

# **Guidelines for Environmental Representations (Eco-labeling)**

**A framework for providing the appropriate and easily  
recognizable environmental information**

**Ministry of Environment, JAPAN**

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\* The URLs, etc. in these guidelines are as of January 2008.



## Chapter 1 Background

These Guidelines compile data that business entities must address in order to provide useful environmental information for both businesses and consumers. To this end, these Guidelines sort out various kinds of environmental information that mainly businesses are communicating to consumers. First, let us clarify the objectives of these Guidelines by describing the current state of environmental information before moving on to the main text.

### 1-1. Toward a Sustainable Society

Today, the global environment is plagued with various problems including global warming, depletion of the ozone layer, and depletion of natural resources. Measures on a global scale, which transcend national borders, are being deliberated in order to address these issues. At the same time, initiatives by individual countries are urgently sought after. Kyoto Protocol, among these efforts, is pursued as one of the most important goals to be achieved, as a commitment by industrialized nations to reduce the amount of emission of greenhouse gasses, including carbon dioxide, as a countermeasure against global warming. Japan, in its own right, has been endeavoring to cope with these environmental issues, by such efforts as enacting environmental laws, implementing various policies, and organizing national movements. One example of these national movements is called, “Team Minus 6%”<sup>1</sup>, which aims at catching momentum of increased environmental awareness among businesses and the general public in their everyday lives.

In addition, in order to depart from a society dependent on an economy oriented to mass production, mass consumption and mass disposal, Japan has been engaged in an initiative toward establishing a “recycling society”, in which consumption of natural resource is reduced and the burden on the environment is alleviated as much as possible. This is being carried out by efficient use of materials in all stages of the lifecycle of commodities from production, consumption, disposal, and promotion of recycling.

As a basic framework to drive forward the formation of a recycling society, the Japanese government established, “The Basic Law for Establishing the Recycling-based Society” (Basic Framework Law) in May 2000. Furthermore, as a measure to facilitate specific implementation of this act, the government revised the “Waste Management and Public Cleansing Law”, which provide for appropriate disposal of waste. The Japanese government also enacted other laws, such

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<sup>1</sup> It is a national campaign implemented by the Japanese government in order to achieve a 6% reduction of greenhouse gas (GHG) emissions, which is Japan's commitment under the Kyoto Protocol. The campaign advocates to various organizations and individuals to take six concrete actions for reducing GHG emissions. (Action 1: Set cooling to 28° Celsius in summer and heating to 20° Celsius in winter. ("COOL BIZ", "WARM BIZ") Action 2: Don't leave water running every time you use it. (CO<sup>2</sup> reduction through controlled water usage) Action 3: Don't leave your car idling. (CO<sup>2</sup> reduction through controlled driving) Action 4: Choose eco-friendly products. Action 5: CO<sup>2</sup> reduction through product purchase and waste management. Action 6: Unplug electric appliances when not using them. (CO<sup>2</sup> reduction through controlled electricity usage). It also provides various kinds of information regarding global warming (quoted from the web site of “Team Minus 6%”): <http://www.team-6.jp/>

as, the “Law for Promotion of Effective Utilization of Resources (hereinafter referred to as the “Effective Utilization of Resources Promotion Law”)” that provides for the promotion of recycling, and the “Law Concerning the Promotion of Procurement of Eco-Friendly Goods and Services by the State and Other Entities” (hereinafter referred to as the “Law on Promoting Green Purchasing”)), which aims at establishing necessary provisions to encourage the national and local governments, etc. to preferentially procure eco-friendly goods, so as to establish a society that can enjoy a sustainable development, and contribute to securing a sound and cultural lifestyle for its citizens. (See page 64 for the Framework of the measures for “Establishing the Recycling Society”)

Since 2002, the Ministry of Environment has been calling for a change in people’s lifestyles by devising a catch phrase, “*wa-no-kurashi*”<sup>2</sup>, to refer to a “recycling lifestyle that emphasizes sustainability, simplicity and quality.” (“*wa*” means both “environment” and “circulation.” “*kurashi*” means “lifestyle.”) Meanwhile, the so-called ideas of “slow life” and “LOHAS (Lifestyles of Health and Sustainability)”, ideas intended to encourage a transformation from a conventional lifestyle to a new lifestyle that is broadly rich and considerate of the environment, are being taken up mainly by the mass media. These ideas are sort of becoming fashionable. It can be predicted that these movements that are linked with the change of awareness among people will broadly permeate society by being proposed by various entities.

In recent years, businesses have aggressively provided information on their efforts to reduce impact of their business activities on the environment, and on their environmental activities, etc. at their business sites and factories through various forms of media, including environmental reports, environmental advertisements and the companies’ web sites. Since businesses are in a position to be the target of attention and evaluation by different kinds of stakeholders, such as consumers, local communities, investors, financial institutions, the press, business relations, employees, government agencies, etc., business owners are becoming more and more aware of the importance of environmental communication with their stakeholders.

Environmental communication means the act of “deepening mutual understanding and conviction by listening to the opinions of stakeholders, and having discussion with each other, in stead of unilaterally providing information on the environmental impact or environmental conservation activities, etc. The goal of environmental communication is cultivating a partnership between respective entities, such as individuals, governments, businesses, non-governmental non-profit organizations, etc. toward the objective of establishing a sustainable society”. Enhancement of environmental communication is an integral part of the whole effort. In order to enhance environmental communication, it is essential, not only to exercise ingenuity in the content

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<sup>2</sup> The Ministry of Environment organized a conference as part of a group of initiatives to encourage individual citizen to make changes in their lifestyles for preventing global warming. A conference was held and many opinion leaders from various fields attended, sharing their efforts in preventing global warming. The conference sent messages to encourage each “actor” in society to change his/her awareness and take their own unique initiatives. A Japanese-language web site for “*wa-no-kurashi*” provides various kinds of public information including the summary of the conference, action plans adopted in “*Wa-no-Kurashi* Forum”, Eco-life Forecast (Forecast of CO<sub>2</sub> emissions, linked with weather forecasts. Quoted from the website for “*Wa-no-Kurashi*”: <http://www.wanokurashi.ne.jp/index.html>

of information to be provided and the means of providing information, but also to prepare a framework to facilitate engagement of environmental communication on an ongoing basis.

## 1-2. Green purchasing and the Law on Promoting Green Purchasing

“Green purchasing” is one of the most important initiatives to set forward the countermeasures against global warming, and to promote the formation of a recycling-based society. “Green purchasing” means the following: “After thoroughly examining the necessity of the purchase, and weighing not only quality, price and design, but also environment-friendliness, you finally purchase goods and services which have the minimal environmental impact (hereinafter referred to as “environment-conscious product<sup>3</sup>”) from businesses which have been taking initiatives to preferentially reduce environmental impact.

The objectives of the “Law on Promoting Green Purchasing” are to encourage the respective agencies, such as the government, including government ministries and agencies, and public organizations, such as independent administrative institutions, etc.: a) to take initiative in promoting procurement of eco-friendly goods; b) to provide appropriate information on eco-friendly goods, etc.; c) to shift in demand towards eco-friendly goods, etc. and; d) to establish a society which can enjoy sustainable development.

The law also sets forth provisions to encourage local governments, business entities and citizens to make efforts to individually purchase eco-friendly goods as much as possible, in order to promote green purchasing for the society as a whole. The objective of green purchasing is to encourage a shift in demand towards eco-friendly goods, etc., but not to encourage an increase in the total amount of purchases. (See page 66 for the details of “The Law on Promoting Green Purchasing.”)

## 1-3. Effect Expected by the Promotion of Green Purchasing

Ever since the “Law on Promoting Green Purchasing” was enacted, progress has been made in the provision of environmentally friendly products by businesses from a variety of fields. In turn, green purchasing and green procurement by state and local governments and businesses have been growing. Also, there are consumers who hope to purchase eco-friendly commodities. (They are called “green consumers.”)

By promoting green purchasing, the market of environmentally friendly products (hereinafter

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<sup>3</sup> In the Law on Promoting Green Purchasing, “goods and services which contribute to the reduction of environmental impact” are referred to as “eco-friendly goods, etc.” (See P. 68) In these Guidelines, the term “environment-conscious product” is used instead as it is more commonly used. Apart from these terms, environmentally-friendly products are referred to by such phrase as “eco-products”, “environment-conscious product”, “green commodities”, “eco-goods” and so on”.

referred to as the “green market”) has been steadily formed. It is expected that the scale of this market will continue to expand in the future through the continuous efforts made by businesses, consumers and governments respectively.

The following are some of the effects that can be expected as a result of the promotion of green purchasing.

- The vitalization of the green market will encourage acceleration of the development of environmentally friendly products by businesses. Considering the environmental impact in the lifecycle of products (lifecycle starting with the extraction of raw materials, development, manufacture, import, assembly, transport, distribution, product usage, maintenance and ending with disposal or recycling) will lead to the reduction in the CO<sup>2</sup> emissions and the promotion of 3Rs<sup>4</sup> in the lifecycle of products, in comparison to conventional products. Furthermore, an understanding of the need to stop global warming, and an understanding of various activities such as recycling, will spread among consumers. This in turn will promote environmental conservation activities. In this way, the stress on the environment by society as a whole will be reduced.
- Businesses will be able to expand demand for their products, improve their corporate values, promote environmental management, and create their environmental brands. Furthermore, pro-environmental awareness will be enhanced among employees (constituents).
- Consumers will be able to choose eco-friendly goods and services, and their awareness of preferential purchasing and purchasing for replacements will be sharpened. Economic benefits can be obtained by saving energy and water at the stage of using eco-friendly products.
- Japan will be able to make proposals at the international level and establish cooperation with foreign countries as a country advanced in the environmental field

(See page 71 for the details of effect expected from the promotion of green purchasing.)

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<sup>4</sup> 3Rs is a collective term that stands for reduce (control of creation of wastes), reuse and recycle. 3R is an initiative aimed at balancing environment and economy through effective use of resources. “Reduce” means to reduce waste by carefully using goods. “Reuse” means to use goods repeatedly if possible. “Recycle” means to use wastes once again as a resource.  
<http://www.env.go.jp/recycle/3r/>

#### 1-4. Current State and Problems of Environmental Representation (Eco-labeling)

##### **(1) What is environmental representation (eco-labeling)?**

In order to promote green purchasing, it is necessary to communicate to consumers how particular goods and services are environmentally friendly, by providing appropriate information and helping the consumers to understand it. There are various channels for communicating information on goods and services to consumers. Among those channels, “representation (labeling)” on goods and services is of particular importance.

“Representation (labeling)” refers to advertising or any other descriptions on the substance or the terms of sales of the service a business supplies or the terms of sales. Businesses make or use such “representations” to attract customers. The Fair Trade Commission (FTC) administers the “Act against Unjustifiable Premiums and Misleading Representations” (hereinafter referred to as “Premiums and Representations Act” – see page 8), which was established for the purpose of securing fair competition and profit of general consumers. The FTC specifies “environmental representation” as follows.

**Representations stipulated by Japan Fair Trade Commission under Article 2,  
Paragraph 2 of the Premiums and Representations Act**

The term "representations" used in Article 2, Paragraph 2 of the Premiums and Representations Act shall mean advertisement or any other descriptions which an entrepreneur makes or uses as means of inducing customers, with respect to the substance of the commodity or service which he/she supplies or the terms of sales or any other matters concerning transactions, and which are listed below:

1. Advertisements or any other descriptions on commodities, containers or packaging, and those attached to these goods
2. Advertisements or any other descriptions in samples, flyers, brochures, written instructions, and similar articles (including those by direct mail, facsimile, etc.), as well as aural advertisements or any other descriptions (including those by telephone)
3. Advertisements or displays by posters, billboards (including those shown on placards, buildings, trains, automobiles, etc.), neon signs, advertising balloons or similar articles, as well as advertisements by demonstration.
4. Advertisements in newspapers, magazines or any other publications, broadcasting (including broadcasts via wired telecommunications equipment and loud speakers), films, plays or electric lights.
5. Advertisements or any other descriptions disseminated by information processing equipment (including those disseminated through the internet, computer communications, etc.)

(Source: "The Notification concerning Designation of premiums, etc. and Representations Stipulated by Article 2 of the Act against Unjustifiable Premiums and Misleading Representations ", FTC Notification No. 3 of 1962)

In these Guidelines, we assume "environmental representation (Eco-labeling)" refers to explanations of environmental friendliness during the stages of extraction of raw materials, production, distribution, use, and recycle or disposal of certain products, and/or effective features of products for environmental conservation. Environmental representation is exercised by using explanatory statements or symbolic marks (such as figures and charts), and can be seen in products, packages, catalogues, storefront advertisements, storefront displays, websites, advertisements on TV and in newspapers. Typical examples of environmental representations include: display of description saying, "Contains XX % recycled paper" on printed matter or paper for printing; or representation saying "No dioxin is released when burned" on plastic bags provided by cashiers at the supermarket. Moreover, there are "Eco-Mark" (See page15), and representations (eco-labels) used by businesses, etc. to indicate environmental friendliness of their products by using their own independent symbols.

The subject of Premiums and Representations Act is "transaction of goods and services that one supplies", and it does not include as its subject 1) goods and services whose provision one receives (purchasing and recruiting of human resources, etc.); or 2) advertisement which is not

related to goods and services (such as advertisement addressed to shareholders or that of corporation itself which is not related to its goods or services). But, because it is considered that representation of a pro-environment attitude of a corporation is most likely to have a substantial impact on consumers, these Guidelines address representations that are not directly related to a transaction of goods and services [also as a subject matter of representation (eco-labeling)], as well as “representations” specified by the Fair Trade Commission.

## **(2) “Misleading Representation” defined in the Premiums and Representation Act**

In Japan, Article 4, Section 1, Item 1 of the Premiums and Representations Act prohibits any unjust representation (falsehoods or exaggerations, etc.), by which the substance of goods or services are shown to general consumers to be much better than the actual one or much better than that of other business entities. Eco-labeling is also subjected to this regulation.

Furthermore, the Fair Trade Commission may, in order to evaluate whether any representation falls under the category of misleading representation (to be misunderstood by general consumers to be much better than actual product), require the entrepreneur concerned to submit data as reasonable grounds for the representation he has made. In such a case, if the entrepreneur fails to submit the data, or the data that has been submitted cannot be recognized as reasonable grounds, the Fair Trade Commission may order the entrepreneur concerned to cease the said act, or to take the measures necessary to prevent the reoccurrence of the said violation (applies only to the provisions of Article 4, Section 1, Item 1). In other words, when an entrepreneur employs eco-labeling for an environmental-conscious product, he must do it in a proper manner based on objective and reasonable grounds for the representation he has made.

**Act against Unjustifiable Premiums and Misleading Representations (Premiums and Representations Act)**

(Prohibition of misleading representations)

Article 4

1. No entrepreneur shall make such representation as provided for in any one of the following items in connection with transactions of goods or services which he supplies:
  - (1) Any representation by which the quality, standard or any other matter relating to the substance of goods or services are shown to general consumers to be much better than the actual one or much better than that of other entrepreneurs who are in a competitive relationship with the entrepreneur concerned contrary to the fact and thereby which tends to unfairly persuade customers and to impede fair competition;
  - (2) Any representation by which price or any other trade terms of goods or services will be misunderstood by general consumers to be much more favorable to the general consumers than the actual one or than those of other entrepreneurs who are in a competitive relationship with the entrepreneur concerned, and thereby which tends to induce customers unjustly and to impede fair competition; or
  - (3) In addition to what are listed in the preceding two items, any representation by which any matter relating to transactions of goods or services is likely to be misunderstood by general consumers and which is designated by the Fair Trade Commission as such, finding it likely to induce customers unjustly and to impede fair competition.
2. The Fair Trade Commission may, where it finds it necessary in order to evaluate whether any representation falls under item (1) of the preceding paragraph, designate a period and require the entrepreneur concerned to submit data as reasonable grounds for the representation he has made. In such cases, if the entrepreneur fails to submit the data, the representation concerned shall be deemed to fall under the said item for the purpose of applying the provisions of Article 6 (1) and (2).

(Source: The Act against Unjustifiable Premiums and Misleading Representations; Law No. 134 of 1962)

For the details of the Premiums and Representations Act, check the website of the Fair Trade Commission.

