Outline of CLOMA activities and enthusiasm for INC

- Japan Clean Ocean Material Alliance (CLOMA) is a corporate alliance to solve the marine plastic litter problem established in January 2019 by 159 companies involved in the plastic supply chain, that contained manufacturers of resin, manufacturers of products and containers using plastics, manufacturers using plastic containers and parts, retailers using plastic packaging materials, plastic recyclers and manufacturers of products that replace plastics.

- Now the number of CLOMA member has more than tripled since its establishment. Major Japanese companies in the plastic supply chain are involved in CLOMA, and we are also in cooperative relationships with the Japanese government and local governments. Our activities are getting more active.

- Since Japan has a well-developed waste material collection and disposal system, it is estimated that the amount of new plastic waste flowing into the ocean is very small. Plastic materials play important role in public health, reducing greenhouse gas emissions, and reducing food losses. To integrate plastics in circular economy, it is necessary to reduce the use of plastics, switch to sustainable alternative materials, and advance the sophistication of plastics recycling. For this reason, CLOMA members intend to bring together the 3R (Reduce, Reuse, Recycle) and alternative material technologies and knowledge that Japanese industry has cultivated so far, and to achieve this through public-private partnerships and cooperation with consumers.

- CLOMA intends to build and disseminate solutions originating in Japan that aim to eliminate plastic waste that flows into the ocean by thoroughly recycling plastics. Therefore, as the first activity, we started the working group with counterpart in Indonesia, and would like to expand international cooperation in this area.

- Continuity of activities is most important for issues such as marine plastic litter that require long-term effort.
- For this reason, CLOMA is based on the pursuit of results through business-based
activities that are unique to corporate alliances.

- At the beginning CLOMA’s activities focused on business matching that brought together the products and services of each member company, such as a combination of paper products and coating technology to replace plastics. Various projects have been launched, and various challenges such as the development of a traceability system through collaboration between the arterial and venous industries, the collaboration of next-generation chemical recycling, and the feasibility studies of collection and recycling in collaboration with local governments have begun.

- For example, with the cooperation of CLOMA member municipalities, retailers, manufacturers of daily necessities, and plastic recycling companies have been jointly collecting plastic containers for detergents, shampoos, etc., and recycling them into plastic containers. It can be said that one of the results of the alliance is that it has become possible to collaborate with companies that normally compete with each other and to cooperate smoothly with local governments.

- In April 2022, the Act on Promotion of Plastic Resource Recycling came into effect in Japan, and movements aimed at controlling total plastic resource recycling will begin in earnest throughout Japan. CLOMA has set up a future design project team to envision the future of plastic recycling and design initiatives to achieve it, aiming to advance our future activities.

- CLOMA has set a goal of 100% recycling of plastic products by 2050, but in order to achieve this, it is necessary to change consumer behavior, share information on plastic resources using the DX platform, and match collection systems and recycling processes. It is necessary to promote innovation in social systems.

- CLOMA would like to further enhance its activities so far and contribute to solving global issues under the leadership of the Japanese government.