



Project Homecoming
A Joint-Brand Ink & Toner Cartridge Recycling Programme

Brother join first ever recycling initiative – Project Homecoming

Brother, Canon, Dell, Epson and Lexmark join hands to raise environmental awareness through Singapore's first joint cartridge recycling project

About Project Homecoming



Launched on 1 December 2011, Project Homecoming is Singapore's first-ever joint printer brand ink and toner cartridge recycling initiative. It is the first international expansion of the world's first joint printer brand recycling project that first started in Japan three years ago. In Singapore, Project Homecoming is led by Brother, Canon, Dell, Epson and Lexmark and is supported by the National Environment Agency (NEA) and National Library Board (NLB).

The initiative aims to encourage the recycling of cartridges through the provision of easily accessible bins for the public to properly recycle ink and toner cartridges. It further aims to raise community

awareness around the importance of this effort, as well as recycling in general.

The Project Homecoming cartridge recycling bins are conveniently located at selected Singapore National Library branches where the public can easily deposit expended ink and toner cartridges from printers of any brand for recycling. The cartridges are periodically collected for sorting and repatriation to their original manufacturers for proper recycling.

The libraries, located in the North, South, East, West and Central parts of the island as follows:

1. Ang Mo Kio Public Library
2. Bedok Public Library
3. Bishan Public Library
4. Bukit Merah Public Library
5. Geylang East Public Library
6. Jurong Regional Library
7. Jurong West Public Library
8. Marine Parade Public Library
9. National Library Building
10. Queenstown Public Library
11. Tampines Regional Library
12. Toa Payoh Public Library
13. Woodlands Regional Library

History & Background

Project Homecoming is an expansion of a similar scheme in Japan called “Ink Cartridge Satogaeri (translation: Homecoming)”. Initiated in April 2008 by Brother, Canon, Dell, Epson, HP and Lexmark in Japan with cooperation from the Japan Post Office, it was the world’s most extensive cooperative effort by six printer manufacturers to provide a convenient location for the public to recycle their cartridges.

The project was started with the belief that companies marketing inkjet printers have a social responsibility to recycle used ink cartridges and should work towards the creation of a recycling-based society through conservation efforts.

Today, there are 5,000-cartridge collection boxes are conveniently located Japanese post offices and select local government offices across Japan.



A recycling box used in the Ink Cartridge Satogaeri project in Japan

To further encourage consumers to recycle ink cartridges and support environmental conservation, the *Ink Cartridge Satogaeri* partners have committed donations to various organisations involved in such efforts. This includes a donation of 3 yen (4 US cents) to the United Nations Environmental Programme (UNEP) for every ink cartridge returned starting from mid-2010. This donation will support UNEP’s various activities that target global environmental issues such as global warming, climate change, threats to biodiversity, and the efficient use of resources. Since its launch in Japan three years ago, the Ink Cartridge Satogaeri project has successfully collected 4.4 million cartridges, enabling a donation of 9.51 million yen (US\$122,802) to the UNEP as of end-September 2011. The Ink Cartridge Satogaeri partners have also given donations to the Nature Conservation Society of Japan and to the Organisation for Industrial, Spiritual and Cultural Advancement (OISCA) through the project.

Singapore’s Project Homecoming is the first international expansion of the Ink Cartridge Satogaeri scheme and its partners, as well as supporting government agencies, hope that the project will achieve a similar measure of success in Singapore, and have similar schemes replicated throughout the world.



The central sorting facility of the Japan Ink Cartridge Satogaeri Project in Mizube, Japan



The raw plastic and other materials from the cartridge recycling are used to make new products like these pens