



Eco Mark News

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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 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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This brochure is using Eco Mark certified paper.

Meeting and Decision of the 6th Eco Mark Steering Committee

The 6th Eco Mark Steering Committee (Chairman: Prof. Akio Morishima, Graduate School of Toa University) was held on September 12, 2001 at the Japan Environmental Association. After the discussion, the following decisions were made:

<Decisions>

- The representation of the Eco Mark was reviewed and discussed on the basis of the “Report of the Review Board on the Eco Mark Representation.” As a result, the representation of “Friendly to the Earth (in Japanese)” in the upper section was recognized to be a part of the design and raised no problems if the expression in the lower section was clear. Accordingly, the committee has decided not to change the mark in the present review. However, it was agreed that the mark might be changed in the future. As for the expression in the lower section, the committee has decided to discuss and reexamine it separately in the Eco Mark Committee for Establishing Categories and Criteria in the future, based on the report of the “Review Board on the Eco Mark Representation.” (For details, please refer to the “Review of the Method for Eco Mark Representation” below.)
- As for the conclusion of the mutual certification contract, the committee has decided to continue discussions by holding a special steering committee meeting.

Meeting and Decision of the 13th Eco Mark Committee for Establishing Categories and Criteria

The 13th Eco Mark Committee for Establishing Categories and Criteria (Chairman: Prof. Takashi Gunjima, Doshisha University) was held on September 13, 2001 at the Japan Environmental Association. After the discussion, the following decisions were made:

<Decisions>

- As for the expression in the lower section of the Eco Mark, the committee has decided to reexamine it in the future, based on the report of the “Review Board on the Eco Mark Representation.” (For details, please refer to the “Review of the Method for Eco Mark Representation” below.)
- After a discussion on the proposed Eco Mark Product Category “Printed Matters of Paper (Reexamined),” the committee has decided to establish it as Product Category No.120 “Printed Matters of Paper,” effective October 1, 2001. With the establishment of this category, Product Category No.7 “Magazines and Books on Environmental Problems” and the provision “Application of Eco Mark on the Brochures Using Eco Mark Certified Printing Paper (Exemption)” will be discontinued, effective on the same date.
=>Please refer to the article “Discontinuance of Eco Mark Application (Exemption) on Brochures Using Eco Mark Certified Printing Paper.”
- After a discussion on the proposed Eco Mark Product Category “Returnable Containers/Packaging Materials (Reexamined),” the committee has decided to establish it as Product Category No.121 “Returnable Containers/Packaging Materials,” effective October 1, 2001. With the establishment of this category, Product Category No.9 “Returnable Containers” will be discontinued, effective on the same date.
- After a discussion on the proposed Eco Mark Product Category “Printers (Reexamined),” the committee has decided to establish it as Product Category No.122 “Printers,” effective October 1, 2001. With the establishment of this category, Product Category No.53 “Low-Waste

- Printers for Business Machines” will be discontinued, effective on the same date.
- With the establishment of Product Category No.120 “Printed Matters of Paper,” Product Category No.107 “Printing Paper” is to be partly revised.

Review of the Method for Eco Mark Representation

This March in the Study Report on the “Product Advertisement That Considers Environmental Protection (refer to <http://www.jftc.go.jp/pressrelease/chosa.htm>),” the Fair Trade Commission stressed the considerations to be given on environmental protection, and indicated a policy for strictly coping with representations that provide misconceptions to general consumers, on the basis of the Premiums and Representations Act. The Commission also requested that the Association for reviewing the representations be clear and specific with the effects of all products aimed at environmental protection taken into consideration, and for strictly coping with the dishonest usage of markings, against the product categories that have not yet been reexamined for their certification criteria.

In response to this request, the Eco Mark Office has established the Review Board on the Eco Mark Representation, and reexamined the expression in July. The result of this reexamination is now under compilation as the Review Report on the Eco Mark Representation, and will be made open to the public through our home page and other media.

