



Eco Mark News

Eco Mark News No. 22
Published Oct. 1, 2000

Edited and Published by Japan Environment Association Eco Mark Office
Tranomom Takagi Bldg. 7F, 1-7-2 Nishishimbashi, Minato-ku, Tokyo 105-0003 Japan
TEL: +81-3-3508-2653 FAX: +81-3-3508-2656
Homepage: <http://www.jeas.or.jp/ecomark/english>
e-mail: ecomark@japan.email.ne.jp

The “Eco Mark News” has been published since June 14, 1996 by Eco Mark Office in response to a revision of the “General Procedures for the Eco Mark Program”. In this “Eco Mark News”, the information related to the 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”.

CONTENTS	page
Meeting of the Eco Mark Steering Committee (4th) and Decisions	1
Regarding future handling of proposal for New Eco Mark product category	2
Regarding marking on the product made of Eco Mark certified material	2
[Annex 1] Official Guidelines and Regulations for Eco Mark Committee for Establishing Category and Criteria (Extract)	3
[Annex 2] Actual situation of Eco Mark activity and progress of operation for FY2000 (Extract)	12

This brochure uses Eco Mark certified printing papers.

Meeting of the Eco Mark Steering Committee (4th) and Decisions

The fourth meeting of the Eco Mark Steering Committee (Chairman: Prof. Akio Morishima, University of East Asia Graduate of Integrated Science and Arts) was held on Sept. 6, 2000 at the Japan Environment Association and the discussion led to the adoption of the following items:

<Decisions>

- Draft revision of “Eco Mark Steering Committee rule” was ratified and went into effect on Oct. 1, 2000.
- Draft official guidelines and regulations for Eco Mark Committee for Establishing Categories and Criteria were ratified after consent to the necessary adjustments in writing later and went into effect on Oct. 1, 2000.

<Report>

- Actual situation of Eco Mark activity and progress of operation for FY2000 were reported.

Regarding future handling of proposal for New Eco Mark product category

Proposals for new Eco Mark product categories after November 1, 2000 will be assessed at the meeting of the Eco Mark Committee for Establishing Category and Criteria, and brief of the reasons for adoption and non-adoption of the proposals shall be published in accordance with "guidelines and rules concerning Eco Mark Committee for Establishing Categories and Criteria". Please refer to [Annex 1] for more detail.

Regarding marking on the product made of Eco Mark certified material

Regarding unauthorized use of the Eco Mark on the end products made of Eco Mark certified materials such as prints and clothes without certification, there are dozens of inquiries a year that are the confirmations from consumers whether the certified product is or pointing out by craft brothers.

More abusers may be found in fact. And the manufacturers and the sellers who don't know details of the Eco Mark Program may be also using it without malice.

Eco Mark office takes the following measures in order to publicize the necessity for a certification of the end product as best it can.

1. Regarding future certified materials (recycled paper and cloth made of recycled PET etc.), warning labels on the packaging materials near the Eco Mark as shown below shall be displayed when shipped. And the manufacturer of the certified materials shall let his customer know the necessity for a certification of the end product as best he can
2. Regarding already certified materials, the above-mentioned measures shall be taken when recertification.

Moreover the necessity for a certification of the end product shall be publicized as best as possible on the Eco Mark home page.

Example of warning labels

New certification is required when displaying the Eco Mark
on the end products made of the certified materials.

**[Annex 1] Official Guidelines and Regulations for the Eco Mark Committee
for Establishing Category and Criteria (Extract)**

October 2000
Committee for Establishing Category and Criteria
Eco Mark Office

[The purpose of these guidelines and regulations]

These guidelines are set down by the Eco Mark Committee for Establishing Category and Criteria (hereafter referred to as the Category Committee) for the clear and fair management of the various aspects of its system.

On the whole, these Guidelines include enforcement protocols that have hitherto been followed for Eco Mark projects and are supplemented by documentation concerning everything from the desired requirements for Category I ISO standards (ISO14024) to the necessary requirements for "World Trade Organization / Agreement on Technical Barriers to Trade Treaty (WTO/TBT Treaty).

To amend or abolish these guidelines and regulations, a majority vote must be attained in the Category Committee and then the approval of the Eco Mark Steering Committee must be obtained.

