

対象国 急激な都市化および気候変動分野における開発ニーズ(課題)

- ・急激な都市化に伴う歩行者／自転車道の整備の必要性
- ・気候変動による突発的な雨での自動車スリップ事故やヒートアイランド現象の抑制
- ・急激な再開発に伴う都市化における建設廃棄物問題

提案製品・技術

- ・廃レンガ骨材を用いた景観性も高い防滑性薄層舗装材「K-グランドコート」
- ・さらにカラーバリエーション豊富な「K-グランドコートカラー」

調査概要

- ・調査期間:2024年6月～2025年2月
- ・対象国・地域:ペルー国リマ市(リマ・カヤオ首都圏)
- ・調査概要:廃レンガをリサイクルした景観性と防滑性の高い薄層舗装材をペルー市場へ投入することで、急激な都市化に伴う都市交通問題や建設廃棄物問題の解決の糸口とすべく、提案製品の現地におけるニーズの確認を行う。ペルー国での適応ビジネス展開を図り、ひいては都市景観向上・都市強靱化と建設廃棄物リサイクルへの意識向上を促し、もって地域および日本企業のビジネス化への貢献を目指す。



ビジネスモデル

- ・提案製品を用いた景観舗装事業の展開
- ・①現地拠点の原料樹脂の輸入(日本から販売)、②骨材調達、③骨材加工、④現場施工、⑤特約店方式による製品販売の事業を行う
- ・対象市場は次の通り
 - ①公共発注の歩道、公園、自転車道等
 - ②民間宅地や商業施設、工場、駐車場など

対象国に対し見込まれる成果(開発インパクト)

- ・歩行者や自転車利用者の安心安全の向上
- ・景観性の良い歩行空間や自転車道等が整備される
- ・景観性向上による都市空間の価値向上とそれに伴う犯罪の低下、スラムの環境改善
- ・廃棄物のアップサイクル品として浸透される事で、廃棄物適正処理のムーブメントを醸成し、社会全体の持続可能性向上に貢献する

Development issues in the country/sector

- There is a need to improve pedestrian and bicycle paths due to rapid urbanization.
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- Reduce car slip accidents caused by sudden rainfall due to climate change and the heat island effect.

Products/Technologies of the Company

- “K-Ground Coat,” a highly landscaped, anti-slip thin-layer pavement material made from waste brick aggregate
- “K-Grand Coat Color” with a wide range of color variations

Survey Outline

- Servey period: June 2024 - February 2025
- Country/Area: Lima, Peru (Lima-Cayao Metropolitan Area)
- Survey Overview: By introducing a thin pavement material made of recycled waste bricks with high landscape and anti-slip properties to the Peruvian market, we will confirm the local needs for the proposed product in order to provide a solution to urban traffic and construction waste problems caused by rapid urbanization. By developing adaptive business in Peru, we aim to improve the urban landscape and urban resilience, and raise awareness of construction waste recycling, thereby contributing to the business development of the region and Japanese companies.



Business Model

- Development of landscape pavement projects using proposed products
- ① Import of raw resin for local bases (sold from Japan), ② Aggregate procurement, ③ Aggregate processing, ④ On-site installation, ⑤ Sales of products through distributorships
- Target markets are as follows
 - ① Publicly ordered sidewalks, parks, bicycle paths, etc.
 - ② Private residential land, commercial facilities, factories, parking lots, etc.

Expected Social Impact in the Country

- Improved safety and security for pedestrians and bicyclists
- Landscaped walking and bicycle paths, etc. will be developed
- Increased value of urban space through improved landscaping and associated reduction in crime and improvement of the slum environment
- By being widely used as an upcycled waste product, it will foster a movement for the proper disposal of waste and contribute to the sustainability of society as a whole.