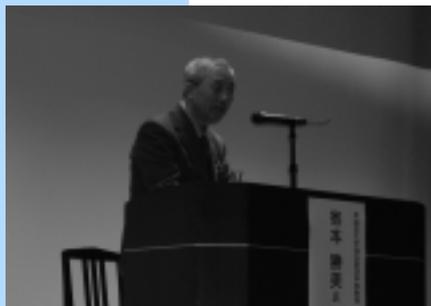




# Eco Mark News

The Eco Mark is a voluntary program ran by Japan Environment Association. Contract fees from licensing companies and application fees from applicants 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 "Guidelines for Eco Mark Program Implementation".

Published on July 1, 2004 No. 51



Keynote Speech by Dr. Katsumi Yorimoto,  
Waseda University



Eco Mark Dialogue Meeting in Tokyo  
(March 26, 2004, Seiryō Kaikan) page 2-7

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\* Annexes are separate from our newsletter and please contact our office if you wish to obtain them. They are also available on our website.

**Special Report**    **Eco Mark Dialogue Meeting 2004 (2)**

## **Think about Promotion of Green Products from Consumer Perspective - What We Can Do at Distribution Stage - Tokyo Session**

Eco Mark Dialogue Meetings were held with the title mentioned above in Osaka (Creo Osaka Nishi) on March 19, and in Tokyo (Seiryō Kaikan) on March 26, 2004. We introduced the keynote speech at Osaka venue in the preceding issue. In this issue we introduce the summary of keynote speech by Dr. Katsumi Yorimoto of Waseda University and dialogue meeting at Tokyo venue.

### **“Building Up Recycle-based Society and Role of Eco Mark” by Dr. Katsumi Yorimoto, Waseda University**

#### **Effort in Building Up the Recycle-based Society**

It requires the fulfilling effort in each level of handling the waste, that is the source level, the waste discharge level and the disposal level, in order to build up the recycle-based society.

Firstly it is important to develop and sell the products that don't become waste easily at the source level. In the meantime the consumers side should select and purchase such products and use them with care for as long time as possible.

Secondly at the waste discharge level, the manufacturers are expected to collect and recycle the products that are not wanted anymore. Currently the manufacturers are required to collect home electric appliances, personal computers and cars, which are not wanted anymore. This type of collecting/recycling activity is expected in the other product categories, too. Collecting the waste and organizing flea markets by the local community as well as the individual reuse activities are also very meaningful effort.

The local government office collects waste that hasn't been collected or recycled by the ways described above. They collect the recyclable garbage by way of the separate collection. Furthermore waste is recycled as various resource and energy at the level of intermediate treatment or incineration. As a result of such processes the remnant of waste is landfilled. When the landfill is completed they can be put back to the natural environment or used as the public land.

It is expected to build up the recycle-based society by enforcing the effort at each waste handling level from the source to final treatment as stated above.

#### **“Three Pillars” and “Three Citizens”**

It is considered that the visions of “Three Pillars” and “Three Citizens” become important for building the recycle-based society.

The first pillar is economics. Currently there are some cases that recycling is costly. However instead of thinking recycle on the basis of economics it is necessary to establish the economic system that can support recycling. If referring to the market mechanism makes it difficult to establish the recycle-based system, it is necessary to lead the way by establishing proper policy.

The second pillar is technology. In the industrial world we have been focusing on the technology development for production until now. However we need to put more effort into developing the technology to care things, to improve things and to reduce waste for the future.

The third pillar is to consider the activities by local communities including business offices, schools, and local societies are also critical in building up the recycle-based society. It requires not only the state of art technology and large-scale recycle facility but also solving the problems with the cooperation and participation of local residents. In this way, although it may take a little more time and effort, it will strengthen the relationship and produce various advantages.

“Three Citizens” concept is the main body to support the above “Three Pillars” and promote the actual activities. First



**Dr. Katsumi Yorimoto  
of Waseda University**

are the people who live locally. Namely what we usually refer to as citizens or consumers. Second are the corporate citizens. Companies are required to have a clear consciousness of being citizens and contribute to the local society. Third are the civil servants or administrative citizens. It is expected that the civil servants to work with more ordinary public sense so that they can respond to the needs of the society and people accurately.

With these three citizens of ordinary citizens, corporate citizens, and administrative citizens participating the society activities in a positive manner, it is required to establish the policy that can attain the recycle-based society by combining the roles of three citizens.

### **Function of Eco Mark and Its Issues**

Eco Mark has very important role in the way we are going to build up the recycle-based society by applying the visions of “Three Pillars” and “Three Citizens”. From this point of view, let us consider the positioning of Eco Mark, the expectations to it, and its issues.

