



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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Eco Mark Symposium held at Tokyo Women's Plaza P.2-5

Eco Mark Symposium held at Osaka ATC P.2-5



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

Special Report

Eco Mark Symposium - Held in Tokyo and Osaka Inviting Blue Angel from Germany -

Symposiums aiming at promotion of ecolabel were held in Osaka on June 2 and in Tokyo on June 6, 2005. In each symposium Mr. Wolfgang Lohrer from German Federal Environmental Agency gave a special lecture on German ecolabel "Blue Angel", which has the longest history in the world and there were also keynote speech and panel discussion, etc. to report and exchange views on promotion of eco-friendly products by ecolabel.

In this issue we introduce the summaries of special lecture by Mr. Wolfgang Lohrer (in Osaka and Tokyo) and keynote speech by Mr. Hiroshi Kamagata from the General Environment Policy Bureau, Ministry of the Environment (in Osaka). We will report discussions held in Osaka and Tokyo in next issue.

Special Lecture "Future Development of German Ecolabel "Blue Angel"" (Summary) Mr. Wolfgang Lohrer, Director, Basic Technological Questions-Processes and Products, German Federal Environmental Agency

Blue Angel Penetrated the Society

Blue Angel, the ecolabelling program in Germany, was established in 1978. The purpose of Blue Angel is to promote the technical innovation of products towards eco-conscious direction through a voluntary program. Blue Angel have been mounting an effort to become a guideline for public procurement, an anchor of social communication, a common base for product information and a guidepost for consumers.

The products and services certified by Blue Angel must have, at least, the same level of functions compared to the conventional products. They are also required to be more eco-friendly throughout their product life-cycle than the conventional products and should avoid the use of harmful substances as much as they can. German Federal Environmental Agency prepares the draft of certification criteria and the ecolabelling committee, which consists of members from various fields, examine the proposal. In the meantime RAL (the German Institute for Quality Assurance and Labelling), an external inspection agency, examine the products and handle the practical work on the technical side and the contractual side.

When the program was established, the uncertainty toward environment and health was increasing in Germany. Therefore, Blue Angel has reflected the latest research result regarding harmful substances on the criteria at the early stage. As a result public has come to acknowledge Blue Angel as an important tool to contribute to the environment conservation through products. Blue Angel became widely used quickly since the establishment and 100 products were certified in 3 years. The number of certified products was doubled annually until late 1980's and the recognition of Blue Angel among public reached more than 80% in Germany. Currently there are 86 product/service categories and 580 licensees (3,400 products) certified by Blue Angel.

Change in Social Environment, and Positioning of Ecolabel

The society environment in Germany and other European countries has started to show several changes since some 15 years ago.

First change is that the number of products with less risk in terms of health concern has increased not only in Blue Angel products but also in other general products as a result of an effort to substitute harmful substances. For this reason the direct merit for consumers to buy Blue Angel products has become relatively decreased.

Second change is that while various regulations improved the local environmental issues, more attentions have been



**Mr. Wolfgang Lohrer, Director,
Basic Technological Questions-Processes and Products,
German Federal Environmental Agency**

given to the global issues. Under such situation Blue Angel's criteria has become more focused on the aspect of sustainable development. Therefore, there are more cases in which consumers benefit from the eco-consciousness of products only indirectly, or only the future generation can benefit from it. Also certification criteria has become complicated and it requires vast amount of work involved in the life-cycle assessment, etc.

Third change is the decrease in wages and rising unemployment in EU countries due to the global deterioration in economic conditions and intensifying market competition under the progress of globalization. As a result consumers tend to focus on the price, warranty, functions and/or trend rather than the environment conservation aspect when they go shopping.

Fourth change is that the product information has become confusing to consumers rather than becoming transparent because of the overflowing labels and symbols related to products, especially the self-declared labelling such as Type II labels. Existence of various labellings decreased the information value of each label, so much so that consumers have started to lose their interest in labellings.