▶ The top page of the Premiums and Representations Act of the Fair Trade Commission:

<http://www.jftc.go.jp/keihyo/>

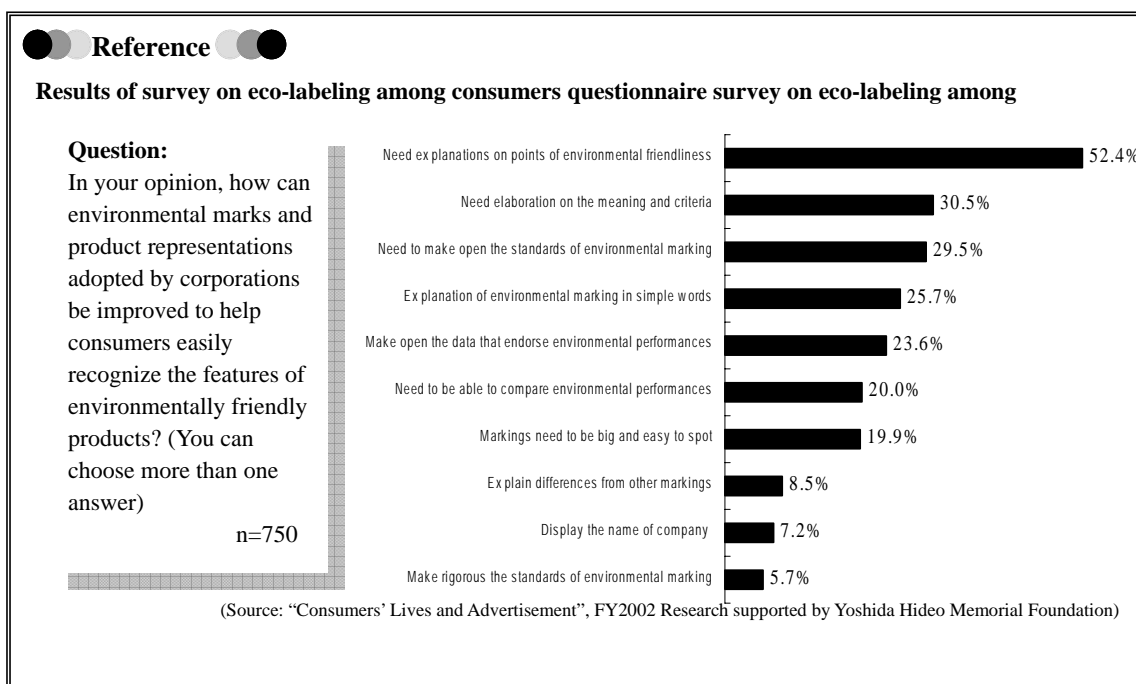
### **(3) Problems concerning environmental representation (eco-labeling)**

In Japan, the provision and reception of information concerning characteristics of goods and services from an environmental point of view has been discussed, not only by businesses but also by the government, academic institutions, scholars of acknowledged erudition and experience. Nevertheless, the following issues are coming to the surface as problems that businesses face as provider of environmental information, and frictions between businesses and consumers who are on the receiving end of the information.

- Among some environmental representations (eco-labeling), cases that lack objectivity or rationality regarding the markings can be found here and there.
- The scope of claim is not specifically indicated, or too simplified. Ambiguous expression such as “environmentally friendly” may be used by itself.

- Because of the flood of explanatory statements and the various symbols and marks by various companies in the market, it is difficult to distinguish the superiority or inferiority of products in terms of their environmental impact, and comparison between products is also difficult.
- The tasks to be achieved include appropriate quantity and quality of environmental information, methods of communications, timing, effectiveness in reducing environmental impact, generality and transparency of information, and the need for scientific verification.
- Since there is not any clear framework for consumers to examine whether or not the content of environmental information provided by businesses is a fact, it is difficult to make judgments based on the information provided by businesses alone.
- It is not necessarily actively used by consumers in the selection of products, thus, it is not directly connected to purchasing activity.
- Cases have occurred in which both consumers and competitors bring charges against misleading representations asking administrative supervisory agencies to take action.

Under these circumstances, it is difficult to win over the confidence of consumers no matter how much important environmental information is provided, which means we cannot say that environmental representation (eco-labeling) is functioning well. One of the reasons for the current condition is the lack of mutual understanding between businesses and consumers concerning environmental representation (eco-labeling). Such conditions as mentioned are considered to be the current state surrounding environmental representation (eco-labeling). It is necessary to examine the methods to deal with these conditions and prepare an appropriate framework to deal with them.



## 1-5. Policy for Formulating These Guidelines

Section 2 of the Supplementary Provisions of “The Law on Promoting Green Purchasing” sets forth that “the government shall, while respecting the content and method of provision of the information on eco-friendly goods, etc., and also the autonomy of those who provide the information on eco-friendly goods, etc., give due consideration to the necessary measures to ensure the provision of appropriate information, as well as the ideal status of information provision system on eco-friendly goods, etc..”

In addition, “The Basic Plan for Establishing the Recycling-based Society” formulated on the basis of the Basic Law for Establishing the Recycling-based Society sets forth that “a study must be conducted on the framework of information provision system, such as substance of information and methods of provision of information concerning eco-friendly goods and services, measures to secure provision of appropriate information and so forth, and based on the results of the study, take necessary action.”(Roughly by the end of FY2007)”

Furthermore on June 2004, the Consumer Protection Fundamental Act was revised to establish the Consumer Affairs Fundamental Act. Then, based on this Act, “The Grand Plan for Consumer Affairs” (announced in April, 2005) was formulated, which sets forth a plan to “study ideal frameworks of provision of environmental information by businesses in such form as environmental labels and content thereof.” The method of provision and substance of environmental information which make it easy for consumers to choose eco-friendly product are needed.

With respect to ideal framework of environmental representation (eco-labeling) for both businesses and consumers, the Ministry of Environment studied international trends and sorted out various problems and challenges pertaining to environmental representation (eco-labeling). They then set up the “Study Group on Preparation of Guidelines for Environmental Representation (Eco-labeling)” consisting of well-informed individuals, individuals involved in the industry and related ministries and agencies to examine the ideal framework. The final result was this formulated “Guideline for Environmental Representation (Eco-labeling)”.

These Guidelines are fundamentally based on international standards (ISO/JIS Q 14020、14021)on environmental representation (eco-labeling). It sets forth the ideal framework for the provision of environmental information primarily from businesses and trade organizations to consumers. It also presents independent items to fill in gaps where it is difficult to understand the full meaning of intention with only the international standards.

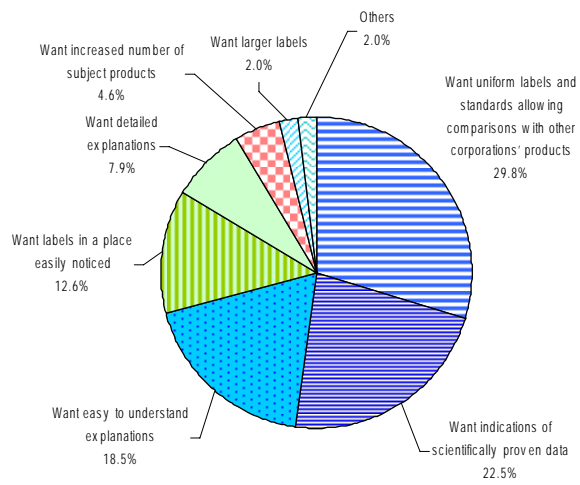
We are expecting that, through dissemination of These Guidelines, communications between businesses and consumers will be deepened through environmental representation (eco-labeling), a shift in demand towards eco-friendly goods, etc. will be encouraged, and eventually it will contribute to the establishment of a recycling-based society which can enjoy sustainable development.

●●● Reference ●●●

**Results of survey on eco-labeling**

**Question:**  
 Many corporations adopt voluntary environmental marking. What kind of improvements do you expect for them? (You may choose only one answer.)

n=151



(Source: FY 2007 Survey on Eco-labeling, Ministry of Environment)

## Chapter 2 Scope of Application of Guidelines

### 2-1. Objectives of the Guidelines

These Guidelines (addressed to business entities and trade organizations that use environmental representations (eco-labeling) and to third-party organizations that provide accreditation (certification) systems) organize and outline the framework of information supply, which is necessary for the promotion of green purchasing. These guidelines also indicate the directions to take for the future. Specifically, the objectives of these guidelines are to support the following:

1. Environmental representations (eco-labeling) will provide beneficial information that consumers can easily recognize and support.

2. Business entities and associations will establish institutions to provide appropriate environmental information, and deepen mutual understanding with various other stakeholders that are concerned with environmental information. (See page 54-55 for details.)

These Guidelines respect the autonomy of individual business entities and trade associations, etc. The authors of the Guidelines expect that businesses and trade associations that recognize the importance of eliminating misleading representations and of providing beneficial information to consumers will work toward using the appropriate environmental representation (eco-labeling) based on these Guidelines.

Moreover, by posting these Guidelines on the website of the Ministry of Environment, the opinions of various stakeholders will be collected and made available. This will further enhance the understanding and cooperation by various stakeholders, which, hopefully, will increase public awareness of these Guidelines.

### 2-2. Target of the Guidelines

These Guidelines are addressed to business entities and trade organizations that use environmental representations (eco-labeling) and to third-party organizations that provide accreditation (certification) systems. The details are described below.

#### **(1) Businesses, etc. which use environmental representations (eco-labeling)**

These Guidelines apply to “businesses and trade associations” (hereinafter referred to as “businesses, etc.”) which employ representations (labels) (See page 6) that indicate: a) compliance with the laws and voluntary regulations, etc., during each stage of the lifecycle of their eco-friendly products and services; b) environmental features or the degree of improvement in their products’

attributes; c) quantitative effects that contribute to environmental conservation etc. that reduce environmental impact.

As regards the term “Trade associations” mentioned in these Guidelines, the definition of “trade associations” stipulated in Article 2, Section 2 of the Anti-Monopoly Act applies. In addition, in these Guidelines, “trade associations” refer to those that set up unified environmental labels or employ accreditation (certification) system of eco-labeling. Since the constituents of trade associations are business entities, trade organizations are not independent third-party organizations.<sup>5</sup> Thus, in these Guidelines, trade associations fall under the category of businesses, etc.

Goods (products) and services covered in these Guidelines encompass all goods and services circulated in the market which claim to be “environmentally friendly”, regardless of whether they are specified or not specified in the basic policy of “The Law on Promoting Green Purchasing” or whether they are certified eco-mark products and services or not. Since all environmental representations (eco-labels) that businesses use communicate, explicitly or implicitly, certain information to consumers through their business activities as well as promotional or marketing activities of their goods and services are subject to these Guidelines. Therefore, when businesses, etc. cover information concerning eco-friendly features of products and services in their environmental reports, etc., they are within the scope of application of these Guidelines.

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<sup>5</sup> The term “third party” is defined in ISO as “an individual or an organization which is recognized as independent from the party related to the question being deliberated.” (ISO/ IEC Guide 2: 1996)

### **”Trade association”**

The term "trade association" refers to any combination or federation of combinations of two or more firms that has as one of its principal purposes the furtherance of the common business interests of those firms. Such associations can take any of the following forms (Sec. 2 (2) of Anti-Monopoly Act).

1. Any association, incorporated or not, that has two or more member firms (including any status comparable to membership).
2. Any foundation, whether a legal entity or not, of which two or more firms control the appointment or dismissal of directors or managers and the execution or existence of business activity.
3. Any partnership that has two or more member firms, or any contractual combination of two or more firms.

For example, trade associations bear such names as Kogyokai (a manufacturing association), Kyokai (a society), Kyogikai (a council), Kumiai (an association), and Rengokai (a federation of organizations).

The "common business interests of those firms" mentioned above refers to interests that contribute directly or indirectly to the constituent firms' business interests; it is irrelevant whether this benefit is specific to individual firms or general within the industry. In view of this definition, associations such as scientific societies, public service organizations, and religious associations, which, though composed of two or more firms, do not have as their principal purpose the furtherance of the common business interests of firms, are not classified as trade associations.

(Guidelines Concerning the Activities of Trade Associations under the Antimonopoly Act,

October 30, 1995)

## **(2) Third-party organizations that provide accreditation (certification) systems**

Third-party organizations refer to government agencies, public benefit corporations, non-profit organizations (NPOs), etc. Under accreditation (certification) systems, these organizations grant approval for the use of accreditation (certification) marks (hereinafter referred to as “accreditation mark”) with respect to environmental features of goods and services, to businesses, etc. which have taken the necessary procedures in a prescribed manner by applying for accreditation, and being audited for accreditation approval. In addition, as an alternative to accreditation system, another system is offered to businesses, etc. In this alternative system, businesses can avail themselves of the use of marks based on their own good judgment, when they

determine that their goods or services satisfy the criteria or usage conditions, etc. established by the third-party organizations. (For example, recycled paper mark)

Because businesses, etc. can use accreditation marks, or, environmental labels, for which use the third-party organizations issue approval, these Guidelines are applicable to associations, organizations and agencies that are involved in the issuing approval of use of these accreditation marks.

Under accreditation (certification) systems by third-party organizations, respective third party organizations independently lay out the provisions regarding the focus of the environmental impact, the criteria for accreditation, and the manner in which accreditation marks, etc. can be used. It is not the intention of the Guidelines to evaluate in any way the rights and wrongs of these provisions. However, considering the concern regarding representations of current accreditation marks and the possibility of their causing confusion among consumers, these Guidelines provide for representations of accreditation marks, etc.

## ●●● Referenc ●●●

### Example of Environmental labeling by third party organizations

#### ➤ "Eco Mark"

The "Eco Mark Program" is the first environmental label in Japan started by the Japan Environment Association (JEA) in 1989. The "Eco Mark" is the only Type I environment label defined by ISO (see page21) that is implemented in Japan. In the "Eco Mark Program", the use of "Eco Mark" is allowed only for products, which are certified by the Japan Environment Association (JEA) to have less environmental impact compared to other similar products in each lifecycle (excavation of raw materials, manufacturing, distribution, usage, recycling/disposal) of a product and contribute to the preservation of the environment. The certification criteria are described for each type (genre) of products.

(Source: "Eco Mark Office", Japan Environment Association (JEA),  
<http://www.ecomark.jp/english/index.html>)



Fig. 2-1  
Eco Mark

#### ➤ Eco-Leaf Environmental Declaration

The "Eco-Leaf Environmental Declaration" is an eco-labeling program, whose full implementation was started in 2002 by the Japan Environmental Management Association for Industry (JEMAI). This label belongs to the Type III labeling category as defined by the International Organization for Standardization (ISO).

The "Eco-Leaf environmental Declaration" uses the LCA method to quantitatively calculate the environmental impact of products through all life cycle stages from the extraction of resources to manufacturing/assembly, distribution, usage and discarding/recycling. This qualitative data is disclosed to the public. It is up to users to decide how to interpret and evaluate the data.

(Source: Eco-Leaf Environmental Labeling Program, JEMAI)



Fig. 2-2  
Eco-Leaf

## 2-3. Definition of Terms

Terms used in these Guidelines are defined below.

### **Environment**

“Environment” is defined as follows: “Surroundings in which an organization operates, including air, water, land, natural resources, flora, fauna, humans, and their interrelations. This definition extends the view from an organizational focus to the global system.” (ISO 14001 3.5) In order to achieve the goal of establishing a recycling-based society, laws related to environment are being established, including various types of recycling laws to solve problems that are harmful to the environment, based on the principles of the Basic Environment Law, the Basic Law for Establishing the Recycling-based Society, and the Law Concerning the Promotion of the Measures to Cope with Global Warming. These Guidelines addresses the “environment” mentioned in these related laws.

### **Environment friendly products**

Goods and services which have the least possible environmental impact, or goods and services which help reduce environmental impact. (Same as “eco-friendly goods, etc.” defined in The Law on Promoting Green Purchasing)

### **Environmental representation (Eco-labeling)**

“Environmental representation (Eco-labeling)” refers to the display of information, with respect to products and services,: a) describing environmental concern taken into account during various stages of products and services, from the extraction of raw materials to manufacturing, distribution, use, recycling or disposal; b) explaining features which contributes to the environmental conservation; and c) indicating pro-environmental attitude, even though it is not directly related to the sale or purchase of products or services. Environment representations are exercised through explanatory statements or symbolic marks (such as figures, charts, etc.), which can be seen on products, packages, catalogues, storefront advertisement, storefront displays, websites, advertisements on TV and in newspapers and other similar places.

### **Environmental label**

Environmental labels provide information on products that take the environment into consideration. Environmental labels can: i) represent products that have been certified by a third party organization, based on certain standards that such products contribute to environmental conservation (Type I); ii) self-claimed environmental information issued by respective businesses (Type II); and quantitative representation of environmental information of products based on Life Cycle Assessment (LCA) (Type III), etc.

