

What is the Kawasaki Kaeru (Frog) Project?

● Goal of Establishment

The Kawasaki Kaeru (Frog) Project considers Kinarikko resource-recycling soap to be a model case of community development based on recycling resources. It started in June 2005 with “creating an eco city Kawasaki in which people and nature coexist” as the goal of its establishment, intended to develop these environmental activities further together with large numbers of the public and to pass on clean air and water to the children of the future. With membership consisting of individual and group members who agree with this goal (151 members as of June 2008), it is funded by annual membership fees.

★ Kinarikko resource-recycling soap produced by the NPO Kawasaki Citizens Soap Plant (established in 1989) traces its roots back to Kawasaki Citizens for Soap Factory, founded in 1984. Kinarikko resource-recycling soap, which began with a movement among the public, has continued to collect used cooking oil from elementary-school and nursery-school dining facilities in the city of Kawasaki, ordinary households, and restaurants and other businesses, and to be used for dishwashing at elementary-school and nursery-school dining facilities as well as in the kitchens, laundry, and cleaning at ordinary households and businesses, from all of which the raw materials were collected to make the soap.

★ Primary themes of the Kawasaki Kaeru (Frog) Project, to be conducted with broad-ranging public participation, include (1) Providing information, conducting surveys, gathering information, and researching environmental activities in connection with water and soap; (2) promoting use of the soap, and participating in and expanding collection of used cooking oil, in cooperation with the Kawasaki Citizens Soap Plant; (3) recruiting, training, and utilizing human resources in environmental community development, holding hands-on lectures, and promoting environmental education; and (4) promoting renewable energy with low environmental impacts (such as BDF, solar power, wind power, and hydroelectric power) and studying new bioenergy sources.



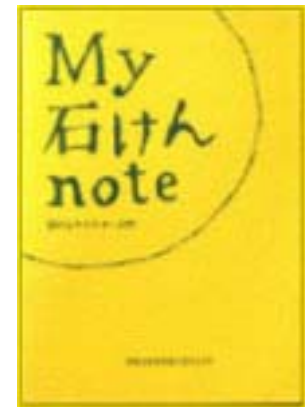
● Actual Activities

The Project carries out a wide range of projects including holding forums on preserving the earth's water cycle, screenings of films depicting environmental issues from sharp perspectives, and seminars for training environmental educators, publishing pamphlets and books proposing simple and safe ways of living, and promoting research into renewable energy, all with the goal of transforming Kawasaki into a resource-recycling community.

[Activities to Promote Soap Use]

■ Holding soap seminars using My sekken note (“My soap notebook”) as a textbook

Training instructors for traveling courses on environmental education through holding periodic classes on basic soap knowledge
Trainees completing the program are awarded Soap Master certificates (NPO Kawasaki Citizens Soap Plant)



■ Dispatch of Soap Master instructors

Dispatching Soap Masters to various locations as coordinating instructors
(Environment/natural cleaning seminar sponsored by the Suge Elementary School PTA)



■ Publishing Textbooks and Other Books

Publishing My sekken note (from the Kaeru Project) and Pikapika soji & sentakujutsu (“Spotless cleaning and laundry techniques”; from Nihonbungeisha)



[Activities to Promote Recycling of Waste Cooking Oil as a Resource]

■ 2007 Soap Bubble Forum in Kanagawa

In cooperation with the Kawasaki cleaning employees' labor union, which hosted this event, conducting a test drive of a garbage truck powered by biodiesel fuel made from waste cooking oil (Kawasaki-shi Kyoiku Bunka Kaikan)



■ Collection of Used Tempura Cooking Oil
(Seikatsu Club Noborito Depot)



■ Proposal of a System for Recycling of Waste Cooking Oil into Resources

A presentation proposing a cooperative project in the city of Kawasaki's Takatsu Ward (Takatsu Ward Office)



■ Takatsu Ward Cooperative Project to Collect Waste Cooking Oil

Promoted this project through conducting activities at the Erukaji Matsuri festival held by the shopping district around Kajigaya Station on the Tokyo Railway's Denentoshi Line, in advance of the project's startup in September 2008



[Holding Environmental Seminars]

■ **“The Truth about Synthetic and Soap-Based Detergents”**

Held a soap seminar led by Osamu Hasegawa from Taiyo Yushi (Takatsu Center)



■ **“The Future Depends on How We Use Money: New Approaches to Preventing Global Warming”**

Seminar led by Yu Tanaka held as part of second Kaeru Project Commemorative Forum



■ **Screening of “Rokkashomura Rhapsody” and meeting to report on participation in Hiroshima Peace Ceremony**

(Takatsu Center)



[Research on and Coordination of Environmental Activities]

■ **Participation in symposium on preventing global warming in the city of Yamagata**

Sign describing biodiesel fuel equipment installed in parking lots at shopping districts in the city of Yamagata



■ **Iida City, Nagano Prefecture**

Touring Ohisama Shinpo Energy solar power-generation facilities (Rooftop of the city of Iida’s central public hall)

