

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

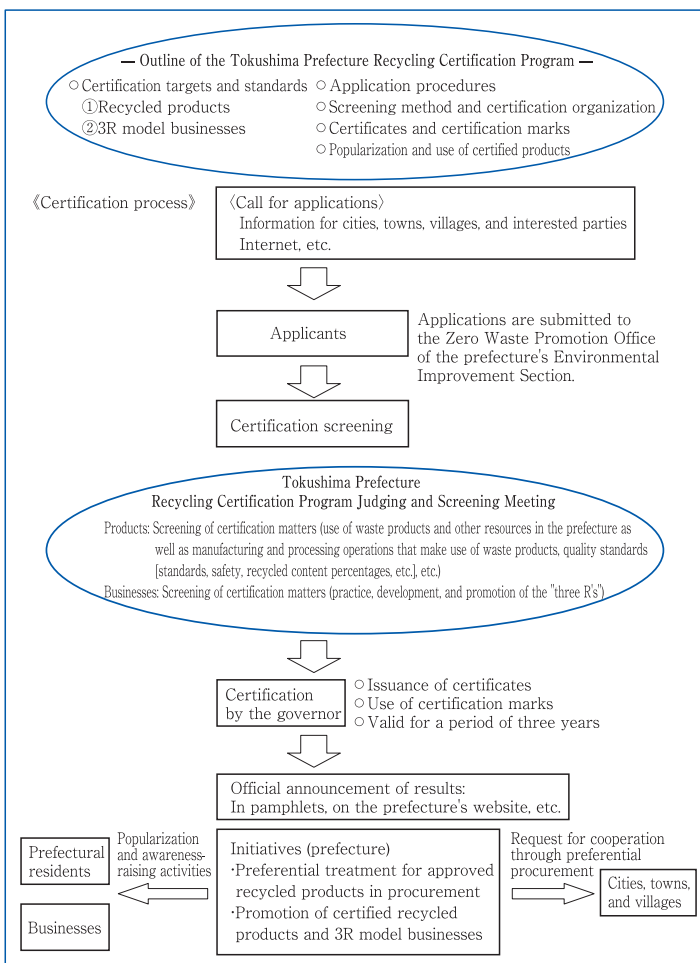
The certification program recognizes the following:

- 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.

Introductory Track Record and Effects

- As of the end of the 2008 fiscal year, the program, which was launched in fiscal 2004, had certified 34 recycled products and 18 3R model businesses. Awareness of the program has grown gradually among environmental companies in the prefecture during the five years since its creation, and associated certification and promotional efforts have helped limit the generation of waste products and promoted the effective utilization of resources through the creation and promotion of a recycling industry in the prefecture.



Overview of the Tokushima Prefecture Recycling Certification Program

Tokushima Prefecture

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