

Clean, Green, Recycling Machines

By reimagining recycling in Nagano, Naotomi Shoji has made a lasting impact locally and is now aiming to extend that success to other areas.

Shigeo Kinoshita

President
Naotomi Shoji Co., Ltd.



Japan's recycling scene is something of a paradox: impeccably clean streets, yet very few trash cans; relatively high discipline when sorting garbage, but relatively low recycling rates. Put simply, navigating this industry is a complex journey through regulations, standards and social norms. In mountainous Nagano prefecture, local waste management provider Naotomi Shoji has led efficient, community-focused operations for almost 80 years. As a family business, President Shigeo Kinoshita has been immersed in the operations of the firm and is now looking ahead to new avenues, including biofuels. "We are looking to create new resources from waste, particularly recycled fuels," he explained. "Based on local production and consumption, our RPF (refuse paper and plastic

fuel) pellets are used by a number of clients across the country, as well as in our own facilities." As neighboring regions continue to grow and industrialize, Kinoshita has set out to bring his expertise, honed through decades of experience in Nagano, to Southeast Asia, with a particular focus on Cambodia. With efficient waste management and the buildup of landfills a pressing concern for local leaders, Kinoshita is confident that his company can provide value for local communities. "I have been regularly commuting to the area to prepare for future business in Siem Reap," he said. "Our next steps will be creating strong proposals and preparing technology for the local government to use."



Team
NAOTOMI

