

JENESYS Brunei-Japan Environmental Protection Exchange (Invitation Program) Report

1. Program Overview

【Objectives and Overview】

University students and researchers specializing in environmental protection, along with young entrepreneurs and administrative officials in related fields from Brunei, visited Japan from November 18 to November 24.

In recent years, Brunei has seen increased environmental protection efforts, particularly in waste management and recycling, with a growing number of young entrepreneurs establishing environmental NGOs and NPOs. Against this backdrop, the primary objective of this program was to introduce Japan's advanced environmental technologies through lectures by relevant institutions and facility visits, thereby promoting awareness for achieving a sustainable society. The delegation visited Tokyo and Shizuoka Prefecture, strengthening bilateral relations while sharing their learning outcomes via social media.

【Participants】 Total: 8 participants (university students/researchers specializing in environmental protection and young entrepreneurs/administrative officials in related fields from Brunei)

【Locations】 Tokyo 8, Shizuoka 8

【Schedule】

■ Online Pre-study Program :

Nov. 11 (Tue) 【Pre-departure Orientation】

Set Period Prior to Arrival 【Task-based Learning (VOD)】 “Overview/Mission”, “Virtual Home Visit”, “Message from Minamisanriku”, “Study Japanese Culture in Kyoto”, “The Host Town Initiative”, “Learning Japanese”

■ Invitation Program :

Nov. 18 (Tue) Arrival at Narita International Airport

 【Post-arrival Orientation】

 【Theme Related Lecture】 “Marine Plastic Waste and Pollution”

Lecturer: Mr. KUBO Takaaki, Deputy Director, Office of Policies against Marine Plastics Pollution, Environment Management Bureau, Ministry of the Environment

Nov. 19 (Wed) 【Theme Related Observation】 Machida city bioenergy center

 【Observation】 Asakusa

Nov. 20 (Thu) Travel from Tokyo to Shizuoka

 【Cultural Experience】 Tea Ceremony Experience

	【Theme Related Observation】 SHIZUOKA CITY NUMAGAMI RESOURCE CIRCULATION STUDY PLAZA
Nov. 21 (Fri)	【Theme Related Observation, Lecture】 “SEVEN-ELEVEN’s Measures towards Plastic” Lecturers: Mr. IWATA Takashi, Regional Coexistence Shizuoka/East Tokai Zone Manager and Regional Coexistence Tokai Zone Manager, Operation Support Department Operation Headquarters, SEVEN-ELEVEN JAPAN CO., LTD. Mr. IZAKI Keita, Section Chief, Waste Reduction & Recycling Promotion Section, Waste Reduction Division, Environmental Affairs Bureau, Shizuoka City Hall 【Meeting with the Host Families, Homestay】 Gotemba City
Nov. 22 (Sat)	【Homestay】 Homestay and cultural experience
Nov. 23 (Sun)	【Homestay, Farewell Party with the Host Families】 【Workshop】 Preparations for the Reporting Session (summarizing program findings, confirming social media posts, preparation of action plans)
Nov. 24 (Mon)	Travel from Shizuoka to Tokyo 【Reporting Session】 Presentations of Program Findings and Action Plans Departure from Narita International Airport

2. Program Photos

Invitation Program

	
November 18 【Theme Related Lecture】 “Marine Plastic Waste and Pollution”	November 19 【Theme Related Observation】 Machida city bioenergy center



November 19 【Observation】 Asakusa



November 20 【Cultural Experience】
Tea Ceremony Experience



November 20 【Theme Related Observation】
SHIZUOKA CITY NUMAGAMI RESOURCE
CIRCULATION STUDY PLAZA



November 21 【Theme Related Observation,
Lecture】 SEVEN-ELEVEN JAPAN CO., LTD.



November 22 【Homestay】



November 23 【Farewell Party with the Host Families】



November 24 【Reporting Session】



November 24 【Reporting Session】 Group photo

3. Voices from the Participants (excerpt)

◆ Graduate Student

During the exchange programs, several aspects truly left a strong impression on me. One of the most impactful experiences was learning about Japan's recycling initiatives. I was amazed by how seriously everyone from students to companies works together to protect the environment. Their strong commitment to sustainability, especially the idea of a circular system where resources are reused and repurposed, inspired me to think differently about how we manage waste and care for future generations.

Another unforgettable part of the program was the homestay experience. I enjoyed spending time with them, playing games, and learning traditional activities such as crafting mizuhiki, making my own soba noodles, and even experiencing an onsen for the first time. These moments made me feel welcomed and connected, and they gave me a deeper appreciation of daily life in Japan.

