

Eco Mark Product Category No. 508

“Sharing Services Version 1.0”
Certification Criteria

- Applicable Scope -
A. Bicycle Sharing

Established
Expiration

February 1, 2020
January 31, 2032

Japan Environment Association
Eco Mark Office

NOTE: This document is a translation of the criteria written in Japanese. In the event of dispute, the original document should be taken as authoritative.

Eco Mark Product Category No.508**“Sharing Services Version 1.0” Certification Criteria****Category A. Bicycle sharing**

Japan Environment Association

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1. Purpose of Establishing Criteria

Omitted

2. Applicable Scope

Bicycle sharing service

3. Terminology

Omitted.

4. Certification Criteria and Certification Procedure

Conformity to the criteria and details of activities in place shall be filled in “the Attached Certificates” and required documents stated in “documents to be submitted” column of the Attached Certificates shall be attached. Conformity to the criteria shall be judged whether required activities are duly in place or not, unless otherwise stated in this Certification Criteria. The corresponding boxes in the Attached Certificates shall be checked/filled in, stamped with the applicant company seal and submitted.

4-1. Criteria on the operation

- (1) The applicant shall ensure high convenience and optimization of sharing service by applying the travel data (usage count, mileage, etc.) gathered by IoT technology to the optimal deployment of bicycles and by determining the efficient transportation route for re-deployment of bicycles.
- (2) A user shall be able to use a bicycle for a short period of time (30 minutes or shorter) and to obtain such information as the nearest port.
- (3) When using cars for management and maintenance such as re-deployment of bicycles, repair and maintenance, the applicant shall use cars conforming to 2015 Emission Standards and put measures to promote eco-driving in place.
- (4) The applicant shall ensure to notify the users of safety information such as the Five Rules for Safe Bicycle Ride on the website.
- (5) The bicycle sharing service operator shall take out personal liability insurance on behalf of the users. In addition, the personal information protection policy (privacy policy) for the users shall be defined and disclosed on the website, etc.

4-2. Criteria on bicycles

- (6) All the bicycles deployed shall conform to the Bicycle Association Approved (BAA) by the Bicycle Association.
- (7) In case of electric assist bicycle, the mercury, the cadmium and the lead used in its battery shall be less than the figures in the table 1.

Table 1. Standard value of heavy metals in the battery

	Mercury [wt%]*	cadmium[wt%]*	lead[wt%]**
Content rate	≤ 0.0005	≤ 0.002	≤ 0.004

*Value defined in the EU Directive 2013/56/EU

**Value defined in the display requirements of the EU Directive 2006/66/EC

- (8) Unrepairable bicycles shall be properly disposed as industrial waste.
- (9) In case electric assist bicycles are deployed, unusable batteries shall be recycled in accordance with the Law for Promotion of Effective Utilization of Resources.

4-3. Criteria on maintenance and others

- (10) Bicycles to be used shall have 5 years or more of operating experience or usage plan on average.
- (11) Regular maintenance shall be conducted to ensure the long usage of bicycles.
- (12) Inquiry contact to deal with breakdown of bicycles, etc. shall be in place.

5. Considerations

When offering services, consideration to the followings shall be recommended, though they are not requirements for certification. The response to each item shall be described in the Attached Certificates.

- (1) The applicant shall be promoting the cooperation with other businesses, the deployment of bicycle sharing as a means of alternative transportation to cars and the activities rooted in the local community. (e.g. an activity in cooperation with retailers, condominium management companies, local governments, tourism associations, tourism bureaus, etc. and emergency utilization by local governments, etc.)
- (2) Cars used for management and maintenance such as re-deployment of bicycles, repair and maintenance shall conform to the latest emission regulation in Japan.
- (3) The applicant shall ensure to design an approach to make optimal deployment of

bicycles and to reduce re-deployment of bicycles by providing useful information to the users and by offering rewards program, etc.

- (4) Renewable energy such as solar power generation system placed at ports shall be utilized as energy for the bicycle sharing business (for charging of electric assist bicycles, the port management, etc.)
- (5) Regenerative charging shall be available for electric assist bicycle.
- (6) The applicant shall deploy bicycles, suitable for long term use, which are equipped with such highly durable parts as basket, chains, tires and frames, etc.
- (7) The procurement policy including purchase of eco-friendly bicycles and introduction of eco-friendly ports shall be defined and its details as well as the results shall be disclosed.

6. Product Classification, Indication and Others

- (1) The product classification (the application unit) shall be based on each bicycle sharing service and the business operator under The Specified Commercial Transaction Act shall make the application. However, in case the business operator under The Specified Commercial Transaction Act offers multiple services under the common operational system, such business operator shall be able to make a single application for multiple services. In addition, if such business operator cooperates with other bicycle sharing service operators, the business mainly operated by other bicycle sharing service operators shall not be included in the application.

- (2) In principle, the following logo shall be indicated on the media introducing the certified services.

Indication example
showing a link with
SDGs



(Note on indication method)

- *When indicating the logo, Eco Mark certification number (eight digits number) or the name of the contractor using the logo shall be indicated.
- * Following the Clause 2.(2) of the Guide to Eco Mark Usage, such indication as “Eco

Mark” can be used.

“#Eco Mark”, “www.ecomark.jp”, “Eco Mark Certificate”

*In accordance with the Guideline for Indication of Eco-friendliness by the Ministry of the Environment (<https://www.env.go.jp/policy/hozen/green/ecolabel/guideline/>), the environmental claim of the Eco Mark certified products can be indicated with a link to the logo.

*The Guide to Eco Mark Usage shall be followed for any cases not listed above. (<https://www.ecomark.jp/office/guideline/guide/>)

February 1, 2020	Established (Version1.0)
March 10, 2025	Extension of Expiration date
January 31, 2032	Expiration date

The Certification Criteria for the Product Category will be revised when necessary.