



**Tokyo 2020**

**Recycling Medal Project**

**From Tokyo 2020 to Paris 2024**

19th November 2019

ReNet Japan Group,inc.

## About ReNet Japan Group

- One of the proposers of and managing companies for the Tokyo 2020 Medal Project
- Established in 2000 and listed on the Tokyo Stock Exchange in 2016
- **A Start-up company that takes up various challenges in different fields of business acting on the vision “Offer solutions to social problems through the power of business”**

### Example: Offering solutions to challenges in developing countries

- Took over microfinance in Cambodia that had been started by a French NGO
  - Took over a health insurance business for the poor that had been run by a French insurance company
- Started a recycling business in 2014 to meet the social challenge of recycling materials from “urban mines” in Japan
  - **Offers a free collection service by couriers mainly for households** with computers no longer in use; **successfully generates profits without relying on subsidies**
  - Collects 310,000 computers and 450,000 mobile phones per year

## Recycling of Materials from Urban Mines and the Small Home Appliance Recycling Act

**The quantity of Japan's resources from urban mines almost equates to reserves in a resource-rich country**

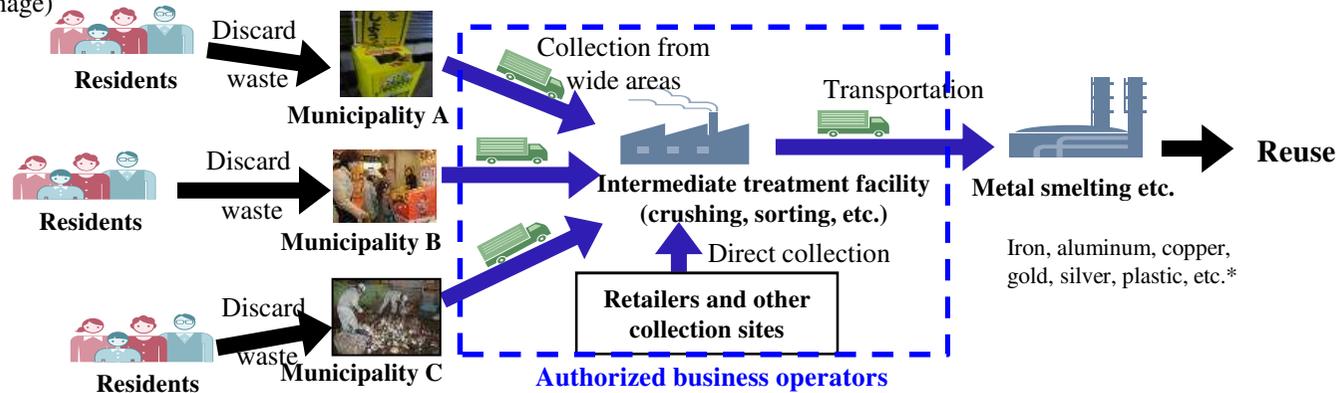
	Natural Resources across the World Reserves	Urban Mines in Japan Quantities	
<b>Au</b>	42,000 tons	6,800 tons	16%
<b>Ag</b>	270,000 tons	60,000 tons	22%

# Recycling of Materials from Urban Mines and the Small Home Appliance Recycling Law

## The Recycling Law came into effect in 2013 to advance the recycling of materials from urban mines

- In April 2013, the Small Home Appliance Recycling Law came into effect.
- Authorized business operators or their subcontractors are exempt from obtaining a license for waste management from the heads of the municipalities to run their recycling businesses.
- The law enables authorized business operators to efficiently collect used small appliances from a wide area. Hence, they are expected to earn profits from their recycling businesses, taking advantage of economies of scale.

(Conceptual image)



Items to collect and collection methods are selected according to the characteristics of the municipality.

### Authorized business operators

Business operators whose recycling business plans have been authorized by the responsible Ministers (the Ministers of the Environment and of Economy, Trade and Industry)

<Items included in a recycling business plan>

- Process spanning from collection to the completion of disposal
- Collection areas (3 or more neighboring prefectures)
- Subcontractors for collection, transportation and/or disposal (if any)
- Documents as proof that the materials marked with an asterisk in the above image can be sorted and collected with advanced methods

### Items collected under the system

28 items including mobile phones, game consoles, and digital cameras





**Tokyo 2020**

**Medal Project** ✨ ✨ ✨

**Towards an Innovative Future for All**

# Medal Project

## Making medals from e-waste collected from people all over Japan

- The first project in the Olympic history
- Based on the Small Home Appliance Recycling Law, municipalities, schools, and companies work together to collect e-waste from people all over Japan for recycling

(1) Call for e-waste



(2) Collection



(3) Intermediate treatment



(4) Smelting



(5) Medal production



\*Images provided by the Ministry of the Environment and the Tokyo Organizing Committee of the Olympic and Paralympic Games

**How to collect e-waste  
is the key**



**Collection services  
easily available to consumers**

## Medal Project - Collection Services

### Waste Collection Boxes in Public Places



over

**15,000** places

- About 1,600 municipalities
- Post offices
- Train/Subway stations
- Sports facilities
- Commercial and industrial associations
- Mobile phone shops  
etc.

## Medal Project - Collection Services

**Courier service to collect e-waste at consumers' homes**  
**(No charge for collection of computers)**



\* ReNet Japan Group offers this service.

