



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".

Published on October 1, 2005 No. 59



Many people participated in EXPO Eco Money at the 2005 World Exposition, Aichi, Japan, which was encouraged by Eco Mark

Explanatory meetings on "Products for Civil Engineering" held in 5 places (photo: meeting in Tokyo on July 5) P.10



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(As for partial revision, 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.

Special Report

Eco Mark Symposium (Report 2) - Held in Tokyo and Osaka Inviting Blue Angel from Germany -

Symposiums aiming at promotion of ecolabel were held in Osaka (co-sponsored by ATC Green Eco Plaza Executive Committee) on June 2 and in Tokyo on June 6, 2005. We reported on special lecture by Mr. Wolfgang Lohrer from German Federal Environmental Agency and keynote speech by Mr. Hiroshi Kamagata from Ministry of the Environment (in Osaka) in the previous issue. In this issue we introduce the summaries of floor discussion under the title of "Promotion of Ecolabeled Products and Its Challenge" in Osaka and panel discussion under the title of "Future Development of Ecolabel" in Tokyo. In each venue there were reports from panelists, discussion among them and Q&A with the audience. Through the discussions they actively exchanged opinions on the challenge and future direction of ecolabel. (Titles are omitted in the text.)

The article in this issue is a summary of discussion. Please refer to a report of "Eco Mark Symposium 2005" on Eco Mark Office website for details of the discussion including Q&A. We can also send the report on request for free except for postage. (Please contact Eco Mark Office (tel. 03-5114-1255) if you wish to receive the report. Please note in advance that there is only limited number of copies available.)

Floor Discussion "Promotion of Ecolabeled Products and Its Challenge" (in Osaka)

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

Panelists: Mr. Hiroshi Kamagata (Director, Environment and Economy Division,

the General Environment Policy Bureau, Ministry of the Environment)

Mr. Mitsutoshi Sakamoto (Manager, Chemical Safety Service & Technology Department,
Quality, Environment & Safety Management Support Division, Social Responsible Operations,
Konica Minolta Business Expert, Inc.)

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

Mr. Kazuhiko Mitsuoka (Director, Environment Division, Environment and Sewerage Bureau,
Osaka City)

Mr. Yoshiki Midorikawa (Chairman of Green Consumer Research Group)

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

Activities and Mutual Collaboration/Cooperation of Each Sector

Gunjima: It is necessary for each sector to continue their activities proactively in each position and to promote mutual collaboration/cooperation in order to expand the eco-friendly products market through ecolabels. We'd like to know your opinions from this viewpoint.

Taguchi: Eco Mark listed following five key points for its activities in the mid-term activity plan; 1) making plans for the product category development strategy, 2) measures for each sector, 3) measures for internationalization, 4) cooperation with public organizations, and 5) reinforcement of Eco Mark program.

We will promote cooperation with consumers and suppliers, creating networks and other activities to attain the healthy green market in regard to the measures for each sector. In the meantime we plan to expand the circle of mutual recognition as the measures for internationalization, and ensure the conformance with the designated procurement items specified by Law on Promoting Green Purchasing and put a effort in working with local governments in regard to the cooperation with public organizations.

Mitsuoka: Government has a role of forming a green market by creating a certain scale of demand to bring down the product cost through practicing the green purchasing initiatively.

Osaka city has been promoting green purchasing actively such as stipulating the use of 100% recycled copier paper in the internal environmental preservation action plan to reduce the environmental burden caused by the internal operations while promoting the shift in awareness and activity of private sectors. We have also been promoting the thorough effort by acquiring ISO14001 for all organizations including the related institutions and incorporating green purchasing in the environmental management system.



Sakamoto: Konica Minolta Group has been promoting the activity by focusing on the reduction of energy consumption, the reduction of risk caused by chemical substances, 3R design, recycling of the end-of-use products, etc. as the position of supplying products. In particular, we have the assessment criteria for each product field and the shipment is approved only when the target has been achieved in each phase of product planning, designing and pre-sales.