Contents

Guidelines

I. Selecting Product Category	
I-1. Policies for Selecting Product Category	2
I-2. Procedures for Selecting Product Category	4
II. Determining Certification Criteria	
II-1. Policies for Determining Certification Criteria	7
II-2. Procedures for Determining Certification Criteria	11
II-3. Scope and Form of Written Certification Criteria	13
III. Review and Repeal of Product Category	
III-1. Policies for Review and Repeal of Product Category	17
III-2. Procedures for Review and Repeal of Product Category and Partial Revision of Written Standards	19

Regulations

I. Regulations for the Eco Mark Committee for Establishing Category and Criteria	23
II. Working Group Regulations	25

Guidelines

I. Selecting Product Category

I-1. Policies for Selecting Product Category

October 2000

Committee for Establishing Category and Criteria

Eco Mark Office

The selection of new category and the review and repeal of existing category by the Category Committee) are based on the following policies.

1. Assessments for selecting product category

1-1. Product category taken up can contribute greatly to environmental conservation by fulfilling (1) and (2) or (3) of the following conditions.

- (1) The selection and utilization of the product has a sizable effect on environmental conservation.
- (2) Consumers have strong demands regarding product category selection.
- (3) The product market is large-scale.

1-2. The information that supports arguments for the selection of product category is based on scientific methods.

Note) Conforming to ISO14020 Principle 3, Item 4.4.2 "The information supporting environmental labels and declarations shall be gathered and assessed using methods that are recognized and widely accepted in scientific or professional disciplines or are otherwise scientifically defensible".

1-3. Products coming under a selected product type are considered appropriate from an environmental ethics perspective when any of the conditions (1) through (3) apply to them.

- (1) They are not products that bring about unnecessary consumption from an environmental perspective, like disposable products (products that are not durable or designed for repeated use.)
- (2) Products that aim to essentially solve environmental issues or prevent the worsening of the environment.
- (3) Other products that do not invite misunderstanding of consumers when they are trying to understand the significance of the Eco Mark.

References (cited in the General Procedures for the Eco Mark Program)

Basic Requirements for Eco Mark Products

Products that come under either (1) or (2) below and are thought appropriate to promoteto consumers for the environment conservation.

- (1) Products that impose less environmental impact than similar products in their manufacture, use and disposal.
- (2) Products that reduce the environmental impact in other ways, thus contributing significantly to the conservation of the environment.

2. Considerations for Establishing Product Category

- (1) Product Category should be established for different functions as far as is possible.
- (2) Product category should be tied together in the broadest selected ranges possible.

Note 1) Examples of functional categories based on the provisions in “6.5 Selection of Product Function Characteristics” in “ISO14024”: “Paper products”- “Paper for communication”, “Printer paper”, “Wrapping paper”, etc.

Note 2) Examples of selected ranges: “Paints not containing aromatic hydrocarbons”
“Offset printing ink”

3. Immediate matters of concern

In selecting product category, consider the whole life cycle of the product and put particular emphasis on the 3 environmental impact factors of consumption of resources, exhausts of substances which affect global warming, and the occurrence and treatment of wastes.

4. Individual assessments for product category selection

In selections based on reviews for newly proposed category submitted by persons outside the Category Committee, primary and secondary research is conducted, and in this case, individual assessments should be conducted in the following ways.

[Individual Assessments in Primary Research]

Note) Concrete research methods are indicated in the Attached Tables 1-1 and 1-2.

Investigate the suitability of the following items guided by the above-mentioned policies.

1. Conduct research on the conformance of the product to basic requirements as Eco Mark products, the presence or absence of existing category that can be applied to the proposal, the market share of the product and the possibility of popularizing it, whether the proposal content is based on scientific method theories, the possibility of reducing the environmental impact in the whole life cycle (resource extraction, manufacturing, distribution, use and consumption, disposal, recycling) of the product, and other considerations. If some incompatible aspects are discovered as a result of this research, do not conduct further research on the matters.

[Individual Assessments in Secondary Research]

1. Market research
 - For products associated with appropriate product category, implement more detailed research on market scale, market share rate, market penetration rate, and other characteristics.
2. Suppliers of appropriate products
 - Implement research on company scale, ratio of domestic and foreign suppliers, etc.
3. Hearings on category selection with the suppliers of goods (organizations) as well as consumers (organizations)
 - Based on the results obtained from numbers 1 and 2 above, the office should conduct hearings for opinions by suppliers and consumers on things recognized as necessary in proposals for which product category established in considered favorable.

