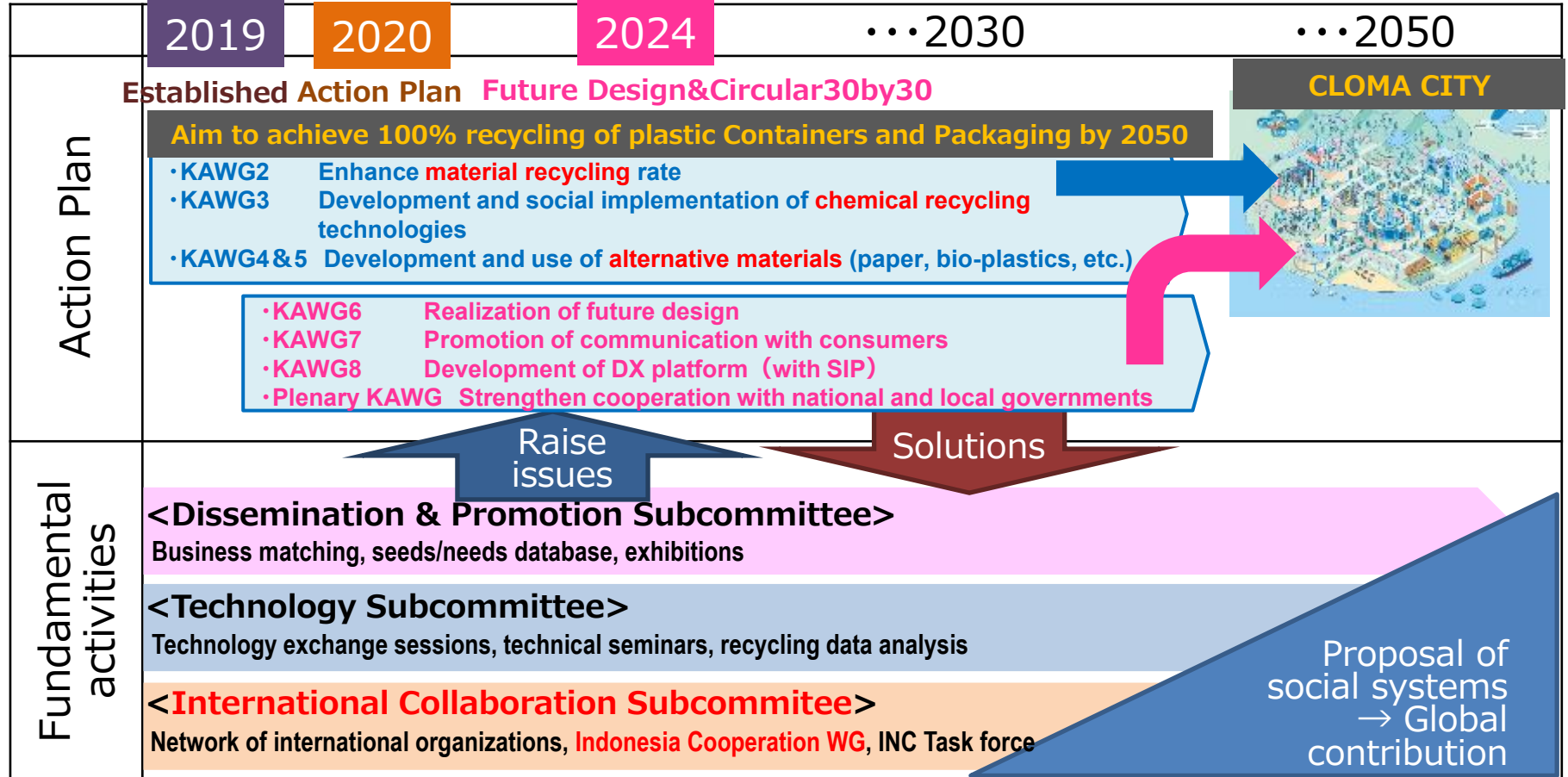
Institutions, infrastructure, and consumer behavior change

- Technology Development and Quality Improvement
- Identifying Challenges among Companies
- Creating Social Trend

Demonstration tests for recycling specific items
159 collaborations among members (as of 2024 results)



Activities with 8 KAWGs and 3 Subcommittees



Results of Business Matching among member companies

【2019 Results】

Exchanging Information	50
R&D Collaboration	18
Feasibility Study	8
Business Implementation	6



【2024】

170
56
30
45

【2019-2024】

812
202
93
159

Unit: case

kaneka

カナカ
海洋生分解性ポリマー
PHBH®



セブン&アイ
セブンカフェ



2019年11月から
セブンカフェでストロー使用

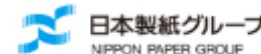


シーズ
シート

Seeds
&Needs



北村化学産業
発泡バリアトレ



日本製紙
紙製バリア蓋材
SHIELDPLUS®



プラ使用量 40%削減

Refill Pack Collection and Horizontal Recycling Project

“Kobe Plastic Next”, a project in which CLOMA and its member companies collaborate with the City of Kobe to collect refill packs at 75 collection boxes in retail stores and eco stations for horizontal recycling.

