



The future society envisioned by CLOMA
CLOMA CITY

CLOMA VISION

New innovation born from corporate collaboration

Alliance creates new innovation

2.0



CLOMA
Official website



CLOMA
Member List



VISION
Glossary

Japan Clean Ocean Material Alliance (CLOMA) Secretariat
3-1, Uchisaiwaicho 1-chome Chiyoda-ku, Tokyo Japan 100-0011
c/o the Japan Environmental Management Association for Industry

The Founding of CLOMA and Its Journey So Far

The Japan Clean Ocean Material Alliance (CLOMA) was established in January 2019, led by key companies in the supply chain for general consumer goods.

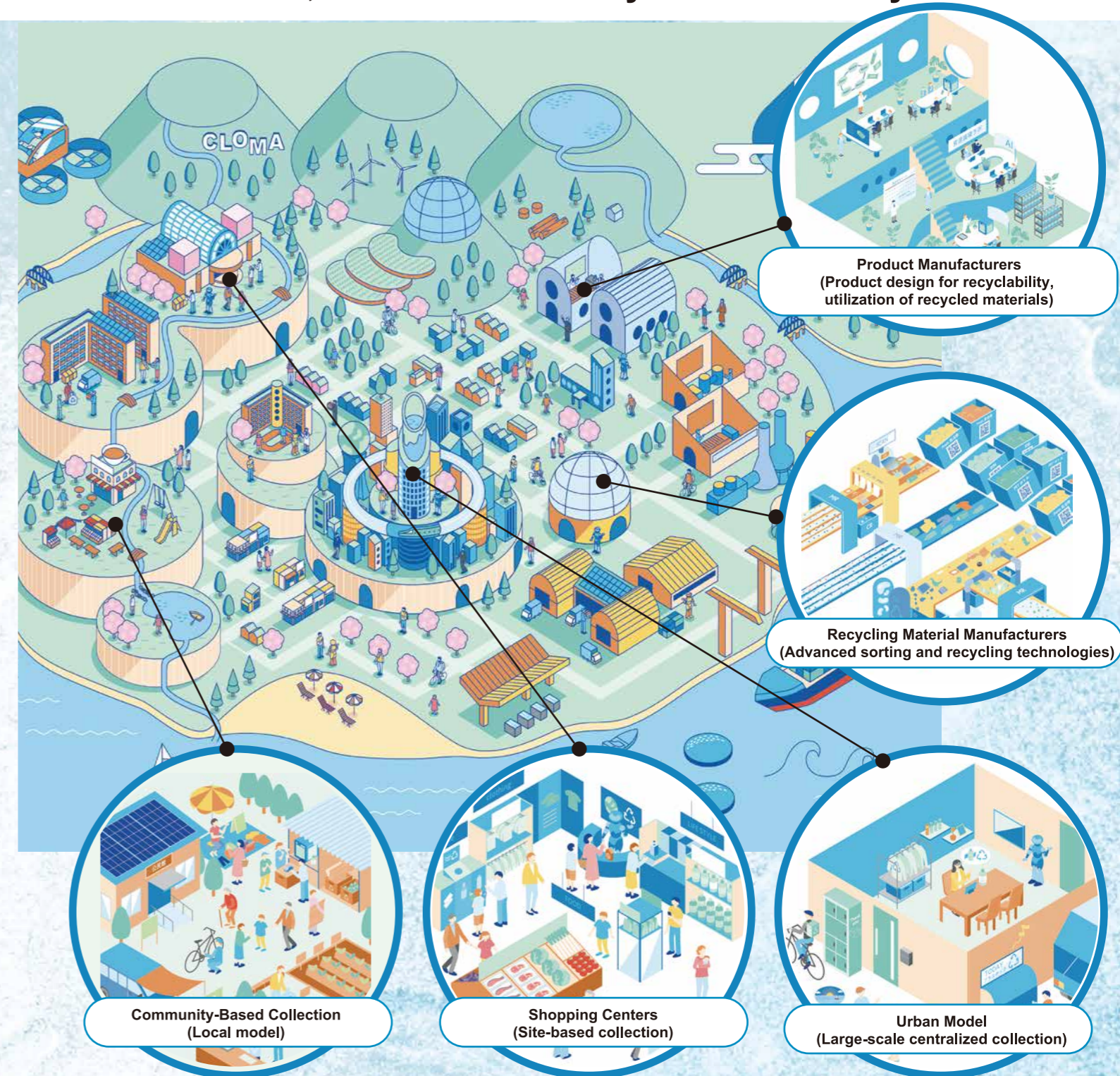
Plastics are widely used in products around us due to their lightweight and excellent moldability, enhancing our daily lives. However, to address marine plastic litter problems, we must not only prevent further waste from entering the oceans but also clean up what has already accumulated.