Attached Table 1-1

NO		Receipt No.	
Product Category Name			
Proponent			
Statement by proponent			
		Category Assessment	Content
Conformity with Basic Requirements			
Relationship to Present Category			
Popularity			
Data, Theory			
Impact			
Resource Extraction			
Manufacturing			
Distribution			
Use, Consumption			
Disposal			
Recycling			
Other			
Committee Number			
Review Results			
Category Committee Assessment			
Response to Proponent			

Attached Table 1-2

1 Conformance to basic requirements		Concrete Examples 1
C	1-1 Little impact on the environment compared to other products in the same genre.	
C	1-2 Can contribute to environmental conservation by using the product.	
N	1-3 Cannot imagine a contribution to reducing environmental impact much more.	Matter which has already been recycled. Products with a high rate of use of reclaimed materials. Usage of scrap in the manufacturing process.
N	1-4 Presents an excess environmental impact from the start, or is lacking in necessity.	Disposable products. Excess packaging. Excess servicing. Luxury products. Not an ordinary necessity.
N	1-5 Items for which there are already legal regulations.	
N	1-6 Items associated with some other problem than the environment, like hygiene or manners.	Antibacterial, pesticide processing. Must first improve manners. Products for hygiene.
N	1-7 Raw materials or intermediate products, not merchandise.	
N	1-8 Intangible software, ideas, processes, not merchandise.	
N	1-9 Items attributed to industrial processes, which are made to reduce local environmental impact, not general merchandise.	
N	1-10 Items which are not so superior from the aspect of reducing environmental impact compared to other merchandises in the same genre.	Items which cannot be recognized as superior compared to existing merchandise from the aspect of improving the morals of those who use the merchandise.
N	1-11 Items which in principle have a collection system, and which, as merchandise by themselves, cannot be said to contribute to reducing environmental impact.	
N	1-12 Items which have been repaired or reformed and which cannot be called general merchandise.	
2 Relationship to current category		
C	2-1 Cannot be applied to a current category.	
C	2-2 Can be applied to a current category.	
P	2-3 Will be investigated when reviewing current category.	
N	2-4 A category which is continuing to be investigated.	
P	2-5 Will be investigated along with a newly selected category.	
3 State of general use		
C	3-1 Low share, and can expect to popularize.	
N	3-2 Low share, but has insufficient necessary conditions to popularize.	Not for general purpose use Problematic from technical and quality aspects Lacking in continuity. Much more expensive than similar products.
N	3-3 Share already high, and little need to popularize.	
N	3-4 Condition difficult to grasp.	
4 Data / Theory		
C	4-1 Quantitative assessment of effects is possible, and theory and measurement methods reliable and can be verified by inspection.	
N	4-2 Quantitative assessment of effects is difficult.	
N	4-3 Effects and theory are not scientifically recognized and lacking in reliability.	Not generally recognized. Not recognized by scientific societies. Has both pros and cons. Not scientifically proven.
N	4-4 Not sufficiently objective in data measurement, and cannot be verified.	No standard measurement method. No measurement results by a public body.
N	4-5 Effects greatly dispersed, and data not reproducible.	Dispersion by condition of use. Dispersion by user.
N	4-6 Condition difficult to grasp.	
5 Impact		
C	5-1 Expected to be effective in reducing environmental impact when whole life cycle is viewed.	
N	5-2 Difficult to implement effect and reduce environmental impact.	Is not tied to a reduction in the amount of waste. Difficult to perceive as optimal for recycling. Synthetic materials have been replaced with natural materials.
N	5-3 Not worth assessment when whole life cycle is viewed.	Neglected or left behind in the natural world. Harmful substances remain in the product. Premised on virgin raw materials. Items which may conflict with PPMs (Process & Production Methods).

C: Conformable, P: Partially Conformable, N: Not Conformable

I-2. Procedures for Selecting Product Category

October 2000

Committee for Establishing Category and Criteria

Eco Mark Office

1. Product category selection route

There are two routes for Eco Mark product category selection, as follows:

A. Category selection based on suggestions by the Category Committee itself.

B. Category selection based on suggestions from "suppliers, purchasers, and third parties."

*The terms "suppliers, purchasers and third parties" are based on the same classifications made in Section 3.7 of the ISO14024.