Although Eco Mark products have been spread among many categories, it is also the fact that it seems rather peaked out in terms of the dissemination. In order to further spread the Eco Mark product we should consider to widen the range of product categories including the products that are handled among the companies before making the final product, such as raw materials and half-finished products, and luxurious products.

Also the role of Eco Mark as a medium between the three citizens described before will become more important in the future. Companies have a contact with consumers through their products, so when they provide the products certified by Eco Mark into the market, they will be able to appeal the company policy and their activities toward the environmental issue to the consumers as well as to reflect the feedback from the consumers to their product development.

It is important to promote the material recycle, and it is necessary to market the products made from recycled material in order to use such materials effectively. Eco Mark has a big role during the course of promoting the material recycle. Although the main topic was how to collect waste up to now, we now need to focus on considering how to use the resource and promote the purchase of recycled products. In this way the collecting issue will be solved accordingly.

Feeling of participation is very important, too, to promote putting effort in solving the environmental issues and building up the recycle-based society. Purchase of the eco-friendly products means to vote for these products and the companies who manufacture and sell them, and through the purchase it creates the consciousness of participation and contribution to the making of recycle-based society among the consumers. Eco Mark can play a vital role to improve this system.

The result of a survey shows that the recognition level of Eco Mark has been increased to around 90%. However the reliability is not necessarily at such high level as the recognition level. Bringing up the reliability of Eco Mark among companies and consumers will also bring up the function of Eco Mark, and it will link to promote the Eco Mark products wider in the society.

### **“Society with Synergy of Roles” and Expecting Role of Eco Mark**

In order to attain the recycle-based society it is important to promote the active effort of each member that consists the society. In the meantime it is also important to combine such efforts well to produce more effective result. The effect here is not only the physical aspect but also includes the mental fulfillment. I personally call such society, which produces bigger result by combining the roles of three citizens successfully, as “Society with Synergy of Roles”. And I consider that Eco Mark is also a measure to build up “Society with Synergy of Roles”.

Eco Mark has various functions such as a medium between people, to promote communications, to inspire/impress people, and to create the feeling of oneness and togetherness. For this reason we need to recognize Eco Mark as an important tool to change the society and carry out the future activities accordingly instead of capturing it only from the aspect of promoting eco-friendly products and recycling.

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#### **Profile of Dr. Katsumi Yorimoto**

Professor of School of Political & Economics, Waseda University. He has been assigned as a commission member of various committees successively including Living Environment Council, Central Environment Council, Economic Council, and Tokyo Metropolitan Council of Waste Management, and is actively participating various academic societies including Japan Society of Waste Management Experts. Dr. Yorimoto has also written many books such as “Field of Autonomy and Participation” (published by Gakuyo Shobo), “Waste and Recycle” and “Road to Recycle Society” (published by Iwanami Shoten), and “Environmental Policy in Global Age” (edited & written by Dr. Yorimoto, published by Gyosei Corporation).

## **Dialogue Meeting** **“Think about Promotion of Green Products from Consumer Perspective** **- What We Can Do at Distribution Stage - ”**

**Coordinator:** Ms. Sanae Hara (Part-time lecturer of Saitama University)

**Panelists:** Ms. Yoshiko Arita (Consumers Japan)

Mr. Seiichi Ueyama (AEON Co., Ltd.)

Ms. Akemi Sunakawa (Japan Association of Consumer Affairs Specialists)

Ms. Hisako Nakazawa (Co-op Tokyo)

Mr. Yoshinori Nishigakiuchima (NPO Green Consumer Tokyo Net)

During the panel discussion in the latter half, an active discussion involving the participants at the venue was conducted on the themes including handling at the distribution stage in order to spread eco-friendly products, the gap between consciousness and action of the consumers, and developing the green consumers. There were topics and recommendations from the panelists based on the activities of each panelist's association or company. Also there were opinions and questions from the participants at the venue about feedbacks of consumers' opinion, consensus building related to the necessity of environment-friendliness, current status of Eco Mark program, and reinforcement of PR activities. The result of the discussion was productive.

### **Reinforcement of Approach at the Distribution Stage**

**Hara** We would like to start the discussion from the viewpoint of considering the area where we can improve at the distribution stage, which is positioned between manufacturers and consumers, in addition to the effort on both sides in order to spread eco-friendly products and Eco Mark products.

Consumers often comment that they can't find an eco-friendly product even if they search for it or it is very difficult to find one. What is your opinion on this issue from your point of view?

**Nakazawa** Co-op Tokyo stores sell about 3,000 items of daily goods. We have 60 Eco Mark products, which make 2% of the total, and it is close to 0% if you look at the total sales goods. This is the reason why consumers cannot find it easily. As for daily goods, it would make consumers feel familiar with Eco Mark products if they could find them in the product categories, which they buy frequently, such as toilet rolls, paper diapers, plastic wrap, and foils.