In regard to acquiring ecolabels, we were certified by Blue Angel immediately after they established the criteria for copier in 1992 and we have been developing products conforming to the revision of criteria ever since. We also acquired the first certification of Eco Mark for toner cartridge after the criteria were established in 2005.

Midorikawa: In Japan we have an issue of reinforcement and utilization of the information, which are collected, studied and provided uniquely by the third party organizations as an information source for consumers to put the environment-conscious consumption behavior into practice.

In order to expand the purchase of eco-friendly products, it is necessary to increase the green consumers who can think on their own and are independent. It also requires providing various information and establishing the information media. In my opinion, we need to consider having someone like “Eco Mark instructors” and working on local government and schools in addition to the conventional measures.

I consider that one of the key themes in the future is to reflect a viewpoint of CSR (corporate social responsibility) in the area of information service through labels and the consumer behavior.

New Field of Activities and Future Prospects

Gunjima: How can we link the environmental consciousness of consumers to the actual consumption behavior in the future, and what kind of approach is required while there is a movement of shift from the sales of products to the supply of services? Let us discuss about these points.

Mitsuoka: Among many activities of Osaka city, there is a system of green delivery, which requires of suppliers the usage of low-pollution and/or low-emission cars when they deliver goods to the city. We consider it is necessary not only to ensure the environmental consciousness of the goods procured by government but also to promote the environment-conscious activities of private companies indirectly through the system such as green delivery.

We also consider it is important to provide information, which is easy to understand, and work on stores and concerned parties to spread green purchasing among private companies and consumers.

Taguchi: We will carry out the measures such as applying Eco Mark to the products more familiar to consumers when we establish Eco Mark product categories.

As for the operation of ecolabel program in the service field, Blue Angel certifies, for instance, the usage of public transportation facilities. I think Eco Mark should also consider the feasibility of establishing categories and appropriate certification process in this field.

Midorikawa: Green Consumer Research Group conducted a store survey regarding assortment of organic food products in Tokyo and Kanagawa area last year. Production of organic agricultural products in Japan is only around 0.2% of the total at the moment, however, the number of stores who sell the organic foods has been increasing.

Although there are more local governments who establish the program to certify local eco-shops recently, they only consider the limited environment aspects in many cases. It is necessary to certify and/or recommend from more comprehensive point of view, and there is a possibility for Eco Mark to work on in certifying such eco-shops.

Sakamoto: Development and production of eco-friendly products sometimes cannot be dealt with sufficiently only within Konica Minolta Group. For this reason, we call on vendors of parts and/or materials for cooperation to carry out the activity. We expect to promote the circle of green purchasing through such efforts.

As for the expansion of eco-friendly product market, in addition to the reinforcement of measures in the product development, we will continue to acquire ecolabels and release information in terms of the environment aspect of the products in a positive manner in the future.

Lohrer: An approach that can promote the activity of consumers is needed as well as activities of suppliers such as product development in order to spread eco-friendly products. It is important to enhance the approach from the consumer side so that we can create the atmosphere that makes manufacturers more interested in acquiring ecolabels. For this purpose it is important to emphasize the consumer merit more from the view of total product life cycle including the cost reduction for eco-friendly products.

Kamagata: Green purchasing in the service field has been rather backward in Law on Promoting Green Purchasing, too, so that it is a key issue in the future. When we visit the consumption spot like storefront, we have an impression that the access to Eco Mark products is not very convenient for consumers. We consider it will be more important in the future to take the measures to spread eco-friendly products wider in the overall market including consumers besides creating a market through promoting green purchasing by government.

Gunjima: We need to think from our own respective viewpoints and act to build up the recycling-orientated and CO₂-free society, and we would like to expect ecolabels to take a major role in promoting such activities. Thank you all for your participation today.

