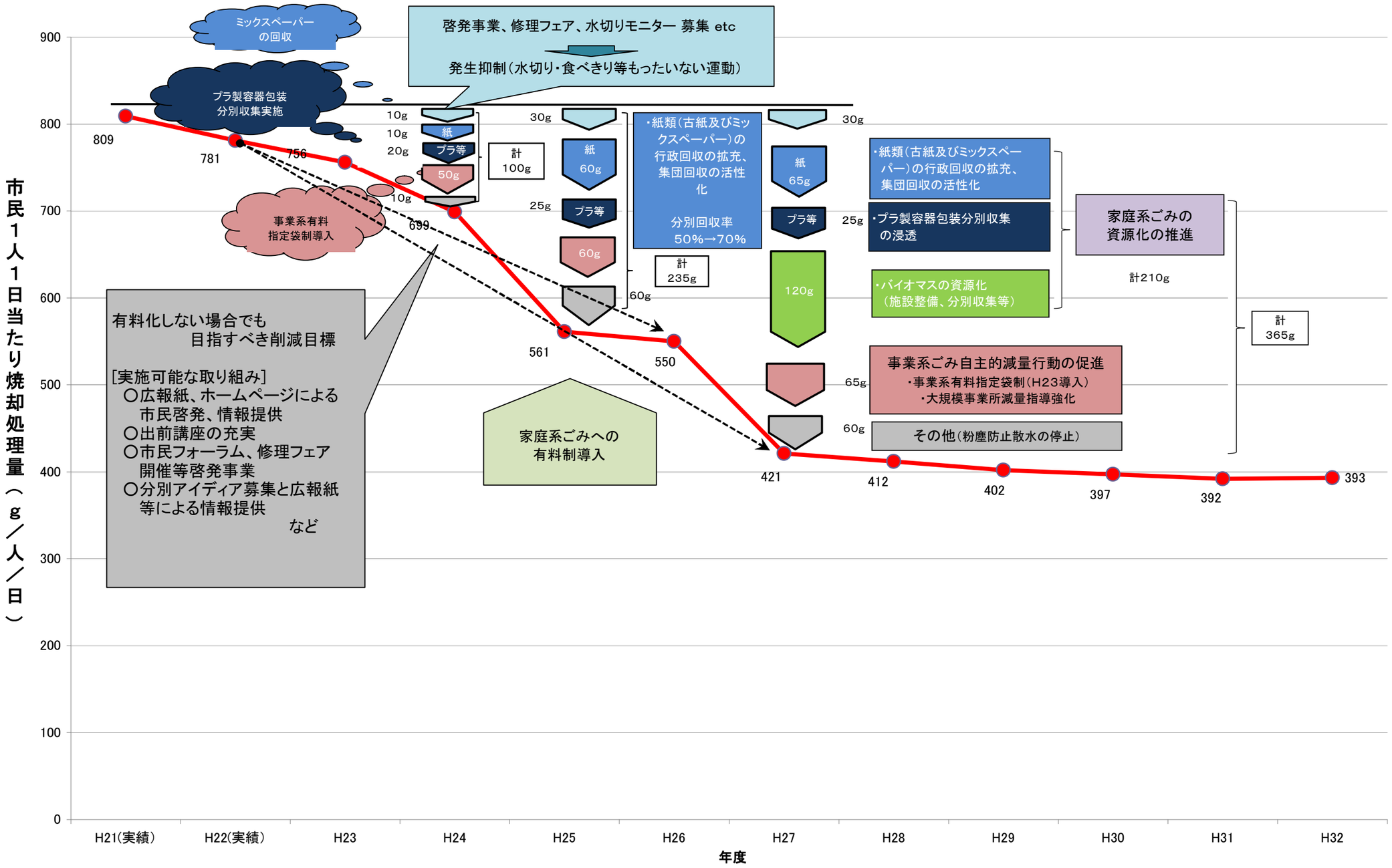ごみ半減の実現に向けたステップ