



# 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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Mr. Wolfgang Lohrer, who gives a special lecture  
at Eco Mark Symposium page 2

Eco Mark international cooperation

We contracted agreements on partial mutual recognition for copiers and mutual recognition for certification verification with New Zealand "Environmental Choice" (photo of our visit to New Zealand: Mr. Robin Taylor, General Manager of New Zealand Ecolabelling Trust (right))



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#### Annex 1: Eco Mark Annual Plan and Budget for Year 2005

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

## Committee Report/Decisions

### Eco Mark Steering Committee (14<sup>th</sup> meeting)

The 14<sup>th</sup> Eco Mark Steering Committee (Chairman: Prof. Akio Morishima, Institute for Global Environmental strategies, the Acting Chairman: Prof. Suehiro Otoma, University of Kitakyushu, Graduate School of Environmental Engineering) was held on March 8, 2005 at Japan Environment Association. After the discussion, the following decisions were made;

#### Agenda of the Meeting

- Eco Mark Annual Plan and Budget for Year 2005 was discussed and the plan and the budget for new fiscal was decided as Annex 1.

## Information

### Announcement of Eco Mark Symposium

We will invite German Ecolabel "Blue Angel", which has the longest history in the world and have symposiums in Tokyo and Osaka to discuss future issues and views in order that ecolabels can be promoted and expanded. We will consider the future challenges for Eco Mark and ecolabels by interactive discussion with participants. Admission free. With simultaneous translation.

#### Osaka

**Date and Time:** June 2 (Thu) 13:30-16:40

**Place:** ATC Green Eco Plaza Biotope Plaza, 11F, ITM Bldg., Asia and Pacific Trade Center  
(2-1-10, Nanko Kita, Suminoe-ku, Osaka TEL:06-6615-5887)

#### Program:

Special Lecture "Future Development of German Ecolabel "Blue Angel" " (tentative)

Wolfgang Lohrer, Director, Basic Technological Questions-Processes and Products, Federal Environmental Agency

Keynote Speech "Aim and Effects of Green Purchasing Law and Future Development" (tentative)

Mr. Hiroshi Kamagata (Director, Environment and Economy Division, The General Environment Policy Bureau, Ministry of the Environment)

Floor Discussion "Promotion of Ecolabeled Products and Its Challenges" (tentative)

Coordinator: Prof. Takashi Gunjima (Faculty of Economics, Doshisha University)

Panelist: Mr. Wolfgang Lohrer, Mr. Hiroshi Kamagata, Mr. Takashi Masuda (Director, Environment and Sewerage Bureau, Osaka-city), Mr. Yoshiki Midorikawa (Representative, Green Consumer Research Group), Mr. Hideto Iwata (Konica Minolta Business Technologies, Inc.), Seiji Taguchi (Director of Japan Environment Association, Secretary General of Eco Mark Office)

**Sponsor:** ATC Green Eco Plaza Executive Committee, Japan Environment Association

\*Please contact ATC Green Plaza Secretariat (TEL:06-6615-5887/FAX:06-6614-1801) for participation.

#### Tokyo

**Date and Time:** June 6 (Mon) 13:30-16:20

**Place:** Tokyo Womens Plaza (5-53-67, Jingumae, Shibuya-ku, Tokyo)

#### Program:

Special Lecture "Future Development of German Ecolabel "Blue Angel" " (tentative)

Wolfgang Lohrer, Director, Basic Technological Questions-Processes and Products, Federal Environmental Agency

Panel Discussion "Future Development of Ecolabel (Blue Angel and Eco Mark)" (tentative)

Coordinator: Seiji Taguchi (Director of Japan Environment Association, Secretary General of Eco Mark Office)

Panelist: Mr. Wolfgang Lohrer, Mrs. Etsuko Akiba (Director, Nippon Association of Consumer Specialists), Eco Mark licensee company (not decided), Mr. Hiroyuki Sato (Secretary General, Green Purchasing Network)

**Sponsor:** Japan Environment Association

**Supporter** (scheduled): Nippon Association of Consumer Specialists, The Tokyo Chamber of Commerce and Industry  
(not in order)

**Tokyo** Please send FAX with 1. name(s) of participants, 2. company or organization, 3. contact (phone/fax), 4. Place (Tokyo) to the following;  
Mr. Sazanami, Ms Mizuno, Promotion Section, Eco Mark Office, Japan Environment Association  
FAX: 03-5114-1257 TEL: 03-5114-1255