

Regional Circular Economy Project

Hasami Town



Situation (background, aims, etc.)

Throughout the history of Hasami ware production, the disposal of plaster moulds generated in the manufacturing process has been a long-standing issue.

With the aim of becoming a production area where Hasami ware can continue to be produced with peace of mind, efforts to promote regional recycling centred on waste plaster have begun.

Details (project outline, etc.)

Outside experts were invited to upcycle the waste plaster, with the aim of using it as an agricultural fertiliser and as a building material, and after conducting research and verification, some products have been successfully commercialised.

In addition, while reviewing the fee system, regular meetings are also held to raise awareness among the relevant parties.

We have also succeeded in developing new souvenirs through our regional circulation initiatives, and the completed Pottery Box Sweets series is truly a product that symbolises all of Hasami.

Results (features and innovations, future developments, etc.)

◆ Achievement of a 100% recycling rate for waste plaster
Raising the recycling rate of the entire production area by fostering awareness among businesses that are not at the centre of the initiative and stabilising processing fees.

◆ Creation of sustainable production areas
By being transparent not only on the surface of the brand but also in the manufacturing process, we aim to create production areas where both producers and consumers can feel confident in the product