**Businesses, business entities, entrepreneurs**

These terms refer to businesses, entities and people who comply [“represent (label)”] with laws and voluntary regulations, etc., incorporate environmental features or degrees of improvement in attributes, or exhibit quantitative effects of environmental conservation that reduce environmental impact, etc.

**Third-party organizations that have the right of authorization (certification)**

As third-party organizations, these organizations have the right of authorization (certification) regarding environmental aspect of goods and services provided by businesses and/or their business activities. Government bodies, public benefit corporations, and non-profit organizations (NPOs) fall under this category.

**Trade associations**

“Trade association” (See page 14) as defined in Article 2, Section 2 of the “Act concerning Prohibition of Private Monopolization and Maintenance of Fair Trade” (hereinafter referred to as the Anti-Monopoly Act) is applicable here. This definition refers to trade associations which have set up unified environmental labels or have the right of authorization (certification). It is included in “businesses, etc.” in these Guidelines.

**Businesses, etc.**

This collective term refers to businesses and trade associations.

**Symbol**

A symbol symbolizes an abstract concept. Marks and designs that become symbols, such as a logo, are called symbol marks (logo, symbol).

**Figure**

A symbol indicates an abstract concept, whereas, we assume a figure refers to a case, for instance, when a design (or pattern) in a broader sense, including a specific design (or pattern), is used in an environmental claim of the Type II environmental label.

**Type II**

Type II refers to the standards of ISO 14021 and JIS Q 14021. International Organization for Standardization (ISO) defines one group of international standards called “Environmental labels and declarations” (See page 21). Type II environmental labels provide for ways in which businesses, etc. can declare environmental representations (eco-labeling) by themselves.

### **Goods and services addressed in these Guidelines**

These Guidelines address not only goods and services subject to the Law on Promoting Green Purchasing and Eco-marks, but also all goods and services distributed in the market with a claim “to be environmentally friendly”.

### **Representation**

This term refers to advertisement or representation (labeling) in general which an entrepreneur can make or use as means to notify the details of the product or the terms of sale of products in order to attract customers to buy the commodities or services which he or she supplies. It also refers to “representation”, as defined in Article 2, Section 2 of the Premiums and Representations Act. (See page 5)

### **Authorization (certification) mark**

This term refers to marks (environmental labels) used by businesses whose labels have been authorized by third party organizations that have such rights of authorization (certification). These third-party organizations evaluate the “greenness” of goods and services provided by the business or business activities, etc.

### **Lifecycle**

This term refers to the entire life cycle of a product from the extraction of raw materials to the development, manufacturing, import, assembly, transportation, distribution, product usage, maintenance, disposal or recycling of product.

### **Lifecycle Assessment (LCA)**

LCA is an approach for analyzing the environmental impact of a product throughout its Lifecycle. This cycle includes all of the steps from extraction of raw materials to development, manufacturing, import, assembly, transportation, distribution, usage of a product to the maintenance, disposal or recycling of product. The environmental impact of the product’s Lifecycle is assessed quantitatively, scientifically and objectively.

## Chapter 3 Appropriate Environmental Representation (Eco-labeling)

### 3-1. Advantages of Environmental Representation (Eco-labeling)

The purpose of environmental representation (eco-labeling) is to provide information to consumers that certain products and services are environmentally friendly, by using explanatory statements or symbols and marks. Since consumers have no other way of accessing any information pertaining to products or services than to obtain it through information provided by relevant businesses, etc., said businesses, etc. are required to secure solid reliable data first, and then actively provide consumers with the information regarding environmental performances of their products.<sup>6</sup>

The Guidelines, while respecting the autonomy of businesses, aim to establish a system of supplying information that is beneficial to both consumers and business entities by indicating rules to which businesses must conform when they employ environmental representation (eco-labeling). The following is the summary of effects which can be obtained by using the appropriate environmental representations (eco-labeling).

- Accurate information is provided.
- No misleading information is provided to consumers.
- Ambiguous or abstract environmental representations (eco-labeling) can be prevented.
- Unmerited environmental representation (eco-labeling), such as false or exaggeration can be prevented.
- Reliability and/or transparency of environmental representation (eco-labeling) can be secured.
- The details of environmental representation (eco-labeling) can be verified.
- Consumers will actively use environmental representation (eco-labeling).
- Development of environment friendly product will be promoted.
- Active green purchasing will be promoted.

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<sup>6</sup> Article 12 of the “Law Concerning the Promotion of Business Activities with Environmental Consideration by Specified Corporations, etc., by Facilitating Access to Environmental Information, and Other Measures (Law for Promotion of Environmental Consideration)”, which was enforced in April 2005, stipulates that corporations should strive to provide information on reducing the environmental impact in relation with their products and services.  
<http://www.env.go.jp/en/laws/policy/business.pdf>

●●● Reference ●●●

**Framework of ideal environmental representations (eco-labeling) presented by Japan Fair Trade Commission and Nippon Association of Consumer Specialists (NACS)**

1. Japan Fair Trade Commission

In 2001, Japan Fair Trade Commission published, "The Report on the Actual Conditions of the Advertisement of the Labeling of Environmentally Friendly Commodities", in which the Commission indicated five points to consider concerning advertisement representation suggesting environmental friendliness (eco-labeling) (see page 77 for details).

2. Nippon Association of Consumer Specialists (NACS)

Nippon Association of Consumer Specialists (NACS) compiled, "Nine Principles of Environmental Information for which Green Consumers Are Looking." (See page 79 for details).

(Source: "Green Consumer Series 3: Let's Start a Workshop on Environmental Labeling and Environmental Report ~ In order to choose environmentally conscious commodities and corporations", edited and authored by Environmental Committee, Nippon Association of Consumer Specialists (NACS) )

### 3-2. International Standards and Types of Environmental Representation (Eco-labeling)

Guidelines and voluntary standards, etc. which indicate conditions and requirements using "environmental representations (eco-labeling)" have been established in various countries and regions including North America and Europe (See page 80 for details).

The International Organization for Standardization (ISO)<sup>7</sup> publishes the "Environmental Labels and Declarations" series as an international standard on environmental representation, (eco-labeling) with the objective of stimulating the possibility of the continuous, market-led improvement of the environment. The ISO provides three types of "environmental labels and declarations", whose definitions and requirements are stipulated respectively. In addition, there are general principles common to all three types as well. Also, these standards are all established as JIS standards.

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<sup>7</sup> ISO (International Organization for Standardization) is a private non-profit organization established for the objective of developing and promoting international standardization and its related activities, which will facilitate the international exchange of products and services, and facilitate international cooperation in the areas of intellectual, scientific, technological and economic activities. <http://www.iso.org/iso/en/ISOOnline.frontpage>

**Table 3-1 “Environmental Labels and Declarations” standardized by the International Organization for Standardization (ISO)**

Standards of ISO (year of adoption) and its name		Feature	Description
ISO 14020: 1998 Environmental labels and declarations - General principles		Principles of guidance	<ul style="list-style-type: none"> <li>Requires joint use with other standards (Type I, II, and III) in the ISO 14020 series</li> <li>This standard cannot be used for certification or registration</li> </ul> Note: Established 14020: 1998 as JIS Q 14020 in 1999. Slightly revised ISO 14020: 1998 in 2000.
Type I	ISO 14024: 1999 Environmental labels and declarations – Type I Environmental labeling – Principles and procedures	Environmental labeling by third party certification	<ul style="list-style-type: none"> <li>Operated by third-party organizations</li> <li>Type of products and certification criteria are decided by operating organizations.</li> <li>Authorizes use of marks by conducting audits in response to application by businesses.</li> </ul> Note: Established as JIS Q 14024 in 2000 in Japan.
Type II	ISO 14021: 1999 Environmental labels and declarations – Self-declared environmental claims – (Type II Environmental labeling)	Self-declared environmental claims by businesses, etc.	<ul style="list-style-type: none"> <li>Evaluate compliance with in-house standards, and claim environmental improvement of the product to the market</li> <li>Applies also to promotional advertisement</li> <li>No judgment by a third party is taken into account.</li> <li>All parties who can profit from environmental claims can employ, including manufacturers, importers, distributors, retailers, etc.</li> </ul> Note: Note: Established as JIS Q 14021 in 2000 in Japan.
Type III	ISO 14025:2000 (Revised in 2006) Environmental labels and declarations – Type III Environmental declaration– Principles and procedures	Labeling of quantitative data on environmental impact of a product	<ul style="list-style-type: none"> <li>No judgment is made on acceptance or rejection.</li> <li>Quantitative data only is displayed.</li> <li>Judgment is left up to users.</li> </ul> Note: Planned to be established as JIS Q 14025 in 2007 in Japan

“Environmental Labels and Declarations” series of the Japanese Industrial Standards (JIS) are available for evaluation from the website of Japan Standards Association (JSA)

▶ Japan Standards Association (JSA), <http://www.jsa.or.jp/>

ISO 14021/JIS Q 14021 (**hereinafter referred to as Type II**) is an international standard that specifies requirements for self-declared environmental claims when businesses, etc. declare information regarding environmental aspects of their products and services by their own initiative. Currently, there are numerous environmental representations (eco-labeling) in the market that comply with the Type II standards.

**Examples of environmental labels complying with Type II standards  
(Compliance with Type II is declared by businesses)**



(Source: "Database of Environmental Labels, etc.", Ministry of Environment)

No accreditation or certification by a third party is required for the Type II. Since the substance of claims is entirely left up to the judgment of businesses, etc., it is important to secure reliability, transparency, etc. on the environmental information provided. But, under the current circumstances, there are numerous goods and services circulating in the market with environmental representations (eco-labeling) that do not comply with the Type II standard. The reason for this situation can be attributed to the fact that, either the existence of the standards themselves is not known to businesses, etc.; or even when businesses, etc. are aware that ideally they should comply with JIS standards, they think compliance is not mandatory.

Since environmental representations (eco-labeling) present data directly connected to the decision-making of consumers hoping to purchase environmentally friendly products, they carry huge significance and responsibility, and thus, it is important that at least they share common rules. It is necessary that all businesses that employ environmental representations (eco-labeling) comply with the international standards of JIS Q 14020 (general principles) and JIS Q 14021 (self-declared environmental claims).

●●● Reference ●●●

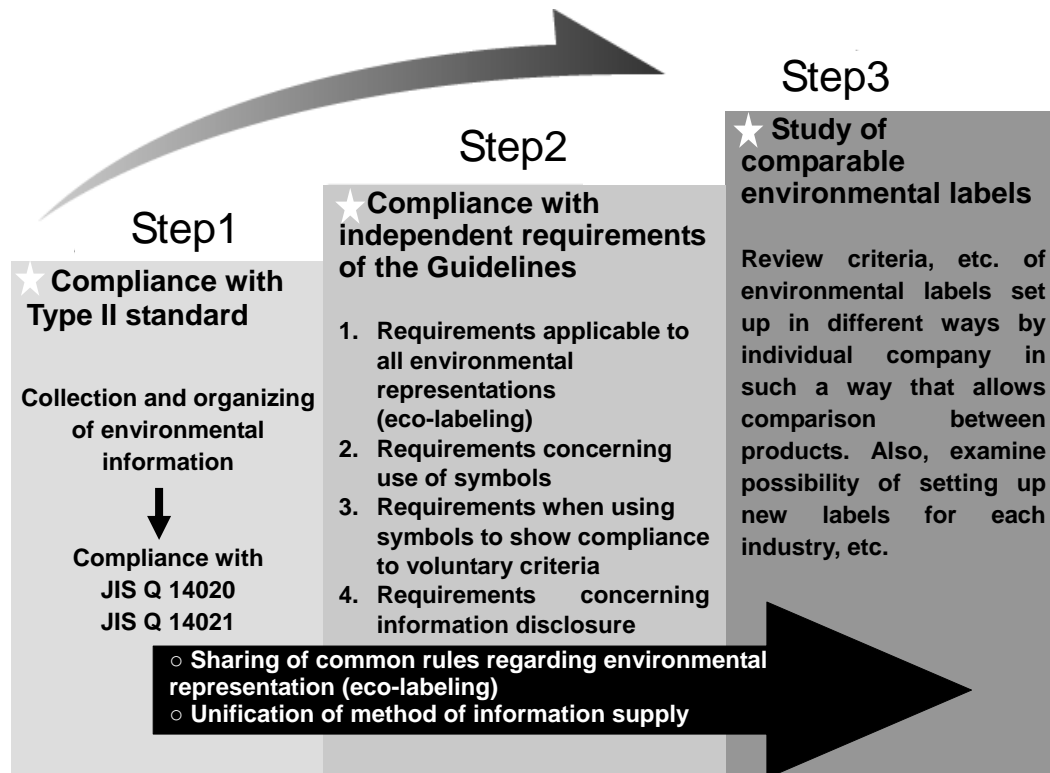
**Regarding Revision Process of Type II (planned)**

ISO has launched a drafting of a strategic program, in which all standards related to environmental labeling are reviewed. The review is scheduled to be launched in 2008, and it may include a revision of the details of Type II in the future. Taking into account such as international trends, the Guidelines contained in this booklet will be reviewed as necessary for revisions, etc.

[Source: "ISO/TC207 Beijing plenary meetings COMMUNIQUÉ", ISO/TC20 data. pdf file,  
Japan Standards Association (JSA)] <http://www.jsa.or.jp/stdz/iso/iso14000.asp>

### 3-3. Steps for Appropriate Environmental Representations (Eco-labeling) easily Recognizable by Consumers

Please consider the steps shown in the figure below in complying with these Guidelines.



**Fig. 3-1 Stepping Up Process**

#### - Step 1 -

1. Before employing environmental representations (eco-labeling), collect and organize environmental information concerning all stages of the lifecycle of products and services currently being handled.
2. If international standards are not taken into consideration, investigate if products and services comply with JIS Q 14021.

#### - Step 2 -

Identify independent requirements covered in these Guidelines that are not provided in JIS Q 14021, and check if products and services are compliant with the independent requirements described in these guidelines. Furthermore, confirmations of details are needed, such as if there are no false claims, or if grounds for claims have been prepared. Outsourcing of evaluation to third party organizations, etc. must be also investigated if necessary.

**- Step 3 -**

When there is no uniform environmental label in the trade organization to which a business entity belongs, approach the trade organization to encourage newly establishing a uniform eco-label. With respect to individual businesses' independent environmental labels, because they are inconvenient for comparing environmental performances of various products, it is desirable to work in the direction of reducing them as much as possible.

## **Chapter 4 Compliance with International Standards (Type II standard)**

### **~Necessary conditions of environmental representation (eco-labeling)~**

Environmental representation (eco-labeling) must comply with international standards (See page 75), in particular, “Type II Environmental labeling”. This chapter explains conditions required in using environmental representations (eco-labeling), while partially citing the details of JIS Q 14021. For details, please be sure to check the original JIS Q 14021.

- **Claims must be accurate, proven and verifiable**

Type II standard sets forth requirements that: the details of claims must be proven before the claims are made; preparations must be made for conducting evaluations to verify the claims; the evaluation must be documented and; the document must be made available for disclosure of information.

The requirements that the details of a claim must be proven prior to making the claim is set forth in the “Premiums and Representations Act” (See page 8) as mentioned above. Although there is no obligation to obtain confirmations from any third-party certification organizations, etc. regarding the accuracy of details of the claim, it is recommended to thoroughly discuss the claim within the business entity, and obtain confirmation from related organizations and trade associations beforehand. Consultations with these organizations regarding the appropriateness of wording of the claim should also be held.

**Cases of crackdown on misleading environmental representations (1)**

The Fair Trade Commission (JFTC) investigated representations about cooking oil disposers flushed into drains after being mixed with used cooking oil, and found that five companies made the representations shown below. On April 21, 2004, JFTC gave a warning to the five companies to the effect that there is a possibility that they would be in violation of the Premiums and Representations Act. With respect to cooking oil disposers, the five companies made the representations, suggesting that the use of the products in question would minimize the adverse effects of cooking oil on the environment. In fact, the effects on the environment could not be reduced from the viewpoint of water contamination caused by organic matter.

