



# Eco Mark News

The Eco Mark is a voluntary program ran by Japan Environment Association. Contract fees from licensing companies and application fees from applicants cover whole budget for our activities. In this "Eco Mark News", the information related to Eco Mark Program such as newly selected Eco Mark product category and proposals for certification criteria is provided on the basis of the "Guidelines for Eco Mark Program Implementation".

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Photo by Michiharu Ozawa

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Annex 5: Eco Mark Product Category No.114 "Paper Packaging Materials Version2.0", No.126 "Paints Version1.2" (Excerpts of the Revised Sections only)

\* Annexes are separate from our newsletter and please contact our office if you wish to obtain them. They are also available on our website.

## Comment for New Year

# **Need for the Attractive Product Categories and New Network = International Cooperation between Ecolabels is Also Promoted =**

**Mr. Seiji Taguchi, Director of Japan Environment Association, Secretary General of Eco Mark Office**

We wish you a happy and prosperous New Year. As we enter the year 2005, Mr. Seiji Taguchi, Director of Japan Environment Association, Secretary General of Eco Mark Office would like to send you a greeting message.



### **About the steps of Eco Mark in the past.**

17 years have passed since the Eco Mark program was established in February 1989.

"The certificate label by a third party" given to the products and services which are contributing to reduce environmental burden in a comprehensive manner has been called "ecolabel" generally. It was started in 1978 when German Environment Agency established "Blue Angel" mark. Therefore Blue Angel has the history of 28 years. Although the history of Eco Mark is not long as Blue Angel's 28 years, Eco Mark was the second ecolabel established along with Environmental Choice of Canada and Nordic Swan of five Nordic countries after Blue Angel so that Eco Mark has relatively longer history of experience and achievement among Eco Label programs in the world. An international standard, "Type I ecolabel" was established by International Organization for Standardization (ISO) in 1999 and Eco Mark has been giving its total efforts to promoting the transparency and reliability of the program based on this standard during these years.

### **Most memorable events among the last year's activities.**

Japan Environment Association hosted a general meeting for the 10th anniversary of Global Ecolabelling Network (GEN) in Tokyo in October. 36 people attended the meeting from 23 overseas governing bodies of ecolabels. All of these GEN members also attended "The 1st International Conference on Green Purchasing in Sendai" which was held around the same time as the GEN convention. Representatives from Blue Angel, Nordic Swan, EU Eco-Label and China Environmental Labelling made presentations of their current situation and future activities. Progress of developing the mutual recognition between Korea Eco-label and other labels was also reported as well as the condition of launching Indonesian Eco Label respectively. Presentation on the future extension plans for each ecolabel in Europe was made and ecolabels in Asian countries who are pursuing the European predecessors also made their presentation followed by the enthusiastic discussion. It was very impressive to listen to their opinion exchange.

### **Assignment of Eco Mark to which we need to focus on this year.**

As you already know Eco Mark has established the mid-term action plan and it has been made public through internet homepage or other means. There are many assignments in the plan but I would like to focus on the following three points.

The first assignment to focus is to create new product categories that are attractive to both consumers and manufacturers. The point is to set the new product category for Eco Mark and establish the criteria. In this way we will be able to contribute largely, for instance, to reduce greenhouse-gas emission. At the same time we will be able to introduce Eco Mark products which consumers will purchase proactively.

The second assignment to focus is to build network for promotion activities. We are going to start building network for information exchange between individual consumers and Eco Mark Office throughout Japan. We will start building network to promote the collaborative activities between shops and distributors and Eco Mark Office as well.

The third assignment to focus is to promote the international cooperative work and collaboration between ecolabels. On top of the down-to-earth effort up to last year, together with Nordic Swan and Blue Angel we need to carry forward with creating the world standard criteria. We also need to establish new collaborative relationship with Asian/Oceania countries' Eco Labels to extend the international collaborative activities.

### **Greeting for readers.**

Everyone who is interested in Eco Mark, let us work together to leave the better global environment for the future. I would like to ask for your kind understanding and cooperation this year, too.