Active Appeal to Consumers

Ecolabelling has an important role in the process of building sustainable societies and it should spread in the global market in the future as well based on the principle of providing accurate information, minimizing the environmental burden and securing the transparency. In order to accomplish this, we need to win high recognition and solid trust. Followings are the suggestions of practical approach from several points of view:

Firstly we need to enhance the PR activity related to ecolabelling targeting general public. It is important to make an appeal at every opportunity such as when new criteria is established or on commemoration day for the establishment of ecolabelling programs. Blue Angel celebrated the 25th anniversary in 2003 expansively. The result of survey conducted next year showed that the recognition rate rose 10% compared to the previous year and there were 9% more people answered that they would check if the product they were going to buy had Blue Angel label.

It is necessary to explain the merit for an individual consumer more clearly together with the environmental effect in order to make consumers to choose the products with ecolabel consciously. Naturally it is important to hold a view to reduce the substances harmful to the health, however, the economical aspect may appeal more to consumers. Especially the products which are highly energy efficient and/or resource efficient can reduce the environmental burden as well as the cost considering the whole product life-cycle.

Another important approach is to improve market strategy and we need to enhance information service and effort to persuade people further. For instance we conducted a field test for a guidance system of sustainable products with collaboration from a direct mail company and Do-It-Yourself chain store. The purpose of this test was to lead the consumption behavior to eco-conscious, healthy, higher in quality and socially fair by providing information immediate to customers and giving advice when shopping. The test result showed the possibility of sales growth when such effort was made.

German Federal Environmental Agency also started to distribute Blue Angel newsletter via e-mail from 2004. Anyone can receive the latest newsletter once he/she registers their e-mail address at German Federal Environmental Agency site.

Upon the agreement with German Federal Environmental Agency, the ecolabelling committee established a task program, which is to be implemented between 2004 and 2007, focusing on 1) conservation of environment and health centering on the quality of air inside buildings, 2) prevention of global warming including the introduction of renewable energy and improvement of energy efficiency, and 3) protection of resources by promoting the efficient use of resources and products. In addition We are considering the more effective promotion by combining Blue Angel with political measure such as consumer protection.

Promote the Green Public Procurement

One of the important measures for the future is to shift the terms of public procurement to eco-conscious ones. Japan is promoting the advanced activity in this aspect and it isn't yet sufficient in Germany or other European countries.

In Germany the public procurement occupies 13% of GNP and it is considered that the development of eco-friendly products will progress as the activity in this area is reviewed. It isn't possible for federal and local government to include a presence of ecolabelling in their bidding terms, however, if they reflect the criteria of Blue Angel into the bidding term, the products with ecolabel will be given priority accordingly. German Federal Environmental Agency has issued a handbook related to the eco-conscious procurement since 1986 and currently we are trying to computerize the distribution.

European Commission (EC) approved the rule-book to consider the environmental criteria more in the public procurement at the end of 2003. They are also considering a proposal related to the definition of eco-friendly products for WTO. In this proposal they aimed at defining the eco-friendly products as the products with ecolabelling belong to Global Ecolabelling Network (GEN). This is noteworthy movement for Japan and Germany as well.

Importance of International Cooperation

We need to strengthen the international cooperation in terms of the ecolabelling issue more in the future considering from the aspect of countermeasure against the environmental issues and deterioration of economic situation.

The establishment of common core criteria for the specific product group is one of the effective measures to reduce the cost of certification process, and it is considered that this activity will be advanced more in the future. Consequently it is expected that various ecolabelling programs will be harmonized and many certified products will be distributed in global market.

Germany openly discusses the establishment of common criteria with other countries. For example Eco Mark and Blue Angel are currently collaborating to establish the common criteria for copier officially. There are many difficulties to establish the global standard cooperatively, however, Blue Angel wants to contribute to achieve the objective.

The sustainable progress is a must to protect human health, nature and environment as well as to leave the current resources to the future generation. We need to change our life style, seek mutual understanding and agreement with people in other countries, and reinforce the communications in order to accomplish the sustainable development. As Blue Angel we would like to carry out the activities through the cooperation as GEN member in the important field of ecolabelling.

Keynote Speech

“Aim and Effects of Green Purchasing Law and Future Development” (Summary)

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

Initiative Act by Public Sector, and Market Shift

Law on Promoting Green Purchasing was enacted as one of the six laws to form a recycling-orientated society in May 2000 and it has become effective as of April 2001. Its purpose is to build up a society which enables the sustainable development through procurement of goods and services conducive to the reduction of environmental burden and provision of information related to the eco-friendly goods, etc.