Company/ Product type	Medium of representation	Details of representation
Company A Cooking oil disposer	Container	A photograph at the front shows the product in question which is added to cooking oil together with water and is drained from a pan, and the statement <b>“dispose of oil without causing waste”</b> is shown in large letters beside the photograph
	This company’s shopping website on the Internet	A photograph shows the product in question which is added to cooking oil together with water and is drained from the pan, and the statements of <b>“can be drained as is”</b> and <b>“this is an environmentally-friendly waste oil disposer”</b> are shown in the part explaining the photograph in the same screen.
Company B Cooking oil disposer	Container	A drawing at the front shows product in question which is added to cooking oil and is drained from a pan, and the statement that <b>“drain while mixing with hot or cold water”</b> is shown in the part explaining the drawing. The statement of <b>“easy and can be drained as is using water”</b> is shown in large letters at the side.
	Leaflet	The statement of <b>“can be drained as is simply by mixing”</b> is shown in large letters, and in addition a photograph shows that product in question and water or hot water which are added to a frying pan with cooking oil and mix together are flushed from the frying pan into a drain. The statement of <b>“being flushed into drains as is (no need to worry about draining because it does not ham the environment)”</b> is shown in the part explaining the photograph.
Company C Kitchen synthetic detergent	Company’s Website	The statements of <b>“the environmental burden in terms of the BOD and COD wastewater indexes is almost the same as that from washing water from pickles”</b> is shown for the product in question mixed with cooking oil and water.
Company D Synthetic detergent for equipment	Container	The statement of <b>“environmentally friendly and easy to use,”</b> etc. is shown at the front.
	Company’s website	The statement of <b>“very environmentally friendly product,”</b> etc. is shown.
	Leaflet	The statement of <b>“environmentally friendly and easy to use,”</b> etc. is shown.

Company E Emulsifying agent	Container	The statement <b>“Tempura oil turning into water!?”</b> is shown at the front, and a drawing shows that the product in question which is mixed with cooking oil and water is flushed from a tempura pan into a sewer. In addition, the statements of <b>“oil changing into water!?,” “can be flushed!,”</b> and <b>“by draining it into a sewer as is, the pipe can be cleaned while preserving the environment,”</b> etc. are shown in the part explaining the drawing. In addition, the statement <b>“an ecological product preserving the environment,”</b> etc. is shown at the back.
	Shopping website of this company on the Internet	The product in question with the title <b>“environmental and ecological product”</b> is shown in the part explaining the product lines of this company. A drawing indicated in the part explaining the products shows that the product in question, which is mixed with cooking oil and water, is drained from a tempura pan into a sewer. In addition, the statements <b>“oil changing into water!?,” “can be flushed!,”</b> and <b>“by draining it into a sewer as is, oil spots in the sewer can be cleaned while preserving the environment,”</b> etc. are shown in the part explaining the drawing.
<p>(Source: JFTC issues Warning on Representations of Cooking Oil Disposers Flushed into Drains 21 April, 2004,  <a href="http://www.jftc.go.jp/pressrelease/04.april/040421.pdf">http://www.jftc.go.jp/pressrelease/04.april/040421.pdf</a>)</p>		

**Cases of crackdown on misleading environmental representations (2)**

The Japan Fair Trade Commission (JFTC) investigated representations relating to 5 products, including bags and other products sold by A Corporation, and found there was a breach of the provision of Article 4, Section 1, Paragraph 1 (Misleading statement about quality) under the Act against Unjustifiable Premiums and Misleading Representations. On March 22, 2007, JFTC issued a cease-and-desist order to A Corporation.

The A company represented these five products as if they did not use any chlorine-based resin, by taking the environment and safety into consideration. In fact, chlorine-based resin were used in some of the coatings and materials of the above five products.

Product	Catalogue distribution date	Distributed quantity (copies)	Representations
Bag sets	February 15, 2005	1,301,848	For safety, no chlorine-based resin is used for the coating of water-proof bags or pouches.
Bags	August 15, 2005	1,210,978	For safety, no chlorine-based resin is used for synthetic leather
	February 15, 2006	1,253,622	
	August 15, 2006	1,249,879	
Plates	February 15, 2006	1,323,955	For safety, no chlorine-based resin is used for suction cups.
	August 15, 2006	1,347,098	
Sandals	February 15, 2006	1,253,622	For safety, no chlorine-based resin is used for synthetic leather.
Cover	August 15, 2006	1,347,098	For safety, no chlorine-based resin is used for inner coating.

(Source: The JFTC issued cease and desist order to A Corporation, March 22, 2007  
<http://www.jftc.go.jp/e-page/pressreleases/2007/March/070322.pdf>)

- **Vague representation or unclear subject of claims must not be used.**

Claims that vaguely imply that a product is environmentally benevolent, such as: “environmentally safe”, “environmentally friendly”, “earth friendly”, “non-polluting”, “green”, “nature’s friend” and “ozone friendly” should not be used. In many cases, grounds for these claims are not specified, which makes interpretation of these expressions difficult. Moreover, there is the possibility that beautiful images (designs) and symbols (marks) are used simply by themselves to give consumers the impression that products are eco-friendly. In order to avoid the adverse effects of such vague claims, it is necessary to explain specifically the criteria, whether it is independent criteria or common environmental consciousness criteria, and the current state of compliance with those criteria and the state of progress in improving eco-friendliness of products.

- **The description of claims must take into consideration all environmental aspects related to the lifecycle of a product.**

The claims about performance and specifications of final products, attestation to the compliance of products or services with the content of eco-labeling, and the current status or degree in satisfying the criteria, etc. must be stated truthfully, while considering all environmental aspects relating to the products and services. That is to say, the lifecycle of products and services must be evaluated comprehensively and quantitatively, in order to determine the degree of improvement or superiority of the products or services in the process of mitigating environmental impact.

In the case of the Type II labeling criteria, implementation of lifecycle assessment (LCA) is not necessarily required. However, recognizing the possibility of the fact that the process of reducing environmental impact in one area may end up increasing environmental impact in another area (tradeoff), it is recommended to make sure no such tradeoff exists in the entire lifecycle of products or services. Making exaggerated claims in reducing environmental impact in just one specific stage in the lifecycle of a product or service is not acceptable.

- **Pay attention to the definition of terms when making claims by using specific terms.**

“Specific requirements for selected claims” in the Clause 7 of JIS Q 14021:2000 provides for the interpretation and usage qualifications, etc. for the following 12 selected terms commonly used in environmental representations (eco-labeling). When using these terms in claims, you must carefully pay attention to their definitions, etc.

1. Compostable
2. Degradable
3. Designed for disassembly
4. Extended life product

5. Recovered energy
6. Recyclable
7. Recycled content
8. Reduced energy consumption
9. Reduced resource use
10. Reduced water consumption
11. Reusable and refillable
12. Waste reduction

Here is an explanation of how to pay attention to the definition of terms by taking the term “degradable” as an example. The term “degradable” is used for making the claim of all kinds of “degradation”, including biodegradation and photodegradable, etc. For example, there are claims about certain products that if they are buried and left alone in the soil for a certain period of time, they are degraded naturally by microorganisms, etc. Therefore, they do not require waste treatment like incineration. In Type II standards, even when a product is actually verified to be “degradable” by some specific test method, if a toxic substance that is harmful to the environment is released during the process of degradation, making the claim of being degradable is prohibited.

- **Points to consider when using the “Mobius loop” symbol**

The Mobius loop symbol consists of three-chasing-arrows twisted to form a triangle, representing recycling. It is the only symbol whose usage requirements are provided in the Type II criteria, and whose international trademark is owned by ISO.

The use of the Mobius loop is allowed only for claims of “recyclable” and “recycled content” of products and packaging. Where a claim of recycled content is made, the percentage of recycled material must be stated together with the Mobius loop symbol. When the claims are not concerning “recyclable” or “recycled content” any symbol similar to the Mobius loop may not be used.



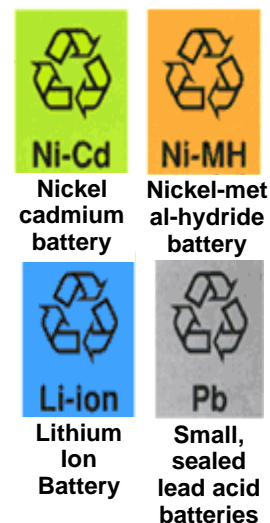
**Fig. 4-1 Examples of the Mobius loop**

## ●●● Reference ●●●

### Recycling marks used for portable rechargeable batteries and battery packs

Based on the “Effective Utilization of Resources Promotion Law” (enforced in April 2001), mandatory collection and recycling of portable rechargeable batteries and battery packs (namely, nickel-metal-hydride battery (Ni-MN), lithium ion battery (Li-ion) and small sealed lead acid batteries (Pb)) was established. And in the same way as for nickel cadmium batteries (Ni-Cd), of which required identification mark had been already made mandatory, labeling of the recycling mark for the above batteries was made mandatory as well.

The Mobius loop symbols are used in the recycling marks. These recycling marks are displayed on the rechargeable batteries themselves as well as recycling boxes, etc. installed at stores.



(Source: Website of the Battery Association of Japan (BAJ), <http://www.baj.or.jp/index.html>,  
Japan Portable Rechargeable Battery Recycling Center (JBRC), <http://www.jbrc.net/hp/contents/index.html>)

## ●●● Reference ●●●

Environmental Advertising Subcommittee of Japan Advertising Agencies Association (JAAA) prepared a booklet titled, “Introduction to Environmental Communication for Advertising Agencies” as a practical guide for ISO 14021(JIS Q 14021). For the details of how to obtain the booklet, inquire directly to the association.

▶ Japan Advertising Agencies Association (JAAA) <http://www.jaaa.ne.jp/english/index.html>

## Chapter 5 Independent Requirements of the Guidelines

### ~For more comprehensible environmental representation (eco-labeling)~

Ever since ISO 14021, an international standard for using environmental representations (environmental labels), was promulgated, businesses, etc. in various countries and regions have been promoting representations (labeling) of their products and services which incorporate Type II standards. Meanwhile, inadequacies in the Type II standard have been pointed out both in Japan and abroad.

This chapter outlines specific additional requirements, as recommendations for environmental representation (eco-labeling), in order to make up for such inadequacies in Type II standards. Businesses, etc. are expected to fully study these independent requirements, and take them into consideration when providing environmental information, so that their environmental information will be better understood by consumers.

#### 5-1. Requirements for All Environmental Representations (Eco-labeling)

Businesses, etc. need to comply with the following requirements as additional requirements to “5.7 Specific requirements” of JIS Q 14021 : 2000.

- **Avoid confusing technical terms and proper nouns that are unfamiliar to consumers. Also, avoid terms independently coined by businesses, etc. themselves. Instead, use easily-to-understand statements, or include figures or charts with the statements.**

There are many technical terms and proper nouns that general consumers are unfamiliar with, or never heard of before, which is not a phenomenon peculiar to environmental field only. Furthermore, terms, independently coined by businesses, etc., are not comprehensible to consumers, unless they are accompanied by detailed explanations. In particular, environmental representations (eco-labeling) are greatly significant, because of the fact: that they communicate to consumer information regarding superiority of certain products and services to other similar products and services, and thus, they directly impact the purchasing behavior of consumers. For this reason, any ambiguous expression used in environmental representation (eco-labeling) that may confuse consumers in their decision making process when purchasing certain products and services should be replaced, by considering consumer behavior, with expressions having easy-to-understand explanatory statements, figures or charts, annotations, etc. so that the intended environmental information will be appropriately communicated to consumers.

- **When making claims regarding the use of environmentally friendly resource materials or environmentally friendly raw materials, etc., original units of environmental impact of the resource materials must be accurately indicated, or the ratio of the use of the resource materials and their effectiveness in proportion to the usage ratio in reducing environmental impact must be accurately indicated.**

There are numerous representations that claim the use of recycled materials, such as recycled paper (recycled waste paper) and recycled plastics, etc., as material resources or raw materials in products. The representations range from those that clearly indicate the percentage of recycled materials used in products, to those that simply indicate, “XX are used in this product”. In the case the percentage of recycled materials is not indicated, the representation is misleading because the consumers have no way of knowing if the content of the recycled materials is partial or 100%. Therefore, when making claims of the use of eco-friendly resource materials or raw materials, businesses, etc. must clearly indicate the ratio of eco-friendly materials used in the product. Businesses, etc. must also clearly describe either the indicated percentage of eco-friendly material is of the entire quantity of a commodity, or is of the quantity of total resource materials. This requirement does not apply to environmental labels accredited (certified) by third-party organizations, because they are not self-declared labels.

- **When vague terms, such as “Eco” and “Environmentally conscious”, which suggest that the particular products and services have something to do with the conservation of the environment, are used as part of the trade names or nicknames of products and services, they are regarded as environmental representations.**

When terms such as “Eco” or “Environmentally conscious”, which suggest that the particular products and services have something to do with the conservation of the environment, are used as part of the trade names and nicknames of particular products and services, it is assumed that such trade names and nicknames are used in order to communicate to the consumers that such products and services are environmentally friendly. Indeed, it is most likely that consumers will receive such a message. Consequently, the use of such terms is regarded as an employment of environmental representation, and therefore, businesses, etc. that employ such trade names or nicknames for their products are required to clearly state what kinds of contribution that said products or services offer for the conservation of the environment.

Moreover, such explanations must be provided prior to the purchase of products and services by consumers, and as a rule, the explanations must appear in an area where they are directly recognized by consumers, such as on the body or packaging of products. In case the sizes of products or their packaging are too small to display such information directly on the

products or their packaging, such information must be provided to consumers properly through point-of-purchase advertisement, point-of -purchase displays, coverage in catalogues, on the website of the products or services where detailed information is accessible by consumers.

## 5-2. Requirements for Using Symbols (logos/marks, etc.)

Some businesses have been marking representations (labeling) using symbols (logos/marks, etc.) to disseminate information regarding pro-environment attitudes of these business entities, or to indicate their compliance with their voluntary criteria. In these cases, each business entity independently sets up the meaning or criteria for the usage of such symbols. Type II standard lays out provisions as follows for the usage of symbols in environmental representations (eco-labeling).

5.8 Use of symbols for making environmental claims

5.8.1 When a self-declared environmental claim is made, the use of a symbol is optional.

5.8.3 Symbols used for one type of environmental claim should be easily distinguishable from other symbols, including symbols for other environmental claims.

5.8.5 Natural objects shall be used only if there is a direct and verifiable link between the object and the benefit claimed.

5.9.2 Words, numbers or symbols used for non-environmental claim purposes shall not be used in a manner that is likely to be misunderstood as making an environmental claim.

Under the present conditions, Type II standard does not fully include requirements concerning the use of symbols, such as: if there is a reason for setting up certain symbols, or the need of accompanying explanatory statements, etc. when using symbols. These current conditions call for concern that the meanings of the symbols may be hardly communicated to consumers, and that it is highly possible that they convey messages which are misleading to consumers.

For the above reason, it is necessary for businesses, etc. to comply with the following requirements when they employ environmental representations (eco-labeling) using symbols.

- **Clearly establish the meaning and criteria for using each symbol. Furthermore, indicate explanatory statements (name of business entity or organization, meaning of the symbol, criteria for setting up the symbol, etc.), adjacent to the symbol.**

In some cases, symbols do not provide information as to whether they are indications of pro-environmental attitude of the businesses concerned, etc. or they are attached to exclusive products and services that comply with criteria independently set up by businesses, etc. Those cases must be corrected and clear definitions of the meaning of such symbols must be indicated, and detailed criteria for the use of symbols must be set up.

It is necessary for businesses, etc., when they use one or more symbols, to display explanatory statements (name of business entity or organization, meaning of the symbol(s), criteria for setting up symbol(s), etc.) adjacent to the corresponding symbol(s). When businesses, etc. display symbols in some kind of indirect media, such as catalogues and websites, symbols may be displayed collectively, but, explanatory statements of those symbols must be indicated in appropriate places with appropriate content which consumers can easily identify and understand.

Furthermore, in order to facilitate consumers' understanding, businesses, etc. must post information concerning the effect of respective products in terms of their contribution to environmental conservation on their company's websites. They must also note that in doing so, it is necessary for them to add annotations to technical terms etc. that consumers may not familiar with.

When introducing companies' website addresses, in addition to the display of website addresses, it will be very helpful to set up sites which can be accessed easily by mobile phone, using QR codes, etc. This will be a significant tool for providing information to consumers.

- **Businesses, etc., when they use symbols for purposes other than environmental representation or environmental labeling, should avoid use of any design that signifies natural objects, etc. when the said symbol has no connection with environmental representation (eco-labeling).**

When natural objects such as flora and fauna or the globe are used in designs which look like symbols, it is difficult to tell if they are environmental representations or not, especially if they are environmental labels or not. Thus, such designs are highly misleading to consumers. Consequently, based on the provision of JIS Q 14021, 5.9.2, businesses, etc. must avoid using designs that indicate natural objects for the main bodies of products or on the packaging, etc. of products, which are likely to mislead consumers into taking them as environmental representations.

