Treasuring the earth

YUPO EUROPE – THE NEW LOGO

Our new logo reflects our longstanding commitment to the planet's natural resources including AIR, LAND and WATER. We will continue to contribute to society by protecting the environment and reducing environmental impact.

OUR SIX MISSIONS

PROTECT LAND AND FORESTS
Our products are tree free.

CONSERVE FUEL RESOURCES
Used YUPO is recycled as RPF, etc for use as boiler fuel.

PROTECT OCEANS AND ALL WATERWAYS
Our production uses very little water (unlike conventional paper production).

REDUCE GLOBAL WARMING
We are developing products that produce less CO_2 emissions during production.

PROTECT AIR QUALITY
We use no heavy metals, toxic materials or ozone-depleting substances.

CONSERVE NATURAL RESOURCES
We reuse leftover scrap material from the production of YUPO.

PRINTED ON **YUPO**BLUE YPI 300, 2020

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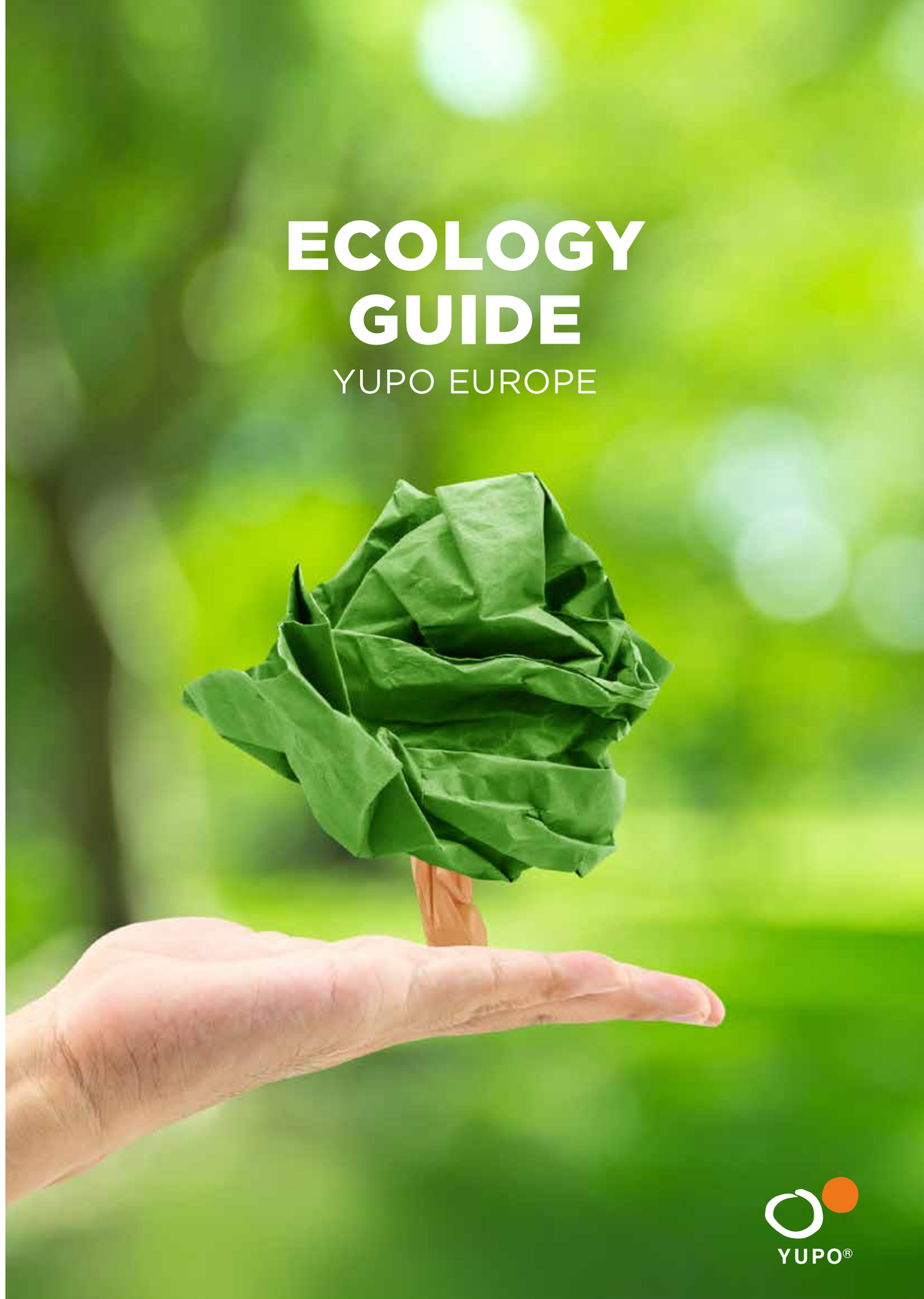
ECOLOGY GUIDE

