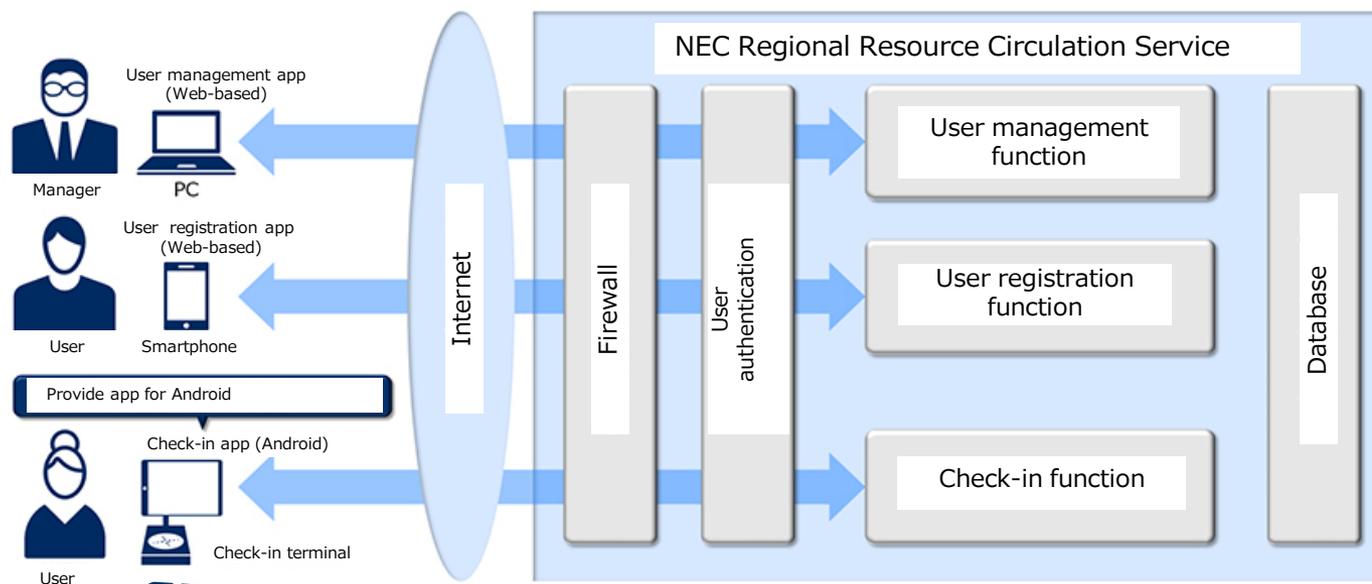


# Overview of the NEC Regional Resource Circulation Service

**A service for promoting the circulation of regional resources by visualizing the collection of recyclable resources and the participation of the local residents in recycling activities.**

This service functions as a platform for realizing a circular economy. Its purpose is to promote the recycling of resources and energy within the community by visualizing the collection of recyclable resources such as food waste at local garbage stations and the participation in recycling activities of the local residents.



The system uses an IC card to record activities. Residents simply swipe their IC card over the check-in terminal to record their activities related to resource recycling. When an activity is recorded, feedback is provided based on the nudge theory which stems from behavioral economics. This feedback is expected to **motivate local residents to continue recording their activities.**

# Environmental effect anticipated from the implementation of the NEC Regional Resource Circulation Service

\*These effects were confirmed through the verification test on which this service is based, and are not the direct effects of the implementation of this service.

## Issues that need to be addressed

- We would like to effectively utilize the biogas facility which was established to collect and recycle food waste from households and restaurants around town.

Through the effective use of resources derived from plants and animals, we aim to create a recycling-oriented society friendly to humans and the earth.

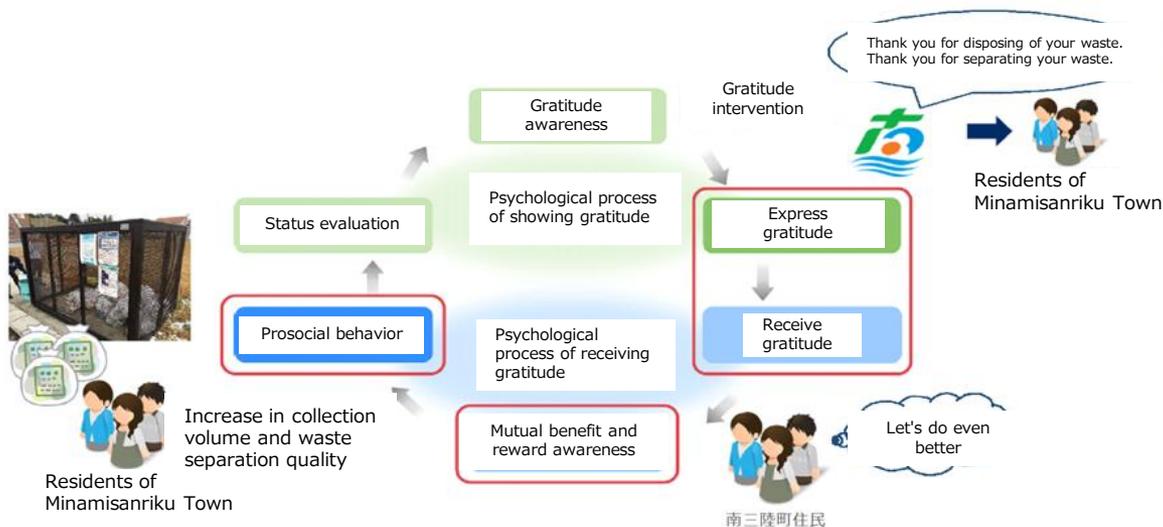
- To accomplish this, we must reduce the rate of contamination by foreign objects.

We would like to increase the volume of waste collected while improving the quality of waste separation.

## Effect of implementation

- The efficient tracking of participation in food waste separation and utilization of the nudge method that stems from gratitude research, encouraged town residents to change their behavior toward the separation of waste.

- This resulted in the improved quality of waste separation and increased waste collection volume in areas where the system was introduced.



# Reference Information

## Features of this service

This unique and advanced service aims to promote the regional circulation of resources and energy by using the nudge method to encourage sustainable behavior based on soft rather than hard management.

## External evaluation of the verification test on which this service is based

**Recipient of the "Best Nudge Award" in the Best Nudge Award Contest hosted by the Ministry of the Environment (Date of award: December 26, 2019)**

- The case study on page 2, "Experiment on using ICT to visualize participation in food waste separation," conducted jointly between Amita Corporation and NEC was recognized for its novel approach, social significance, and appropriate use of behavioral science theory.
- The contest is designed to recognize initiatives that have demonstrated success in measuring the effectiveness of utilizing nudges and other behavioral science theories and findings to prompt behavioral change that can contribute toward solving social and administrative issues in a wide range of fields.



**To nudge means to prod someone gently with one's elbow in order to attract attention.**

Nudge is a concept in behavioral science which proposes positive reinforcement and indirect suggestions to motivate people to spontaneously choose more desirable actions.