Co-op set up the minimum standard for the eco-friendliness of Co-op brand products in addition to the voluntary standard for safety, and approved products have the original mark on them. We have about 200 daily goods, which cleared the eco-friendliness standard. However the number of Eco Mark products is only 15 or about. I have heard that Japanese Consumers' Co-operative Union started considering the expansion of Eco Mark products.

**Ueyama** AEON has the private brand called “TOPVALU”, and we are trying to improve and expand the sale to reinforce the eco-friendliness of products. “TOPVALU” has “Five Considerations”, which are the actual criteria with numerical values. Also we have sub-brands including “Kyokan Sengen”(Declaration of Shared-Environment) to pursue the eco-friendliness of products from the point of recycling, as well as “Green Eye” to focus on the natural environment and health for the food. Other than that we have a brand called “SELF + SERVICE”, which pursues both ecology and fashion.

Unfortunately if we develop a product from the point of eco-friendliness only, it has difficulty in getting support in the current Japanese market. So we consider that it is necessary to put the added value to the eco-friendly products equal to or more than the ordinary products. It is important to build up the reliability step by step between people, people and products, and people and companies. Based on this point of view we focus on establishing the original brands that can win the trust of our customers.

**Sunakawa** Compared to the major nation wide distributors, general stores and small and medium-sized enterprises have difficulty in promoting eco-friendly products. A supermarket in the area I live in had an eco-friendly products space before, but they closed that space little while later. It is very important that we should hear out what the owners of these small stores have to say and provide the cooperation of manufacturers so that even small shops can sell eco-friendly products on an ongoing basis.

Consumers who have serious concern about ecology are still minority and only few people are interested in the eco-friendly products space. For this reason we need to make the space more interesting and appealing to consumers by adding neat and fun image to it in addition to appealing the ecology side.

**Arita** There are only limited numbers of eco-friendly product including Eco Mark product and they are difficult to find at stores. It may promote the consumers' interests if Eco Mark is spread in the home electric appliances with energy conservation feature, for instance.

The quality of the clothes made with recycled materials has been improved considerably but there is a room for improvement in the point of fashionable sense. The recycled PET can be used for uniforms. But when it is used for general clothing, consumers don't buy them only because the product is using the recycled PET.

As for Eco Mark they have been reviewing the certification criteria by introducing the viewpoint of product lifecycle, etc., but these efforts and the system of certification are not well known among consumers. We need to provide more thorough information about Eco Mark.



**Nishigakiuchi** Up to now Eco Mark products in the market seem rather focused on the categories for the corporate use. There are less Eco Mark products in the daily goods such as eyeglasses, watches, shoes, and home electric appliances. This is why we don't see many Eco Mark products at supermarkets and convenience stores. It wouldn't improve the recognition and consumption behavior among consumers unless there are plenty of Eco Mark products available nearby.

Many consumers are also aware of eco-labelling and Eco Mark but only vaguely so that few people can differentiate and understand them, especially in the situation in which we have so many variety of self-declaring labels. It is considered that this kind of situation makes the awareness and realization toward eco-friendly products poor.

### How to Fill the Gap between Awareness and Action

**Hara** The result of a consumer survey shows that many people are aware of eco-friendliness in purchasing, but only a few people actually put the awareness into action. There is a huge gap between awareness and action. What kind of strategy we can use to improve such situation ?

**Sunakawa** I think, for example, majority of people would answer "Yes" to the question, "Do you try to purchase eco-friendly products?" in a consumer survey even if they don't have actual purchase behavior. Therefore, it raises an issue whether we can be sure that 70-80% of people are really highly aware of the environmental issues only from the result of survey.

We need to appeal in a concrete form to promote the eco-friendly conscious purchase behavior among more people. It is important for the stores to explain clearly about the positive effect on the environment and how eco-friendly products will give people satisfaction or some kind when they purchase them. As for Eco Mark, I think it should be displayed more prominently.

**Arita** Although the environmental issue were enthusiastically approached after 1990, it seems the enthusiasm has waned over the years with excuses such as "We are doing so-and-so" or "We cannot do anything more". It is difficult to be strictly eco-friendly in all aspects of one's life so that an idea of doing it within one's capacity has been suggested.

Recently an increasing number of retired corporate personnel join NGO or NPO and the form of citizen participation seems to have been changed. We need to understand these trends while we promote eco-friendly products, and expand the product categories and provide detailed information accordingly in order to spread the eco-friendly activities.