In addition, when natural objects are used for trade marks, presumably consumers will have difficulty in distinguishing if they are environmental representations or not. Therefore, unless the trade marks have already gained wide recognition that they are trade marks and not environmental representation (eco-labeling), and that there is no possibility of misleading consumers, or unless the grounds for using the particular designs of natural objects are stated, businesses that use such designs as their trade marks must create a device in order to avoid misleading consumers in taking them as environmental representations. Such devices will include marking indicating, "This is a trademark".

### 5-3. Requirements of Symbols Used to Indicate Compliance with Voluntary Criteria, etc.

When using symbols in environmental representations to indicate compliance with voluntary criteria, etc., the following requirements must be met.

- **If products and services, claimed to be eco-friendly by businesses, etc., fall under the category of designated procurement items provided in the Law on Promoting Green Purchasing, or they are commodities applicable to the “Eco-Mark”, hence, they are subject to criteria of accreditation, etc. by the government or third-party organizations, those products and commodities must conform to those criteria. In case there is no criterion for accreditation, etc. by the government or any third-party organization in regard to the products or services, the trade organization must set up the appropriate voluntary criteria, etc.**

As far as voluntary criteria are concerned, respective business entities can set them up in any way they want according to their own judgment. In Japan, public criteria already exist, including the “evaluation criteria” for designated procurement items provided for in the Law on Promoting Green Purchasing, and the accreditation criteria for the “Eco-Mark”, etc. Since both of these public criteria comprise part of important criteria for the promotion of green purchasing, it is necessary for businesses, etc. to establish their own criteria by taking these public criteria into consideration, when they set up their own voluntary criteria, and then perform evaluations of compliance with those criteria. In the case of products and services for which there is no public criterion, a relevant trade association must establish appropriate voluntary criteria or target values for those products and services. For example, fair competition bylaws may be set up.<sup>8</sup>

Until common criteria are prepared by trade organizations, individual businesses may establish their own criteria for comparing performances and superiorities between their current products and previous models, or products which were compliant with the past criteria, as part

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<sup>8</sup> Fair Competition Code is a voluntary industrial agreement or a rule concluded or established by an entrepreneur or a trade association with respect to the matters relevant to premiums or representations upon obtaining authorization from the Japan Fair Trade Commission under the stipulations in Article 12 of the Premiums and Representations Act. Japan Fair Trade Commission, upon receipt of an application for authorization of a fair competition code, holds hearings, etc., if necessary, to hear opinions of consumers, businesses concerned and people of experience or academic standing, etc.. And when the Commission finds that said fair competition code meets the criteria set out in each of the following items, will grant authorization: (i) that it is appropriate to prevent unjust inducement of customers and to maintain fair competition; (ii) that it is not likely to impede unreasonably the interests of general consumers or the related entrepreneur; (iii) that it is not unjustly discriminatory; and (iv) that it does not restrict unreasonably the participation in or withdrawal from the fair competition code. The advantage for businesses of participating in a fair competition code is that their reliability among consumers will increase by their participation and observation of rules set out in a fair competition code authorized by Japan Fair Trade Commission. In addition, businesses participating in a fair competition code can freely engage in sales activities because they will not be questioned about unjustifiable premiums or misleading representations as long as they comply with the fair competition code.

(Source: Website of Japan Fair Trade Commission) <http://www.jftc.go.jp/>

of the companies' in-house evaluation items. In such a case, the businesses, etc. must comply with "6.3 Evaluation of comparative claims" provided in "JIS Q 14021"

- **In case of using other methods than the methods currently used for the evaluation of environmental performance with respect to products or services, it is necessary to use methods whose evaluation results are convertible**

Section 6.4 of Type II standard of JIS Q 14021 provides below for the selection of evaluation method for environmental performance when businesses employ environmental representations (eco-labeling).

#### 6. Evaluation and claim verification requirements

##### 6.4 Selection of Methods

Methods for evaluation and claim verification shall follow, in order of preference, International Standards, recognized Standards that have international acceptability (these may include regional or national standards) or industry or trade methods which have been subjected to peer review. If there is no method already in existence, a claimant may develop a method, provided it meets the other requirements of clause 6 and is available for peer review.

When selecting methods for evaluation, businesses, etc. must conform to the priority order with respect to the methods of verification, provided in Type II standard. At the same time, they must select methods which are commonly used in the industry as much as possible. When the current methods have not been established, basically, the claimant may establish a method for evaluation. However, it is obvious that, when each business entity use its own independent method for evaluations of its products and services, it will be extremely difficult to compare its performance of products and services with those of other business entities.

Japan Fair Trade Commission indicated in its Guidelines Concerning Comparative Advertising under Premiums and Representations Act that "Article 4 of the Premiums and Representations Act prohibits misleading representations by any entrepreneur in connection with transactions regarding a commodity or service which he supplies by employing representation by which a commodity or service he supplies are shown to consumers in general to be much better or more favorable to the consumers than those of other entrepreneurs who are in a competitive relationship with the entrepreneur concerned contrary to the fact and thereby which is found likely to influence customers unjustly. However, this article does not prohibit or limit comparison per se of a commodity or service which he supplies with those of other entrepreneurs who are in competitive relationship with the entrepreneur concerned." (see the "Reference" column on page 39) Consequently, each business entity may provide consumers

with comparative information by citing indices used in the common evaluation methods adopted in the industry.

Furthermore, when common methods for evaluation have not been established for particular products and services yet, businesses concerned must adopt evaluation methods of which results are convertible to results from other companies' methods for evaluation of their products and services. Moreover, if an entrepreneur is to choose a method for evaluation of his products and services which is different from the method which was adopted by other business entities which previously conducted an evaluation of similar products and services (the first comer), the former entrepreneur is expected to clearly indicate the differences of his method from that of the business entity which conducted an evaluation previously (the first comer). Here, the question is how to identify the business entity that conducted an evaluation using certain methods for evaluation prior to the other businesses. Furthermore, it is difficult to grasp what kind of evaluation methods are used by the said business entity (the first comer) under the current conditions.

Notwithstanding such current conditions, the principles of the international standards mention that "information concerning the procedure, methodology, and any criteria used to support environmental labels and declarations shall be available and provided upon request to all interested parties" (Principle 2: ISO/JIS Q 14020); and that "information on the environmental aspects of products and services relevant to an environmental label or declaration shall be available to purchasers and potential purchasers from the party making the environmental label or declaration." (Principle 9: ISO/JIS Q 14020)

It is expected that disclosure of evaluation methods adopted by business entities will be promoted along with the popularization of the international standards and the guidelines. And as efforts of trade associations make progress toward integrating various evaluation methods of different business entities within the industry into one that makes comparison of different products and services possible, it will help smooth communications between business entities and consumers. Consequently, consumers will find it easier to choose environmentally conscious products and services. As a matter of fact, some business entities and trade associations have already been engaged in such progressive projects toward integration of evaluation methods.

Furthermore, making suggestions with respect to methods for evaluation, which make it possible to evaluate the impact on the environment accurately, and methods for evaluation, which are compatible with environmentally benign technologies, which have been making remarkable daily progress, will promote development of environmentally benign technology in the industry as a whole. For this reason, trade associations are expected to press forward with their efforts to integrate various evaluation methods with an objective to make comparison of different products and services possible.

 **Reference**

The Japan Fair Trade Commission indicated its Guidelines Concerning Comparative Advertising under Premiums and Representations Act as follows. (April 21, 1987)

1. Article 4 of the Premiums and Representations Act prohibits misleading representations by any entrepreneur in connection with transactions regarding a commodity or service which he supplies by employing representation by which a commodity or service he supplies are shown to consumers in general to be much better or more favorable to the consumers than those of other entrepreneurs who are in competitive relationship with the entrepreneur concerned contrary to the fact and thereby which is found likely to induce customers unjustly. However, this article does not prohibit or limit comparison per se of a commodity or service which he supplies with those of other entrepreneurs who are in competitive relationship with the entrepreneur concerned.
2. Ideal comparative advertising provides specific information which enable consumers in general to properly compare the features concerning quality and conditions of transactions with respect to similar products in choosing commodities for purchase. In this sense, the following comparative advertisings, for example, since they prevent appropriate comparison of features of commodities, and thus prevent consumers in general from appropriately selecting commodities, possibly fall under the category of misleading representation.
  - a. Comparison by citing an item which is not verified or impossible to be verified.
  - b. Advertising that makes comparisons based on unjust criteria. For example, advertisement by taking up an aspect which is not important in the selection of commodities by consumers in general, and emphasizing that aspect as if it was important and making comparison of that aspect, or by arbitrarily selecting a commodity to be compared.
  - c. Advertisement which simply slander or defame other entrepreneurs which is in competitive relationship or their commodities, instead of providing specific information to consumers in general.

(Source: Guidelines Concerning Comparative Advertising under Premiums and Representations, Japan Fair Trade Commission (April 21, 1987)

Website of Japan Fair Trade Commission <http://www.jftc.go.jp/keihyo/files/3/hikaku.html> (Japanese)

- **Launch study of the criteria, etc. which make it possible to compare similar products and services provided by different business entities in the future**

As long as businesses, etc. comply with Type II standards, they can set up any independent criteria and symbols to be used for their environmental representations (eco-labeling). However, when it is viewed from the standpoint of consumers, it is better to have a certain framework which makes it easier for consumers to choose environmentally friendly products. Under the current conditions, depending on the product categories, it is extremely difficult for consumers to compare different products when they are manufactured by different companies (including foreign brands). Therefore, it is necessary for businesses and trade associations to start preparations for setting up integrated environmental labels or formulate certain criteria in the trade association as part of an effort to create a framework, where comparison of similar products and services provided by different distributors is made possible in the future.

In formulating criteria and creating integrated labels, competition among business entities and aggressive efforts by trade organizations are needed. It is important to confirm and reflect the ideas of consumers, as well as, establish appropriate criteria and environmental labels which will make further contribution to the environmental conservation. As for the time being until unified criteria and environmental labels are established, it is necessary for businesses to prioritize the capability of comparison when they set up their criteria as much as possible.

## Reference

### Examples of environmental labels incorporating product comparisons

Examples of "Energy Saving Labeling Program" and "Uniform Energy-Saving Label"

Under the Law concerning the Rational Use of Energy (Energy Conservation Law), the Japanese government made it mandatory that enterprises that are engaged in manufacturing of automobiles, electric appliances, gas/oil equipments, etc. which consume large amounts of energy to make improvements in the efficiency of energy consumption. In particular, the government has been pressing forward with projects that focus their efforts on improving the energy efficiency of equipment based on the "Top Runner Criteria". Especially, with respect to designated "electric appliances/gas appliances (16 product categories including air conditioners, refrigerators, TVs, etc.), the voluntary "Energy Saving Labeling Program" (JIS standard) was introduced. Here, information regarding the ratio of achievement relative to energy saving criteria must be displayed. Furthermore, since October 2006, "Uniform Energy-Saving Label" has been applied to air conditioners, refrigerators (freezers) and TVs, which display, energy-saving performance ratings and the Energy Saving Label, etc. Through these efforts, information provision initiatives by using uniform evaluation indices relevant to energy savings have been pushed forward.

(1) The information below is contained in the Energy-Saving Labeling Program.

#### 1. Energy-saving symbol

Green symbol is given to products meeting the Energy Conservation Standard. Orange symbol is for products failing to meet the standard.

#### 2. Energy Conservation Standard achievement percentage

The percentage shows how much a given product has achieved the target standard value of the Energy Conservation Standard. The higher the percentage, the better energy-saving performance is, which is useful in selecting products by studying and comparing this value.

#### 3. Energy consumption efficiency

The energy consumption index shows how much energy a given product consumes, which is obtained by using a measuring method provided for each product category.

#### 4. Target fiscal year

This is the time it takes to achieve the target values of the Energy Conservation Standard. The target fiscal year is provided for each product category.

(2) The information below is contained in the Uniform Energy-Saving Label

#### 1. Multi-stage rating system

Energy-saving performance of a product is rated according to 5-level criteria. Products with the best performance in the market will receive 5-star.

#### 2. Energy-Saving Label

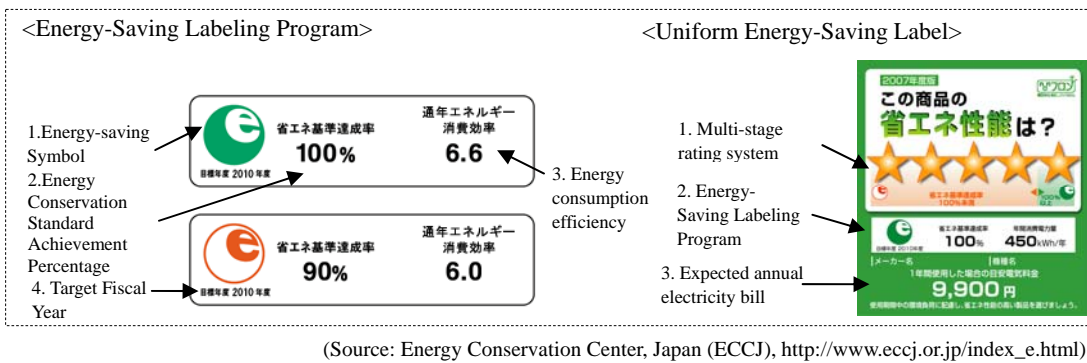
Information from the Energy-Saving Labeling Program is displayed.

#### 3. Expected annual electricity bill

This information is provided to easily comprehend energy consumption efficiency (e.g. annual energy consumption).

Energy Saving Labels are posted on the products themselves, product catalogues, store-front advertisements and store-front displays of home electric appliance stores, etc. Due to the product comparisons incorporated into this Energy-Saving Labeling Program, consumers can take advantage of it and compare similar products marketed by different companies. In this sense, the Energy-Saving Labeling Program can be regarded as an extremely successful as environmental labeling program.

The availability of this kind of information using a uniform evaluation index with respect to performance of products, etc. is needed in various product categories. Consumers hope to see promotion of these efforts by each trade association.



#### 5-4. Requirements regarding management of information disclosure

At present, various business entities, having set up explanatory statements and independent criteria, employ environmental representations (eco-labeling) using symbols. Some of these business entities voluntarily publish at their company websites, etc.: data which comprise grounds for employing environmental representations on their products and services; indicate that the company's environmental representations are employed in compliance with "ISO 14021" and; the criteria the company uses for its environmental representations, etc.

Type II standard provides for the access to information as follows when businesses decide to employ environmental representations.

6.5 Access to information

6.5.2 The claimant may voluntarily release to the public the information necessary for verification of an environmental claim. If not, the information necessary to verify the claim shall be disclosed upon request, at a reasonable cost (to cover administration), time and place, to any person seeking to verify the claim.

Businesses, etc. must prove accountability to various stakeholders, including consumers, and secure reliability and transparency of information.

Furthermore, in order also to enhance environmental communication, it is necessary for businesses to disclose information more aggressively rather than leaving it up to companies' voluntary disclosure of information. And when businesses make public the data which comprise grounds for the environmental representations (eco-labeling) and the voluntary criteria, etc., they must not only show rough items and outlines, but also explain specific details of the criteria and reasons for establishing the criteria, etc.

With respect to management of information disclosure, businesses need to follow the point below.

- **Select and determine the information that must be provided to consumers**

In addition to environmental representations (eco-labeling) which use symbols and explanatory statements, manufacturers/importers of products and services must provide at their company websites, etc. relevant information ranging from the manufacture to disposal of their products. At present, thanks to the progress of accreditation and registration system of ISO 14001<sup>9</sup> and Eco Action 21<sup>10</sup>, quite a few business entities are considered to have a fair grasp of

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<sup>9</sup> ISO14001 is an international standard that ISO issues concerning environmental management systems in organizations. ISO14001 stipulates requirements in order to establish systems that will facilitate continuous improvement such as reduction of environmental impact by business activities as well as products and services.

environmental impact resulting from their business activities. Thus, businesses, etc. need to extract information that consumers are seeking, and proactively provide such information to consumers.

#### **Examples of environmental information that manufacturers/importers must provide**

- Quantitative data that includes the lifecycle of products and services
- Information on substances contained in the resource materials and raw materials of a product and service
- Details of environmental impact relevant to a product and service, reduction of environmental impact, effect of improvement, advantages, etc.
- Explanations that communicate significance of environmental conservation and importance of environment-consciousness, including recycling and reduction of energy consumption, etc.
- How to select an environment-conscious product
- Information about timing of purchase of new model for replacement, information on upgrading, information about combining purchase with accessories
- Instruction about proper use of a product and service, advice, precautions, etc.
- Instruction on how to dispose of a product, precautions, etc.
- Information related to legal system such as various kinds of recycling law, etc.
- Current conditions as regards the acquisition of accreditation mark (environmental label), etc. from the third party organizations, and specific details of achievement
- Contact exclusively used for inquiries concerning environmental information

In the process of popularizing environment-conscious products, retailers (stores, etc.), those who actually have contact with consumers and sell products and services to consumers, are likely to play extremely important roles. Retailers need to examine effective methods to promote sales of environment-conscious products based on the information provided by manufacturers/importers, etc. and in corporation with manufacturers/ importers, etc. For example, regardless of the type of sales whether the sales are done in the shops, through catalogues, or through the use of the Internet, etc., retailers may display only environmental-friendly products in one place, and devise methods of display which makes it easy for consumers to understand the environmental information of each product.

