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Sustainability Program "OTSUKA BLUE PLANET"

In September 2022, PT Amerta Indah Otsuka in Indonesia concluded an agreement with the Ministry of Environment and Forestry on OTSUKA BLUE PLANET, a sustainability program for local governments and residents in the vicinity of its factory. The company is promoting the following three projects:

Director in Charge

1 ECO Village Project:

With the aim of creating a community environment in which people can develop the habit of taking good care of waste and manage waste independently, we are working together with local

people to operate facilities for waste treatment and management.





ECO Blue School Project:

We provide high school students and teachers with recycling activities and education to create a better environment, such as beautification of the school area, waste management, and PET bottle recycling.





© ECO Bottle Project:

We produce and sell POCARI SWEAT in PET bottles made from recycled PET resin*.

* Uses 30% recycled PET resin

Industry Associations

The Otsuka Group is promoting environmental initiatives in cooperation with various industry associations, including the Japan Soft Drink Association. Aiming to develop the industry and realize a sustainable society, the Japan Soft Drink Association promotes horizontal PET bottle recycling "Bottle-to-bottle" among other activities.



Promotion of horizontal PET bottle recycling "Bottle-to-bottle"

Relationship with Stakeholders

The Otsuka group is promoting environmentally conscious efforts to build relationships of trust with various stakeholders.

