

Eco Mark Product Category No. 508

“Sharing Services Version 1.0”

Certification Criteria

- Applicable Scope-

B. Car sharing

Established February 1, 2020

Expiration 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 B. Car sharing

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1. Purpose of Establishing Criteria

Omitted

2. Applicable Scope

Car rental type car sharing (the act of lending, as an operation under license of the Road Transportation Act, Article 80, Section 2, of private cars to specific lessees under a membership system)

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 cars and appropriate repair and maintenance.
- (2) A user shall be able to use a car for a short period of time (30 minutes or shorter) to obtain such information as the nearest station, the route to the destination and the available public transportation, etc., through the car navigation system.
- (3) The applicant shall be promoting the park and ride system as well as the cooperation with other businesses as an activity 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.)
- (4) The applicant shall ensure non-smoking inside the car by the membership rules, etc.

- (5) The usage fee shall include charges such as fuel, insurance, maintenance and inspection, repair, etc. (An escape clause shall be excluded.) In addition, the personal information protection policy (privacy policy) shall be defined and disclosed on the website.

4-2. Criteria on owned cars

- (6) A percentage of next-generation vehicles or xEV such as battery electric vehicles (BEV), plug-in hybrid electric vehicles (PHEV), hybrid electric vehicles (HEV) and fuel cell electric vehicles (FCEV) that have been deployed in the most recent year shall be more than 50% and the applicant shall have a policy to promote its deployment.
- (7) A percentage of low emission certified cars (50% reduction of the 2018 Emission Standard or 75% reduction of the 2005 Emission Standards / Four stars), clean diesel cars and xEV(BEV, PHEV, HEV and FCEV) that have been deployed in the most recent year shall be more than 90%.
- (8) A percentage of cars with collision damage reduction brake (automatic brake) that have been deployed in the most recent year shall be more than 90%.

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) If electric vehicles are used, the charging infrastructure for electric vehicles shall be planned and developed (including the cooperation with other business operators). If fuel cell vehicles are used, the hydrogen station shall be planned and developed (including the cooperation with other business operators).
- (2) Renewable energy such as solar power generation system placed at car stations shall be utilized as energy for the car sharing business (for charging of electric cars, the car station management, etc.).
- (3) The applicant shall be installing environment-friendly lighting such as motion sensor lighting, LED lighting, etc. at car stations.
- (4) The procurement policy including purchase of EV and introduction of eco-friendly stations 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 car sharing

service and the business operator under The Specified Commercial Transaction Act shall make the application. If such business operator cooperates with other car sharing service operators, the business mainly operated by other car 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



〇〇は、エコマーク認定の
カーシェアリングです



We promote a reduction of traffic accidents by deploying cars focused on safety.



We promote next-generation car sharing business with IoT technology.



We cope with climate change by deploying electric cars.

(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.