Furthermore, businesses involved in manufacturing/import and sales of environment-conscious products need to consider the following points in providing environmental information.

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<sup>10</sup> Eco Action 21 is an accreditation/registration system for businesses which is based on Eco Action 21 Guidelines formulated by the Ministry of Environment as a method by which a wide range of small and medium size corporations, schools and public institutions, etc. “establish, operate and maintain systems to carry out pro-environmental initiatives effectively and efficiently; have objectives concerning the environment; take action; and compile results, evaluate and report”. (Source: Website of “Eco Action 21 Secretariat”) <http://www.ea21.jp/>

**Matters to be noted in providing environmental information**

- Identify information that consumers are seeking through market research and communication with consumers. In addition, improve quality of information.
- Grasp and provide comprehensive information from manufacturing to disposal of products.
- Aggressively provide effect of environmental improvement (environmental advantages) of products and services
- Aggressively provide not only positive information, but also negative information.
- Organize within the industry study meetings concerning items of information to be disclosed, and use common format for disclosure of information in the industry
- Devise methods for representations (labeling) so that the content of the label is easily understood by consumers

●●● Reference ●●●

**Clue for employing environmental representations (eco-labeling): Case of verification of effect by point-of-purchase test**

**1. Ministry of Economy, Trade and Industry**

On April 12, 2006, Ministry of Economy, Trade and Industry (METI) published a manual concerning environmental communication in which 35 cases of good practices are compiled. Chapter 9 carries a report of a test concerning how much the environmental advertisement of “Dish washer/dryer unit” contributed to the change in purchasing behaviors of consumers. The test was conducted at actual point-of-purchase in stores where results were studied and analyzed.

▶ ”Collection of Environmental Communication Cases: 35 Ideas which Change Corporations’ Red Signal to Green Signal”

[http://www.meti.go.jp/policy/eco\\_business/sonota/kankyo-com.html](http://www.meti.go.jp/policy/eco_business/sonota/kankyo-com.html) (Japanese)

**2. Japan Advertising Agencies Association (JAAA)**

In an attempt to explore clues to methods of communication which will promote sales of environment-conscious products, the Japan Advertising Agencies Association (JAAA) conducted a comparative test survey concerning environmental representations (eco-labeling) of products at actual store fronts, where results were published in its survey report.

▶ Comparative Point-of-Purchase Test Survey regarding Communication for the Diffusion of Green Commodities”

<http://www.jaaa.ne.jp/activity/pdf/green.pdf>

- **Essential information must be provided to consumers through appropriate communication media, taking into account different timing for providing appropriate information**

It is presumed that consumers will have access to information concerning products and services during the following three stages.

- (1) The stage prior to the purchase of products or opening the packages or packing of Products  
(Advertisement, catalogue/brochures, environmental labels, websites and information via the Internet)
- (2) The stage after purchase of products and opening the packages or packing of products  
(Specifications and instruction manuals, etc.)
- (3) The stage when consumers ask questions to manufacturers or distributors after purchasing products

The scope of environmental information to be provided will differ depending on the stage in which the consumer is currently in. Similarly, the methods for providing information must also be chosen in accordance with the respective stages out of above-mentioned three in which the consumers are positioned. In addition, important information that relates to matters during use and after use of products must be provided to consumers prior to the purchase of products.

(Source: Added to “Future Framework for the Representations of Environmental Information (Eco-information labeling) regarding Environmentally Sound Products”, Interim Report by the Study Group concerning the Framework of Environmental Label toward 21<sup>st</sup> Century, May, 1998)

**Table 5-1 Examples of Study for the Establishment of Presumable Supply System of Environmental Information by Product and Service**

Product category	Detail of environmental information	Timing/media used for providing major key information
<b>Product</b> <ul style="list-style-type: none"> <li>▪ <b>Printing paper</b></li> <li>▪ <b>Sanitary paper (toilet paper, tissue paper)</b></li> </ul>	<ul style="list-style-type: none"> <li>• Detailed information about environmental labels (“Eco Mark”, Recycled paper “Utilizing 00% post-consumer recycled paper pulp” mark, “Green Mark”, etc.)</li> <li>• Percentage of use of post-consumer recycled paper pulp</li> <li>• Detailed information taking LCA into consideration</li> <li>• Question of environmental impact by using printing paper which is made from virgin pulp with high whiteness level</li> <li>• Significance and importance of forest certification system as countermeasure against illegal logging</li> <li>• Information which enables comparative investigation about product features</li> </ul>	Timing <ul style="list-style-type: none"> <li>• Mainly point-of-purchase (POP)</li> </ul> Media <ul style="list-style-type: none"> <li>• Point-of-purchase display at retailers, etc.</li> <li>• Catalogues</li> <li>• Websites, etc.</li> </ul>
<b>Stationery</b>	<ul style="list-style-type: none"> <li>• Detailed information concerning environmental label (“Eco Mark”, etc.)</li> <li>• Detailed information taking LCA into consideration</li> <li>• Explain about recycled plastic, the effects from its use, contributions to the reduction of environmental impact (energy-savings), etc. in easy-to-understand manner</li> <li>• Information regarding product features which can be used for comparative investigation</li> </ul>	Timing <ul style="list-style-type: none"> <li>• Mainly point-of- purchase</li> </ul> Media <ul style="list-style-type: none"> <li>• Point-of-purchase display at retail stores, etc.</li> <li>• Catalogues</li> <li>• Websites, etc.</li> </ul>

	<b>Kitchen utensils</b>	<ul style="list-style-type: none"> <li>• Detailed information concerning environmental labels (“Eco Mark”, PET Bottle Recycling Recommendation Mark, etc.)</li> <li>• Detailed information taking LCA into consideration</li> <li>• Detailed environmental data about chemical substances contained in a product</li> <li>• Effect and advantage for reducing environmental impact by not containing any harmful chemical substance in a product</li> <li>• Information concerning importance of implementing environment-conscious activities at home (facts such as leftover food makes up the main component of the increased BOD in sewage, etc.)</li> </ul>	<p>Timing</p> <ul style="list-style-type: none"> <li>• Mainly point-of-purchase</li> </ul> <p>Media</p> <ul style="list-style-type: none"> <li>• Point-of-purchase display at retail stores, etc.</li> <li>• Catalogues</li> <li>• Websites, etc.</li> </ul>
	<b>Home electric appliances (white goods)</b>	<ul style="list-style-type: none"> <li>• Detailed information concerning environmental label (Energy Saving Labeling Program, etc.)</li> <li>• Detailed information taking LCA into consideration</li> <li>• Effect on energy savings and reduction of greenhouse gases, effect and significance for reducing environmental impact by recycling</li> <li>• Information which can be compared concerning product features</li> <li>• Because of long lifecycle of products, information about considering the environment during usage and at the time of disposal, current information concerning regulations such as the Electric Appliance Recycling Law, information about after-sales service.</li> </ul>	<p>Timing</p> <ul style="list-style-type: none"> <li>• Mainly point-of-purchase. Provide information during use and at the time of disposal of products if necessary.</li> </ul> <p>Media</p> <ul style="list-style-type: none"> <li>• Point-of-purchase display at retail stores, etc., explanation by sales persons</li> <li>• Catalogues</li> <li>• Websites, etc.</li> </ul>

	<p><b>Automobiles</b></p>	<ul style="list-style-type: none"> <li>• Detailed information concerning environmental labels (operating procedure for evaluating and announcing mileage performance of automobiles, low-emissions vehicle rating program, etc.)</li> <li>• Detailed information taking LCA into consideration</li> <li>• Detailed data concerning fuel efficiency</li> <li>• Effect of fuel efficiency, effect of reducing greenhouse gas emission, effect and significance of reducing wastes by recycling</li> <li>• Information concerning product features which can be comparatively investigated</li> <li>• Because of long lifecycle of products, information about consideration for the environment during usage and at the time of disposal, current information concerning regulations such as the Automobile Recycling Law, information about after-sales service.</li> </ul>	<p><b>Timing</b></p> <ul style="list-style-type: none"> <li>• Mainly point-of-purchase. Provide information during use and at the time of disposal of products if necessary.</li> </ul> <p><b>Media</b></p> <ul style="list-style-type: none"> <li>• Point-of-purchase display at shops of automobile dealers, etc., explanation by sales persons</li> <li>• Newspaper advertisements, magazine advertisements, etc.</li> <li>• Catalogues</li> <li>• Websites, etc.</li> </ul>
	<p><b>Office furniture</b></p>	<ul style="list-style-type: none"> <li>• Detailed information about environmental labels (“Eco Mark”, Forest Thinning Mark, Forest Certification Systems, etc.)</li> <li>• Detailed information taking LCA into consideration</li> <li>• Significance of using certified wood</li> <li>• Information regarding product features which can be comparatively investigated</li> <li>• Because of long lifecycle of products, information about consideration for the environment during usage and at the time of disposal, information about after care.</li> </ul>	<p><b>Timing</b></p> <ul style="list-style-type: none"> <li>• Mainly point-of-purchase. Provide information during use and at the time of disposal of products if necessary.</li> </ul> <p><b>Media</b></p> <ul style="list-style-type: none"> <li>• Point-of-purchase display at retail stores, etc.</li> <li>• Catalogues</li> <li>• Websites, etc.</li> </ul>

	<p><b>Textile products (clothing)</b></p>	<ul style="list-style-type: none"> <li>• Detailed information concerning environmental labels (“Eco Mark”, PET Bottle Recycling Recommendation Mark, etc.)</li> <li>• Detailed information taking LCA into consideration</li> <li>• Significance of using raw materials with low environmental impact, etc. (Natural materials, etc.)</li> <li>• Information regarding product features which can be comparatively investigated</li> </ul>	<p>Timing</p> <ul style="list-style-type: none"> <li>• Mainly point-of-purchase</li> </ul> <p>Media</p> <ul style="list-style-type: none"> <li>• Point-of-purchase display at retail stores, etc.</li> <li>• Catalogues</li> <li>• Website, etc.</li> </ul>
	<p><b>Office automation equipment (telephones, fax machines, copiers, etc.)</b></p>	<ul style="list-style-type: none"> <li>• Detailed information about environmental labels (ECO-LEAF Environmental Declaration, International ENERGY STAR Program, etc.)</li> <li>• Detailed information taking LCA into consideration</li> <li>• Energy saving effect, effect of reducing greenhouse gases, effect and significance of reducing environmental impact by recycling</li> <li>• Information regarding product features which can be comparatively investigated</li> <li>• Because of long lifecycle of products, information about consideration for the environment during usage and at the time of disposal, information about after-sales service.</li> </ul>	<p>Timing</p> <ul style="list-style-type: none"> <li>• Mainly point-of-purchase. Provide information during use and at the time of disposal of products if necessary.</li> </ul> <p>Media</p> <ul style="list-style-type: none"> <li>• Point-of-purchase display at retail stores, etc., explanation by sales person</li> <li>• Catalogues</li> <li>• Website, etc.</li> </ul>
	<p><b>Lighting equipment</b></p>	<ul style="list-style-type: none"> <li>• Detailed information about environmental label (Energy Saving Labeling Program).</li> <li>• Detailed information taking LCA into consideration</li> <li>• Energy saving effect, effect of reducing greenhouse gases, etc.</li> <li>• Information regarding product features which can be comparatively investigated</li> <li>• Because of long lifecycle of products, information about consideration for the environment during usage and at the time of disposal, information about after-sales service.</li> </ul>	<p>Timing</p> <ul style="list-style-type: none"> <li>• Mainly point-of-purchase. Provide information during use and at the time of disposal of products if necessary.</li> </ul> <p>Media</p> <ul style="list-style-type: none"> <li>• Point-of-purchase display at retail stores, etc.</li> <li>• Catalogues</li> <li>• Websites, etc.</li> </ul>

<b>Services</b>	<b>Accommodations</b>	<ul style="list-style-type: none"> <li>• Details of environmental impact caused by use of accommodation service, and effect of reducing the environmental impact (energy, wastes, etc.)</li> <li>• Environment-conscious information in the facility</li> <li>• Environment-conscious activity relevant to business activity as a whole</li> <li>• Information which makes it possible to compare multiple facilities</li> </ul>	<p><b>Timing</b></p> <ul style="list-style-type: none"> <li>• Point of selection of facility by a user (front and guest room)</li> </ul> <p><b>Media</b></p> <ul style="list-style-type: none"> <li>• Explanation by person in charge in the agency</li> <li>• Magazines</li> <li>• Brochures</li> <li>• Websites</li> <li>• Front desk or guest rooms, etc.</li> </ul>
	<b>Eating out</b>	<ul style="list-style-type: none"> <li>• Details of environmental impact by using eating-out service (energy, wastes, etc.)</li> <li>• Environment-conscious information in restaurants</li> <li>• Environment-conscious information relevant to the entire business activity</li> <li>• Information which makes it possible to compare and study multiple restaurants</li> <li>• Information about safety and sanitary aspects (to create a flow of “environmentally friendly business = safety/ sanitation conscious business)</li> <li>• Information about ingredients of products (menu)</li> <li>• Environment-friendly information relevant to transportation of ingredients, etc. and production (cooking).</li> </ul>	<p><b>Timing</b></p> <ul style="list-style-type: none"> <li>• Point of selecting restaurant, point of selecting product (menu)</li> </ul> <p><b>Media</b></p> <ul style="list-style-type: none"> <li>• Point-of-purchase display, explanation by restaurant staff</li> <li>• Magazines</li> <li>• Websites, etc.</li> </ul>
	<b>Dry cleaners</b>	<ul style="list-style-type: none"> <li>• Details of environmental impact caused by use of dry cleaning service (use of chemical substances, etc.) and effect of reducing the environmental impact</li> <li>• Environment-friendly information in the shop</li> <li>• Environment-friendly information relevant to the business activities as a whole</li> <li>• Information which makes it possible to compare and study multiple shops</li> </ul>	<p><b>Timing</b></p> <ul style="list-style-type: none"> <li>• At the time of selecting shops, selecting service</li> </ul> <p><b>Media</b></p> <ul style="list-style-type: none"> <li>• Point-of-purchase display, explanation by shop staff</li> <li>• Catalogues</li> <li>• Websites, etc.</li> </ul>

	<b>Forwarding Services</b>	<ul style="list-style-type: none"> <li>• Details of environmental impact caused by use of forwarding service, and effect of reducing the environmental impact</li> <li>• Information of environmental impact during forwarding (quantity of fuel use, quantity of CO2 emission, etc.)</li> <li>• Conditions of use of packing resources and materials for forwarding</li> <li>• Environment-friendly information at forwarding agencies</li> <li>• Environment-friendly information in business activities as a whole</li> <li>• Information which makes it possible to compare and study multiple (operators)</li> </ul>	<p>Timing</p> <ul style="list-style-type: none"> <li>• Point of selecting forwarding operator</li> </ul> <p>Media</p> <ul style="list-style-type: none"> <li>• Point-of-purchase display at forwarding agent, explanation by agency staff</li> <li>• Catalogues</li> <li>• Websites, etc.</li> </ul>
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(Source: Added to the “Outline of guidelines for Supplying Environmental Information”, Ministry of Environment, March 2006)

● **Perform accurate evaluations concerning conformity to the voluntary criteria, and publicize self-declaration of conformity to the voluntary criteria.**

In the case of Type II, which does not require certification or accreditation by third-party organizations, securing reliability of information is a critical issue. For example, when a business entity establishes voluntary criteria, and employs environmental representations (eco-labeling) in which symbols are used for products and services which conform to its voluntary criteria, consumers are not satisfied until at least detailed information concerning the relevant criteria are made public. Therefore, when a business entity employs environmental representations in which symbols are used for products and services, said business entity is expected to carry out an accurate assessment concerning conformity to its voluntary criteria, etc. concerning of relevant products and services, and then make a declaration of its claim.

