

## Japan's Challenges in Managing Resources and Implementing Strategies toward Sustainability

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**Abstract :** Japan's strategy is based on improving the current resources and productivity by identifying the environmental challenges to progress further in many areas. For example, it will help in understanding the competitive challenges in the industry, emerging innovation, and other progresses. The present study seeks to examine the characteristics of sustainable practices using materials that will last longer and following environmental policies. There has been a major emphasis since 1990s and onwards about recycling and preserving the environment. Furthermore, the present paper analyses and argues how national interest in policy increases resource productivity. It is a universal law, but these actions may be different based on the unique situation of the country. In addition, the present study explains some of the strategies developed by the Environmental Agency of Japan in the last few years. There are a few resources reviewed involving 'Strategy for an Environmental Nation in the 21st Century' from 2001, 'Clean Asia Initiative' from 2008, and 'New Growth Strategy' from 2010. The present paper also highlights the emphasis on increasing efficiency, as it is an important part of sustainability. We finally conclude by providing reasoning on the impact and positivity of reducing production and consumption on the environment, resulting in a productive and progressive Japan for the near and long term future.

**Keywords :** eco-system, resource productivity, sound material-cycle, sustainable development

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