

# Tokushima Prefecture Recycling Certification Program

## Features

- The certification process targets not only recycled products, but also model businesses that practice the "three R's."
- Certified recycled products and 3R model businesses can use the certification mark in advertising and are promoted by the prefecture.

## Overview

(Technical principles, actions, etc.)

Based on its belief that waste products comprise a new category of resources, Tokushima Prefecture has created the Tokushima Prefecture Recycling Certification Program, which recognizes recycled products that are manufactured using waste products as well as businesses that are actively involved in practicing the "three R's."

By certifying and promoting exceptional recycled products and businesses, the program seeks to increase support for 3R initiatives by businesses while building a recycling-based society in the prefecture.



Tokushima Prefecture certified recycled product mark



Tokushima Prefecture certified 3R model business mark

The certification program recognizes the following:

- ① Exceptional recycled products manufactured at facilities in the prefecture using primarily waste products and similar resources generated inside the prefecture
- ② Businesses in the prefecture that have achieved remarkable results by actively pursuing the "three R's" of reducing waste products, reusing recycled resources, and recycling

Companies that have received certification can use "Tokushima Prefecture Certified Recycled Product" and "Tokushima Prefecture Certified 3R Model Business" labeling and display certification marks in their advertising and other promotional materials. Additionally, the prefecture promotes certified products and certified businesses' initiatives extensively through pamphlets and other materials and encourages cities, towns, villages, and other interested parties to give certified products preferential treatment when making procurement decisions.

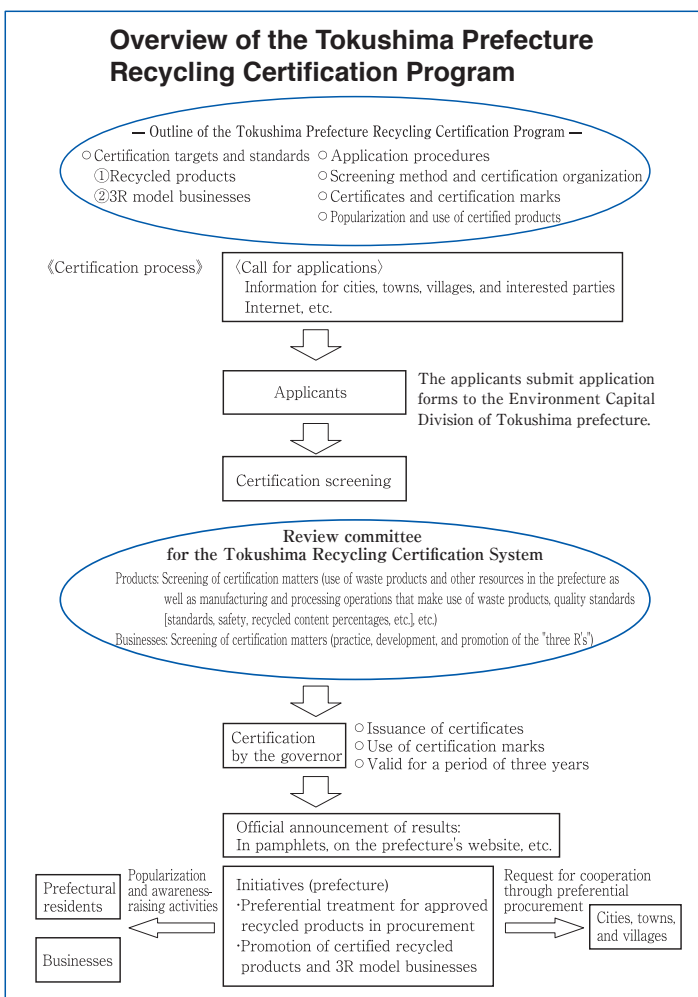
Environmental Enlightenment Activities

Environmental Business Matching

Green Engineering System

Environmental Projects with China and Other Foreign Countries

Others



## Introductory Track Record and Effects

- This program was established in 2004 and has certified 45 recycling products and 34 3R model businesses as of the end of 2014. Certification and public relations activities in this program are creating and invigorating the recycling industry in Tokushima and promoting the reduction of waste generation and the effective use of resources.

**Tokushima Prefecture**

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