When a business entity declares conformity to its voluntary criteria, it is expected to do so in compliance with JIS Q 17050-1:2005. It is a Japan Industrial Standard created directly from ISO/IEC 17050-1:2004 (Conformity Assessment—Supplier’s Declaration of Conformity—Part 1: General Requirements) without any revision regarding technological details or the forms of standard slips. According to this standard, a supplier (business entity) is expected to prove conformity to prescribed requirements with respect to an object in question regardless of product category or field. And when necessary, the standard provides for general requirements with respect to supplier’s declaration of conformity.

Supplier’s (a supplier may be an individual or organization) declaration of conformity is established as a procedure by which a supplier “provides a guarantee that a specific object is in conformity with requirements stipulated in its document, and makes clear the responsible person with respect to the conformity and the declaration”. The standard also provides that

“Supplier’s declaration of conformity may be used either independently or in combination with other means of assessing conformity, whether they are regulations or non-regulations.” When supplier’s declaration is made with respect to conformity to a certain standard or criteria, it is required to do so based on results of assessment (test, measurement, audit, inspection or investigation) conducted by either the first party (supplier of a product), the second party (when a user attests to a product he/she is currently using), or the third party.

- **Register the information concerning the environmental labels**

When a business entity uses a symbol to indicate that their products or services conform to the voluntary criteria, it is quite important that the business entity makes public the information concerning the symbol (criteria of use, items which comprise the criteria, etc.). The publication may be done through company's website, catalogues, etc. Assuming it is done, it is not easy for consumers to check all websites of all businesses one by one. Therefore, it is expected that business entities register such information at the website of "Database of Environmental Labels, etc.", where the entirety of relevant information is integrated (gathered together) and consumers can check the information by reading through lists in the database.

➤ **Registration at "Database of Environmental Labels, etc.", Ministry of Environment**

The Ministry of Environment produced a website, the "Database of Environmental Labels, etc.: Information Page for Selecting Eco-friendly Goods, etc." to provide information about various environmental labeling programs operated by third-party organizations, business entities and local governments and the like. The purpose of this website is just to provide information on programs operated by respective businesses, etc. and the responsibility of operating the programs lies with respective businesses, etc.

The Ministry of Environment does not guarantee the details of information provided by these programs (see page 56 for details).

Under the current conditions, all of the information provided by business entities that is posted on this website does not necessarily comply with Type II standards. The study is underway, however, to limit in the future to only such information that complies with Type II standards.

For the procedures on how to register environmental labels on this website, please access the following address for details.

▶ Database of Environmental Labels, etc.

<http://www.env.go.jp/policy/hozen/green/ecolabel/index.html>

- **Prepare a mechanism of related organizations for providing information and responding to inquiries**

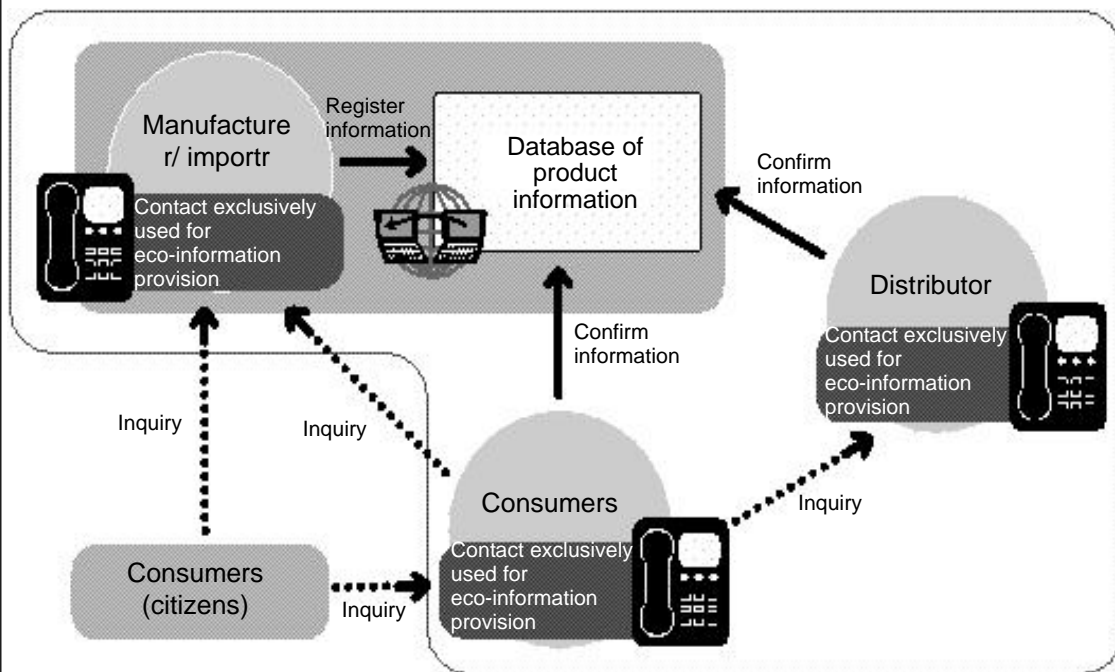
The system and framework for the verification of information must be established in order to ensure consistency of environmental information that manufactures and importers (upstream) provide to forwarders, distributors and dealers (downstream). It is also necessary to set up a contact exclusively used for quickly responding to inquiries from consumers, etc.

➤ **Verification Program of Information (example)**

- Manufacturers and importers of products and trade organizations establish database, in which environmental information of products that they supply [current state of approval by third-party organization etc. for the use of certification marks (eco-labels) and attestation granted] is integrated (collected together) and can be checked easily.
- Access to the database must be available not only to employees of relevant businesses but to the general public.
- Education of human resources who will be responding to inquiries from the stakeholders, such as consumers and users (capacity building training)

➤ **Set up a contact (such as a call center, etc.) exclusively used for responding to inquiries**

- Set up a contact exclusively used for inquiries from related businesses and consumers, etc.
- The contact is made open to the public and can be reached easily.
- There is a person in charge who appropriately responds to inquiries.



**Fig. 3-2 Image of verification program of information**

## **Chapter 6 Framework of “Environmental Representations” (eco-labeling) by Third-Party Organizations**

### **6-1. Accreditation (Certification) Programs Operated by Third-party Organizations**

There are various accreditation (certification) programs operated by third-party organizations such as government, public benefit corporation, non-governmental organization (NPO), etc. apart from those of business entities and trade organizations.

For example, in order to provide environmental information, the Ministry of Environment opened, within its website, “Database of Environmental Labels, etc. - Information for Selecting Eco-friendly Goods, etc. -” In this site, in response to the application of registration by businesses, etc. the Ministry of Environment posts information regarding environmental labels. Here, the provided information is categorized and organized mainly by the scope of environmental impact, which product items or provided information to focus on as eco-friendly items, and the methods of information provision, etc. All of this is summarized as a list for easy checking. (See page 81-82 for details)

In accreditation (certification) programs operated by third-party organizations, each entity that operates the program provides the environmental impact to be focused on, the criteria, and the methods for the use of accreditation (certification) marks.


Here, the Guidelines does not discuss good and bad points of the environmental representations (eco-labeling) accredited by third parties. Nonetheless, to avoid confusing consumers, who are bombarded with various kinds of environmental information, the Guidelines presents below specific requirements regarding the method for representing (displaying) accreditation (certification) marks under the current conditions.

### **6-2. Requirements Concerning the Method, etc. by which Accreditation Marks Should Be Represented**


Third-party organizations that operate accreditation (certification) program are expected to promote environmental representations (eco-labeling) in accordance with the following schemes.

- **Call on business entities that have a product line containing certified products and services to exhibit, adjacent to the relevant certification mark, explanatory statements describing the name of the organization operating the certification program, details of the program, grounds for certifying the product, etc. (This is not to encourage revision of designs, etc. of certification marks.)**

(Example of display labels)



This product uses 100% waste paper pulp. This mark is exhibited voluntarily in compliance with the representation method provided by 3R Promotion Forum



This mark indicates that this product contains 100% recycled xx as certified by xx association.

\* The mark and program in the above is fictional.

- **Call on businesses that deal with certified products and services in their product line to describe basic information about the certification marks (name of organizations issuing certifications, details of certification programs, basis for selection, etc.) in the media such as catalogues and websites that introduce their products and services.**
- **Exert further effort in order to provide information about the third-party accreditation programs through various media and means, aiming at familiarization and popularization of the programs among the general public.**
- **Register information regarding the certification marks in the “Database of Environmental Labels, etc.”**

Organizations issuing certifications have been introducing information about certification marks (environmental labels) on their websites, brochures and through other similar publications. It is recommended that these organizations register with the “Database of Environmental Labels, etc.” as part of their activities to disseminate their programs widely among consumers.

The respective businesses, etc. are solely responsible for the programs introduced in the database. The Ministry of Environment does not guarantee the details of information provided by these programs (See page 81-82 for details).

As for the procedures for registering the environmental labels, please access the following website for details.

- ▶ “Database of Environmental Labels, etc.”, the Ministry of Environment  
<http://www.env.go.jp/policy/hozen/green/ecolabel/index.htm>

## **Chapter 7 Looking Toward the Future of Providing Environmental Information**

### **7-1. The Role of the Guidelines and the Scope for the Future**

Today, global conditions are such that momentum for initiatives, such as the countermeasures against global warming, and establishment of recycling-based society, should be picked up as speedily as possible. The civilian sector, including households and employers (business entities), are no exception in this regard. In order to accomplish these tasks, it is important to promote green purchasing, as we have mentioned in the previous chapters. Therefore, it is important for businesses entities to move on with the development and sales of environmentally friendly products at a faster pace, in order to establish and expand the green market. Conversely, consumers need to make efforts to use those products as an integral part of the whole efforts.

It is also necessary for businesses, consumers and government to work as one unit in order to create a mechanism to enhance appropriate environmental communication between business entities and consumers, etc.

Figure 7-1, “The role of these Guidelines and the scope for the future”, on page 59 shows the steps for developing the provision of environmental information, as one of the initiatives for the establishing and expanding of the green market in four stages. There are various tasks to be tackled at various levels and times. For example, step 1 includes some tasks which should be addressed immediately, while at the same time there are tasks which should be prepared from the current stage by looking ahead to the international standardization in the future in the step 4.

At present, although visibility of the Type I labels (See page 21) is high in Japan, information about the Type I labels has not been fully communicated to consumers so as to penetrate the consciousness of consumers. As a result, the Type I labels can hardly be regarded as functioning effectively. As for the Type II labels, since they are independent claims made by businesses themselves, it is hard to secure the reliability and transparency of these claims. Furthermore, the Type II labels are inconvenient for the comparison of products, it is assumed that consumers are virtually not using Type II labels at all. As regards the Type III standard (See page 21) is limited in the number of applicable product categories because of the large volume of workload, and since it is difficult for consumers to understand, its dissemination is at the developmental stage.

These Guidelines analyze the current situation as such, and summarizes the details of discussion, primarily focusing on tasks to be addressed in the Step 1.

Specifically, the objectives of these Guidelines are: i) to present requirements and methods to address the basic themes concerning environmental representations (eco-labeling) in order to make them comprehensible to consumers, bring on consumer sympathy, and make them to be effectively used by consumers; and ii) to be part of the fundamental infrastructure needed to facilitate environmental communication by encouraging the establishment of an appropriate provisioning system of environmental information by businesses, etc.

## Developmental Steps of Environmental Information provision

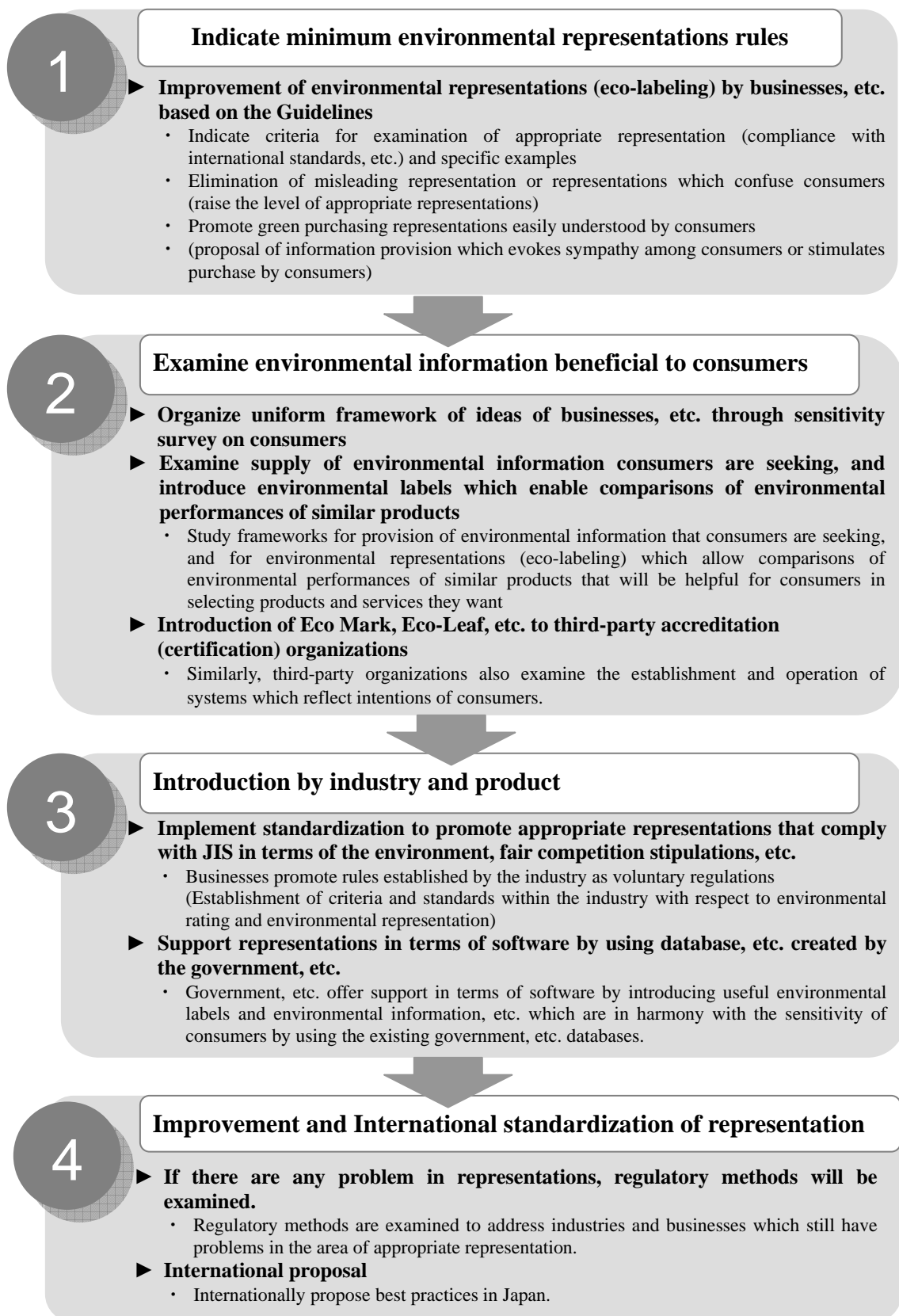


Fig. 7-1 The role of these Guidelines and the scope for the future

## 7-2. Theme for Investigation into Future Steps

Consumers make final decisions about their purchases after weighing such factors as prices, features, designs, and environmental performances of products and services. Therefore, it is important for businesses, etc. to recognize that information provided by businesses which lacks reliability and/or transparency cannot be accepted by consumers.

It is the responsibility of businesses to develop products with little environmental impact, and to provide consumers with valuable information that is highly useful for consumers and which accurately reflects the environmental impact of their products and services. Furthermore, it is necessary that trade associations and the like take initiatives to introduce a uniform format for information provision, and examine and introduce environmental labels which enable comparison of environmental performance of similar products, and promote a standardization of the method for supplying information as quickly as possible.

In addition, third-party organizations that issue accreditations (certification) are also expected to issue accreditations that reflect the intentions of consumers in a similar way.

As a mechanism to support these efforts, there are programs of information provision through databases offered by voluntary groups such as “Green Purchasing Network<sup>11</sup>” and “eco Sele<sup>12</sup>” and “Database of Environmental Label, etc.” (See page 81-82). Furthermore, while taking into account the possibilities of development of other new mechanisms, the government will press forward with projects to support businesses, etc. in their provision of information, etc. and assist consumers in their selection of products. In addition, the government will consider the possibility of strongly confronting businesses, etc. which continue to provide inappropriate consumer information with such actions as regulatory measures, as shown in Step 4.