## Committee Report/Decisions

### Eco Mark Committee for Establishing Category and Criteria (32<sup>nd</sup> meeting)

The 32<sup>nd</sup> Eco Mark Committee for Establishing Category and Criteria (EMCECC, Chairman: Prof. Takashi Gunjima, Doshisha Univ.) was held on December 21, 2004 at Japan Environment Association. After the discussion, the following decisions were made;

#### Decisions

- Primary assessment of 2 categories presented at the 32<sup>nd</sup> meeting of the EMCECC was conducted. As a result, none was subjected to secondary assessment.
- Certification criteria for Eco Mark product category No.131 “Civil Engineering Products Version1.0” will be established on January 15, 2005 (Annex 1).
- Existing product category No.30 “Blast Furnace Fine Powder Slag and Blast Furnace Cement”, No.37 “Drainage Fixtures for Rainwater Dissipation”, No.56 “Recycled Paving Materials” and No.65 “Building Materials of Fly Ash” will be discontinued on January 15, 2005.
- Draft certification criteria for Eco Mark product category No.116 “Water-saving Equipments Version2.0 (draft)”, “Digital Printers Version1.0 (draft)” and “Watches and Clocks Version1.0 (draft)” will be open to public (Annex 2-4, scheduled to be established on May 1, 2005).
- Partial revision of certification criteria for Eco Mark product category No.114 “Paper Packaging Materials Version2.0” and No.126 “Paints Version1.2” that were submitted by Eco Mark Committee for Product Certification was approved and decided to be revised on December 21, 2004 as Annex 5.
- Eco Mark product category No.119 “Personal Computers”, No.120 “Paper Printed Matters” and No.122 “Printers” will be revised at a new working group.

#### Status of Certification Criteria (as of Jan. 15, 2005)

Classification	Category No.	Category	Period of Open to Public	Date of Establishment/Revision/Discontinuance	Certification Criteria	Status
Establishment	131	Civil Engineering Products Version1.0	2004.7.1-2004.8.29	2005.1.15	Annex 1	Closed
Discontinuance	30	Blast Furnace Fine Powder Slag and Blast Furnace Cement	2004.7.1-2004.8.29	2005.1.15	-	Closed
	37	Drainage Fixtures for Rainwater Dissipation				
	56	Recycled Paving Materials				
	65	Building Materials of Fly Ash				
To be Established	-	Toner Cartridge Version1.0	2004.9.1-2004.10.30	2005.3.1 (scheduled)	-	Closed
	117	Copier Version2.0	2004.11.1-2004.12.30			
Announcement of Draft	116	Water-saving Equipments Version2.0	2005.1.15-2005.3.15	2005.5.1 (scheduled)	Annex 2	Open
	-	Digital Printers Version1.0			Annex 3	
	-	Watches and Clocks Version1.0			Annex 4	
Announcement of Discontinuance	117	Copier	2004.11.1-2004.12.30	2005.3.1 (scheduled)	-	Closed
Partial Revision	114	Paper Packaging Materials Version2.0	-	2004.12.21	Annex 5	-
	126	Paints Version1.2				

## Announcement of Draft Certification Criteria

In accordance with announcement of Eco Mark Product Category No.116 “Water-saving Equipments Version2.0 (draft)”, “Digital Printers Version1.0 (draft)” and “Watches and Clocks Version1.0 (draft)”, we will accept opinions against this announcement from Jan. 15 (Sat) to March 15 (Tue), 2005. For details on submitting opinions, please refer to the following;

### Acceptance of Opinions on the Proposed Criteria of Product Category

#### (1) Acceptance by mail and FAX

The following matters should be sent in writing (on A4 size paper) to the address or FAX number below by March 15 (Tue), 2005 (postmark effective).

- Address, Name, Sex, Occupation, Contact address, Telephone number, FAX number
- Name of the certification criteria for Eco Mark product category to give opinion
- Summary of opinions on the above proposal criteria

Criteria Section, Eco Mark Office, Japan Environment Association  
Prime Kamiyacho Building 2F, 1-11-9 Azabudai, Minato-ku, Tokyo 106-0041  
FAX: +81-3-5114-1257

#### (2) Acceptance by e-mail

The following matters should be sent to the address below by 17:00, March 15 (Tue), 2005 by e-mail. When you attach a file to e-mail, please use MS-Word, Ichitaro, or Excel format.

- Address, Name, Sex, Occupation, Contact address, Telephone number, FAX number
- Name of the certification criteria for Eco Mark product category to give opinion
- Summary of opinions on the above proposal criteria

Criteria Section, Eco Mark Office, Japan Environment Association  
e-mail: ecomark@japan.email.ne.jp

Contact: Criteria Section, Eco Mark Office (03-5114-1255)

\* We do not accept your opinions by telephone.

## Important Information

### Scheduled Date of Establishment for the Product Category “Toner Cartridge Version1.0” is Postponed to March 1, 2005

We postpone the date of establishment of Eco Mark Product Category “Toner Cartridge Version1.0” to March 1, 2005 although we have announced that the date of establishment is scheduled to be January 10, 2005 on Eco Mark News (published on November 1, 2004) and so on.