First of all the authorities such as government should show the initiative to procure products and services with less environmental burden, and consequently it would promote the eco-consciousness of companies in their product development and business activities. Consumers also start to evaluate the eco-friendly products and the effort of companies, which leads to the movement to practice the green purchase and the eco-friendly products would spread all over the market. Law on Promoting Green Purchasing aims at shifting the society to the one that enables the sustainable development through such virtuous circle.

Law on Promoting Green Purchasing provides that a basic policy should be established which specifies the basic direction for each organization including government to promote procurement and the designated procurement items that should be focused on as well as the evaluation criteria and the points to consider for each item. Based on this basic policy, government, independent administrative organizations, etc. implement the green purchase. Each organization is to prepare the procurement policy and announce it publicly, and the actual result is also to be made public annually.

It is also a duty for local government to make an effort to promote procurement of the eco-friendly products, etc. It is specified for business owners and public to make an effort to choose the eco-friendly goods as much as possible.

As for information service, the law requires manufacturers and distributors to provide the environmental information related to their products, and ecolabelling organizations, etc. to provide the information based on scientific knowledge and international consistency. In the meantime government has a responsibility to sort out, analyze and provide the information from business owners, ecolabelling organizations, etc. and consider appropriate information service system.

Basic policy is reviewed annually and the number of designated procurement items is increasing steadily. It has reached 201 items as of 2005 from 101 items in 2001. The evaluation criteria and the points to consider are reviewed as well accordingly.



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

Spillover Effect of Law on Promoting Green Purchasing

When we look at the situation of making effort in the green purchase by government, 95% or more of the procurement throughout government fulfill the evaluation criteria regarding copier paper, office paper, stationeries and machines, etc. As for general official vehicles, it had the objective to make all official vehicles low-emission within 3 years from 2002, and all official vehicles of government have become low-emission as of the end of 2004.

Not only the effort of government and other organizations has been progressed but also it has taken effect in entire market since Law on Promoting Green Purchasing was enacted.

For example, in 2000 only 11.6% of copier paper distributed in the domestic market fulfilled the criteria of designated procurement items, however by 2003 the figure increased to 32.1%. Also when we look at the price aspect, the price of products that fulfill the criteria and general products recently became almost the same level. As for mechanical pencils, 15.7% of products fulfilled the criteria using recycled plastic in 2000, and the figure increased largely to 37.4% in 2003.

The number of registration for the low-emission vehicles increased and the ratio has also improved. Breakdown has also shifted to those which cleared more rigorous criteria. As you can see from the market share, the number of cars that fulfill the criteria has increased from 20% in 2000 to 60% in 2003.

There may be various factors on the background for such changes, however it is considered that the result of initiative act by official bodies based on Law on Promoting Green Purchasing took effect in entire market as well.

Countermeasure against Global Warming, and the Green Purchase

The Kyoto Protocol, which aims at preventing global warming, became effective February 2005, and “Kyoto Protocol Target Achievement Plan” was decided at a Cabinet meeting in April 2005 in Japan in order to achieve the objective specified in the Protocol steadily. One of the comprehensive countermeasure in this plan is the activities based on Law on Promoting Green Purchasing.

The action plan by government, which was created responding to the above mentioned Target Achievement Plan, lists the specific effort including to sustain the low-emission car ratio to 100% for general official vehicles, to shift other official vehicles to low-emission cars, to introduce machines with higher energy consumption efficiency, to use recycled paper with higher composition rate of pulp from used paper, to purchase products that use alternative material to HFC and so on.

Estimated result on the effect of green purchase in the aspect of preventing global warming was calculated in the several fields. When the procurement details are compared between 2000 (before Law on Promoting Green Purchasing was enacted) and 2003, CO₂ emission decreased by 3,186 tons annually in the field of vehicles. Total amount of reduction is 15,929 tons if we assume that the period of usage is 5 years.