CLOMA leverages the technologies and expertise developed by Japan's industries, accelerating innovation in the 3Rs and alternative materials through public-private collaboration. By promoting the circular use of plastics, CLOMA aims to achieve zero marine plastic litter, working alongside consumers and society to introduce Japan's first solution - the Japan Model - on a global scale.

Adapting to External Changes: CLOMA's Advancement to the Next Stage

In recent years, global awareness of plastic waste has surged, prompting the introduction of widespread regulations and advancing negotiations on international treaties aimed at addressing the entire lifecycle of plastics and reducing pollution. Moreover, as each stage of the plastic lifecycle contributes to greenhouse gas emissions and affects local ecosystems, it has become increasingly important for companies and stakeholders in the plastic value chain to collaborate in addressing climate change and biodiversity.

We are committed to contributing to both Japan and the global community by pursuing innovative societal systems beyond the existing framework. As we aim to create new markets and bring to life the future envisioned by CLOMA, we have revised the CLOMA Vision to clarify our goals for this transformation.



Goal	2050: Achieve 100% circulation of all plastic products, including containers and packaging.
Milestone	2030:"Circular 30 by 30" An initiative aims to use 30% recycled materials in the production of plastic containers and packaging.

CLOMA's Vision for Plastic Resource Circulation

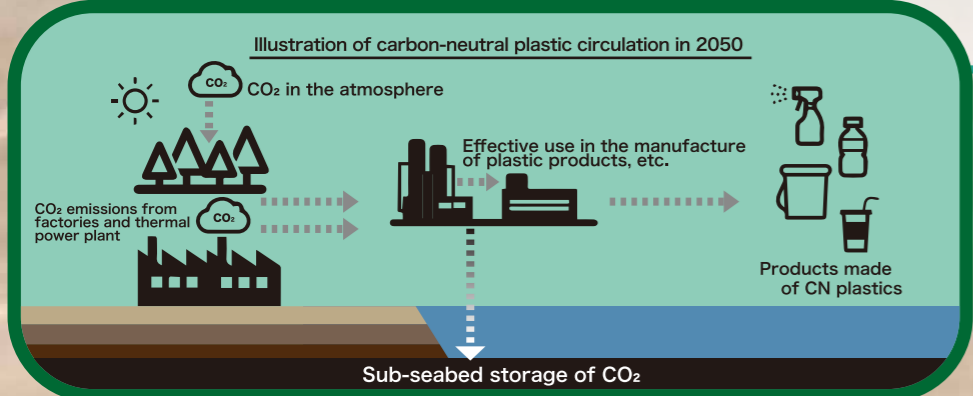
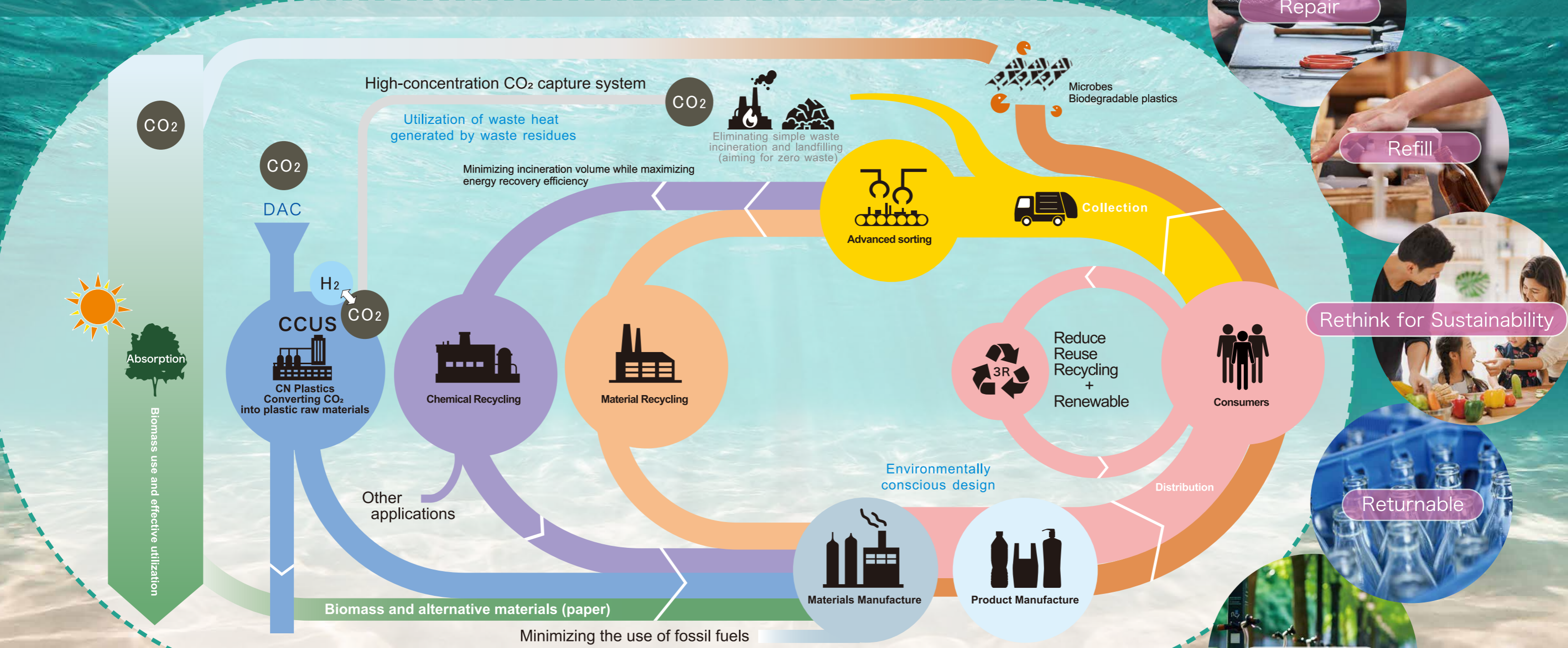


