



December 13, 2021

**“Collaborative Plastic Recycling Program” to Be Conducted Jointly  
by Four Companies as a Demonstration Project**  
Selected as a demonstration project by Tokyo for “2021 Innovative Technology and  
Business Model Promotion Project”

“Collaborative Plastic Recycling Program,” which is intended to recycle bottles of personal and home care products, was selected as a collaborative demonstration project for “2021 Innovative Technology and Business Model Promotion Project” organized by the Tokyo Metropolitan Government (Tokyo). The initiative will be pursued by four companies, namely Unilever Japan, Kao Corporation, P&G Japan G.K., and Lion Corporation.

“Collaborative Plastic Recycling Program” was launched in Higashi-Yamato City, Tokyo, in June 2021 as a joint effort between Unilever Japan and Kao Corporation. The program targets to collect used bottles of personal and home care products and recycle them from bottle to bottle. The initiative has been selected as a demonstration project in the “2021 Innovative Technology and Business Model Promotion Project” organized by Tokyo, in which the metropolitan government had publicly sought for players to promote the implementation of horizontal recycling. Horizontal recycling refers to the process of drastically reducing and reusing plastics and converting them back into resin equivalent to virgin resources (unused resources). The scheme will be verified together with Tokyo. P&G Japan G.K. and Lion Corporation have newly joined the initiative and the four parties will collaborate in the demonstration project to further expand and accelerate its development.

**Overview of the “Collaborative Plastic Recycling Program**

● **Objectives**

1. Exploring methods for the separated collection and recycling of personal and home care product packaging through collaboration with consumers, local government, and business enterprises.
2. Verifying horizontal recycling technologies that can make new bottles from used bottles of personal and home care products.

● **Implementation**

From June 1 (Tuesday), 2021

● **Description**

Install collection boxes in Higashi-Yamato City, Komae City (Tokyo) and Joso City (Ibaraki) and collect used packaging that has been cleaned and dried after use at home. Collected packaging is then sorted, cleaned, and processed by Veolia Jenets K.K., a company engaged in recycling. Horizontal recycling technologies for making new bottles from used bottles will then be verified.

### **About Unilever**

Unilever is one of the world's leading suppliers of Beauty & Personal Care, Home Care, and Foods & Refreshment products, with sales in over 190 countries and products used by 2.5 billion people every day. We have 149,000 employees and generated sales of €50.7 billion in 2020. Our vision is to be the global leader in sustainable business and to demonstrate how our purpose-led, future-fit business model drives superior performance. The Unilever Compass, our sustainable business strategy, is set out to help us deliver superior performance and drive sustainable and responsible growth, while improving the health of the planet; improving people's health, confidence and wellbeing; and contributing to a fairer and more socially inclusive world. We serve consumers in Japan for over 50 years with brands including Lux, Dove, Clear, and AXE. For more information, please visit [www.unilever.com/](http://www.unilever.com/)

### **About Kao**

Kao creates high-value-added products that enrich the lives of consumers around the world. Through its portfolio of over 20 leading brands such as *Attack*, *Bioré*, *Goldwell*, *Jergens*, *John Frieda*, *Kanebo*, *Laurier*, *Merries*, and *Molton Brown*, Kao is part of the everyday lives of people in Asia, Oceania, North America, and Europe. Combined with its chemical division, which contributes to a wide range of industries, Kao generates about 1,400 billion yen in annual sales. Kao employs about 33,000 people worldwide and has 130 years of history in innovation. Please visit the Kao Group website for updated information.

<https://www.kao.com/global/en/>

### **About P&G Japan**

P&G Japan serves consumers with one of the strongest portfolios of trusted, quality, leadership brands, including Ariel, Sarasa, Lenor, Febreze, Joy, Pampers, Whisper, Pantene, h&s, Hair Recipe, SK-II, Gillette, Braun, and Oral-B by Braun in Japan market. The P&G community includes operations in approximately 70 countries worldwide. We believe in finding small but meaningful ways to improve lives—now and for generations to come. Please visit (<https://jp.pg.com/>)for the latest news and information about P&G Japan.

## Lion Corporation Overview

**Representative: Masazumi Kikukawa, Representative Director, President and Executive Officer**

**Address: 1-3-7 Honjo, Sumida-ku, Tokyo, Japan**

**Established: September 1918 (founded October 30, 1891) Net Sales (consolidated): 355.3 billion yen (term ended December 2020) No. of employees (consolidated): 7,452 (as of December 31, 2020) Business description: The manufacture and sale of toothpastes, toothbrushes, soaps, detergents, hair- and skin-care products, cooking-related products and pharmaceuticals. Exports to overseas affiliates.**

## About Veolia Group

**Veolia group aims to be the benchmark company for ecological transformation. With nearly 179,000 employees worldwide, the Group designs and provides game-changing solutions that are both useful and practical for water, waste and energy management. Through its three complementary business activities, Veolia helps to develop access to resources, preserve available resources, and replenish them. In 2020, the Veolia group supplied 95 million people with drinking water and 62 million people with wastewater service, produced nearly 43 million megawatt hours of energy and treated 47 million metric tons of waste. Veolia Environnement (*listed on Paris Euronext: VIE*) recorded consolidated revenue of €26.010 billion in 2020. [www.veolia.com](http://www.veolia.com)**