If we total the estimated result of the products, for which the estimation can be calculated, approx. 12,600 tons of CO₂ emission would be reduced annually and approx. 45,900 tons emission would be reduced if we take the period of usage into consideration. This is equivalent to the figure for approx. 22,000 people when we convert the figure into the household CO₂ emission.

Outlook for the Future

Followings are the future development and issues regarding the activities based on Law on Promoting Green Purchasing from the point of several views:

When we look at the situation of the green purchase by local governments, the effort made by cities and towns fell behind compared to that made by prefectural governments and government-designated cities. Therefore one of the main issue for the future is to promote the activity of small scaled local authorities.

As for business owners, the companies who consider making effort to implement the green purchase are increasing, and the data for 2003 shows that 67.8% of listed companies and 54.8% of unlisted companies are making effort to choose goods by making list and other references related to the green purchase.

There is a database of the examples of the green purchase activities that can be referred to when companies and local governments promote the green purchase. The data is available at internet sites. As a new project we start a system tentatively from June 2005 to provide consumers with the information related to the environmental burden of products and services through internet.

The objective of overall activities based on Law on Promoting Green Purchasing includes the implementation of the green purchase organizationally at all local governments and at approx. 50% of listed companies and 30% of unlisted companies by 2010. In this way we can spread the green purchase activities in various fields in the society and it is expected that such effort will shift the society to the sustainable one.

Committee Report/Decisions

Eco Mark Committee for Establishing Category and Criteria (35th meeting)

The 35th Eco Mark Committee for Establishing Category and Criteria (EMCECC, Chairman: Prof. Takashi Gunjima, Doshisha Univ.) was held on July 14, 2005 at Japan Environment Association. After the discussion, the following decisions were made;

Decisions

- It was decided that certification criteria for Eco Mark product category No.116 “Water-saving Equipments Version2.0” and No.117 “Copiers Version2.0” are to be established on August 1, 2005 as Table 1.
It was also decided that certification criteria for Eco Mark product category No.118 “Plastic Products Version2.0” is to be established on September 1, 2005 as Table 1.
- It was decided that the scope of applicable product for Eco Mark product category No.133 “Digital Duplicators Version1.0” is to be enlarged on August 1, 2005 as Table 1.
- Existing product category No.117 “Copier” will be discontinued in association with establishment of product category “Copiers Version2.0” as Table 1.
- Partial revision of certification criteria for product category “Stationery/Office Supplies Version1.2” that was submitted by Eco Mark Committee for Product Certification was approved and decided to be revised on July 14, 2005 as Table 2.
- Primary assessment of 2 proposals for new product categories was conducted. As a result, it was decided that “Manual Umbrella Wiper for the Entrances, etc.” is to be considered in the working group for Eco Mark product category No.128 “Household Commodity”.
- Primary assessment and consideration at LCA task group were conducted for “Reusable/Recyclable Aluminum Printing Plate for Offset Printing”. As a result, it was decided that secondary assessment is to be conducted successively.

Status of Certification Criteria (as of August 1, 2005)

Table 1 Establishment, Enlargement of Scope of Applicable Product and Discontinuance of Certification Criteria

Classification	Category No.	Category	Period of Open to Public	Date of Establishment etc.	Certification Criteria	Public Comments
Establishment	116	Water-saving Equipments Version2.0	2005.1.15-2005.3.15	2005.8.1	Annex 1	Closed
	117	Copiers Version2.0	2004.11.1-2004.12.30		Annex 2	Closed
	118	Plastic Products Version2.0	2005.3.15-2005.5.13	2005.9.1	Annex 4	Closed
Enlargement of scope of applicable product	133	Digital Duplicators Version1.1	2005.3.15-2005.5.13	2005.8.1	Annex 3	Closed
Discontinuance	117	Copier	2004.11.1-2004.12.30	2005.8.1	-	Closed

Table 2 Partial Revision of Certification Criteria

Classification	Category No.	Category	Period of Open to Public	Date of Revision	Certification Criteria	Public Comments
Partial Revision	112	Stationery/Office Supplies Version1.2	-	2005.7.14	Annex 5	-

Introduction of New Certification Criteria

Water-saving Equipments

We have reviewed the scope of applicable products including those which were not covered in the former criteria and enlarged the scope. We have also approved the antibacterial coating for some subject products such as lavatory basin.