Overall, the program helped me understand Japan's culture, values, and community spirit. It was not only educational but also very heartwarming, and it is an experience I will always treasure.

◆ Working Youth

The most impressive would be the Shizuoka City Numagami Resource Circulation Learning Plaza as education plays an important part in my life as a teacher. The initiatives that were being brought up was inspiring and I love to see a few of them being implemented in Brunei. All site visits were amazing, and I hope I can choose all as most impressive as everyone gave us a lot of knowledge and advice as well as encouragement to continue with protecting the environment.

◆ Working Youth

We felt welcome and warm heart love from our parents during the homestay. They treated us like their own children, brought us out for laundry and bought us things at the convenience store, brought us to their farm and we got opportunities to try and pick the vegetables by ourselves. We got to taste the Wasabi from our parent's farm. We got home cooked meals everyday with many condiments along with fruits that they harvest. Also, we got an opportunity to be on the Japanese tv news and we are so happy to get to know and get to see Japanese people all nice, polite and really welcoming. Will slowly update social media as time goes by. We also got to experience new foods of Japanese meals and get more knowledge about environmental studies.

4. Voices from the Receiving Parties (excerpt)

◆ Lecturer

I was somewhat surprised and impressed to see the participants listening so attentively. I hope they share their thoughts and feelings about this lecture with those around them.

◆ Host Family

We enjoyed two days filled with a desire to connect, creating a warm and friendly atmosphere. We soaked together in Ashigara Hot Springs, and they played with my three children, becoming very close. We laughed a lot, tossing fallen leaves at each other at the shrine. We visited a local temple together, listened to the explanations, and I learned a lot too.

5. Disseminations by the Participants (excerpt), Articles, etc.

 Day 1 of JENESYS! After a 6-hour flight it was immediately off to orientation and a lecture at the Ministry of Environment in Japan. The lecturer was on Marine Plastics by Mr. Kubota and contained information on Japan's initiatives for reducing plastic pollution. Day 1/7 #jenesys_asean #bellabrunas #ctri4p #villajubrunel #brunei #japan #jenesys #jastre #day1 50 seconds ago	 View Insights Boost Post [JENESYS2025: Machida City Bioenergy Center] Day 2 in Tokyo, Japan. We were taken for a tour in Machida City Recycling Center. In Machida City, they are the first recycling centre through biogas method & they are the waste center for 3 city of Tokyo. To summarize, this recycling center produce alternative energy called BIOENERGY which process waste burnable products through fermentation & the steam release is use as kinetic energy to electrical energy. The benefits of this process is it does not release toxic gas & environmentally safe. Arigato gozaimasu~ Collect your plastic bottles & send to the special bins (recycle bins) at Waste Collection Point. Did you know @biofieldbn does waste food to compost!
November 19, 2025 (Instagram) Undergraduate Student After a 6-hour flight it was immediately off to orientation and a lecture at the Ministry of Environment in Japan. The lecture was on Marine plastics by Mr. Kubota and contained information on Japan's initiatives for reducing plastic pollution.	November 19, 2025 (Instagram) Graduate Student Day2 in Tokyo. We were taken for a tour in Machida city recycling center. In Machida city, they are the first recycling center through biogas method & they are the waste center for 3 cities of Tokyo. To summarize, this recycling center produces alternative energy called Bioenergy which processes waste burnable products through fermentation & the steam released is used as kinetic energy to electrical energy. The benefits of this process is it does not release toxic gas & environmentally safe. Collect your plastic bottles & send them to the special bins (recycle bins) at Waste Collection points. Did you know waste food could be composted?



November 21, 2025 (Instagram)

Working Youth

SEVEN-ELEVEN JAPAN CO., LTD. showed their cooperate responsibility and response to plastic waste.

They have plastic bottles collection bins where it crushes the bottles and the public is rewarded with points when they participate in this effort. For SEVEN-ELEVEN products, they use recycled plastic bottles to produce the bottles.



November 22, 2025 (Instagram)

Graduate Student

This is my host family in Japan. We just finished handpicking some yuzus and veggies. This scenery is absolutely breathtaking. So clean and peaceful. It really shows how deeply the Japanese value and care for their environment. It makes me wonder... can we , as a Bruneians, achieve this level of care , too?



