



# Eco Mark News

Eco Mark News

The Eco Mark is a voluntary program ran by Japan Environmental Association. Contract fees from licensing companies 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 "General Procedures for the Eco Mark Program".

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Annex 3: Eco Mark Product Category No.115 "Wooden Products Using Waste Wood, Thinned-out Wood, Small-diameter Logs, etc"

Annex 4: Eco Mark Product Category No.118 "Plastic Products Using Recycled Materials" (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.

## Committee Report/Decisions

### Eco Mark Committee for Establishing Category and Criteria (21<sup>st</sup> meeting)

The 21<sup>st</sup> Eco Mark Committee for Establishing Category and Criteria (Chairman: Prof. Takashi Gunjima, Doshisha Univ.) was held on February 6, 2003 at the Japan Environment Association. After the discussion, the following decisions were made;

#### <Decisions>

- Secondary assessment of 7 categories presented at the 20<sup>th</sup> meeting of the Eco Mark Committee for Establishing Category and Criteria was conducted. As a result, “detergent” among the proposal for new product categories will be discussed continuously at the next committee.
- Primary assessment of 5 categories presented at the 21<sup>st</sup> meeting of the Eco Mark Committee for Establishing Category and Criteria was conducted. None was subjected to secondary assessment.
- It was decided that standards would be established for Eco Mark Product Category No. 106 “Paper for Communication Version 2.0”, No. 107 “Printing Paper Version 2.0”, and No. 108 “Sanitary Paper Version 2.0”. (All standards were established on February 20, 2003.)
- Partial revision of No.112 “Paper Stationery”, No.115 “Wooden Products Using Waste Wood, Thinned-out Wood, Small-diameter Logs, etc”, No.118 “Plastic Products Using Recycled Materials”, which was presented by the Eco Mark Committee for Product Certification, was approved and decided to be revised in February 6, 2003.

## Establishment of Certification Criteria

### Eco Mark Product Category No.106 “Paper for Communication Version2.0”, No.107 “Printing Paper Version2.0”, No.108 “Sanitary Paper Version2.0”

After the discussion, it was decided that new Eco Mark product category No.106 “Paper for Communication Version2.0”, No.107 “Printing Paper Version2.0”, No.108 “Sanitary Paper Version2.0” will be established in February 20, 2003 as Annex 1. In association with the implementation of these criteria, existing product category No.106 Paper for Communication”, No.107 “Printing Paper”, No.108 “Sanitary Paper” will be discontinued.

## Partial Revision of Certification Criteria

### Eco Mark Product Category No.112 “Paper Stationery Version2.0”, No.115 “Wooden Products Using Waste Wood, Thinned-out Wood, Small-diameter Logs, etc”, No.118 “Plastic Products Using Recycled Materials”

In order to avoid misunderstanding that the contents of Ecomark certified containers/packaging materials are also Ecomark certified, it was decided that Certification Criteria for Eco Mark Product Category No.112 “Paper Stationery Version2.0”, No.115 “Wooden Products Using Waste Wood, Thinned-out Wood, Small-diameter Logs, etc”, No.118 “Plastic Products Using Recycled Materials” are to be revised in February 20. 2003 as Annex2, 3 & 4. In association with the implementation of these criteria, existing product category No.106 Paper for Communication”, No.107 “Printing Paper”, No.108 “Sanitary Paper” will be discontinued.

## Information

### Eco Mark Seminar/Forum in Osaka

On Friday, March 5, at the Osaka ATC Green Eco Plaza (Osaka City), a seminar and forum will be held for companies owning Eco Mark-accredited products under the theme of chemicals.

- Date: Friday, March 5, 2003; 13:30-17:00  
 Venue: ATC Green Eco Plaza (ITM Hall, ITM Building 12F, Asia-Pacific Trade Center (ATC), 2-1-10, Nankokita, Suminoe-ku, Osaka-shi, Osaka Prefecture)  
 Contents: [Part 1] Chemical Substances Seminar  
 Lecturer: Masaaki Kaniwa (Researcher at the National Institute of Health Sciences and a member of the Eco Mark Working Group)  
 Sanae Hara (Researcher of consumer issues, and a member of the Eco Mark Committee for Establishing Category and Criteria)  
 [Part 2] Presentation of a case study of companies owning Eco Mark-accredited products  
 Forum and round-table talk  
 Target: Companies owning Eco Mark-accredited products (General attendants can only participate in Part 1. As soon as the participants reach the fixed number, the reception will be closed.)  
 Admission: Free  
 Application for participation: The Secretariat will send by post a detailed invitation to the Eco Mark accreditation/contract representatives of the companies owning Eco Mark-accredited products. Such information will also be given on the homepages of the Eco Mark Secretariat and the ATC Green Eco Plaza, along with somewhere else.

### A Forum on Eco-friendly Products and Services

#### — Aiming to Realize the Value and Role of the Eco Mark —

On Monday, March 17 this year, at the Tokyo Citizens' Hall (Tomin Hall, Nishi Shinjuku, Shinjuku-ku, Tokyo), a forum will be held under the title: "A Forum on Eco-friendly Products and Services". In this forum, three parties (consumers, business operators, and administrators) will swap their views and consider ways to make sure that eco-friendly products and services spread and that consumers can lead an environmentally friendly life. The Eco Mark Secretariat agrees to the gist of the forum and will support it by joining the Materials Corner and by other means.