Based on this report of the Review Board on the Eco Mark Representation, the representation of Eco Mark was discussed and reexamined in the 6th Eco Mark Steering Committee held on September 12, 2001, and the following was decided:

1. Representation on the lower section

As a general rule, all product categories should be reexamined. However, the methods and timing of the review will be classified as follows:

Primary Group of Product Category for Review

...In the report of the Fair Trade Commission, the representation “Keep water clean (in Japanese)” is listed as an example in which the expression is unclear and the environmental protection effect may not be conveyed properly. Also for the expression “Conserve resources (in Japanese),” it has been pointed out that general consumers might misunderstand whether that phrase is related to a part of the product such as a package or the product as a whole. Accordingly, the committee decided that the reexamination of such representations (specifically, the representations for 10 product categories listed in the table below) in the lower section of the mark alone was to be conducted immediately. In future, the subjects will be discussed one by one in the Committee for Establishing Categories and Criteria, and the revisions will be made after receiving opinions within a period of 60 days.

Category No.	Name of Product Category	Present Representation of Lower Section and Notes	Example of Revised Representation for Lower Section (Pending)
2	Triangle Strainers for Kitchen Sinks	Keep water clean.	“Reduce solids in waste water.” or “Reduce dirty objects in waste water.” or “Not drain garbage.”
3	Strainers for Kitchen Sinks	Keep water clean.	“Reduce solids in waste water.” or “Reduce dirty objects in waste water.” or “Not drain garbage.”
4	Filter Bags for Kitchen Disposal	Keep water clean.	“Reduce solids in waste water.” or “Reduce dirty objects in waste water.” or “Not drain garbage.”
5	Absorbents for Used Cooking Oil	Keep water clean.	Representation of environmental information (2 rows) “Not pollute water.” or “Absorb oil.” “100% reuse of recycled xx.”
6	Composting Containers	Make use of garbage.	To be reexamined in the “Fertilizer/Garbage Disposer WG.”
11	Soap Made from Used Cooking Oil	Keep water clean.	“xx % reuse of recycled cooking oil.”
29	Soundproof and Vibration-Proof Mats	Soften the sound.	“Reduce vibration.”
31	Refillable Containers	Reuse container. * Provided that notes such as “Resource-saving refillable container” or “This is an Eco Mark certified refillable container” are always shown adjacent to the Mark so as to clearly indicate that the contents of the container and the Eco Mark are unrelated.	“Reused container” or “Refillable container” * Provided that notes such as “This container could be refilled” or “This refillable container is Eco Mark certified” are always shown adjacent to the Mark so as to clearly indicate that the contents of the container and the Eco Mark are unrelated.
34	Filters for Cooking Oil	Keep water clean.	“Recycle cooking oil” or “Deodorizes/decolorizes cooking oil” or “Use cooking oil over and over”
55	Resource-Conserving Containers for Edible Oil	Conserve resources * Provided that notes such as “Resource-conserving container” or “This is an Eco Mark certified refillable container” are always shown adjacent to the Mark so as to clearly show that the contents of the container and the Eco Mark are unrelated.	Representation of environmental information (2 rows) “Resource-conserving container.” “Can easily separate inside and outside” * Provided that notes such as “This container can be refilled” or “This container is certified with the Eco Mark” are always shown adjacent to the Mark so as to clearly indicate that the contents of the container and the Eco Mark are unrelated.

Secondary Group of Product Category for Review

...For product categories other than those of the primary group, the Committee has decided that the representations in the lower section should be reexamined at the time of review for their certification criteria in accordance with the policy determined in this review board.

2. Representations in the Upper Section

It was decided that the expression “Friendly to the Earth (in Japanese)” in the upper section could be recognized as a part of the design and raises no problems if the expression in the lower section is clear. Accordingly, the Committee has decided not to change the mark in the present review. However, it was agreed that the mark might be changed in the future.