Panel Discussion “Future Development of Ecolabel” (in Tokyo)

Panelists: Mrs. Etsuko Akiba (Director, Nippon Association of Consumer Specialists)

Mr. Minoru Inaoka (Managing Director, Ito-Yokado Co., Ltd.)

Mr. Hiroyuki Sato (Secretary General, Green Purchasing Network)

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

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

Situation and Issues around Ecolabels

Taguchi: I feel that many of what Mr. Lohrer said about the activities and issues of Blue Angel in the special lecture are also applicable to Eco Mark. Now I would like us to discuss the awareness regarding the situations and issues surrounding ecolabels.

Akiba: When we consider the consumer behavior, we can see that the alternative becomes available only when there are Eco Mark products among the assortment of merchandise they are looking for rather than we purchase just because they are Eco Mark products. For this reason it is necessary for popular products to have Eco Mark sold at supermarkets and convenience stores where consumers frequently do their shopping in their daily lives.

It is also important to notify consumer that Eco Mark products have cleared strict criteria, which are established for each life stage, and how those products can be “kind to the earth”.

Inaoka: As the end of 1980's, when Eco Mark program started, was the period when the recognition of environmental issue began to spread, Eco Mark fulfilled its role to educate and enlighten the public regarding the eco-consciousness when they purchase products. However, I think that the role of Eco Mark has become not clear in the current situation.

We see Eco Mark on the small stationery, which use recycled materials partially. Although such activities may be effective educationally, I feel slight doubt in the aspect of reducing the actual environmental burden. In the meantime, hybrid cars to which we apply the advanced environmental technology that Japanese industry owns don't have Eco Mark. We need to review these points as well.

Sato: Eco Mark is most frequently referred to and utilized among the environmental information, however, the issue is that how much companies who acquire Eco Mark certification and people who purchase Eco Mark products feel merited. Another issue is that the positioning of Eco Mark has become rather unclear after Law on Promoting Green Purchasing became effective. I'd like to ask Mr. Lohrer, how does Blue Angel handle the society aspects while the interest in the sustainability and CSR become higher?



Lohrer: Blue Angel focuses on the consideration of environment and the criteria don't include the social aspect. This is because there is a possibility that the certification process becomes complicated and it invites confusion if the criteria range is widened. However, we'd like to take those viewpoints into consideration in the area of communication and information services.

The ratio of consumers who purchase products from the environmental viewpoint is not great in Germany either. Even so, we consider it is important to involve the consumers who have little interest in environment by making an appeal not only in the environmental aspect but also the cost and other aspects.

Ideal Situation of Ecolabels

Taguchi: Based on the discussion we've had so far, now I'd like to know your opinion about the ideal situation of ecolabels and what kind of activities are expected in the future.

Sato: Eco Mark has a role to bring up the level of products, which are in the top group in the aspect of environment so that I understand why the criteria should become stricter. However, we need to be aware of the difference between the strictness and the fineness of criteria to avoid making more burdens for the companies who apply for Eco Mark certification. From the viewpoint of promoting development of eco-friendly products by companies, we need to establish more strict criteria to create incentive for the manufacturers.

Inaoka: It is important to convey the message to consumers clearly that Eco Mark is the added value to products and how it can contribute as a link to the reduction of environmental burden. I think the point of accountability will become more important in the future. I expect to pursue the form of information service that provides sufficient information to consumers so that they can purchase Eco Mark products with clear conscious of why the products have Eco Mark.

Akiba: We conducted "Consumer survey on ecolabels" and summarized "10 principles of eco labels expected by consumers" based on the survey result. We also recognized through this survey that consumers focus on the different environmental information in each product category.

The other questionnaire survey result showed that more than half answered that they select eco-friendly products. So that we consider the awareness and behavior of consumers have gradually shifted.

Lohrer: Blue Angel's label states the reason why the product was certified so that consumers can understand the detail of environmental consciousness of the product. It is true that the criteria became stricter, however, we need to be inventive in the indication of label such as to make the notation easier to understand focusing on the aspect which affects the environment more and/or to attach the quantitative data depending on the product characteristics.

