

July 27, 2021

Kao Announces Its Participation in the Meguru Box Project, a Pilot Project for Recycling Used Plastics, in Kitakyushu City, Japan

Starting from July 9, 2021, Kao Corporation has been participating in the Meguru Box Project, a used plastics collection pilot project currently underway in Kitakyushu City, Japan. The project is managed by the Kyushu Circular Economy Partnership (K-CEP), a corporate alliance which aims to establish a circular economy in the Kyushu region of Japan.

In the Meguru Box Project, boxes for collecting used plastic bottles and pouches have been placed in retail stores and public facilities in Kitakyushu City. Residents are asked to sort and collect the used plastic packaging. The project involves verification testing of a framework for promoting resource recovery through the effective utilization of information and communication technology (ICT), and promotes the material recycling of plastic bottles (a recycling method where used products are remade into products that will be utilized for the same purpose). Around a dozen companies and organizations are working together to create a resource recycling system.

In April 2019, the Kao Group established its ESG strategy, the Kirei Lifestyle Plan, with 19 leadership actions. The Meguru Box Project will contribute to “Zero Waste.” By integrating ESG into the core of its company management, Kao will drive business growth and better serve consumers and society through its enhanced products and services. With this socially conscious ethos, Kao will create a Kirei life for all—providing care and enrichment for the life of all people and the planet.

About the Kirei Lifestyle Plan

Over the past 130 years, Kao has worked to improve people’s lives and help them realize more sustainable lifestyles—a Kirei Lifestyle. The Japanese word ‘kirei’ describes something that is clean, well-ordered and beautiful, all at the same time. In the Kirei Lifestyle Plan, Kao lays out its ESG (Environmental, Social and Governance) strategy that is designed to deliver this vision of a gentler and more sustainable way of living. By 2030, Kao aims to empower at least 1 billion people, to enjoy more beautiful lives and have 100% of its products leave a full lifecycle environmental footprint that science says our natural world can safely absorb.

For more information please click <https://www.kao.com/global/en/sustainability/>

About Kao

Kao creates high-value-added products that enrich the lives of consumers around the world. Through its portfolio of over 20 leading brands such as *Attack*, *Bioré*, *Goldwell*, *Jergens*, *John Frieda*, *Kanebo*, *Laurier*, *Merries*, and *Molton Brown*, Kao is part of the everyday lives of people in Asia, Oceania, North America, and Europe. Combined with its chemical division, which contributes to a wide range of industries, Kao generates about 1,400 billion yen in annual sales. Kao employs about 33,000 people worldwide and has 130 years of history in innovation. Please visit the Kao Group website for updated information.

<https://www.kao.com/global/en/>

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<Related Information>

■Kao Sustainability website

<https://www.kao.com/global/en/sustainability/>

■Kao launches new ESG Strategy “Kirei Lifestyle Plan” to support consumer lifestyle changes

<https://www.kao.com/global/en/news/sustainability/2019/20190422-001/>

■Kao’s New Challenges for the Future: Accelerating Purposeful Business Commitment with ESG

<https://www.kao.com/global/en/news/business-finance/2019/20190926-001/>