

**Kamikatsu's Zero Waste Center (WHY) and Zero Waste Action Hotel,  
Hotel WHY Opens on May 30, 2020!  
“study WHY” Zoom Media Tour Confirmed!**



Although there was a delay in the opening due to COVID-19, Zero Waste Center and Zero Waste Action Hotel, Hotel WHY, has confirmed its new open date to May 30, 2020!

\* Kamikatsu Zero Waste Center includes the waste station, Kuru-Kuru shop, zero waste action hotel, seminar room and labs.

**Zero Waste Action Hotel, Hotel WHY opens on May 30, 2020!**

At Hotel WHY, we are offering not only zero waste action experiences, such as separating the same trash you generate during your stay, self sorting soap and weighing coffee beans, but also outdoor programs like trekking, fishing, lake kayaking and survival games.

For breakfast, guests can enjoy an exclusive picnic style breakfast created by RISE & WIN Brewing Co BBQ & General Store.

Amenities include bath items from New Zealand's Ecostore, a welcome drink from Sunshine Juice, coffee beans from sustainable TADE GG farm roasted at Little Darling Coffee Roasters and self-sorting additive free soap from Mutenka Sekken Honpo. We've collected a variety of items that fit perfectly with the theme of the facility.

**Remote Tour of “study WHY!”**

We are currently seeking media interested in visiting Kamikatsu in the opening of Zero Waste Center, WHY on May 30, 2020.

For those who cannot make it to Kamikatsu, we are also offering a live, online zoom tour of the facility. In order to have more people participate and understand the concept of WHY, we have split it up into 2 days. Limited to 20 people per day.

June 25, 2020 13:00~

June 26, 2020 13:00~

Local Media : <http://urx.space/0jyv>

Remote Media Tour “study WHY” : <http://urx.space/YKuu>

**Satelite Office & Labs**

We are currently seeking companies and laboratories interested in the zero waste movement to join and rent our satelite office and labs. By surrounding yourself in a natural environment, you will be able to have an even more creative mindset for the generation we live in today.

See the website for more details : <https://why-kamikatsu.jp/>

**<For Media Related Information>**

TRANSIT GENERAL OFFICE INC PR Iijima  
TEL : 050-1743-1210 E-MAIL : [tgo-press@transit-web.com](mailto:tgo-press@transit-web.com)

## “Zero Waste Action Hotel”



### About Kamikatsu

1 hour drive from center-city Tokushima. With a population of only 1,500 people, Kamikatsu is located 700 meters above ground level; all of which are surrounded by mountains and rice fields. The zero waste declaration was made in 2003 emphasizing the importance of how to minimize the generating of waste. Apart from raw waste that is turned into compost, residents separate their waste into over 45 different categories; leading to a recycle rate of 80% in 2017.

### Kamikatsu Zero Waste Center WHY

Open Date: May 30, 2020

Address 7-2 Shimohiura, Fukuhara, Kamikatsu, Katsu-ura, Tokushima 771-4501 JAPAN

Access: 1 hour 5 minutes drive from Tokushima Airport

Official Website: <https://why-kamikatsu.jp/>

Email: [info@why-kamikatsu.jp](mailto:info@why-kamikatsu.jp)

Official Instagram: <https://www.instagram.com/why.kamikatsu/>

Official Facebook: <https://facebook.com/why.kamikatsu/>

Facility Details:: “Kuru-Kuru Shop” recycle shop where residents can give away items that they no longer need

“Zero Waste Action Hotel, Hotel WHY” total of 4 rooms

“Seminar Room” environmental learning held multiple times a year

“Lab” companies and laboratories interested in the zero waste movement

### Zero Waste Center WHY Project Members

Branding / Creative Production & Experience Design : Transit General Office Inc.

Architectural Design : Hiroshi Nakamura & NAP Architects

Furniture Design : Wrap Architects Office

Communication library supervision : BACH Ltd. Yoshitaka Haba

Business Scheme Advisor : Tone & Matter Company

Local Coordinator : General Incorporated Association, Chishokuju Organization

Management : Big Eye Company

**Download images here.**

**<https://ux.nu/BXJIA>**



### <For Media Related Information>

TRANSIT GENERAL OFFICE INC PR Iijima

TEL : 050-1743-1210 E-MAIL : [tgo-press@transit-web.com](mailto:tgo-press@transit-web.com)