**Ueyama** If we look at the activity to reduce the number of free shopping bags they give away at cashiers of stores, in Europe it has already reached 70% of people who carry their own shopping bags and it became a part of everyday life and a kind of smart thing to do. Although we have started the same activity here in Japan and our company has been carrying out the activity as well, the average percentage of people who carry their own shopping bags to stores still remains around 8.5%.

In Japan we demand companies to deal with other problems such as the food traceability issues strictly, however, many consumers don't respond positively towards the new regulations of charging or taxation of shopping bags. In order to carry on approaching the environmental issues we need to consider these differences in the public consciousness and social background.

**Nakazawa** Regulations for the safety of food and usage of allergenic substance as well as the labeling of organically grown food have become stricter, and manufacturers and distributors are very advanced in handling these issues as a result. Consumers now trust these labeling more and I believe many select products by referring to the contents of labels.

On the other hand, because the eco-labelling is a voluntary system, it is not clear to the consumers whether the products without eco-labelling have too much environmental burden to be certified or they simply haven't applied for the certification although the criteria are met. This voluntary side of the system reflects on the consumers' trust for eco-labelling and the gap between awareness and action.

Even though the eco-labelling might not fit in the regulation, I think it is important to build a system to which all manufacturers and distributors can participate to establish the eco-labelling that gain trust from general consumers.

### Effort to Spread the Eco-friendly Purchase

**Hara** In order to spread eco-friendly products in the market, it requires consumers to change in the first place. What kind of viewpoint and approach is required to increase the number of consumers who would purchase eco-friendly products ?

**Nishigakiuchi** I think consumers don't fully understand the meaning of eco-labelling. We are going to put more effort in the activities to convey the meaning of eco-labelling with a cooperation of governmental support, and consider organizing a course in the school curriculum.

Consumers purchase daily goods at stores so that if the shop managers and assistants understand the meaning of environmental issues and eco-labelling and make clear statement on POP or leaflet, it would create the educational environment for consumers in their daily lives.

For Eco Mark it is important to cooperate with the eco-labelling programs in other countries and reinforce the approach from the global point of view.

**Nakazawa** Co-op Tokyo, for instance, sells plastic wrap for food with vinyl chloride materials with the note on the display shelf saying, "This plastic wrap emits gaseous chlorine when it is burnt". As a result almost 95 to 5 the products with non-vinyl chloride materials are sold. However instead of not having the products with vinyl chloride materials at the shop, we sell both products respecting the customers choice and provide the correct information.

I think the most important thing to do to increase the green consumer is to show the correct information in clear and precise way for the customers.

**Sunakawa** Government, companies and private entities are trying various ways to provide the environmental education and information. However some seem to be duplicated. We need to consider the system that can be efficiently used mutually by disclosing the information of activities and put together some activities.

The actual report shows that the shopping bag activity is more effective at the stores that offer the point program such as Eco Point. Instead of carrying out similar program separately by each store, it is more effective to provide a unified system to encourage the consumers' eco-friendly purchase behavior.

**Ueyama** There is lack of basic discussion regarding the reason why we consider environmental issues. Unless the awareness of this issue is shared, any activity may become temporary and it doesn't last for long. It is also important to establish a system that rewards people or companies who make effort.



While the economic growth in the developing countries are expected in the future, it is critical to establish a social system that enable the economic growth and environment conservation to go together in harmony. One of such system is to promote the green products. AEON is aiming to be highly evaluated from the society and to be among the top 10 companies in the world in regard to the eco-friendly activities.

**Arita** There are various eco-labelling and I think it is good to promote developing eco-friendly products and purchasing them through these programs. However it is more desirable to have a common certification system. As for Eco Mark, it will gain more trust if they continue to cooperate with other eco-labelling programs.

It is vital to expand the consumer group who purchase eco-friendly products and for this reason we need to consider the fashion sense in addition to the environmental issues. Consumer associations also need to put more effort in providing information.

I hope the situation will improve through such activities and the day will come when consumers can purchase eco-friendly products easily in daily lives.

**Hara** We would like to carry forward step by step toward the eco-friendly society aiming at “Society with Synergy of Roles” in which we contribute what we can and accumulate such effort, as it was said by Dr. Yorimoto, instead of trying to grasping the problem from only one side by merely accusing companies for the lack of effort or accusing consumers for the lack of action. Thank you very much for your participation today.

