



#### What is CLOMA ?

Japan Clean Ocean Material Alliance (CLOMA) was established in January 2019, consisting of companies responsible for consumer product supply chains. In order to solve current issues in marine plastic litter, it is necessary to collect plastic litter while also making efforts to prevent more plastics from flowing into the ocean. Leveraging the technology and knowhow accumulated by Japan's industrial community, CLOMA endeavors to accelerate innovation for the 3R (reduce, reuse and recycle) and alternative materials, and to encourage extensive plastic recycling through public-private partnerships. In this way, CLOMA will disseminate its "Japan model," a made-in-Japan solution that aims to reduce marine plastic litter to zero in cooperation with consumers and society.

#### Japan Clean Ocean Material Alliance, Secretariat of CLOMA

(Within the Japan Environmental Management Association for Industry)

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# CLOMA Action Plan

To reach 100% recycling of plastic containers,  
packaging and other products

## CLOMA Action Plan



## Greeting

CLOMA has now launched the CLOMA Action Plan.

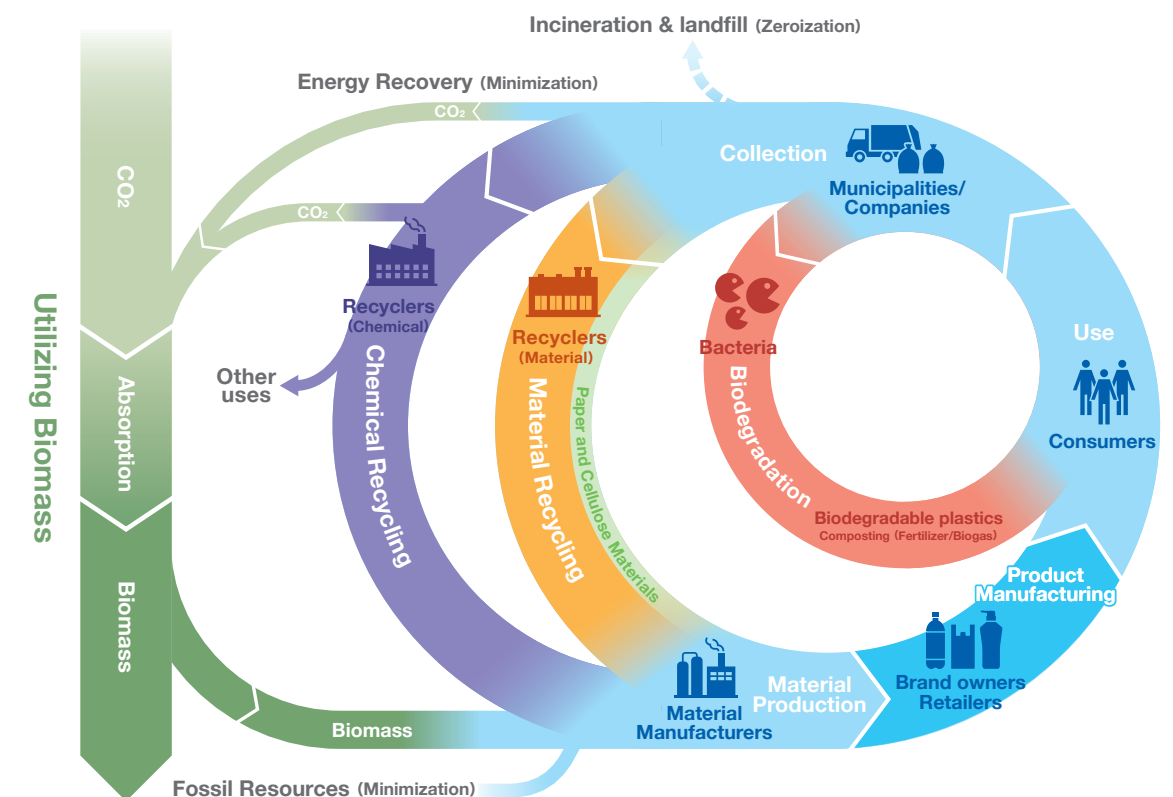
In cooperation with member companies, Japanese government agencies, NGOs, universities, industrial associations and various other groups as well as consumers, CLOMA is striving to achieve the rapid establishment of this action plan in society. This action plan not only represents a pioneering effort in Japan, but also one that serves as a model for the world to follow. Please join us as we take on this challenge.

Michitaka Sawada, Chairman of CLOMA

## Key Message

CLOMA aims to achieve 100% recycling of plastic products such as containers, packaging and others by 2050 to contribute to reducing marine plastic litter.

## Conceptual scheme for recycling 100% of plastic products



## 5 Key actions