### Validity Date of the Product Category “Products Made from Used Tires” is March 31, 2007

We canceled the discontinuance of Eco Mark Product Category No.22 “Products Made from Used Tires” based on public comment and continue current criteria although we have announced that discontinuance in Eco Mark News (published on November 1, 2004) and so on. At the same time, we set the validity date of March 31, 2007 for this product category and indicate it in criteria document on January 15, 2005.

Category No.	Category	Validity Date
022	Products Made from Used Tires	2007.3.31

## Events

### **“Visit!” the Eco Mark Exhibition Booth = The 2<sup>nd</sup> Environment and Welfare Business Fair in Kumamoto = Eco Mark Consultation Meeting will be held at the same time**

The Eco Mark Office will have a booth as well as Eco Mark consultation meeting at the same time. Please come to our booth. Eco Mark staff will attend you.

**Date and Time:** February 4 (Fri) - 6 (Sun) 10:00-17:00

**Place:** GrandMesse Kumamoto (1010 Fukudomi, Mashikimachi, Kamimasshiki-gun, Kumamoto-ken )

**Admission:** Free

**Sponsor:** The GrandMesse Kumamoto Foundation

**Contact:** Eco Mark Office Ms.Mizuno (TEL 03-5114-1255)

\*You will find out the Eco Mark Office booth at the entrance.

#### **[Eco Mark Consultation Meeting]**

**Date and Time:** February 4 (Fri) - 6 (Sun) 10:00-12:00 13:00-17:00

**Consultation fee:** Free

**Application:** If you wish to attend the consultation, please apply to Eco Mark Office with 1) Company/Organization, 2) Names of attendants, 3) Phone and FAX numbers, 4) What you wish to consult about, 5) Date and time you wish by FAX (03-5114-1257). The deadline is January 28 (Fri), 2005.

\*Also, we will have to arrange date and time if the application excess the number limit.

\*We are not able to accept the application depend on the contents.

\*Consultation is only in Japanese.

**Contact:** Certification Section (TEL 03-5114-1253)

### **Let's Think about the Relation between the Earth and Shopping = Tokyo Metropolitan Green Forum = Annex Exhibit of Eco Mark Products**

To choose environmental products and services can lead markets and societies to the sustainable ones. We will discuss with participants how to change the consumer behaviour and how to convey it to children.

**Date and Time:** February 14 (Mon) 13:30-16:30

**Place:** Tokyo Metropolitan Governmental Office Large Hall (1st building 5F, 2-8-1, Nishi Shinjuku, Shinjuku-ku, Tokyo)

**Speakers:** Mr. Akira Ikegami, Chief Correspondent, NHK Broadcasting Bureau  
(who plays “Dad” in “Weekly Children News”)

Mr. Eiji Ohguro, Director of Japan Environmental Education Forum

Ms. Michiko Yoshinaga, Writer

Mr. Teruo Saito, Japan Environment Association

**Number Limit:** 300 (early application is accepted.)

**Admission:** free

**Sponsor:** Tokyo Metropolitan Government, Green Consumer Tokyo Net

**Cooperation:** Japan Environment Association

\*Contact: Eco Mark Office Ms.Mizuno (TEL 03-5114-1255)

## New Publication

### You can Enjoy Learning the Relation between the Function of Human Body and Environment = "Let's find Eco Mark (Vol.6)" is Published =

Children can review the contents of Vol.1 to Vol.5 by leaning the function of human body and importance of the environment, and that Eco Mark products contribute to the environment. Please use this workbook for environmental education. It is effective to use Vol.1 to 5 together.

**Target:** elementary school senior students

**Distribution:** Ito Yokado (from end of January), ATC Green Eco Plaza, Stop Ondankan, etc.

**URL:** <http://www.ecomark.jp/download.html>

**Contact:** Promotion Section, Eco Mark Office (03-5114-1255)



Workbook for children  
"Let's find Eco Mark (Vol.6)"

### Touch the Wonderful Relation between "Sky" and "Eco" ! = New Style Eco Life Magazine "FeEEL Vol.3" (free) will be Available at Mos Burger Stores Nationwide from February, 2005 = Win "m:robe" by a lottery!

Theme of this issue is "Sky". We usually take it for granted and do not pay much attention to the "sky". Sometimes though, when we look upon the sky, it makes us wistful and fills our heart with tenderness. Touch the wonderful relation between "sky" and "eco". Mr. Soichiro Okoshi of Toyo Glass Co., Ltd. is featured in "Eco Artizan Story" which describes person in charge in Eco Mark licensee company. Also, you may challenge a lottery and win HDD handy music player, "m:robe" by Olympus.