## Medal Project - Collection Services

# Electrical appliance stores



\* Major electrical appliance stores and business operators authorized by law work together to offer this service

## Medal Project - Collection Services

# Municipalities collect e-waste at local events



## Medal Project

**Thanks to participation by a great number of people,  
we successfully collected enough materials**



**6.21 million devices**



**78,985 tons**



Materials needed to produce medals

**Gold: 32 kg; Silver: 3,500 kg; Copper: 2,200 kg**

**Post-Medal Project**  
**(Initiatives by ReNet Japan)**

## Initiatives by ReNet Japan

### ReNet Japan Group's Business Vision

Offer solutions to social problems through the power of business.

**People with intellectual disabilities work on the recycling of materials from urban mines**

**More recycling creates jobs for people with disabilities**

(Sustainable job creation through the power of business without relying on subsidies)



## Initiatives by ReNet Japan

# 2 initiatives with a social impact toward the Sustainable Development Goals (SDGs)



**social**



**environmental**

## 2024 Paris Olympics and Paralympics

# Paris 2024 is about Social & Environmental Progress

Paris 2024 works in collaboration with the sporting movement, public authorities at national, regional and local level, civil society and all other relevant parties to achieve a twofold ambition of **social** and **environmental** progress.

## Advancement of the Medal Project

# From Tokyo 2020 to Paris 2024

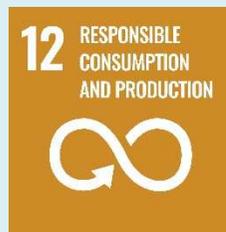


# Advancement of the Medal Project

**Tokyo 2020: Recycling materials from urban mines**  
**Paris 2024: Establishing the model of recycling & employment of people with disabilities**

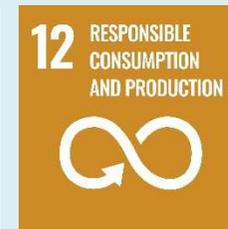
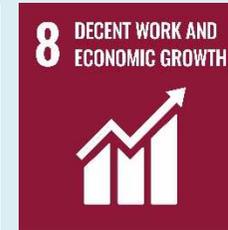
## Tokyo 2020

People across Japan participate in the project to produce metals from materials from urban mines



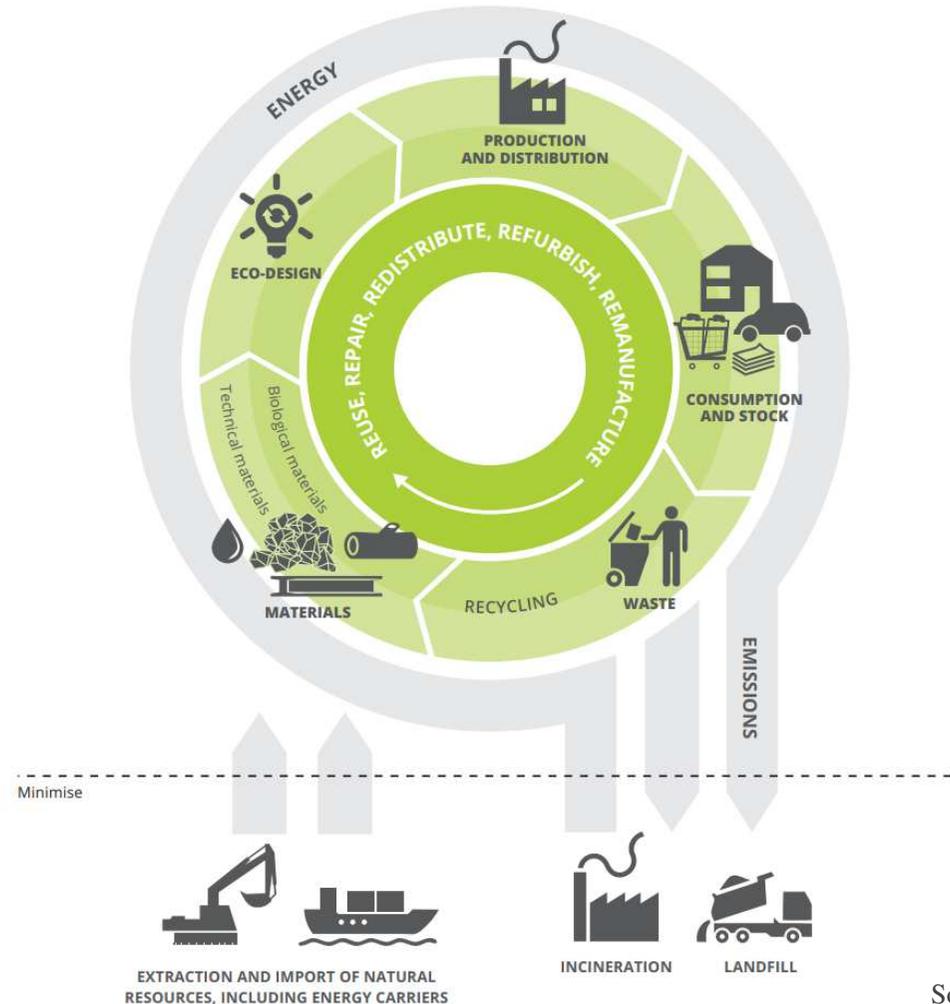
## Paris 2024

People with disabilities work on the project to produce medals



# EU's Circular Economy

The project should involve activities that lead to initiatives for European Union's circular economy



**We hope to work with you on the Medal Project  
as a symbolic effort to promote SDGs  
and a circular economy toward  
the 2024 Paris Olympics and Paralympics!**