2. Product category selection procedures

The procedures for selecting product category basically follow the procedures in Chapter 6 "Section 6.3 Selection of Product Categories" in the ISO14024.

2A. Selection based on suggestions by the Category Committee itself.

- 1) The office will implement information gathering and research on the product fields for the selected new product category, based on instructions from the Category Committee.
- 2) The office will prepare a new product category (proposal) based on the results of the above research.
- 3) The new product category will be established after deliberations by the Category Committee.
- 4) The office will make the official announcement of the new product category concerned, following 2 B.6)(1).

2B. Selection based on suggestions from suppliers, purchasers and third parties.

The new product category proposal received will be selected using the following procedures, in accordance with "I-1. Policies for selecting new product category".

1) Investigations by the Category Committee

Members of the Category Committee will carry out investigations, confirming the presence or absence of matters which must be researched in the new product category proposal received.

2) Primary Research

"Individual assessments in primary research" will be implemented by the office, based on "I-1. Policies for selecting new product category / 4. Individual assessments in selecting category" and while considering comments from the committee members.

3) Primary Assessment by the Category Committee

All new product type proposals are assessed by the Category Committee, considering the

results of the primary research, and classified under one of the following:

Division 1 "Proposals for which selection must be investigated": Conduct secondary research.

Division 2 "Non-selection": 6) Official announce and notify the proponent of the purport of the non-selection, as well as officially announce the assessment results of Division 1, according to the procedures in (2).

4) Secondary Research

"Individual assessments in secondary research" will be implemented by the office, based on "I-1. Policies for selecting new product category / 4. Individual assessments in selecting category", for those items which have been determined in the primary research to be "proposals for which selection must be investigated".

5) Secondary Assessment by the Category Committee

While considering the results of the secondary research, the Category Committee will select (1) items to be established as new product category, and (2) items which are not to be selected.

Opinion hearings can be held, in order to provide a reference for the selection process, by the instruction of the Category Committee. The opinion hearings are held in the Category Committee, and from among the proponents, opinions shall be submitted by those judged necessary to give their direct opinions and those designated by the Committee, based on the primary and secondary research (not publicly announced, in principle).

6) Announcement and Notification of Deliberation Results

The office, going by the following divisions, will officially announce the results and notify the proponents, based on the results of the Category Committee deliberations.

(1) Establishing new product category

- The product type and an outline of the reasons for selection will be officially announced for those proposals from which new product category are to be established, according to the results of the secondary research.

Official announcements will be made in both Japanese and English in the Eco Mark News and on the official Internet web page.

- At the same time, following the "Agreement on Technical Barriers to Trade (TBT)" of the World Trade Organization (WTO), the establishment of the said new product type will be reported to the IEC Information Center as well as in the JETRO Daily Tsushokoho.

- The office will notify proponents of the purport of the selection.

- Later, procedures will be initiated to determine standards.

(2) Non-establishment

- The proposed product type name and an outline of the reasons for non-selection will be officially announced for those product category which will not be selected, according to the results of the primary and secondary research. Official announcements will be made in both Japanese and English in the Eco Mark News and on the official Internet web page.

- The office will notify proponents of the purport and reasons for the non-selection.