## Committee Report/Decisions

### Eco Mark Committee for Establishing Category and Criteria (29<sup>th</sup> meeting)

The 29<sup>th</sup> Eco Mark Committee for Establishing Category and Criteria (EMCECC, Chairman: Prof. Takashi Gunjima, Doshisha Univ.) [The Acting Chairman: Ass. Prof. Masahiko Hirao, Graduate School of the Univ. of Tokyo] was held on June 10, 2004 at Japan Environment Association. After the discussion, the following decisions were made;

#### Decisions

- It was decided that certification criteria for Eco Mark product category No.111 “Board Made of Wood or the Like Version2.0”, No.114 “Paper Packaging Materials Version2.0”, No.115 “Products Using Thinned-out Wood, Reused/ Unused Wood, etc. Version2.0”, No.128 “Commodity Version1.0”, No.129 “Recycled Soap Made from Cooking Oil Version1.0” and No.130 “Furniture Version1.0” are to be established on July 1.
- It was decided that Eco Mark Product Category No.2 “Triangle Strainers for Kitchen Sinks”, No.3 “Strainers for Kitchen Sinks”, No.4 “Filter Bags for Kitchen Disposal”, No.5 “Absorbents for Used Cooking Oil”, No.11 “Soap Made from Used Cooking Oil”, No.20 “Cellulose Sponges”, No.32 “Unbleached Coffee Filters”, No.34 “Filters for Cooking Oil”, No.36 “Waste Can Collectors”, No.41 “Filter Bags of Recycled Paper for Vacuum Cleaners”, No.43 “Household Gloves of Natural Rubber”, No.68 “Easily Repairable Office and School Chairs”, No.111 “Board Made of Wood or the Like”, No.114 “Paper Packaging Materials” and No.115 “Wooden Products Using Waste Wood, Thinned-out Wood, Small-diameter Logs, etc.” are to be discontinued on July 1, 2004.
- New product category “Reuse Pump” proposed to the 29<sup>th</sup> EMCECC was to be discussed continuously as a general cleaning service.
- Partial revision of certification criteria for Eco Mark product category No.109 “Tile-blocks Version2.0” that are submitted by Eco Mark Committee for Product Certification was approved and decided to be revised on June 10, 2004.
- Partial revision of handling manner of the statements below Eco Mark for the certification criteria numbers in the 100s in regard with the stocks produced during the licensing period was approved and decided to be revised on July 1, 2004.
- It was decided that announcement of draft and discontinuance of current product categories as following Status of Certification Criteria ;

### Status of Certification Criteria (as of July 1, 2004)

Classification	Category No.	Category	Period of Open to Public	Date of Establishment/Revision/Discontinuance	Certification Criteria	Public Comments etc.
Establishment	111	Board Made of Wood or the Like Version2.0	2004.3.1-2004.4.29	2004.7.1	Annex 1	Closed
	114	Paper Packaging Materials Version2.0			Annex 2	
	115	Products Using Thinned-out Wood, Reused/Unused Wood, etc. Version2.0			Annex 3	
	128	Commodity Version1.0			Annex 4	
	129	Recycled Soap Made from Cooking Oil Version1.0			Annex 5	
	130	Furniture Version1.0	2004.3.15-2004.5.13		Annex 6	
Discontinuance	2	Triangle Strainers for Kitchen Sinks	2004.3.1-2004.4.29	2004.7.1	-	Closed
	3	Strainers for Kitchen Sinks				
	4	Filter Bags for Kitchen Disposal				
	5	Absorbents for Used Cooking Oil				
	11	Soap Made from Used Cooking Oil				
	20	Cellulose Sponges				
	32	Unbleached Coffee Filters				
	34	Filters for Cooking Oil				
	36	Waste Can Collectors				
	41	Filter Bags of Recycled Paper for Vacuum Cleaners				
	43	Household Gloves of Natural Rubber				
	111	Board Made of Wood or the Like				
	114	Paper Packaging Materials				
	115	Wooden Products Using Waste Wood, Thinned-out Wood, Small-diameter Logs, etc.				
	68	Easily Repairable Office and School Chairs	2004.3.15-2004.5.13			
Announcement of Draft	-	Products for Civil Engineering Version1.0	2004.7.1-2004.8.29	2004.11.1	Annex 7	Open
Announcement of Discontinuance	22	Products Made from Used Tires	2004.7.1-2004.8.29	2004.11.1	-	Open
	30	Blast Furnace Fine Powder Slag and Blast Furnace Cement				
	37	Drainage Fixtures for Rainwater Dissipation				
	56	Recycled Paving Materials				
	65	Building Materials of Fly Ash				
Partial Revision	109	Tile-blocks Version2.0	-	2004.6.10	Annex 8	

## Announcement of Draft and Discontinuance of Certification Criteria

We will accept opinions against this draft announcement from July 1 (Thu) to August 29 (Sun), 2004. For details on submitting opinions, please refer to the following;

### Acceptance of Opinions on the Proposed Criteria of New Product Category and Discontinuance of Existing Category

Please send a summary of following matters in either way;

- Address, Name, Sex, Occupation, Contact Address, Telephone number, Fax number
- Name of the certification criteria for Eco Mark product category to give opinion
- Opinions on the above proposal criteria

#### (1) Acceptance by mail and Fax

A summary of the above matters should be sent in writing (on A4 size paper) to below by August 29 (Sun), 2004 (postmark effective).