YUPO EUROPE



YUPO®

YUPO EUROPE
IN HARMONY WITH THE EARTH

SINCE OUR FOUNDING, WE'VE BEEN COMMITTED TO RESOLVING SOCIAL AND ENVIRONMENTAL ISSUES TOWARD THE GOAL OF A RECYCLING-ORIENTED SUSTAINABLE SOCIETY.

Yupo was established in 1969 to develop new synthetic paper capable of replacing traditional paper and thereby protecting forest and water resources. YUPO synthetic paper is recyclable and manufactured with almost no water. It is also an excellent fuel for thermal recycling. Highly acclaimed in Japan and worldwide, YUPO synthetic paper is contributing to society as an environmentally friendly product with special features. This leaflet summarizes the environmental efforts of Yupo Corporation.

ABOUT SDGs (SUSTAINABLE DEVELOPMENT GOALS)

These 17 international goals toward realizing a sustainable world were adopted at the UN Summit in September 2015 (in the 2030 Agenda for Sustainable Development) for full implementation by 2030.

17 GOALS TO TRANSFORM THE WORLD

ENVIRONMENTAL STATEMENT

Yupo Corporation Group, anticipating the needs of the times and striving to create new value, works to improve the global environment shared by humanity and contribute to the realization of sustainable society and environment. In all of our activities, we will continue to support the Sustainable Development Goals (SDGs) of the United Nations. Our specific measures:

1. SUBSTITUTE BIOMASS PLASTIC FOR PETROLEUM-DERIVED PLASTIC TO REDUCE CO_2 EMISSIONS.

What is biomass plastic?
Biomass plastic is made from plants such as sugar cane. The CO_2 these plants absorb from the atmosphere via photosynthesis is considered equal to the CO_2 they produce when incinerated, resulting in zero CO_2 emissions at incineration.

2. DEVELOP PRODUCTS CONTAINING BIODEGRADABLE BIOMASS PLASTIC TO REDUCE CO_2 EMISSIONS AND WASTE VOLUME.

Product development using biodegradable plastic
We will carefully design and commercialize products for various applications that take advantage of properties of biodegradable plastic which is decomposed to water and carbon dioxide by microorganisms.

3. DEVELOP PRODUCTS THAT CONTAIN RECYCLED PLASTIC TO CONSERVE NATURAL RESOURCES.

Our approach to recycling
The cost, energy and effort (cleaning, processing, etc.) required to recycle a product vary significantly depending on its condition. We take these factors and CO_2 emissions into account to employ the optimal recycling method.

4. DEVELOP PRODUCTS EFFICIENTLY AND CONSERVE ENERGY AND RESOURCES.

Energy saving initiatives
Our energy saving measures which are made efficient by the visualization of energy consumption, include the introduction of energy-saving products such as LED lighting when our equipment and facilities are renewed.

HOW WE SUPPORT THE SDGs

GOAL 12: RESPONSIVE CONSUMPTION AND PRODUCTION

12.4 By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment.

12.5 By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse.

OUR MEASURES
- We comply with ISO14001.
- We reduce waste via onsite recycling.
- We study use of recycled material.

GOAL 13: CLIMATE ACTION

13.2 Integrate climate change measures into national policies, strategies and planning.

OUR MEASURES
- We develop products containing biomass plastic.
- We promote transition to CFC substitutes.

GOAL 14: LIFE BELOW WATER

14.1 By 2025, prevent and significantly reduce marine pollution of all kinds, in particular from land-based activities, including marine debris and nutrient pollution.

OUR MEASURES
- We develop biodegradable products.
- We prevent chemical runoff via drainage management.