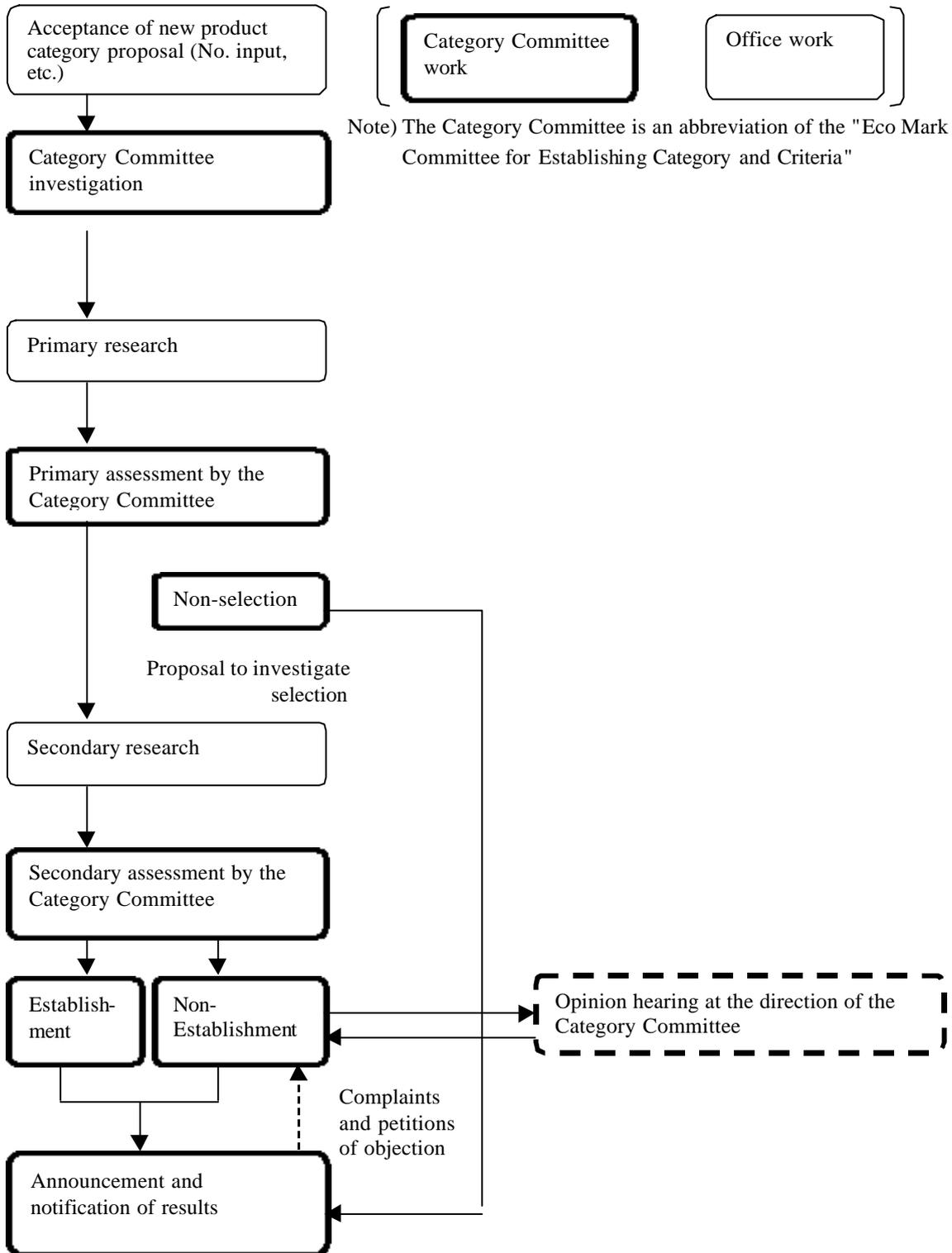
7) Complaints and Petitions of Objection

Complaints and petitions of objection with regard to the product selection results will be

accepted in writing only. In this instance, results may be announced after deliberations. The petitioners will be asked for their written agreement, and if this agreement is not obtained, the complaint or petition of objection will not be accepted. Complaints and petitions of objection that have been accepted will be investigated by the Category Committee, and the results will be reported to the petitioners in writing.

All complaints, petitions of objection, and measures to deal with these are to be recorded.

Attached Sheet "Flow chart of product category selection procedures based on suggestions from suppliers, purchasers and third parties"



[Annex 2] Actual situation of Eco Mark activity and progress of operation for FY2000 (Extract)

