

# ECO 日本'箸'PROJECT



ECO Nihon 'Bashi' PROJECT is aiming to support ' Cultivation of Japanese culture ', ' Environment conservation ', ' Welfare ' Education ' as the Cultural program beyond 2020 certification project of the Cabinet Office.

## We value the hospitality [おもてなし =omotenashi] first.

It is said that about 20 million foreigners will come to the Tokyo Olympics and Paralympic Games in 2020. We will convey the splendor of Japanese traditional culture, "Omotenashi [hospitality] " culture to all over Japan and the world.

## We pay attention to the background of manufacturing.

The future consuming society chooses a product that has cooperation with facilities such as production process, consideration of environment conservation, choice of materials, support of persons with disabilities such as vocational facilities.

※1  
Currently, it is said that about 8.5 million people in Japan have physical disabilities, intellectual disabilities, and mental disorders.  
We are aiming to help solve the employment problems of them and their families.  
Advertisements and message labels can be posted on chopstick boxes and take-out bags.  
We will request labeling work to the vocational facilities etc. of people with disabilities.  
There are various interpretations around the world regarding the word about disability,handicapped, and more.

## Outgoing from Nihonbashi

During the Edo period, the Nihonbashi Bridge was the information transmission base of Five Routes. We will learn again from the culture of Edo which was said to be the modern 5R concept and the "Ultimate Eco-City" and to address environmental issues. We will spread traditional culture and practice from Nihonbashi which was the origin of the Edo period.

※2  
5R  
Recycle, Reuse, Refuse, Reduce, Repair



### By 2020 we will remove disposable chopsticks and recommend carrying

By 2020 Tokyo Olympics - Paralympic Games, we will remove disposable chopsticks from restaurants, convenience stores, supermarkets. We will pass on Japanese traditional culture practices through ECO Nihon 'Bashi' project.



### A portal site introducing restaurants specialized for hospitality.

We will create a portal site dedicated to hospitality. If you bring chopsticks to a member restaurant, you can receive hospitality services offered by each store. (Discount, point award, other services)



### We will create a society free of garbage, bringing garbage home.

We recommend to carry garbage bags and create a culture that certainly brings garbage home.

We assume that a society without a garbage can come in for countering terrorism and reducing business waste.

We spread a compact garbage bag "Take out bag" which does not emit harmful substances even if it burns, we will establish consciousness that each brings waste home and create a society without garbage.