Eco Mark Office, Japan Environment Association

Prime Kamiyacho Building 2F, 1-11-9 Azabudai, Minato-ku, Tokyo 106-0041

TEL: +81-3-5114-1255 FAX: +81-3-5114-1257

#### (2) Acceptance by e-mail

A summary of the above matters should be sent to the address below by 17:00, August 29 (Sun), 2004 by e-mail. When you attach a file to e-mail, please use MS-Word, Ichitaro, or Excel format.

e-mail: [ecomark@japan.email.ne.jp](mailto:ecomark@japan.email.ne.jp)

## Important Information

### Postpone of Establishment of Eco Mark Product Category No.112 “Stationery Version1.0” and No.113 “Packaging Paper Version2.0”

We scheduled to establish certification criteria for Eco Mark Product Category No.112 “Stationery Version1.0 (draft)” and No.113 “Packaging Paper (draft)” as of July 1 after deliberation based on opinions given to the announced draft. They are, however, under deliberation at this moment and we postpone the date of establishment. At the same time, we extend the validity date of current criteria No.112 “Paper Stationery” and No.113 “Packaging Paper Version2.0” until the day before the date when new certification criteria for respective product category is established.

### Extension of Validity Date of Eco Mark Product Category No.116 “Water-saving Equipment”

On September 1, 2004, 5 years will have passed since certification criteria for Eco Mark Product Category No.116 “Water-saving Equipment” and we scheduled to revise it. Nevertheless, revision is under deliberation at a working group. We will extend the validity date of current criteria until the day before the date when new certification criteria (Version2.0) will be established.

## Handling Manner of Statement below Eco Mark

Handling manner of the statements below Eco Mark for the certification criteria numbers in the 100s in regard with the stocks produced during the licensing period of certified products in the case license holders have already renewed the license under new certification criteria with new statement will be revised as follows;

1. We revise each certification criteria documents of product category No.100s as follows; (bold underlined part is added.)

(Example of product category No.111 “Board Made of Wood or the Like Version2.0”

... (omit) ... The following environmental information shall be indicated below the mark. The location and details of the Eco Mark to be indicated shall be submitted when applying for Eco Mark product certification and use. The environmental information indicated shall consist of two lines aligned to the left and enclosed in a rectangular box. The first line shall read “木質部に再・未利用材を100%使用 (100% recycled or unused material used for wooden parts)” and the second line shall read “ホルムアルデヒド放散量平均値0.3mg/l以下 (Mean amount of formaldehyde emission below 0.3 mg/l)” according to the test method implemented. The stocks of certified products produced during the licensing period are exceptional and allowed to use the former statements below the mark and its certification numbers for a year from the date on which the contract is renewed as a basic rule.

\* If the corresponding certification criteria have a specific description regarding handling manner of the statement below Eco Mark separately, the criteria description takes priority accordingly.

2. Date of Establishment: July 1, 2004

## Announcement of Explanatory Meetings on Certification Fee Revision

We will hold explanatory meetings above for Eco Mark licensing companies as below. These explanatory meetings are to explain calculation standard of Eco Mark certification fee and payment manner and etc. supplementarily before revision of Eco Mark fee structure is implemented in next April.

### Dates and Places

Area	Date and Time (Open before 30 min.)	Place
Okayama	July 22 (Thu) 14:00-16:00	Okayama International Center Conference Room ( 2-2-1 Hokancho, Okayama-shi )
Fukuoka	July 23 (Fri) 14:00-16:00	Fukuokaken Chusho Kigyou Koshin Center Room 403 ( 9-15 Yoshizuka Honcho, Hakata-ku, Fukuoka-shi )
Osaka	JuJy 29 (Thu) the 1st 10:00-12:00 the 2nd 14:00-16:00	ATC Green Eco Plaza Biotope Plaza ( ATC Bldg. ITM 11F, 2-1-10, Nanko kita, Suminoe-ku, Osaka-shi )
Nagoya	July 30 (Fri) 14:00-16:00	Nagoya Consumer Center the 1st seminar room ( Fushimi Life Plaza 12F, 1-23-13, Sakae Naka-ku, Nagoya-shi )
Tokyo	August 3 (Tue) the 1st 10:00-12:00 the 2nd 14:00-16:00	Uchisaiwaicho Hall ( 1-5-1 Uchisaiwaicho, Chiyoda-ku, Tokyo )
Sapporo	August 6 (Fri) 14:00-16:00	Hokkaido Kankyo Support Center Multi Purpose Hall ( Sapporo Chiyoda Bldg. 1F, 5-5 Kita7jo, Kita-ku, Sapporo-shi )

