



MOTTAINAI: CREATING A SOUND MATERIAL-CYCLE SOCIETY

The 4th Fundamental Plan for Establishing a Sound Material-Cycle Society was announced by the Ministry of the Environment, Japan in 2018, outlining integrated measures toward a sustainable society focusing on the 3Rs of reduce, reuse and recycle, as well as waste management, environmental restoration and international resource circulation. In this month's issue, we take a look at a variety of public and private initiatives contributing to the realization of a sound material-cycle society. At the same time, we reveal the influence of the traditional Japanese trait of treasuring things, captured in the phrase *mottainai*, an expression of regret at the full value of something not being put to good use.