Copier

We have introduced a check list for 3R design that states the eco-conscious design of machine clearly in order to promote resource circulation, and revised several points including the introduction of a measurement that is closer to real environment regarding the diffusion during the use of machine. The revised criteria also maintains the conformance to overseas criteria taking the development of mutual recognition into the view point while it considers the business custom, office environment and the interest of users in Japan.

Plastic Products

As Stationery/Office Supplies, Commodity, Civil Engineering Products, which were included in the former criteria, are certified in each corresponding product category, new criteria has been established for the plastic products, which are not covered by these categories, considering intentional addition of hazardous materials, recovery and treatment of end-of-life products and environmental activities of manufacturers.

Digital Duplicators

The scope of applicable product for certification criteria was enlarged and it was decided to include reused product.

Information

You can Download “A Guide to Eco Mark Contract (Japanese Version)”

“A Guide to Eco Mark Contract (Japanese version)” is now available on Eco Mark Office website renewed in April, so you can download it from there.

You can obtain the information regarding Eco Mark contract more easily. Information of Eco Mark fee system revised in April, etc. are also provided in a manner that is easy to understand. Please make use of it.

(<http://www.ecomark.jp/pdf/ktebiki200506.pdf>)

Contract Renewal of Eco Mark Product When New Version and Former Version of Certification Criteria Exist Concurrently

We used to discontinue former version of Eco Mark certification criteria as new version of criteria is established up to now. However, from now on new version of criteria will become effective about a year before former version of criteria reaches the expiration date. Therefore both new version and former version of certification criteria exist concurrently during the transition period.

Starting with Eco Mark Product Category No.116, “Water-saving Equipments Version 2.0”, established on August 1, 2005, the case may arise in which both new version and former version of certification criteria exist concurrently.

If the product that has the license contract under the former Eco Mark fee system and it reaches the expiration date of contract, you should either apply for new certification under new criteria or continue the existing contract until former criteria becomes discontinued.

Eco Mark Office will notify those who may come under such situation individually and sequentially in the future. Please carry out an appropriate process in accordance with the guidance.

Bangkok, Thailand : Eco Product International Fair (Oct. 6-9)

“Eco Product International Fair 2005” sponsored by Thailand Industrial Association will be held at IMPACT Exhibition Center from Oct. 6 to 9 in Bangkok. It is the largest environmental fair in Thailand.

(http://www.fti.or.th/Fti%20Project/news_details.aspx?tbl=news1&n_id=148)

China International Environmental Labeling Product Expo (Nov. 14-18)

From Nov.14 to 18, “China International Environmental Labeling Product Expo” will be held at China International Exhibition Center. State Environmental Protection Administration of China sponsors it. The expo will be a big event of 4.5 thousand visitors expected. (<http://www.zhb.gov.cn/>)

Event Information

Announcement Eco Mark Events and Consultation Meetings

Eco Mark will participate in various events this summer and autumn in succession. Please come and join these events and you can get premium, etc.

Eco Mark consultation meetings will be held at several events, too. This is a good opportunity for individual consultation and please apply for it !

	Date	Deadline of application	Venue	Name of the Event (URL)	Programs
1	Aug. 21	Aug. 12	EXPO Sasashima Satellite Area	Enironment Day Nagoya (http://www.city.nagoya.jp/kurashi/gomi/gomi/kankyoday/)	Exhibition of panels and product samples, attractions including quiz, Eco Mark consultation meeting, etc.
2	Sept. 19	-	Mitsukoshi Fukuoka Store	Eco Mark Talk Show (http://fukuoka.mitsukoshi.co.jp/index.html)	Exhibition of Eco Mark products, talk show featuring Tomoko Nakajima, etc.
3	Oct. 1, 2	-	Space in front of Adachi ward office	Adachi 3R Fair 2005 (http://www.city.adachi.tokyo.jp/index.html)	Exhibition of panels and product samples
4	Oct. 19-21	Oct. 12	Nagahama Dome	Enviro-Shiga 2005 (http://www.pref.shiga.jp/event/messe/)	Exhibition of panels and product samples, attractions including quiz, Eco Mark consultation meeting, etc.
5	Nov. 1, 2	Oct. 25	Tokyo Big Site East 5 Hall	All Japan Plastic Daily Commodities Fair (http://www.jpm.or.jp/jpf/)	Exhibition of panels and product samples, attractions including quiz, Eco Mark consultation meeting, etc.