- Date: Monday, March 17, 2003; 13:30-16:30  
 Venue: Tokyo Citizens' Hall (Tomin Hall, 1F, Assembly Hall of the Tokyo Metropolitan Government, 2-8-1, Nishi Shinjuku, Shinjuku-ku, Tokyo)  
 Admission: Free  
 Sponsors: The Tokyo Metropolitan Government, Green Consumer Tokyo Net  
 Contact: Distribution Promotion Team, Life Safety Section, Consumer Life Dept, Bureau of Citizens and Cultural Affairs, Tokyo Metropolitan Government  
 Tel: 03-5388-3082  
 Fax: 03-5388-1332  
 E-mail: s0000581@section.metro.tokyo.jp

## Topics

### Report on Eco Mark Dialog Meeting "Green Consumers & Green Suppliers"

#### — Aiming to Realize the Value and Role of the Eco Mark —

On Wednesday, February 5, at the Seiryō Kaikan Hall (Nagata-cho, Chiyoda-ku, Tokyo), a dialog meeting was held by the Secretariat with the co-sponsorship of the Green Consumer Tokyo Net under the title: "Green Consumers and Green Suppliers: Aiming to Realize the Value and Role of the Eco Mark". On that day, Mr. Itaru Yasui, a professor at University of Tokyo, delivered a keynote speech entitled "Toward the Realization of Sustainable Consumption". With Mr. Susumu Nagai, a professor at Hosei University, (a representative of the Green Consumer Tokyo Net) as coordinator, a discussion was held involving the audience [with panelists Ms. Yoko Akimoto (Coordinator of the Green Consumer Tokyo Net), Mr. Yuki Imura (a college student and a member of the "Kankyo Sanshiro" Circle), Mr. Ekberg Peo (an environmental journalist), Mr. Keiji Kato (Mitsubishi Pencil Co., Ltd.), Mr. Kunitaka Toyofuku (Oji Paper Co., Ltd.) (the names in alphabetical order)]. The topics of the debate included "How do consumers consider the Eco Mark in their purchase behavior?" and "What inhibitors do companies have when spreading the Eco Mark?" The dialog meeting attracted 245 attendants and ended up successfully. The results of the symposium are scheduled to be reported on the homepage of this Association in late March.

## **e**xcellent Ecological Topics The "Eco Mark News" introduces eco-friendly activities of corporation and organizations based on their contributions.

### **Sendai city recommends "Green Stationery" to fresh elementary school children**

Sendai City will encourage the parents of pupils scheduled to enter elementary school this spring to purchase 13 stationery goods (including pencils and erasers) satisfying the environmental standards set forth by the city as "Sendai Green Stationery Goods". This seems to be the first case in Japan where green purchase is encouraged to school-related parties.

The city will distribute flyers encouraging green purchase among about 9,500 pupils at the briefings for new pupils. In addition, the city will register shops of "Sendai Green Stationery Goods" as "shops of Sendai Green Stationery Goods", present them on the city's homepage, and have unique marks posted up in the shops and counters, thus building up a mechanism that makes it easy to choose eco-friendly products. The city is scheduled to extend these efforts to the old pupils of elementary and junior high schools.

### **Iida city of Nagano Prefecture realized ISO 14001 "Self Declaration of Conformity"**

Japan stands out in the world in the number of ISO-14001 accreditations gained for the environmental management system for companies, associations and other entities as set forth by the International Organization for Standardization (ISO). Japan thus contributes greatly to environmental improvement. ISO 14001 sets forth the registration of assessments by outside organizations and the need of each company to determine and declare its own conformity to the standards in order to demonstrate its own conformity to the standards for the environmental management system to be operated. The Iida City of Nagano Prefecture shifted its "assessment record" to "self-declaration of conformity" ahead of other local governments throughout the country. This is expected to make it possible not only to enjoy direct advantages such as reducing expenses for assessment registration to other administrative services, but also to make sure that the administrators determine and declare conformity on their own ahead of others, so that voluntary efforts for environmental improvement will be promoted at such entities as places of business where they gave up tackling the ISO 14000 challenge because of the expenses to be entailed. The city have so far been urging the private sector, as well as the public sector, to join internal auditing and taking other measures to conduct mutual internal auditing involving the private sector's viewpoint, having its employees obtain licenses for environmental management assessors, and taking similar other measures to upgrade its system and mechanism. One can safely say that all these efforts functioned as the great driving force for making "self-declaration of conformity" a reality.

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Office-Takagi Bldg. 7F, 1-7-2 Nishishimbashi, Minato-ku, Tokyo 105-0003 Japan  
Certification section TEL: +81-3-3508-2653 FAX: +81-3-3508-2656  
Criteria section/Promotion section TEL: +81-3-3508-2662 FAX: +81-3-3508-2656  
Homepage: <http://www.jeas.or.jp/ecomark/english>  
e-mail: [ecomark@japan.email.ne.jp](mailto:ecomark@japan.email.ne.jp)



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