

July 31, 2026



Opening Event Announced - Governor of Tokyo to Attend

“TOKYO CLEAN-UP ACTION” Opening Event and Public Awareness Campaign Announced

The Tokyo Metropolitan Government is promoting TOKYO CLEAN-UP ACTION, an initiative to keep Tokyo clean, welcoming, and enjoyable through collaboration with municipalities, businesses, community organizations, and many other partners.

As part of this initiative, the Tokyo Metropolitan Government will launch a year-round public awareness campaign across the city under the slogan KEEP TOKYO CLEAN. To kick off this campaign, an opening event will be held as outlined below.

1 TOKYO CLEAN-UP ACTION Slogan and Logo

“KEEP TOKYO CLEAN”

→ The logo was created to convey the message that every individual's actions help keep Tokyo clean. It will serve as the official icon representing TOKYO CLEAN-UP ACTION and will be used across a wide range of future communications and promotional activities.



2 Opening Event

As part of the promotional campaign for TOKYO CLEAN-UP ACTION, an opening event will be held as follows.

The event will feature a talk session with the Governor of Tokyo and invited guests, exhibitions showcasing the latest initiatives to keep Tokyo clean, and interactive workshops. We look forward to welcoming you.

Date and Time

11:00 a.m. - 5:00 p.m. On Saturday, August 22, 2026

(Stage programmes begin at 1:00 p.m.)

(1) Venue

Space 0, basement Level 3, Omotesando Hills



(2) Main Event Programme (Scheduled)

● Stage Programme

1:00 p.m. - 1:30 p.m. Opening Stage

KEEP TOKYO CLEAN Talk Session

〈Speakers〉

Yuriko Koike (Governor of Tokyo)

Sakura Inoue (TV personality)

Naohiro Ishikawa (Community Generator, FC Tokyo/Former Japan National Football Team player)



2:00 p.m. - 2:30 p.m. Sustainability Special Stage (Tentative)

A special session highlighting sustainable fashion and practical ways to incorporate sustainability into everyday life.



〈Speaker〉

Miyako Takayama, Model

3:00 p.m. - 4:30 p.m. KEEP TOKYO CLEAN Talk Stage (Tentative)

〈Speaker〉

3:00 p.m. - 3:30 p.m.

Fujio Kojima (Representative, Pirika, Inc.)



*Pirika operates a litter-picking social networking platform and works with local governments on community beautification initiatives.

4:00 p.m. - 4:30 p.m. Shoji Kawamori (Anime Director)

Reon Tanie (Voice Actor)

*Hosted by Reon Tanie, who voices a character in the anime Latair the Earth, this stage

will feature a talk session and live performance by Director Kawamori and the Earth Savers.



● Venue Activities

▪ Smart Trash Can Experience

Try out smart trash cans that make waste disposal both fun and educational. As rubbish is deposited, the built-in display plays interactive content, allowing visitors to learn about waste sorting and proper disposal in an engaging way.



- **Cleaning Robot Demonstration**

See demonstrations of the latest autonomous litter-collecting robots selected for the Tokyo Bay eSG Project pilot programme, which supports businesses in implementing cutting-edge environmental technologies.



- **Recycled Materials Workshop**

Create your own original keyholder using recycled plastic materials recovered through coastal clean-up activities.



- **Furoshiki Workshop**

Learn practical and stylish ways to use the traditional Japanese an environmentally friendly reusable wrapping cloth that has long been known as Japan's original eco-bag.



- **Exhibits by Municipalities and Community Organizations**

3 Public Awareness Campaign

Following the opening event, the Tokyo Metropolitan Government will work with municipalities, businesses, and other partners to carry out a year-round public awareness campaign across Tokyo.

(1) Seasonal Campaign Periods

- Two major campaign periods will be held each year—one in summer and one in winter—featuring events across Tokyo and awareness initiatives in collaboration with accommodation providers.
- The summer campaign will be conducted in two distinct areas:
Central Tokyo, including vibrant urban districts such as Shinjuku and Shibuya; and
the Tama area, including the rich natural environments of Okutama and Ome.
- Further details of each event will be announced separately.

(2) Year-round Promotional Activities

- In addition to the seasonal campaigns, a wide range of promotional activities will be carried out throughout the year, including:
collaborations with popular attractions and major events across Tokyo;
awareness campaigns through the official website, digital media, videos, posters, and other communication channels; and
outreach to domestic and international audiences through influencers and other promotional initiatives.

(3) Awareness Item

- To encourage environmentally responsible behaviour among international visitors and other audiences, the Tokyo Metropolitan Government will distribute a KEEP TOKYO CLEAN FUROSHIKI, featuring Toseijin, Tokyo's AI public relations avatar.

Through the furoshiki-Japan's traditional reusable wrapping cloth and one of the world's earliest forms of a reusable bag the campaign promotes Japan's spirit of mottainai (avoiding waste) and the importance of a circular economy.

- During the summer campaign period, the KEEP TOKYO CLEAN FUROSHIKI will also be available at participating accommodation facilities, events, and tourist information centres throughout Tokyo.

We encourage everyone to use it again and again and join us in taking eco-friendly actions to help KEEP TOKYO CLEAN.

↓ Learn more about Toseijin



Learn more ε

Learn more about the TOKYO CLEAN-UP Action initiative.

《Contact》
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