*Please apply for consultation meeting held at events 1, 4 and 5 with information below. We will appreciate your kind understanding for change of date and time or unacceptable applications depending on the application numbers and contents. Still, we look forward to many of your participation. Consultation is only in Japanese.

- 1) Name of Company/Organization 2) Names of person in charge 3) Phone and Fax number of attendants
- 4) What do you wish to consult about ? (Please specify the product and Eco Mark product category.)
- 5) Date and time you wish

Application : Certification Section, Eco Mark Office, Japan Environment Association Fax: 03-5114-1257

Report Eco Life Fair 2005 / Shinshu Environment Fair 2005

Eco Life Fair 2005 was held on June 11 (Sat) and 12 (Sun) at Yoyogi Park. Eco Mark office had a booth there. As the interest in environment is growing year after year, the event has become a fixture as seasonal event, which was broadcasted live by NHK.

Eco Life Fair
Almost all products were sold
at the "liken store" booth !



Shinshu Environment Fair 2005 was held on July 9 (Sat) and 10 (Sun) at Big Hat, Nagano city. Eco Mark Office had a exhibition booth among many local companies. This event attracted interest from the region and there were live broadcast of NHK, report of local cable TV, etc.

**Shinshu Environment Fair
Adults and children challenged
Eco Mark Quiz !**



Report Eco Mark Talk Show at Matsuzakaya Nagoya Store Inviting Ms. Tomoe Shinohara

On June 18 (Sat), we had an Eco Mark talk show featuring Ms. Tomoe Shinohara, a TV personality at Matsuzakaya Nagoya store. More than 400 people joined and enjoyed the substantial event, through which they knew more about Eco Mark.

Eco Mark products were exhibited at the venue. In other program elementary school children who were selected from applicant designed the image of “environment” and Eco Mark certified t-shirts on which the design was printed were presented to them.

It was a little early summer vacation event and a memorable one for the children who participated in it.

**The venue was full of people
including standing audience.**



**Taking a picture with Ms. Tomoe Shinohara
Children look happy.**

Report CO-OP NET: Environmental-friendly Shopping Campaign

From May 23 to June 26, we had “Environmental-friendly Shopping Campaign” at about 200 cooperative stores of CO-OP NET. During the campaign we got 3,280 application by postcard, which showed the high standard of environmental awareness among co-op users.

Application postcards set on the showcase



Campaign information on the bulletin board

Topics

Event on Japan National Day of EXPO 2005 and “Environment Day”

The event commemorating Japan national day of the 2005 World Exposition and “Environment Day” was held sponsored by Ministry of the Environment at EXPO 2005 Dome on June 5.

A fashion show “Cool Biz Collection” was held in this event inviting many executives such as Ms. Yuriko Koike, Minister of the Environment, Mr. Okuda, Chairman of Nippon Keidanren, Mr. Nakada, Mayor of Yokohama, Mr. Sen-ichi Hoshino, Senior Director of Hanshin Tigers, which was also kickoff of the campaign “Team Minus 6%” promoted by Ministry of the Environment. Many mass media reported the event nationwide.

Executives played models at the collection wearing cool clothes and there were many public responses to the summer business fashion.

(<http://www.team-6.jp/report/event/collection/01.html>)

“Team Minus 6%”

Japan Environment Association participates in “Team Minus 6%”, a campaign to promote the reduction of green house gas emission by 6% of the amount for year 1990 by the end of 2012. Eco Mark Office is promoting the activity of “Choose and Purchase Eco Products” as a part of the campaign.

“Team Minus 6%” is a campaign to accomplish the target level of green house gas reduction that Japan promised in the Kyoto Protocol. Eco Mark Office will promote prevention of global warming proactively through such activities.

(<http://www.team-6.jp/index2.html?page=1>)



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