

# Initiative to Promote 4R in Oita

Oita City, Oita Prefecture



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**Situation** This city is carrying out the promotion of 4R in its attempts to create a recycling-based society that cares for the environment, so that they can leave a healthy and rich Oita to the next generation.

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- Action**
- (1) Initiatives to promote the limiting and avoidance of rubbish generation
    - Reduce kitchen waste and food waste through the “Eat Well and Reduce Kitchen Waste” three-step campaign
    - Limit the generation of household rubbish through a system of charging for household waste
  - (2) Initiatives to promote the reuse of resources
    - Promote the reuse of bicycles and furniture through “Free Lottery” events
    - Promote awareness among children through “Kaekko Bazaars”
  - (3) Initiatives to promote the recycling of resources
    - Education activities to promote the correct way to separate household rubbish so it becomes common knowledge
    - Promote citizen-led rubbish separation through campaign projects for the collection of valuables by groups
    - Promote recycling of electrical appliances through collection projects for used small electrical appliances
  - (4) Initiatives for increased awareness
    - Educational activities promoting 4R at all sorts of events
    - Comprehensive environmental education for children
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**Impact** The city achieved a reduction of 8,467 tons of non-recyclables among that which is put out by households in 2017 compared to 2013. And from here on, there will be more promotion of initiatives by limiting the amount put out and promoting recycling to create recycling-based society.

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