### How to Apply

Please apply by 17:00 on July 20 (Tue) by Fax (03-5114-1257) or e-mail (setsumeikai@japan.email.ne.jp) with 1.Area Name you wish to attend (and 1st or 2nd for Tokyo and Osaka), 2.Name of your company, 3.Name of contact person of attendants, 4.phone number, 5.Fax number.

\* We thank you for your understanding if we should change the dates and places or should unify the places depending on the application status.

### Contact

Explanatory Meeting desk, Promotion Section, Eco Mark Office, Japan Environment Association  
TEL: 03-5114-1255 e-mail: setsumeikai@japan.email.ne.jp

## Information

### Activities of Global Ecolabelling Network

#### GEN Annual General Meeting will be Held in Japan

Annual General Meeting of Global Ecolabelling Network (GEN) consisted of type I environmental labelling organizations in the world will be held from October 5 (Tue) to 9 (Sat) in Tokyo. Besides discussing important matters such as annual plan, we will have a seminar by inviting organizations that are preparing/developing ecolabelling programs from Asian countries and other areas.

#### Special Group Discussion will be held in “The 1st International Conference on Green Purchasing in Sendai”

GEN will have a Special Group Discussion in “The 1st International Conference on Green Purchasing in Sendai” hosted by Green Purchasing Network and Sendai City. Speakers from German Blue Angel, Nordic Swan, EU Flower, China Environmental Label, Korea Eco-label fill this group discussion with interesting latest information on present status and future developments, and mutual recognition. Other latest information including Type I environmental label in Indonesia will be presented as well. Please join this session Registration is necessary . Admission free.

Please find details on website <http://www.ics-inc.co.jp/icgps/>

### No.11 “Fire Extinguisher” of Eco Mark Introductory Leaflet “Discover! Eco Mark around You” has been published

No.11 “Fire Extinguisher” is added to the series of leaflet “Discover! Eco Mark around You”, which describe environmental problems underlay, how the environment can be better protected and so on.

No.11 “Fire Extinguisher”  
of Eco Mark Introductory Leaflet



### Workbook for Children “Let's find Eco Marks ! (Vol.4)” has been published

We published a workbook “Let's find Eco Marks ! (vol.4)” targeted at elementary school children. We highlight PET bottles and its recycle in this volume and children can learn environment through illustration and quiz.

Workbook for Children  
“Let's find Eco Marks ! (Vol.4)”



## Announcement of Explanatory Meeting on Eco Mark Products Database “Green Station”



3 years has passed since establishment of Eco Mark Products Database “Green Station” managed by Fine Co.,Ltd. and supervised by JEA. Explanatory meeting on business activities will be held and this is a good opportunity to hear users voice such as local governments and mail order houses specialized in office.

**Dates:** Tokyo (Otsuka Shokai 3F Hall) July 7 (Wed)  
Osaka (ATC Green Eco Plaza) July 9 (Fri)  
Nagoya (Abo Hall) July 14 (Wed)  
\*Registration is necessary for all venues (registration deadline: July 5, admission free)

**Contact:** Fine Co., Ltd. Eco Enterprise Section Persosn: Yamauchi, Tokuno  
TEL: 06-4704-5725 e-mail: info@greenstation.net  
URL: <http://www.greenstation.net>

## Exhibition Booth at “Shinshu Environment Fair 2004” (Eco Mark Consultation Meeting is held at the same time)

On July 17 (Sat) and 18 (Sun), the Eco Mark Office will have a booth at the above fair held in Big Hat, Nagano city. Companies and organizations will get together on this occasion to demonstrate and sell the environmentally friendly products as well as to introduce the overall environmental activities each of participants has been implementing. Please drop by. Admission free.

**Date and Time:** July 17 (Sat) 10:00-17:00, July 18 (Sun) 9:00-16:00  
**Place:** Nagano city Big Hat (Wakazato, Nagano city, Multipurpose Sports Arena)  
**Contact:** Eco Mark Office Ms.Mizuno TEL 03-5114-1255

### Eco Mark Consultation Meeting in Nagano (held during the above exhibition)

We will hold an “Eco Mark Consultation Meeting (Nagano)” on application at the above “Shinshu Environment Fair 2004”.