Direction of Future Activity

Taguchi: What kind of activity do you think ecolabels should focus on in the future in order to fulfill the pace-setting role to build up the sustainable society ?

Inaoka: Eco labels are required to explain what kind of environmental burden the product can reduce and why it was certified in the easy-to-understand and persuasive way. Although there is dissociation between the answers to the questionnaire by consumers and the actual activity of consumers at the stores, we would like to continue focusing on the sales of eco-friendly products in the future.

Akiba: The product with ecolabel has the meaning when consumers actually purchase it. It is important to think what we can do for that purpose. It is considered as one method to set the target consumers when we consider the product category. For instance, it may link to the shift of lifestyle by focusing on parents with small children as a target and promoting Eco Mark certification of the products such as baby goods and foods that are frequently purchased by them.

Sato: Labels are mere entrance and it may not be wise to depend on labels too much. We need to add persuasive and convincing message to labels so that consumers can understand how ecolabels give the merit to them and the earth.

Also many of the current Eco Mark products are conservative and it is important to apply Eco Mark to topical products, innovative products and/or symbolic products, too.

Taguchi: There are many issues such as how we convey the relationship between the reduction of environmental burden and the merit for consumers when they select eco-friendly products. However, we'd like to continue considering the form of more effective communication. Thank you for your participation in the long discussion today.

Committee Report/Decisions

Eco Mark Committee for Establishing Category and Criteria (37th meeting)

The 37th Eco Mark Committee for Establishing Category and Criteria (EMCECC, Chairman: Prof. Takashi Gunjima, Doshisha Univ.) was held on September 8, 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 “Products using Photovoltaic Cells Version1.0 (draft)” is to be established as Table 1.
- Partial revision of certification criteria for 3 Eco Mark product categories that are submitted by Eco Mark Committee for Product Certification was approved as Table 2 and decided to be revised on September 8, 2005.
- Temporary measures that the ratio of recycled pulp content should be more than 40% in envelopes in the product category No.112 “Stationary/Office Supplies Version1.3” and in paper for envelopes in No.113 “Packaging Paper Version2.0” is extended until the decision is finalized as Table 2.
- Primary Assessment of 6 categories were conducted. As a result, “Electric Appliances using a Light-emitting Diode” was subjected to secondary assessment.
“Household Textile Products using Japanese Paper Pulp”, “Collection and Recycle System of Package of Building Material” and “Coreless Roll Paper” were not subjected to secondary assessment and decided to be considered at the time of revision of other product criteria or at the working group.
“Waste Cooking Oil Decomposer and Equipments” and “Spring-driven Belt Conveyer using no Electricity” were not subjected to secondary assessment.
Proposal for new product category, “Building Material (case that uses a humectant)”, which had been rejected and there was objection to the rejection, was discussed for the second time but was not subjected to a secondary assessment.

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

Table 1 Announcement of Draft Certification Criteria

Classification	Category No.	Category	Period of Open to Public	Date of Establishment etc.	Certification Criteria	Public Comments
Announcement of Draft	-	Products using Photovoltaic Cells Version1.0	2005.10.1-2005.11.30	2006.4.1 (scheduled)	Annex 1	Open

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	110	Biodegradable Lubricating Oil Version2.1	-	2005.9.8	Annex 2	-
	128	Household Commodities Version1.2		2005.9.8	Annex 3	
	131	Products for Civil Engineering Version1.2		2005.9.8	Annex 4	
Extension of Temporary Measures	112	Stationery/Office Supplies Version1.3	-	Extension of Temporary Measures	-	-
	113	Packaging Paper Version2.0				

Announcement of Draft Certification Criteria

Eco Mark Product Category “Products Using Photovoltaic Cells Version1.0 (Draft)”

Draft of “Products using Photovoltaic Cells Version1.0” is now open to public for comments from Oct. 1, 2005 (Sat) to Nov. 30 (Wed), 2005. Please refer to the following for submitting your comments to the draft.