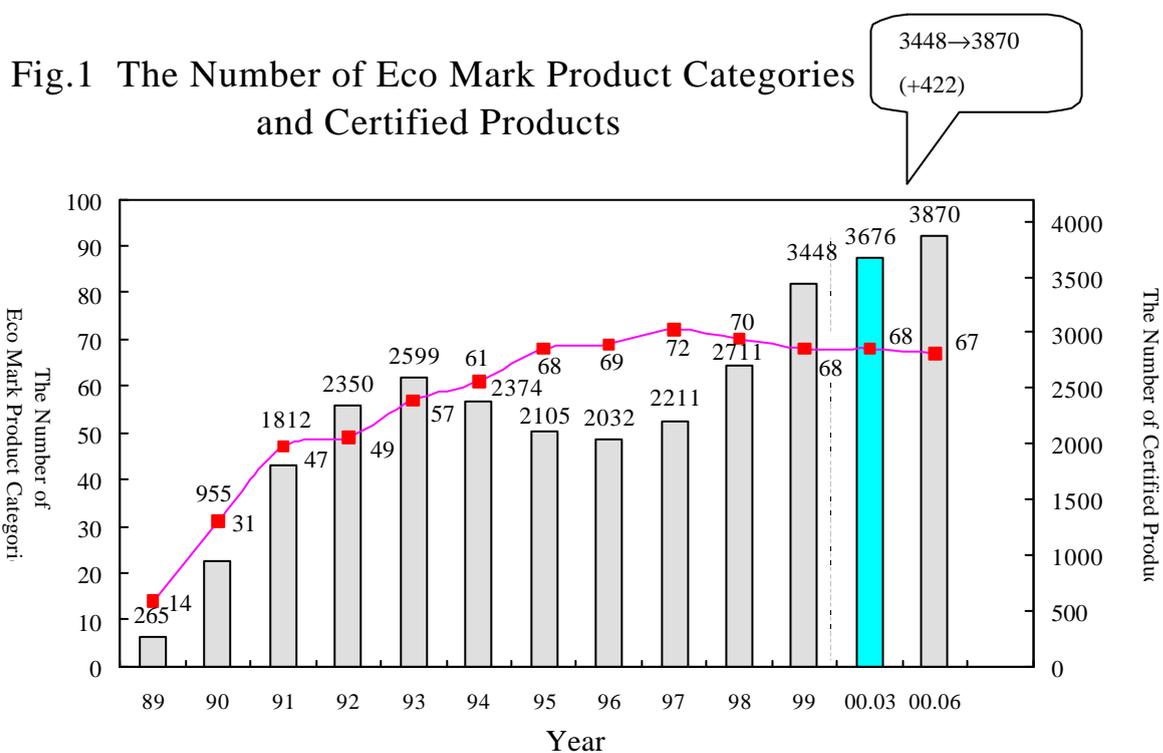
1. Actual situation of Eco Mark activity

(1) The number of product categories and certified products

Changes in the number of product categories and certified products are shown in Fig.1. The numbers of product categories and certified products as of June 30, 2000 are 67 and 3,870 respectively.

Number of certified products increases by 422 in comparison with that at the end of last year. Break down of total increase in each category shows that increase in the field of products made of recycled materials such as “Clothing made from Recycled PET Resin (+95)”, “Plastic Product made of Recycled Materials(+70)” and “Printing Paper(+43)” etc. is distinguished.

On the other hand, the number of product categories decreases by 1 in comparison with that at the end of last year and becomes 67 because of abolition of certification criteria for product category No.63 “Load Stabilizing Devices for Energy Conservation” on April 30, 2000 and establishment of certification criteria for product category No.118 “Plastic Product made of Recycled Materials” instead of certification criteria for product category No.13 “Products made from Used Plastic” on May 10, 2000.



(2) Regarding Eco Mark certification of import products

Overseas products that are sold in Japan (import products) can be also subject to Eco Mark certification. The number of overseas products certified as of the end of June 2000 is shown in Fig.1 country by country.

In a regional viewpoint, the most is 120 products of Asia (79.5%), then 19 products of North America (12.6%), 10 products of Europe (6.6%) and 2 products of Oceania (1.3%) follow in sequence. Moreover there are 2 applications directly from overseas enterprises (China, Taiwan).

In a viewpoint by product, the most is 55 products of textile (36.4%), then 19 products of plastic (12.6%), 17 products of filter bags for kitchen disposal (11.3%), 16 products of household gloves of natural rubber (10.6%), 13 products of wood (8.6%), 10 products of paper (6.6%) and 7 products of sponges (4.6%) etc. follow in sequence.

Table 1 The Number of country by country Eco Mark certified products

Country	The number of products	The number of applicants	The number of overseas applicants
USA	15	13	0
Italy	1	1	0
Indonesia	5	3	0
Australia	1	1	0
Canada	4	4	0
Singapore	3	1	0
Spain	1	1	0
Sri Lanka	7	2	0
Thailand	11	6	0
Germany	8	4	0
New Zealand	1	1	0
Philippine	1	1	0
Vietnam	4	3	0
Malaysia	10	4	0
Korea	2	2	0
Taiwan	12	11	1
China	65	43	1
Total	151	94	2