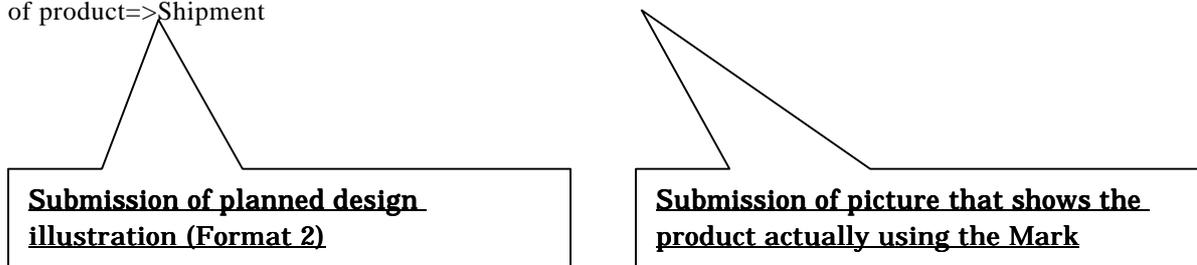
3. Measures Against Dishonest Usage

The Fair Trade Commission has requested the Association to further strengthen our supervision of the use of the Eco Mark against such examples of dishonest usage as the Eco Mark representation by business enterprises that are not certified to use the Mark or the use of the Mark that does not conform to the representation criteria. In future, the Association will strengthen activities for detecting dishonest usage of the Mark through close information exchange with the Fair Trade Commission. Against the dishonest usage of the Eco Mark, the Committee has decided to cope with the matter by establishing the “Guideline of Measures Against Dishonest Usage of the Eco Mark.”

Furthermore, the Association is planning to establish an obligatory system for applicants to submit a planned design illustration of the representation of the Eco Mark as a required presentation document for Eco Mark application in order to prevent illegal usage of the Eco Mark. Also, we will prevent the violation of the Eco Mark usage rules by requesting submission of the picture of the Eco Mark representation on product completion after conclusion of the usage contract and also at the contract renewal.

(Flow of Procedures)

Eco Mark application=>Examination=>Certification=>Conclusion of usage contract=>Completion of product=>Shipment



3. Guidance for Enterprises About Name of the Product

It was pointed out that, in cases where an Eco Mark certified product has trade names such as “Eco xx” or “Environment friendly xx,” consumers might misunderstand that the Eco Mark is giving an official guarantee to the product name, and could mistakenly recognize the product’s excellence and advantage. In the future, the Eco Mark committee will ask applicant enterprises for correction of the product name if the product applied for certification has such a name that is likely to cause such misunderstandings as described above. Also, the Eco Mark Examining Committee might reject the application for certification in the above cases.

4. Representation of the Eco Mark in Foreign Languages

The Committee for Establishing Categories and Criteria has raised the point that the representation of the Eco Mark in a foreign language should be standardized, and the subject was discussed in the meeting to discuss the Eco Mark representation. Based on the result of this discussion, the

Association has decided not to allow representation in any foreign languages in the future. However, adding notes in foreign languages to representations in Japanese is considered to pose no problem.

Establishment of Certification Criteria, No.120 “Printed Matters of Paper,” No.121 “Returnable Containers/Packaging Materials,” and No.122 “Printers”

The open proposals for the Eco Mark Certification Criteria “Printed Matters of Paper (Reexamined),” officially announced in Eco Mark News No.26 (published May 1, 2001), and “Returnable Containers/Packaging Materials (Reexamined)” and “Printers (Reexamined),” announced in Eco Mark News No.27 (published June 15, 2001) have been amended based on opinions received after the announcement and discussions of the 13th Eco Mark Committee for Establishing Categories and Criteria. As a result, the Committee has approved those proposals for the criteria and decided to establish them as criteria effective October 1, as Eco Mark Product Criteria No.120 “Printed Matters of Paper” (Annex 1), No.121 “Returnable Containers/Packaging Materials” (Annex 2) and No.122 “Printers” (Annex 3).

With this decision, Eco Mark Product Categories No.7 “Magazines and Books on Environmental,” No.9 “Returnable Containers” and No.53 “Low-Waste Printers for Business Machines” will be discontinued, effective on the same date.

Partial Revision of Eco Mark Product Category No.107 “Printing Paper”

<Reason for Revision>

In the past, printed matter such as brochures was permitted to use the Mark in accordance with the requirements of the Product Category “Printing Paper” by application, as an exemption, provided that Eco Mark certified printing paper was used for it. However, with the establishment of Product Category No.120 “Printed Matters of Paper,” it is to be certified in accordance with the requirements of this product category.

<Revisions>

[Before Revision]

6. (4) When the paper is to be used in publications, publishers should apply for certification.

[After Revision]

Delete 6. (4).

<Date of Revision>

October 1, 2001

<Important>

Discontinuance of the Eco Mark Application (Exemption) in Brochures Using Eco Mark Certified Printing Paper

In the past, printed matter such as brochures was permitted to use the Mark in accordance with the requirements of the Product Category “Printing Paper” by application, as an exemption, provided that Eco Mark certified printing paper was used for it. However, printed matter such as brochures and fliers is to be certified by the requirements of Product Category “Printed Matters of Paper” in

the future. As the authorization is processed in accordance with ordinary examination procedures, please use the prescribed format "Form 2" on application. Also, please note that a usage fee will be required. As for the product for which the usage permission has already been obtained following the above exemption, enterprises will be required to apply for product certification as "printed matter" from October 1 onwards.