Acceptance of Opinions on the Proposed Criteria of Product Category

Please send following matters in either way;

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

(1) Acceptance by mail and Fax

The above matters should be sent in writing (on A4 size paper) to the address or FAX number below by November 30 (Wed), 2005 (postmark effective).

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 above matters should be sent to the address below by 17:00, November 30 (Wed), 2005 by e-mail. When you attach a file to e-mail, please use MS-Word, Ichitaro or Excel format.

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 on Certification Criteria

The Ratio of Recycled Pulp Content in Envelopes in Eco Mark product Category No.112 “Stationary/Office Supplies Version1.3” and in Paper for Envelopes in No.113 “Packaging Paper Version2.0”

We announced that the ratio of recycled pulp content (currently 40%) in envelopes in Eco Mark product category No.112 “Stationary/Office Supplies Version1.3” and in paper for envelopes in No.113 “Packaging Paper Version2.0” would be reconsidered within a year (by August 31, 2005) and reflected to the certification criteria. However, we extend the temporary measures (the ratio of recycled pulp content should be more than 40%) as the discussion still continues, and will announce the result of the discussion when it comes to a conclusion. Please wait for a little longer for the final decision.

Information

Systematization of New Eco Mark Product Categories

We are discussing the systematization of new Eco Mark product categories, which should be established in the future. Subjects including the direction and management of Eco Mark are broadly discussed mainly at Eco Mark Committee for Establishing Category and Criteria. We will bring to a conclusion by the end of this fiscal year and will announce the results successively in Eco Mark News, etc.

Information on Survey Report

The 3rd Eco Mark Products Consumer Monitoring and Recognition/Credibility Survey

We summarized the result of the 3rd Eco Mark Products Consumer Monitoring and Recognition/Credibility Survey. This survey was conducted with the cooperation of Japan Association of Consumer Affairs Specialists from Dec. 2004 to Jan. 2005. We asked 600 members of the association (valid number of answers is 557) to collect and send the part of their domestic products, where it shows Eco Mark, and investigated the unauthorized use and/or misuse of Eco Mark.

We also conducted a survey targeting 1,800 consumers (valid number of answers is 1,684) to study the share of Eco Mark products in the domestic products for the five commodity items such as toilet roll and ballpoint pen, the environmental burdens they expect to reduce when Eco Mark is applied to “home electric appliances”, “automobiles” and “services”, and the relationship between CSR (corporate social responsibility), which is drawing attention in the society, and the consumer awareness.

Followings are the part of survey result. There is a report that covers all survey result and we can send it to those who are interested in on request for free except for postage. (Please note that the report is only in Japanese and there is limited number of copies available.) You can also browse the report from “Survey Reports and Related Documents” in “Program Guidance” of Eco Mark Office website (<http://www.ecomark.jp/pdf/ninchi05.pdf>).

I. Eco Mark Products Consumer Monitoring Survey (n=557)

(1) Survey on the unauthorized use/misuse of Eco Mark

The rate of unauthorized use/misuse of Eco Mark has been decreasing for three consecutive years since we started the survey. We continue to carry out strict measures against the unauthorized use and similar offense.

Survey items	Number of products	
	This time	Last time
Total number of reported products	2,227	2,194
Unauthorized/Inappropriate use (A)	14	17
Misuse (B)	4	7
Total (A+B)	18	24
Rate of unauthorized use/misuse	0.81%	1.09%

II. Eco Mark Recognition/Credibility Survey (n=1,684)

(1) Share of Eco Mark products in the domestic products

While there are products such as toilet roll to which more than 40% of respondents answered that the share of Eco Mark products is more than 50%, there are items in which Eco Mark products haven't penetrated sufficiently yet.

