

ENVIRONMENTAL
REPORT

Vol.20

Our packages contribute to both customers and society's initiatives in environmental sustainability.

Recently, social awareness about the environment, such as marine plastic, is intensively spreading. In fact, we have been making attempts in Reduce - Recycle - Reuse activities. We would like to introduce some of our efforts.

Fuji Seal Group Educational Activities on Resource Recycling through Visiting Classes

Fuji Seal Group celebrates its 125th anniversary. As a leading company in the packaging industry, we will continue to contribute to the realization of a sustainable society by delivering values that are friendly to people and the environment. One of our efforts to realize this goal is to provide classes*1 in the areas where our companies are located. The main purpose of these activities is to explain the role of packaging and to educate people about the fact that packaging can be a resource if it is handled properly. Through these activities, we hope to contribute to the realization of a sustainable society by sharing with consumers the necessity of packaging and our efforts toward resource recycling, and working together with them.

Specifically, we collect our packages and distribute eco-bags created by utilizing chemical recycling, and we give lessons to our customers for their experience on resource recycling. We plan to continue this on-site classes for schools and communities in each region as company-wide activity.

*1 Onsite class is offered where our company employees visit schools as lecturers to give classes to the students. By providing our know-how and ideas that the company has been implementing for many years through its main business as a class program, it is possible to give children a sense of "waku-waku" that they could not feel in their day-to-day activities, and to make them aware of things that they have been unconscious of in their daily lives. Through the onsite classes, we can give children a great stimulus by providing them with a sparkling time that will remain on a page of their lives.



Class scenery



Learning about resource separation



Q&A



Explanation of label manufacturing process

ENVIRONMENTAL
REPORT

Vol.20

We are also participating in a project to promote awareness and behavior change within the "Project to Promote Sustainable Use and Value of Plastic Resources" (implemented by Mitsubishi Chemical Corporation), adopted by Hiroshima Prefecture under the "FY2022 Leading Project Supporting Measures against Marine Plastic (Reducing Plastic Use, etc.)" campaign.

Together with organizations and companies that participate in consumer awareness activities*2, we discussed with students the role of plastics and how to promote high-quality recycling from the viewpoint that plastics can become resources if properly sorted.

<Schools participated in the program>

Hiroshima University, Hiroshima Institute of Technology, Eikei University, Kuba Elementary School, Otake Elementary School, Ogata Elementary School

In addition, from November 2022 to January 2023, plastic bottles will be collected at public facilities in Otake City, and from February next year, verification of label sorting and revaluation of plastic resource will be conducted.

*2 Participating organizations and companies = Hiroshima Prefecture, Otake City, Hiroshima University, Hiroshima Institute of Technology, Eikei University, Japan Soft Drink Association, Mitsubishi Chemical Corporation, Ricoh Company, Ltd., Boolean Corporation, Sekisai Corporation, Kirin Beverage Company, Ltd., Takayama Shokai Corporation.



Class topics



Class scenery



Group work scenery



Experience of fitting Shrink labels