

Sumitomo Realty × Suntory Group
Facilitating the Sustainable Recycling of PET Bottles in Office Buildings
Recycling and awareness-raising activities start on Tuesday, March 1

Sumitomo Realty & Development Co., Ltd. (Headquarters: Shinjuku-ku, Tokyo; President: Kojun Nishima; hereinafter “Sumitomo Realty”) and Suntory Beverage & Food Limited (Headquarters: Minato-ku, Tokyo; President & CEO: Kazuhiro Saito; hereinafter “Suntory”), a member of the Suntory Group, are pleased to announce the March 1 launch of a collaborative PET bottle recycling initiative at leased office buildings by Sumitomo Realty.

This initiative involves the establishment and ongoing operation of a “bottle-to-bottle” horizontal recycling system in which used PET bottles collected at three leased office buildings in Shinjuku by Sumitomo Realty are recycled into PET bottle containers for Suntory beverage products through advanced recycling processes.

In addition, the Sumitomo Realty Group will further promote separation of resources by making the resource circulation more “visible” through efforts such as the implementation of a PET bottle recycling campaign at “Rieven House,” convenience stores within office buildings operated by Sumitomo Realty. By way of these endeavors, Sumitomo Realty is contributing to the realization of sound material-cycle society through close collaboration with both tenant companies and beverage manufacturers.



PET bottle recycling campaign

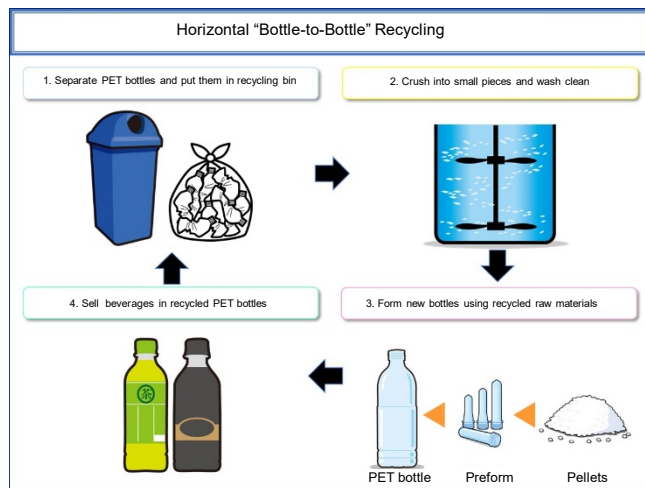


1. Societal Context

While plastics provide people with high levels of convenience, occasional failure to properly dispose these plastics is causing marine pollution and this requires urgent countermeasures.

In response, the Japanese government has passed the “Plastic Resource Circulation Act,” which is scheduled to take effect in April 2022, and environments that will facilitate a transition toward a circular economy are currently being developed.

Among all plastics, PET bottles are already recycled at a high rate, and are expected to be a leading material for recycling plastic resources as a whole.



2. Background of This Collaborative Initiative

Ever since Suntory became the first company in the Japanese soft drink industry to introduce PET bottles made from 100% recycled materials in 2012*1, they have been actively promoting practical use of “bottle-to-bottle” horizontal recycling*2 through efforts including the development of advanced recycling technologies*3. Under the Suntory Group Plastic Policy formulated in 2019, they aim to make all of their PET bottles 100% sustainable by 2030*4.

Sumitomo Realty, in the meanwhile, has been actively conducting environmental initiatives including 3R*5 activities, as a company that maintains more than 230 office buildings, from which over 1,000 tons of PET bottles (equivalent to approximately 50 million 500ml PET bottles*6) are collected from these buildings annually.

As efforts to promote recycling throughout Japan is increasing, Sumitomo Realty and Suntory have decided to join their efforts in further promoting the realization of sound material-cycle society.

The collaborative initiative will be initially launched at three large office buildings in Shinjuku and will later be gradually expanded. Used PET bottles generated from these three buildings weigh approximately 140 tons, which is equivalent to about 7% of the total amount collected from large office buildings throughout Shinjuku*7.

*1. Through mechanical recycling

*2. Recycling used products into the same type of product

*3. F-to-P direct recycling technology jointly developed by four companies including Kyohei Sangyo Co., Ltd.

*4. Containing only recycled materials and plant-derived materials (not containing any materials derived from fossil resources)

*5. Reduce, Reuse, Recycle

*6. Assuming each bottle weighs 20g

*7. From an official data file concerning large buildings for business use in Shinjuku, Tokyo; in accordance with recycling plans, includes all PET bottles collected from buildings with floor areas dedicated to business use that meet or exceed 3,000 m² in total.

Office buildings subject to this project



■ Shinjuku Sumitomo Building



■ Sumitomo Fudosan Shinjuku Grand Tower



■ Sumitomo Fudosan Shinjuku Garden Tower

3. Awareness-raising activities

PET bottles cannot be recycled into new PET bottles if they contain impurities such as glass fragments or unfinished beverage portions, so “clean separation” is essential to horizontal recycling. Until now, due to a lack of individual awareness among companies discarding PET bottles in office buildings occupied by a large number of companies, the uniform collection of PET bottles in good condition, which also requires the separation of caps and labels, has been considered to be difficult.

In order to resolve this issue and promote resource recycling in leased office buildings through cooperation with tenant companies, on March 1, Sumitomo Realty and Suntory will launch two awareness-raising initiatives aimed at making resource recycling more accessible to tenants. Furthermore, we are considering expanding these initiatives at other Sumitomo Realty’s office buildings in the future.

Awareness-raising initiatives at three office buildings

- (1) Distribute awareness-raising posters for all tenants to display.
- (2) “PET Bottle Recycling Campaign” at Rieven House (a convenience store within the buildings) under which customers who properly sort their bottles will receive a free beverage product packaged in a PET bottle made from 100% recycled materials.

Awareness-raising posters



PET bottle recycling campaign



About Rieven House

Rieven House is a convenience store that specializes for the needs in office buildings operated by Izumi Restaurant Co., Ltd. of the Sumitomo Realty Group. There are currently 23 shops mainly within large office buildings maintained by Sumitomo Realty.