Survey items	Share of Eco Mark in domestic products		
	50% or more	Less than 50%	0%
Toilet roll	44.3%	21.5%	34.2%
Paper bag for vacuum cleaner	26.6%	21.3%	52.1%
Draining net	21.5%	28.0%	50.5%
Ballpoint pen	19.1%	39.1%	41.8%
Refillable container	15.8%	31.8%	52.4%

(2) The environmental burdens expected to reduce when Eco Mark is applied to “home electric appliances”, “automobiles” and “services”. (mark all that apply method)

The result shows that consumers expect the environment-consciousness in each product from various viewpoints.

Main environmental consciousness items	Home electric appliance	Automobiles	Services
Global warming	11.5%	16.8%	13.7%
Ozone layer depletion	12.8%	11.8%	6.8%
Air/Water pollution	5.2%	17.3%	18.8%
No waste at disposal/recyclable	17.8%	10.5%	8.5%
Reduction of energy during use of products	15.6%	5.4%	14.8%

(3) Items considered necessary for companies to meet CSR all the more in the future

The result is quite strict that the consumer purchasing behavior largely depends on how companies fulfill their social responsibilities.

Items considered necessary	Answer rate
Consumer purchasing behavior reflecting the element of CSR	43.6%
Reinforcement of the law and regulation	19.5%
Reinforcement of spontaneous management and promotion of activity by companies	14.2%
NPO and/or NGO monitor companies and make public if any problem arises	12.1%
Developing the international standard and clarify companies conforming to it	8.8%
No answer	1.8%

Event Information

Announcement Eco Mark Events and Consultation Meetings

Eco Mark will participate in many events this autumn. Please come and join.

“Environmentally Friendly Shopping Campaign” aims at promotion of eco-conscious shopping behavior. You can apply for the prize at all Ito Yokado stores and winning chance is big. Please participate in the campaign when you shop at Ito Yokado stores.

Eco Mark consultation meetings are held in several places. We will respond to wide range of questions regarding Eco Mark including outline of the program and practical application procedure, etc. We are looking forward to your application.

	Date	Deadline of application	Venue	Name of the Event (URL)	Programs
1	Oct. 1- Nov. 30	-	all stores of Ito Yokado	Eco Mark Environmentally Friendly Shopping Campaign	Consumer campaign offering book cards by lottery if you full in and send the application postcard set at stores
2	Oct. 19-21	Oct. 12	Nagahama Dome	Enviro-Shiga 2005 (http://www.biwako-messe.com/)	Exhibition of panels and product samples, attractions including quiz, Eco Mark consultation meeting, etc.
3	Nov. 1, 2	Oct. 27	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.
4	Nov. 8	-	Mitsukoshi Sapporo Store	Eco Mark Talk Show (http://www.mitsukoshi.co.jp/sinfo/st_sap.asp)	Talk show featuring Mrs. Tomoko Nakajima, exhibition of Eco Mark products, etc.
5	Nov. 18	Nov. 11	Osaka ATC Green Eco Plaza	The 14th Osaka ATC Eco Mark consultation meeting (http://www.ecoplaza.gr.jp/)	An regular Eco Mark consultation meeting
6	Dec. 10-11	Dec. 2	Kyoto Sogo Mihon-ichi Kaikan (Pulse Plaza)	Kyoto Environment Festival 2005 (http://www.pref.kyoto.jp/kankyo/fes/fesbosyu05.html)	Exhibition of panels and product samples, attractions including quiz, Eco Mark consultation meeting, etc.

*Please apply for consultation meeting held at events 2, 3, 5 and 6 with information below by fax. We will appreciate your kind understanding for the 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 corresponding Eco Mark product category.)
- 5) Date and time you wish

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

Report The Result of “Environmental-friendly Shopping Campaign” by CO-OP NET The Sales during the Campaign has Increased

From May 23 to June 26, we had an “Environmental-friendly Shopping Campaign” at COOP NET cooperative 200 stores (Tokyo, Saitama, Chiba, Tochigi, Ibaraki and Gunma).