**Time:** 1) Morning 10:00-12:00 2) Afternoon 13:00-16:00

**Place:** Eco Mark booth at “Shinshu Environment Fair 2004”

If you wish to attend the consultation, please apply to Eco Mark Office with following information by Fax. The deadline is July 9 (Fri). We will contact you as soon as possible. Please understand that we will accept early arrivals when applications excess our capacity. Also, we will have to arrange date and time you did not specify. Consultation is only in Japanese.

- 1) Company/Organization
- 2) Names of attendants
- 3) Phone and Fax number of attendants
- 4) What do you wish to consult about ? (Please specify the product category and questions.)
- 5) Date and time you wish (1<sup>st</sup> priority, 2<sup>nd</sup> priority)

To apply Certification Section, Eco Mark Office, Japan Environment Association  
Fax: 03-5114-1257

## Exhibition Booth at “Environment Day Nagoya 2004” (Eco Mark Consultation Meeting is held at the same time)

Eco Mark Office will have a booth at “Environment Day Nagoya 2004” aiming to be an incentive to think about environment and take practical actions by co-working of citizens, enterprises and government. Please drop by.

**Date and Time:** Sept 19 (Sun) 10:00-16:00

**Place:** Hisaya Oodori Park (3 Chome, Marunouchi, Naka-ku, Nagoya-shi)

**Contact:** Eco Mark Office Ms.Mizuno TEL 03-5114-1255

### Eco Mark Consultation Meeting in Nagoya (held during the above exhibition)

We will hold an “Eco Mark Consultation Meeting (Nagoya)” on application at the above “Shinshu Environment Fair 2004”.

**Time:** 1) Morning 10:00-12:00 2) Afternoon 13:00-16:00

**Place:** within “Environment Day Nagoya 2004” area

If you wish to attend the consultation, please apply with your information described in Eco Mark Consultation Meeting (Nagano) by fax. The deadline is September 3 (Fri). We will contact you after September 6 (Mon).

## Topics

### We distributed Eco Mark Original Pamphlets at Ito Yokado Stores during Environment Month in June

Eco Mark Office distributed a leaflet, “Let's Start Eco Life”, at about 180 stores of Ito Yokado with the cooperation of the company during the environmental month in June.

This leaflet states the eco-friendly activities easily done at the stores including promoting the purchase of Eco Mark products, separation of waste, and carrying a shopping bag instead of using free shopping bags given at cashier. There is also a prize of book coupons by lottery for the people who answered the questionnaire on the leaflet (application should be posted by July 15, 2004, date of stamp on the day is valid for application). Response to this prize has already been very positive.

Eco Mark Original Pamphlet  
“Let's Start Eco Life”



## Report from Overseas

### Global Warming Seminar was held in 5 Cities in Indonesia

Ministry of Environment Indonesias and Japan International Cooperation Agency (JICA) organized seminars at 5 cities in Indonesia this year as a starter of activities to diffuse and enlighten the countermeasure against global warming in Indonesia at public level. A seminar was scheduled for 2 days and aimed at government, companies, NGOs, and teachers of universities and high schools, etc. This was probably the first seminar in Indonesia, which themed on the daily activity to prevent global warming. Seminars were held at various locations in Indonesia including Medan (Sumatra Island), Banjarmasin (Kalimantan Island), Batam (Batam Island, near Singapore), Menado (Sulawesi Island) and Pankalpinang (Pankalpinang Island).

Ms Kikuko Tatsumi, Environmental Chairman of Nippon Association of Consumer Specialists (NACS) and a member of Eco Mark Committee for Establishing Category and Criteria, kindly gave the detailed lecture about the activities which anyone can do, such as energy conservation activity and the green purchase in regard to the countermeasure to prevent global warming in daily life based on the viewpoint of consumers and ordinary citizens.

During the lecture she also introduced Eco Mark products, many of which were exhibited at the venues and talked about the feature of those products, which can reduce the environmental burden. Furthermore the participants was divided into groups and received a lecture of how to manufacture "Solar Cooker", which uses solar energy, and they were taught how to make boiled egg using "Solar Cooker". At the end of the lecture the group who scored top during the global warming quiz game was presented with Eco Mark product brought from Japan.

(Tetsuro Fujitsuka, The Ministry of Environment Indonesia )



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 Prime Kamiyacho Building 2F, 1-11-9 Azabudai, Minato-ku, Tokyo 106-0041 Japan  
 Certification section TEL: +81-3-5114-1253 FAX: +81-3-5114-1257  
 Criteria section/Promotion section TEL: +81-3-5114-1255 FAX: +81-3-5114-1257  
 Homepage: <http://www.ecomark.jp/english>  
 e-mail: [ecomark@japan.email.ne.jp](mailto:ecomark@japan.email.ne.jp)



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