

3R* Advisors * Reduce, Reuse and Recycle

Target users : Offices and commercial facilities in Tokyo

Experienced 3R Advisors provide practical guidance on waste reduction, reuse, and recycling.

They introduce easy-to-implement examples and work with businesses to improve 3R and SDGs initiatives at each site.

Do you face waste management challenges?

3R Advisors can help identify issues and support practical solutions.

On-Site Advisory Services

Advisors Visited Businesses to Provide Recommendations and Solutions for Promoting the 3Rs



3R Online Consultation Desk

Online Support for 3R-Related Challenges
(No On-Site Advisor Visits Required)



TOKYO 3R Diagnostic Navigation Tool

Online Tool for Assessing a Company's 3R Performance by Entering Waste Generation Data and 3R Initiatives



Training Session

3R Lectures for Municipal Waste Management Officers and Businesses



TOKYO 3R Diagnostic Navigation Tool

A free online tool to assess a company's 3R performance.

No registration required
Free of charge

Users enter waste and recycling data and current initiatives.

The tool compares results with similar businesses in Tokyo and shows strengths, issues, and improvement ideas.

Three-step diagnosis

1. Enter building information
2. Enter waste and recycling data
3. Answer questions on 3R initiatives

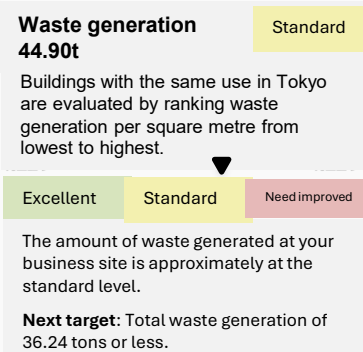


Image:
Result of TOKYO 3R
Diagnostic Navigation Tool

International Collaboration

Exchanges and opinion sharing with overseas cities

T-CEC participates in external training programs as a speaker and engages in **exchanges and opinion sharing with overseas cities**.

We have exchanged knowledge with teams in Seattle, San Francisco, and Aarhus etc.

Site Visit

We accept **site visit** requests from public sector organizations. For private companies, we are happy to provide detailed facility information and direct referrals.

Site visit: Landfill site and Tokyo Super Eco Town



Exchange of opinions with the City of Seattle

Toward a Circular Economy

Initiatives of Tokyo Circular Economy Promotion Center (T-CEC)

In March 2025, the Tokyo Metropolitan Government (TMG) updated the Zero Emission Tokyo Strategy and introduced the Zero Emission Tokyo Strategy: Beyond Carbon Half, with the aim of achieving net-zero emissions by 2050.

Tokyo has set a new target of reducing greenhouse gas emissions by at least 60% by 2035, compared with 2000 levels. To achieve this goal, this city is advancing practical measures across 31 policy targets, including renewable energy, zero-emission buildings, hydrogen energy, and the transition to a circular economy.

In March 2026, Tokyo also revised the Tokyo Metropolitan Resource Circulation and Waste Management Plan. The plan incorporates circular economy approaches throughout waste and recycling policies, including system development, business support, and behavior change among residents and businesses.

This booklet presents key support programs and awareness-raising initiatives to be implemented in FY2026 by TMG and the Tokyo Circular Economy Promotion Center, T-CEC*.

*T-CEC

T-CEC was established within the Tokyo Environmental Public Service Corporation (a policy collaboration organization of the TMG) to support the transition to a circular economy through information sharing, consultation, business matching and so on.



Website

Subsidy Programs for the Circular Economy

We offer three subsidy programs:

Social Implementation Projects for Circular Economy

This program supports social implementation of projects that contribute to a community-based circular economy.

Examples of Subsidy of the Program

The company is replacing disposable plastic detergent containers with reusable ones, which leads to a reduction in environmental impact and waste disposal costs.



By collecting used clothing at events and reusing or recycling them (fiber-to-fiber), this initiative contributes to the development of a region-based resource circulation model.



Promotion of Transition to Circular Economy

This program supports implementation and expansion of 2R and horizontal recycling business models for plastics.

Examples of Subsidy of the Program

Encouraging Reusable Bottle Use through Office-Based Washing Facilities and a System to Visualize Environmental Contributions.



Development of Recycling Stations at Transportation Hubs and Public Facilities

This program supports the installation and operation of recycling stations at major railway stations, transport hubs, and public facilities.

Zero Food Waste Project

To reduce food waste in the food service sector, T-CEC works with restaurants to encourage customers to finish their meals. It also provides training seminars for restaurants on practical food loss reduction methods.

Campaign

Zero Food Waste with the Spirit of Edo! Campaign

This campaign encourages residents and visitors, including international tourists, to leave no food uneaten.



Campaign materials

Training Seminar

Food Waste Reduction Seminar for the Food Service Industry

This seminar provides practical knowledge for reducing food loss in restaurants and food service businesses.



Training Seminar

TOKYO ZERO MARINE LITTER ACTION

Implement the "TOKYO ZERO MARINE LITTER ACTION" to raise awareness among Tokyo residents about preventing plastic waste from polluting Tokyo's ocean and to encourage participation in cleanup activities.



Official Website



Cleanup Activities

Information Dissemination, Consultation and Matching Services

Official Website : TOKYO Circular Economy Action

Shares policies, advanced initiatives, and practical information



▲ TMG Projects



▲ Introduction of Business Initiatives

Official X account

Provides timely updates on subsidies, events, and business initiatives.



Please follow us!

Consultation and Matching Service

T-CEC provides one-stop consultation and matching support for circular economy initiatives. It connects residents, businesses, municipalities, and organizations.

FY2025 results

Consultations: 91 Matching cases: 21

Success Story

A clothing collection box installed at a department store.



Circular Economy Salon

T-CEC hosts the Circular Economy Salon as a platform for learning, networking, and business creation.

Contents of salon held in FY2025

1st	Exchange Meeting on Initiatives for the Social Implementation and Promotion of the Transition to a Circular Economy
2nd	Information and Opinion Exchange Meeting for Local Governments and Industry Associations on the Circular Economy
3rd	Latest Circular Business Networking Event
4th	Information and Exchange Meeting on Article 33 Certification for Separate Plastic Collection and Recycling
5th	Information Exchange Meeting on Promoting Food Recycling Initiatives



Scene from the Circular Economy Salon

Symposium

T-CEC shares expert lectures and leading case studies through videos and events.

FY2025 theme : Promoting Recycling of Household Plastic Waste