Scan to learn the terminology and watch videos.



Contributing to Carbon Neutrality and a Nature-Positive Future

CLOMA strives to help achieve carbon neutrality and prevent biodiversity loss through Japan's plastic resource circulation model. This model supports the circular economy, reduces fossil resource use, and shifts to biomass and other non-fossil resources, including fuels and raw materials transformation. CLOMA also works to prevent the release of plastic waste into the environment by promoting sustainable lifestyles, aiming for a truly clean ocean and a nature-positive world.



■CN Plastics
 A tentative name for plastics manufactured using carbon-neutral (CN) materials, electricity, and heat. These plastics represent the ideal future form, aiming to achieve carbon neutrality across their entire lifecycle.

CLOMA VISION 2.0



CLOMA's mission and ideals

Mission: Contribute to creating a sustainable society free from marine plastic pollution.

Action Guideline: Promote collaboration among companies in the value chain, the central and local governments, academia, citizens, and other stakeholders to achieve a clean ocean.

Functional Role: Support the achievement of a circular economy through business activities, contributing to carbon neutrality and a nature-positive world.

- Action Principles:**
1. We will contribute to achieving the SDGs and cleaner oceans throughout the entire material and product lifecycle.
 2. We will focus on two key goals: thoroughly implementing proper collection, disposal, and resource circulation of used plastic products, while accelerating efforts on the 3Rs and adopting environmentally sound alternatives, such as biomass and other sustainable non-fossil resources.
 3. We will actively share technology, knowledge, and experience among our members to foster large-scale innovations, including new business models.
 4. We will optimize the combination of technology development and social systems, gain the understanding and support of stakeholders, and propose policies to accelerate social implementation.
 5. We will promote our "Japan Model" globally, adapting it to each country's unique conditions to enable circular resource use and reduce environmental impacts.

Facilitation Modes and Fields of CLOMA Activities