We provided a lottery of book coupon for 800 people and 3,280 pcs of post card gathered. The sales of Eco Mark products (quantity basis) during the campaign have increased by 9% compared with the period before the campaign was conducted and the effectiveness of the campaign was proven.

Eco Mark Office continues to propose to retailers to sell Eco Mark products !

Report Environment Day Nagoya

Environment Day Nagoya was held at “EXPO 2005” Sasashima Satellite Area on August 21 (Sun) and Eco Mark Office had a booth there. As Nagoya area is drawing attention from all over Japan because of “EXPO 2005” and environmental mind is raised, many people visited Eco Mark booth, too.

Samples of Eco Mark products, such as a shopping bag sold by WWF (the sample was provided by the bag maker, Entoh & Co., Ltd.), and unique design scissors by Hasegawa Cutlery Co., Ltd. specialized in cutting milk cartons and PET bottles for recycling attracted people's attention.

Eco Mark booth at Environment Day Nagoya

Eco Mark environmental behavior check



A Parent and a child devoting themselves to Eco Mark painting

Report Explanatory Meetings on “Products for Civil Engineering” were Held in 5 Places

We had the explanatory meetings on new product category “Products for Civil Engineering”, which was established on Jan.15, in Tokyo, Osaka, Aichi, Fukuoka and Okayama from July 5 to 15 mainly for the companies who consider applying for Eco Mark certification for the first time.

Total 180 people from 137 companies participated in the explanatory meetings and we broadly explained subjects such as the outline of the program and the key points of certification process including application procedure.

Sections of local governments related green purchasing also participated in the meetings, which shows their high interest toward Eco Mark as a standard in the public procurement.

Some companies have already acquired Eco Mark certification in anticipation of increase in green purchasing and the orders for environment-friendly products. At these meetings, many companies showed interest in Eco Mark application and enthusiastic questions and answers took place.

Topics

The First Korean Eco-label Products Certified under “Mutual Recognition for Product Certification” System!

Toshiba TEC Corporation and Samsung Japan Corporation had acquired the first certification of Korea Eco-label under “Mutual Recognition Agreement for Product Certification” concluded in Dec. 2003. (The certified products of both companies are copiers.)

“Mutual Recognition Agreement for Product Certification” is a system that enables the domestic ecolabel organization to act as a verification agency for an ecolabel program of the foreign country. It is beneficial for the companies who apply for the certification of ecolabel of the country to which the products are exported, because they can apply through a contact organization in their countries.

In the past, there were copiers certified under “Partial Mutual Recognition Agreement” with Nordic Swan, but this time, it is the first time in terms of using “Mutual Recognition Agreement for Product Certification” system and acquiring the certification from Korea Eco-label.

Eco Mark will expand the range of mutual recognition with the overseas ecolabel programs and facilitate the application for those labels and proliferation of environment-friendly products internationally.

First Eco Mark Products for Newly Established Certification Criteria “Digital Duplicators” and “Watches and Clocks” are in the Market!

Digital Duplicators Version1.0

A digital duplicator creates the image on a “master” and then passes the ink through the master to each sheet. Because it doesn't require heat to settle the ink on paper, its feature includes less power consumption and less cost to print per sheet as the number of sheets to print increases. Eco Mark established the new product category for digital duplicator as of June 1, 2005 based on these aspects as well as the fact that this product is used widely at schools and offices. Upon establishment of the new product category, three



“RISOGAPH RZ Series”
by RISO Kagaku Corporation



“DUPRINTER (e Series)”
by Duplo Group

products from two manufacturers were certified for the first time for this category in July 2005.

“RISOGAPH RZ Series” and “SPEDIO RX Series” by RISO Kagaku Corporation fulfill the recycling measures including building up and operating the collection system of used ink containers besides the environment-conscious aspects such as better energy consumption rate and avoidance of harmful substances. “DUPRINTER (e Series)” by Duplo Group also considers the environment-conscious aspect such as the energy-saving design, measures against harmful substances, and the ink container that can be disassembled and sorted out by material.