Please also note that the Eco Mark on printed matter such as business cards and so on should be applied in accordance with the procedures required in Product Category No.112 "Paper Stationery." If you are not sure into which category a product falls, please ask the Eco Mark Office. The Eco Mark cannot be used in any product without permission. So, please apply for permission without fail. When you order any printing work, please inform the print shop about this requirement.

Notices

Events for the Coming Autumn and Winter

Eco Mark has been carrying out promotional activities in many areas as one of the most important issues for its 2001 project plan. Please visit the event with your families and friends if you are in the area. Please contact Hiroko Mizuno at Eco Mark Office (03-3508-2662).

- Display in "2001 Environmental Gathering of Tokushima Prefecture Citizens – Green & Green Fair"

Date & Time: October 6 (Saturday) and 7 (Sunday), 2001 10:00-17:00 (close 16:00 on Sunday)

Venue: Asty Tokushima

Secretariat: Secretariat of the Steering Committee, Environmental Gathering of Tokushima Prefecture Citizens (088) 621-2209

- Display in "Environment Festa 2001"

Date & Time: October 20 (Saturday) 11:00-16:00

Venue: Fukaya-city Combined Gymnasium "Big Turtle"

Secretariat: Fukaya Junior Chamber, Inc. (048)-571-2218 (11:00-16:00)

- Exhibition in "Ito-Yokado, Bessho Store"

The exhibition will be held under the joint sponsorship of the Government of Kanagawa Prefecture and Ito-Yokado Co.

Date & Time: October 13 (Saturday) and 14 (Sunday), 2001 10:00-21:00 (closing time on Sunday has not been determined yet)

Venue: Ito-Yokado, Yokohama Bessho Store

* Please call our office directly for details.

- Display in "Green Purchasing Group, Kasuga City Hall, Fukuoka Prefecture"

Date & Time: November 11 (Sunday), 2001 10:00-15:00 (will be cancelled if it rains)

Venue: Kasuga City Hall, Fukuoka Prefecture

Secretariat: Environmental Planning Group, Environmental Measures Section (092)-584-1111

- Talk and Display in “Shiga Prefecture Environment Business Messe”

The Eco Mark Office will have an open talk with the Blue Angel in the “Green Purchasing Forum” to be held during the duration of the Shiga Prefecture Environment Business Messe. Also, the Eco Mark Office is planning to have a display in the entrance hall of the Messe during this period.

1. Green Purchasing Forum

Date & Time: November 16 (Friday), 2001 13:30-16:30

Venue: Culture and Industry Exchange Hall (Maibara-city, Shiga Prefecture)

Secretariat: Mr. Ogawa, Eco-Life Promotion Section, the Government of Shiga Prefecture
(077) 528-3492

2. Display

Date & Time: November 14 (Wednesday)-17 (Saturday) 10:00-17:00 (close 16:00 on Saturday)

Venue: Same as above

Secretariat: Secretariat of the Executive Committee, Shiga Prefecture Environment Business Messe (077) 526-3575

- Display in “Green Purchasing Forum in Aomori”

Date & Time: November 22 (Thursday) 12 : 00-17 : 30

Venue: Auga 5F, Training Room of Aomori-city Men and Women Joint Participation Plaza

Secretariat: Environment Policy Section, the Government of Aomori Prefecture (017) 734-9242

Topics

Report on the Opening of the Eco Mark Consultation Meeting

Last May 11 at the ATC Green Eco Plaza in Osaka city, the Eco Plaza mentioned above held a seminar on the Eco Mark, and the Eco Mark Office and two of the Eco Mark certified enterprises gave lectures. With a planned capacity of 50 seats, 162 people attended the seminar. Also, many enterprises participated in the consultation meeting for obtaining the Eco Mark held after the lecture, indicating the large interest in and high expectation of the Eco Mark.

As the consultation meeting for obtaining the Eco Mark was received very favorably, a similar meeting was held again on August 30 and 31 in the same place. With a planned capacity of 20 people, over 50 people applied to participate, and we were forced to process some of them on a first-come-first-served basis. We sincerely apologize to those who were unable to participate for the inconvenience suffered. We will continue to hold similar meetings in Osaka in the future.