

Food Recycling Project in Hakone

— an Eco-friendly Tourist Destination

Hakone DMO (Hakone Tourist Association), Kanagawa Prefecture



Situation (background, aims, etc.)

As a popular destination among tourists who are environmentally conscious and sustainability-oriented, Hakone was confronted with the challenge of reducing its food waste, which accounts for around 48% of all burnable waste generated by businesses. Aiming to establish its brand as an eco-friendly tourist destination as well as to reduce waste disposal costs, the food waste recycling project was launched.

Details (project outline, etc.)

This is a public-private partnership project led by Hakone DMO and a food recycling company. A trial programme at accommodation facilities demonstrated that approximately 70 to 80% of the food waste generated could be converted into livestock feed. To address challenges related in transportation and other areas, there will be continued efforts to build an operational model while also conducting attitude surveys for tourists.

Results (features and innovations, future developments, etc.)

This is an advanced model driven by the entire region rather than by individual companies, and is characterised by the fusion of tourism and local resource recycling. Aiming to achieve waste reduction and brand establishment, the project will explore ways to develop a regional loop for recycling in which pork raised on food waste-derived livestock feed can be served at accommodation facilities and restaurants in Hakone.