Watches and Clocks Version1.0

Watches and clocks are used at various scenes such as on person, at home, office and premise and the reduction of environmental burden including energy consumption and disposal of used batteries has become an issue. For these reasons,



“Dison Series” by Rhythm Watch Co., Ltd.

Eco Mark reviewed the product category No.71 “Solar-Powered Watches” established in 1996, and newly established the product category for both watches and clocks including the ones using power source for the movement other than photovoltaic cells.

“Dison Series”, wall-mounted clock, by Rhythm Watch Co., Ltd. is the first Eco Mark certified clock for this new product category. It uses photovoltaic cells and main parts of a movement system fulfill the standard maintenance life of seven years. They also take the measures against harmful substances and provide the checkup and repair system.

It is expected that the certified products in these product categories continue to increase and they are used in the various fields in the future.

Eco Mark Products are Introduced in the Magazine “ecomom” (Sept. 15 Issue)!

An article on Eco Mark products appears in a free popular ecological magazine, “ecomom” (vol.3, September 15), published quarterly by Nikkei Business Publications, Inc.

Ms. Tomoko Nakajima visited TENERITA AOYAMA in Minami Aoyama, Tokyo and talked about “Tenerita”, Eco Mark certified organic cotton towels by Kowa Company, Ltd., with a product developer, Mr. Inagaki. It conveys the thoughts of the developer on the Eco Mark products including the function of products and a story from the product concept to development.

This article has high value for both purchasers and developers. Please read it.

(“ecomom” website <http://nikkeibp.jp/ecomom/>)

“Look for Ecolabels and Apply for Prize” (tentative name) in Ehime Prefecture !

“Environmental-Friendly Shopping Campaign” is held in October this year again. 47 prefectures participate in the campaign and there will be various activities held in cooperation with distributors and retailers.

In line with this campaign, a prize program to collect ecolabels will be conducted in Ehime prefecture. This program is effective from October 1 to November 30 and people can win prizes such as merchandise coupons (book coupons) or my bags by lottery by sending post card with 5 ecolabels including Eco Mark. If you live in Ehime prefecture, please participate in this program and win the prize.

This type of activity will promote the awareness of ecolabel and eco-friendly products and then actual purchasing behavior.

xellent Ecological Topics

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

“EcoPon”, a Social Experiment by Nagoya City New System toward the Promotion of Utilization of Public Transport that Causes Less Environmental Burden

Promotion of utilization of public transport that causes less environmental burden is required to restrain global warming and/or air pollution. From this viewpoint, Nagoya City is carrying out the operation of “EcoPon”, an eco-point system using IC card as a social experiment based on “Nagoya Traffic Strategy”, which was established in 2004.

With this system, “EcoPon” members can accumulate points by holding EcoPon IC card over a card reader placed at the public transport locations such as a subway station. (You may also use an entrance ticket to EXPO 2005 instead of EcoPon card.) The point will be added when you answer a questionnaire or give the correct answer to a quiz, which will be sent to your mobile phone by e-mail, too.

The members privilege includes coupon tickets to the stores and restaurants that support the experiment, and prize of “Yurika”, prepaid card for Nagoya city bus/subway service, that can be won by lottery. Chance of winning becomes higher as the number of points increases. Members will receive e-mail, which states how many points they accumulated and information on the environmental improvement as a result of using public transport. You can also use internet service to check the number of points and how much CO₂ has been reduced as a result of the effort of using public transport by all members.

The first “EcoPon” was experimented in autumn of 2004. This year it has been conducted for three months and a half from August 21 to December 4, 2005, which is longer than last year. We expect the eco-friendly lifestyle to spread widely through this kind of system that offers merit while you can actually see how your activity can reduce environmental burden.