Input

Kao

Human capital
Number of employees involved in the Ishinomaki RecyCreation Project between 2015 and 2025

Financial capital
Related expenses between 2015 and 2025, and costs associated with recycling

Community-wide cooperation in Ishinomaki

Number of people involved in Ishinomaki RecyCreation between 2015 and 2025:
Schools: 12
NPOs: 8
Private organizations: 6
Media: 5
Culture organizations: 3
Social welfare councils: 7
Community centers: 4
Administration: 4 divisions
Event collaborations: 8
Other / Individuals: 12

Activities

Recycling initiatives

Establishment of collection points

Reproduction of Okaeri refill packs

Creative activities

Reproduction of Okaeri Blocks

Workshop planning

Recycling initiatives

Participation in the collection scheme

Expansion of collection points

Creative activities

Workshop participation

Planning of independent projects

Output

Collection points

65 locations

Collected used refill packs

9.6 tonnes
(2019–November 2025)

Utilization of the Okaeri Blocks

Number of donations: 5,365

Sales of Okaeri refill packs

Number of stores: 4
(Within Ishinomaki City as of the end of 2025)

Everyday encounters with the circular economy
(Visiting collection points)

Estimated number of participants 6,500–7,000 people per year

A life of learning
(Study groups, workshops, classes, etc.)

Number of sessions: 28

A scene where people come together
(Event participation)

Number of exhibitions: 36

An ever-expanding story
(Media coverage, etc.)

Media appearances: 56
Radio and TV broadcasts: 155 episodes

Short-term outcomes

Changes in awareness and behavior regarding recycling, the environment, and the SDGs

Change in awareness: 94.9%
Change in behavior: 91.5%

Reduction in incineration volume of municipal plastic waste

Increased use of recycled plastic and reduced use of virgin resources

6.9 tonnes (2019–November 2025)

Increased experiential learning opportunities for children

Motivation for children to learn and increased interest: 91.5%

Increased opportunities to go out

Increase in opportunities to go out: 33.9%
(Aged 70 and over: 53.3%)

Expansion of diverse connections

Increased community connections: 50.8%
Increase in connections outside the local area: 44.1%

Increased awareness of collection points and activity centers

Changes in awareness rate, 2022–2024
(6.6% → 25.5%)

Increased awareness of recycling outlets and a fostered sense of the circular economy

Awareness of the Okaeri Blocks: 61.8%
Awareness of the Okaeri refill packs: 37.3%

Mid-term outcomes

Widespread adoption of sustainable lifestyles

Increase in willingness to cooperate following the introduction of Okaeri refill packs: 96.6%

Reduction of greenhouse gas emissions and climate change mitigation

Total: approximately 5.6 tonnes of CO_2 equivalent

Increase in proactive activities

Two-time winner of the Good Life Award

Improved mental and physical health

Fostered civic pride and self-confidence

Pride in the local community and recycling: 76.3%

Gained new perspectives & understanding of everyday value

Increase in the involved population

Reduction in municipal waste disposal costs

¥377,051 (Average unit cost of waste disposal for FY2017–2024 multiplied by collected volume)

Increase in visitors to collection and activity centers

Increase in visits to centers: 59.3%

Increased willingness to purchase horizontal recycling products

Purchase intent:
- Participants: 79.7%
- Non-participants: 64.7%

Long-term outcomes

Environment

The rich natural environment to be passed on to the next generation

Realization of a decarbonized and circular society

Society

The vibrant town with colorful lives.

Realization of a disaster-resilient town where people can live with peace of mind

Economy

The growing number of active participants in the circular economy

Revitalization of the local economy

Impact

Creating the Next Era

The town where everyone shines in their own way and walks forward together