

Session Title: Cool Capitalism

Name: Yoshihiro Hasebe

Position: Member of the Board and Senior Managing Executive Officer and Senior Vice President, R&D, Kao Corporation

Package issue of plastics is recent important topics to put an end of ocean pollution. The essential of this issue is derived from the lack of system and culture to control garbage. We are working on new attractive proposal as sustainable package based on Japanese culture of “FUROSHIKI”. The core idea is desirable transformation and easy to use without waste. And we are also trying to new recycle system that is reformed from film packages to artistic blocks creating new role together with many friends. We called this system “RecyCreation”.