November 22, 2025 (SHIZUOKA TELECASTING's website)

“Brunei Delegation Learns About Japan's Recycling Efforts - Addressing Waste Issues - Aiming for a Circular Society”

6. Presentations of Program Findings and Action Plan at the Reporting Session (excerpt)

Locations: Tokyo, Shizuoka – Presentations by a total of 2 groups

Group A		
		
【Results of the Program】 - Ministry of Environment emphasized that policies alone cannot solve marine plastic pollution. Public behavior, business cooperation, and community involvement are equally important. Environmental habits are taught from childhood and reinforced through community practices. Schools, households, and local groups work together to promote cleanliness & waste sorting. - Even advanced waste-to-energy systems depend on responsible sorting at the household and community level to ensure safety, efficiency, and uninterrupted environmental operations. We learned this in the Machida bioenergy center. - At Shizuoka City Numagami Resource Circulation Learning Plaza, they implement a hands-on circular learning activity: food waste mixed with bamboo powder becomes compost, which then grows new veggies—a simple, real cycle of waste reduction. Education plays a vital role in addressing waste and environmental challenges, stressing that long-term sustainability relies on building early awareness and empowering communities to reduce food waste, preserve resources, protect biodiversity, and support environmentally responsible practices and industries. - At Seven Eleven Japan Co. Ltd., we learned that they are committed to cutting plastic use and sourcing ingredients sustainably. They implement recyclable packaging, and PET bottle collection systems to achieve these goals. - Seven-Eleven Japan shows that large convenience store networks can meaningfully reduce waste by embedding sustainability into everyday operations. Throughout our visit and personal observation during this program, we have seen that these initiatives extend beyond these sectors, we have seen multiple different types of garbage bins are prepared for accessible sorting, there is also logos on SDG and instructions on crushing plastic bottles to remind and inform the public of the country's commitment as well. We are astonished by this holistic approach to sustainability. 【Action Plan】 A national community-driven approach to reducing waste through education, participation, and circular practices. The core objectives of this action plan is : 1. Waste Sorting Awareness 2. Micro-Composting Education		

3. Community Behavior Change Through Small, Replicable Actions

We will focus on planning, this includes creating education materials, and preparing proposal outreach to schools, youth/eco clubs and a community centre.

For month 2, we will focus on awareness & activities that will include Waste Sorting & Circulation activities, make compost from food waste & use it to grow vegetables/fruits, and create artwork based on waste sorting & circulation.

For month 3, we will do a report on participation for the activities to keep track & counts on their garbage. Compost made from Month 2 to be used for planting during world environment day (around June), Artworks made by participants to be feature on future recycling awareness campaign materials

Group B



【Results of the Program】

We imagined Japan as a place with a very high recycling rate and clean streets with almost no trash anywhere. We also expected a rich and deeply rooted culture, supported by a strict waste-sorting system that everyone follows, along with politeness, hospitality, and advanced technology.

After coming to Japan, we found that the government actively encourages recycling through clear systems and strong policies, and that people of all ages—from children to the elderly—take these initiatives seriously and follow the rules. We were also surprised by how creative Japan is in developing new ways to recycle and reuse waste.

Every place we visited was clean, not only tourist spots but also nearby public spaces.

And most importantly, we were impressed by the deep respect for nature that people consistently practice in daily life. During the Program, we gained a deeper understanding of how Japan's systems work together to protect the environment. Our biggest takeaway was that proper waste management is not just a government policy; it is something deeply rooted in Japanese culture and in people's everyday lives.

【Action Plan】

Our action plan is to raise recycling awareness through fun outreach lessons and interactive activities, and to encourage government support for companies in order to create a recycling culture in Brunei.

This action plan aims to introduce recycling initiatives to schools and universities, increase understanding and awareness of recycling among Bruneians, and support long-term national goals under Wawasan Brunei 2035 (Goal 1: Educated, Highly Skilled and Accomplished People; Goal 2: High Quality of Life; Goal 3: Dynamic and Sustainable Economy).

In December, we will communicate with high school and university students and visit recycling centers

to discuss actions related to recycling and conduct surveys.

In the next phase, we will deepen understanding of recycling among all age groups in Brunei by holding beach cleanups, lectures, and interactive workshops like what we learned in Japan.

From January to early February, we will expand our target audience, conduct surveys, collect and analyze data, and prepare a report on our activities.

We will also share the current recycling situation in Japan and Brunei on social media.

By May 2026, to increase PET bottle recycling, we will encourage people to collect PET bottles in schools and recycle them by cutting and heating them into 3D-printer filament.

Implementation Agency: Japan International Cooperation Center (JICE)