4.17 tons of refill pack was collected (As of June 2024).



Source: Kao's Website



Source: Kobe City's Website

Lactic Acid Bacteria Beverage Container Recycling Project



CLOMA HPより引用



CLOMA observes Kobe City and 13 member companies are working on a project to collect and recycle polystyrene containers for lactic acid beverages.

Mayonnaise Bottle Recycling Demonstration Project



Source: Kawasaki City's Website



Eat Well, Live Well.



Period: July 1, 2024 - June 30, 2025

Location: Ito-Yokado (Supermarket) in Kawasaki City

Collection: Used mayonnaise bottles from consumers

Consumer's tasks before collection:

- 1) Remove the lid and label
- 2) Fill with 1/3 water and shake to wash
- 3) Cut in half with scissors and wash with a sponge
- 4) Dry and place in the collection box for mayonnaise bottles only



Collection Box

Kawasaki Circular Design Park supported by CLOMA



Demonstration Project Utilizing Material and Chemical Recycling Technologies and New Sorting Capabilities in Kawasaki's Coastal Area

Model City Demonstration Project → CE Japan Model

Local circulation Model(decentralized)

Local area with low plastic density
Separate collection for regional circulation/
Simple sorting

Large city model

Cities with high plastic density

Collection at office buildings and apartments/
Expansion of reuse models

Indurix Complex Model

Metropolitan area with industrial complex
Bulk collection by multiple municipalities/Advanced auto sorting/Implementing Chemical Recycling

Kawasaki Circular Design Park supported by CLOMA (started from Oct. 2024)

Role of Demonstration Members



Japan Clean Ocean Material Alliance

CLOMA's Education and Awareness Activities

CLOMA FUTURE DESIGN PROGRAM

For the children themselves who will shape the future of a sustainable resource-recycling society.

This is a program where companies support the learning of children moving toward the future.

Through learning about resource recycling, it aims to foster **perspectives and ways of thinking for solving challenges to coexist with the Earth**, while connecting with the thoughts and aspirations of working people.

Junior high school students **imagine the future they want to see, express it in their own words as a story, and share it.**

We wish to support their growth and co-create the future together. That is our hope.

Outreach Program/Visiting Classes/Factory Tour

35 CLOMA member companies and organizations are supporting



Results Presentation in Expo 2025

Date: Thursday, September 25, 2025

Venue: Expo 2025 Osaka, Kansai, Japan

EXPO Messe "WASSE" South Side Stage Area

Collaborating with the Ministry of Economy, Trade and Industry's special event series "Science Manga Survival". Held as part of the "Circular Economy Research Institute" where you can learn about the circular economy in a fun way.



Scene from the Results Presentation



Opening Remarks by
Chair Mr. Sawada

Opening



Award Ceremony



Presenting Works



Closing Remarks: Mr. Miyaji, Seven & i Holdings

CLOMA's International Partnership



~ Distribute Solutions from Japan = “Japan models” to the world ~

Environmentally-adaptable design
Recycling technologies/systems
Alternative materials
Raising awareness of consumers

Indonesia cooperation WG 2022~
Co-working with NPAP, supported
by Indonesian government

Strategic comprehensive tie-up
with AEPW March 2021

Contributing to INC as UNEP's
Accredited Organization

Cooperation on marine plastic
litter with Taiwan (ITRI, OAC)



Cooperative projects with Indonesia

- Under the cooperation between the Japanese and Indonesian governments, CLOMA established the **Indonesia Cooperation Working Group** in 2019.



- ◆ **AOTS Program (FY2024-)**
Training Program for Indonesian government officials on Plastic Circularity



- ◆ **Business Matching Event**
Presentation and matching on initiatives, technologies and products on Plastic Circularity

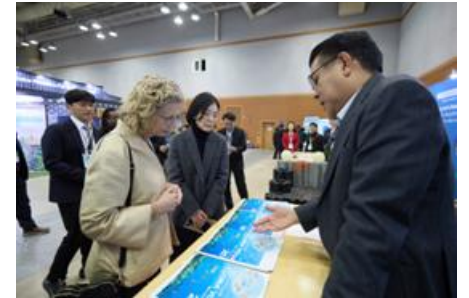


- ◆ **Feasibility Study (JAIF Fund)**
Feasibility Study on Establishing a Plastic Circularity Model in Indonesia



Contribution to Plastic Treaty (INC) by UNEP

- As an UNEP observer, CLOMA participated from INC-2 to INC-5.2 and **gave a presentation on Japan's 3R (Reduce, Reuse, Recycle) experience and CLOMA's activities at UN official side events.**
- CLOMA has organized an INC Task Force consisting of member companies and **submitted a statement to the INC Secretariat.**



[Excerpts from the Statement in August, 2023]

Definition of plastic pollution: Plastic pollution becomes a problem when plastics are not properly managed (collected, recycled and treated) and released as waste into the environment, including the oceans. This point needs to be clarified in the definition of plastic pollution. In addition, measurement and calculation methods need to be standardized and clarified to indicate the amount of plastic pollution.



Thank you!

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Alliance creates new innovation