**Distribution:** Mos Burger Shop, etc.

**Contact:** Promotion Section, Eco Mark Office (03-5114-1255)

"FeEEL Vol.3"

## ATC Eco Mark Zone Information

### Appeal Your Certified Products at the Exhibition Facility Attracting Many People ! = Invitation for Exhibition at "Eco Mark Zone" for Year 2005 =

ATC Green Eco Plaza Secretariat is inviting exhibitors for permanent exhibition facility "Eco Mark Zone". 200 thousand people visit this exhibition facility annually and you can appeal your Eco Mark certified products all through the year. For raising corporate image and environmental communication, it is a good place to exhibit.



**Venue:** ATC Green Eco Plaza “Eco Mark Zone”

**Exhibitors:** Eco Mark certified products license holders

**Deadline for Application:** February 16 (Wed)

\*They will accept application during the fiscal year whenever space is available.

**Fee:** from 26,000 yen (annually)

**Contact:** ATC Green Eco Plaza Secretariat (06-6615-5888)



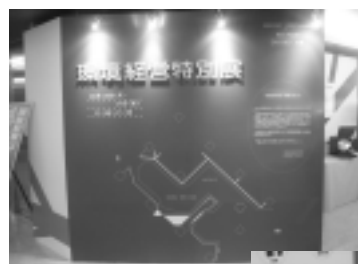
ATC Green Eco Plaza “Eco Mark Zone”

## Topics

### Eco Mark Products are the Representative Case among All Eco-friendly Products = NHK Environmental Management Special Exhibition =

“Environmental Management Special Exhibition” for NHK employees and related parties was held at NHK Broadcasting Center in Shibuya Tokyo from Monday December 13, 2004 for 5 days.

It was the 5th Special Exhibition which has been held in December every year as one of the activities during the Environmental Management Promotion Month. Eco Mark Office exhibited fiber products and plastic products made of recycled materials as well as Eco Mark products such as stationeries with the panel introducing the Eco Mark program.



Views of “NHK  
Environmental  
Management  
Special Exhibition”



NHK's person in charge for the event management said, “NHK employees are interested in the environmental issues but the effort at the office is not always sufficient. Eco Mark products are the representative case among all eco-friendly products and we are hoping that the exhibition will contribute promoting the actual environmental action.”

The exhibition venue was located in the lobby which leads to the employees' dining room so that approximately 10,000 people visited the exhibition booth during the event according to NHK's survey although it was very busy season for them to produce the year-end and new year programs and all.

## From the Editor

### The Editorial Staff has Changed

A Happy New Year! The editorial staff of Eco Mark News has changed from this issue. We would like to provide Eco Mark brand new information as Eco Mark office public relations magazine. Please enjoy reading and thank you for your kind support in 2005. (Promotion Section: Osamu Ohta, Tomoyuki Sazanami)

### You can Register “e-mail Version” Eco Mark News Anytime

Eco Mark news is available by e-mail. The contents are the same as those in printed one and you do not miss all important information of Eco Mark. You can register from Eco Mark website 24 hours anytime (free). If you have e-mail address, please register now. Eco Mark News PDFs are available on website as well.

Eco Mark Office URL: <http://www.ecomark.jp/>

## Please Give Your Comments and Opinions

Please give your comments, opinions and ideas on Eco Mark news and the contents. Also, please provide your topics about Eco Mark. Your contribution is highly welcomed.

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## xellent Ecological Topics

In this column, we introduce the eco-friendly activities of corporations and organizations.

### Promote Eco-friendly Products to Broader Range of People “Eco Products 2004” was Held

“Eco Products 2004”, the largest exhibitions of eco-friendly products and services in Japan and to which Japan Environment Association is also one of the co-sponsors, was held again at Tokyo Big Sight from December 9 to 11, 2004. More than 450 companies and organizations had exhibition booth and the record-high number of 125,000 people visited the exhibition during the three days.

It was the 6th Eco Products Exhibition and there were many children and students from elementary schools, junior high schools and other schools visiting the exhibition. This is a trend in past few years. Most of visitors were businessmen and people who worked at environment related business before but this year you could see children at every corner of the venue. They looked at the exhibits and listened to the commentary earnestly. They also enjoyed the show on stage.



In response to such change in the range of visitors, the exhibitor's side started to work out various plans such as a quiz with prize and experience-based attraction. Children who visited the exhibition walked around the venue exchanging information like “the place over there is doing such and such” or “they give you this at that place”. It was as though they were at a festival fair.

We need to provide the eco-friendly products/services in various fields and change consumption behavior of broader range of consumers in order to promote the eco-friendly products. Setting up an opportunity for children to see and touch the eco-friendly products while they enjoy themselves is very important effort for the future expansion of the eco product market. It is also expected that such opportunity will contribute to spread the eco-friendly consumption behavior among people through the conversation with friends and at home after experiencing such exhibition.



“Eco Products  
2004”

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