Meanwhile, when we look abroad, disclosure of information relevant to products and services has been pressed forward based on various regulations, etc. in Europe. Various methods have been utilized for preparing information to be disclosed, and some of them are similar to the methods advocated in Japan as well. Europe is also still exploring the frameworks for supplying environmental information on an ongoing basis even today, and the problems they are faced with seem to be the same problems that Japan is now faced with. Because many Japanese corporations are globally engaged in business operations, the frameworks for the provision of information vary from country to country or region to region will adversely affect their operational efficiency. Consequently, it is needed to discuss the topic of frameworks for information supply on a global

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<sup>11</sup> “Green Purchasing Network ” was established in February 1996 for promoting green purchasing initiatives, and is a network connecting businesses, government and consumers. Its activities includes wide ranging education and enlightening about green purchasing, as well as preparation of a database which is a compilation of information of environmentally friendly commodities. (Source: Website of “Green Purchasing Network” <http://www.gpn.jp/>)

<sup>12</sup> “eco Sele ” is a “Commodities’ Environmental information provision site” operated by the Ministry of Environment. The website compiles comprehensive environmental information related to all kinds of commodities including home electrical appliances and makes this information open to the public. The publicized information includes not only basic information such as dimensions and performances of the products but also specific data, displayed in logarithmic scale charts and radar charts. These specific data are rated by three assessment points of “global warming”, “consumption of resources” and “use and management of chemical substances”. (Source: Website of “eco Sele”) <http://www.lifecycle2.jp/>

scale, instead of just domestically, in order to explore formulating common methods. Japan can advocate such a method because it was founded on the principles of environmental protection. Future efforts like these will also bring about opportunities for businesses, which unintentionally have lagged behind in environmental measures up to now.

In addition, utilization of the Law on Promoting Green Purchasing, etc. will be examined in order to prompt the progress of these projects.

Let us repeat again that these Guidelines indicate the frameworks for providing environmental information, which is beneficial for both consumers and businesses. It is the first step for the development of global efforts in the future. Based on these objectives, businesses are expected, while recognizing the importance and necessity of the process from Step 1 to Step 4, to continue to provide appropriate environmental information while looking ahead to further development in the future.



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## References

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## 1. Framework of measures to promote formation of recycling society

The Japanese government established “The Basic Law for Establishing the Recycling-based Society (Basic Framework Law)” in May 2000, as a basic legal framework to go forward with the formation of a society in which consumption of natural resources is controlled through such efforts as efficient utilization of materials encompassing the process of production, distribution and disposal and promotion of recycling of resources. As a result of such efforts, the environmental impact is reduced as much as possible. Specific measures to promote the formation of recycling society are shown in the following figure.

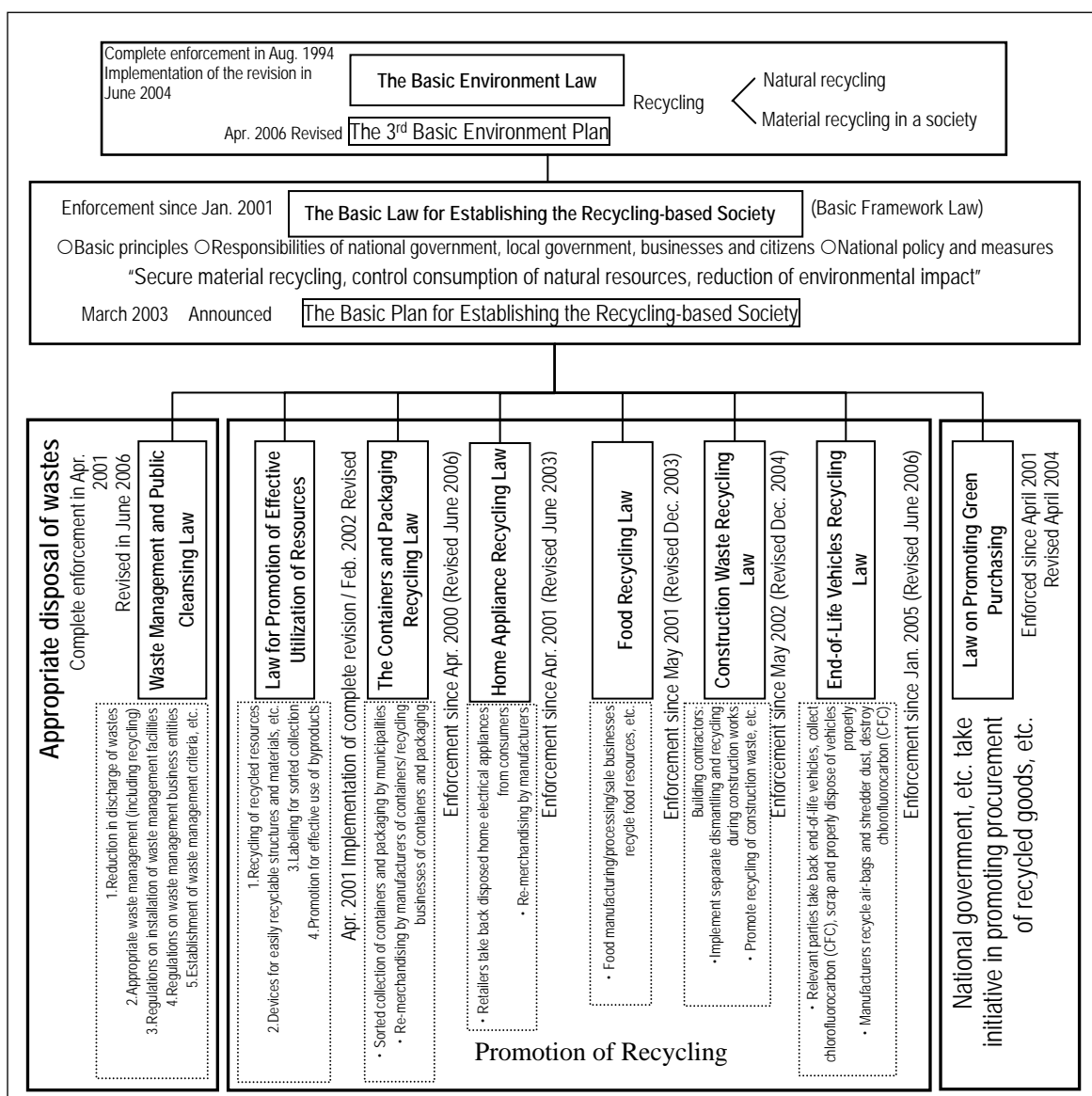


Fig. 1 Framework of measures to promote formation of recycling society

Detailed information relating to recycling society is available at the website of the Ministry of Environment.

▶ "Information related to recycling society" <http://www.env.go.jp/recycle/circul/>

Information concerning the Basic Law, the Basic Plan, verification project and international initiatives, etc.

## 2. Regarding the Law on Promoting Green Purchasing

### **(1) The Outline of the Law on Promoting Green Purchasing**

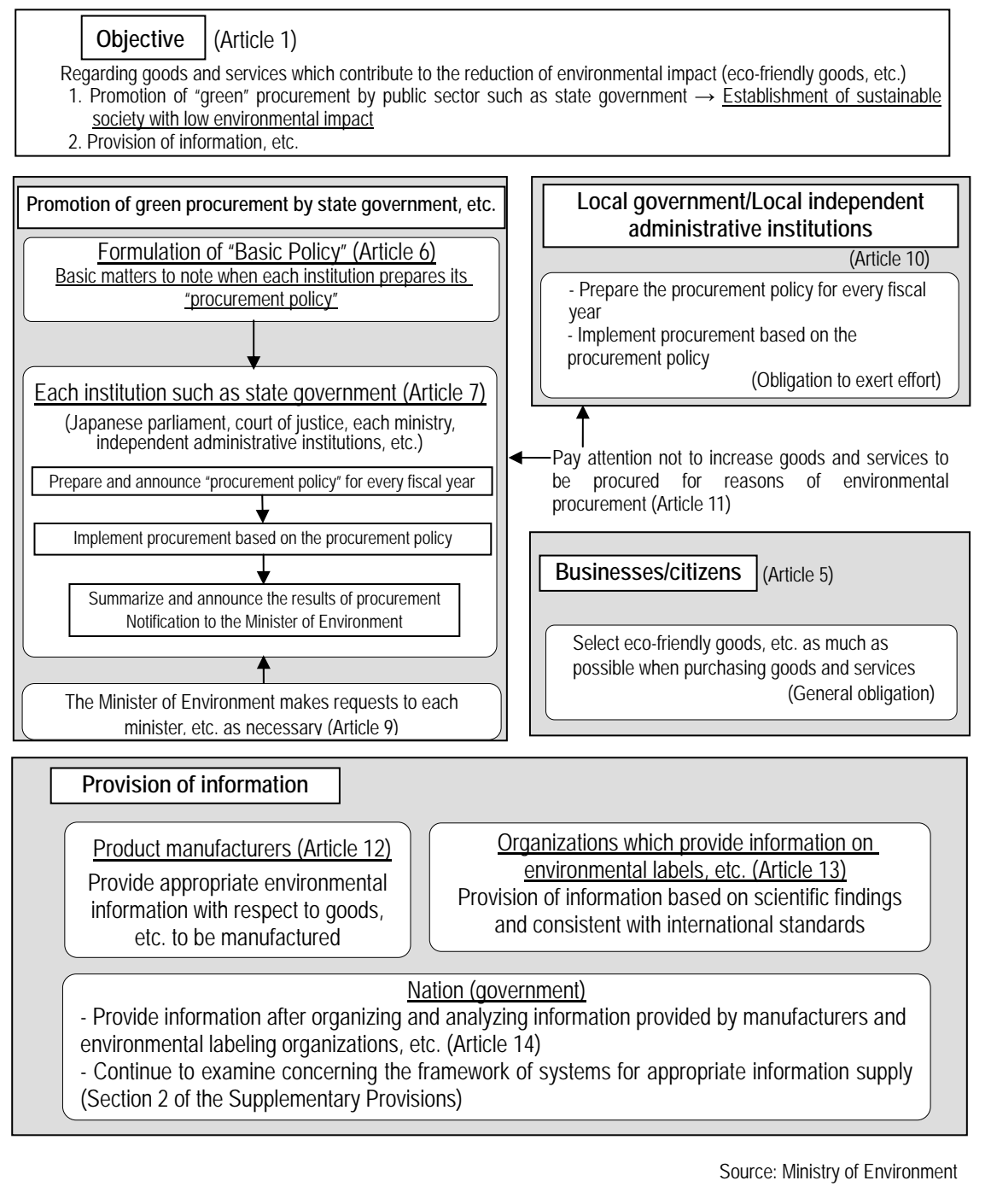
“The Law Concerning the Promotion of Procurement of Eco-Friendly Goods and Services by the State and Other Entities” (“The Law on Promoting Green Purchasing”) was put in force as one of the specific measures to promote the formation of a recycling society.

The objective of this law is to provide the necessary stipulations to encourage the state and other entities (public entities such as government ministries and agencies, and independent administrative institution, etc.) to take the lead in: a) procuring eco-friendly goods, etc. and; b) encouraging a shift in demand towards eco-friendly goods, etc. by such efforts as providing information on eco-friendly goods, etc., thereby establishing a society which can enjoy a sustainable development with a lower environmental impact. The law also sets forth provisions concerning the role local governments, businesses and citizens must play respectively by endeavoring to purchase eco-friendly products as much as possible. In other words, the law encourages the society as a whole to promote green purchasing.

## Mechanism of the Law on Promoting Green Purchasing

Law concerning the promotion of procurement of eco-friendly goods and services by the state and other entities

(Law No. 100 of 2000/ Law No. 119 of 2003)



The basic policy for the promotion of procurement of eco-friendly goods, etc. under the Law on Promoting Green Purchasing determined “designated procurement items” as the types of eco-friendly goods, etc. for which the state and independent administrative institutions, etc. should emphasize during procurement.”

“Designated procurement items” and their evaluation criteria are deliberated at the “Study group on designated procurement items” consisting of scholars of acknowledged scholarship and experience, etc. based on scientific findings. By FY 2007, 222 items have been designated as “designated procurement items.” (Table 1)

**Table 1 The Law on Promoting Green Purchasing:  
“Designated procurement items and the outline of their evaluation criteria (222 items)”**

<b>Product item</b>	<b>Designated procurement item (Approved by the Cabinet on Feb. 2, 2007)</b>	<b>Evaluation criteria</b>
Paper	Eight items including copy & multipurpose paper (copy paper, diazo sensitized paper, etc.), printer sheet, sanitary paper (toilet paper, tissue paper), etc.	Percentage of waste paper pulp, whiteness, etc.
Stationery	79 items including mechanical pencils, ballpoint pens, scissors, dust blowers, glue, files, binders, desk mats, window envelopes, blackboards erasers, can and bottle crushers, etc.	Use of recycled materials (recycled plastic, forest thinning, etc.), bio-plastics, global warming potential, etc.
Office furniture and products	10 items including chairs, desks, shelves, coat hangers, umbrella stands, blackboards, etc.	Energy consumption efficiency
OA equipment	17 items including copiers, printers, faxes, displays, digital printers, etc.	
Home electrical appliances	Refrigerators, freezers, refrigerator with freezers, heated toilets (seat/no seat) with bidet and drier, televisions	
Cooling and heating equipment	Air conditioners, gas heat pumps, air conditioners, space heaters	
Water heaters and cooking appliances	Electric water heater, gas water heater, oil-fired water heater, gas cooking appliance	
Lighting	Fluorescent lamp lighting device, fluorescent lamp, bulb shape lamp	Exhaust gas, mileage, etc.
Automobiles and automotive products	Automobiles (natural gas automobiles, hybrid cars, fuel cell automobiles), In-car ETC system, car navigation systems, tires for general official vehicles, 2-cycle engine oil	
Fire extinguishers	Fire extinguishers	Use of recycled fire extinguishing agent
Uniforms/Work uniforms	Uniforms/Work uniforms	Use of recycled plastic from PET bottles, etc.
Interior furnishings/bedding	10 items including curtains, blankets, bed frames, mattresses, etc.	
Work gloves	Work gloves	
Other textile products	Event tents, plastic sheets, protective nets	Use of solar energy, volume reduction of raw garbage,
Equipment	Photovoltaic generation systems, solar thermal conversion systems, fuel cells, food waste disposal systems, water-saving systems	

Public works	Public works (i) Resource materials (47 items including recycled wooden boards, tiles, blended cement, recycled aggregate, paint for first coating, water permeable concrete, heat insulating sashes/doors, automatic water faucets, light regulating systems, fertilizer using sewage sludge, etc.) (ii) Construction machinery (Exhaust gas control type, low-noise type) (iii) Construction method (5 items including method of concrete mass recycling treatment, formed asphalt method (on-site recycle method), etc.) (iv) Target object (drain pavement, permeable pavement, rooftop greening)	Percentage of use of recycled materials, exhaust gas, noise, etc.
Services	Assessment of energy savings, printing, restaurants, re-traded automobile tires, automobile maintenance, management of government offices, cleaning, transportation and delivery, retailing operated in government offices	Details of qualification/assessment of skills, food disposal, percentage of recycled waste paper pulp, treaded tire, use of recycled parts, energy control, etc.

Source: Ministry of Environment

According to the respective entity's actual operations, and in harmony with the basic policy for the promotion of procurement of eco-friendly goods, etc., the state and other entities, prepares and announces for each fiscal year, the following:

- 1) Specific targets for each designated procurement item
- 2) Categories of eco-friendly goods, etc. which each entity independently procures and the procurement target for each of the categories
- 3) Procurement policy in which each entity provides its procurement promotion system and the scope of target of the procurement policy, etc.

Based on the above, each entity exercises preferential procurement of eco-friendly goods, etc., and announces the outline of its procurement results after the completion of each fiscal year.

## (2) “Eco-friendly goods, etc.” designated by the Law on Promoting Green Purchasing

“Eco-friendly goods, etc. ” (products and services which contribute to the reduction of environmental impact) designated by the Law on Promoting Green Purchasing mean goods or services which satisfy any one of the following criteria from items in (i) to (iii) below.

- (i) Recycled resources and other materials or parts/components which contribute to the reduction of environmental impact\*

(\* “Environmental impact” means any adverse effects on the environment generated by human activities that may interfere with environmental conservation.)

- (ii) Products which contribute to the reduction of environmental impact based on one of the following: a) materials or parts/components used in the aforementioned goods contribute to the reduction of environmental impact; b) amount of greenhouse gas, etc. emitted as a result of the use of the aforementioned goods do not greatly impact the environmental; c) all or part of the aforementioned goods can be easily reused or recycled, so that generation of waste can be limited; and d) others.
- (iii) Services which contribute to the reduction of environmental impact, for example, services provided by utilizing products that contribute to the reduction of environmental impact.

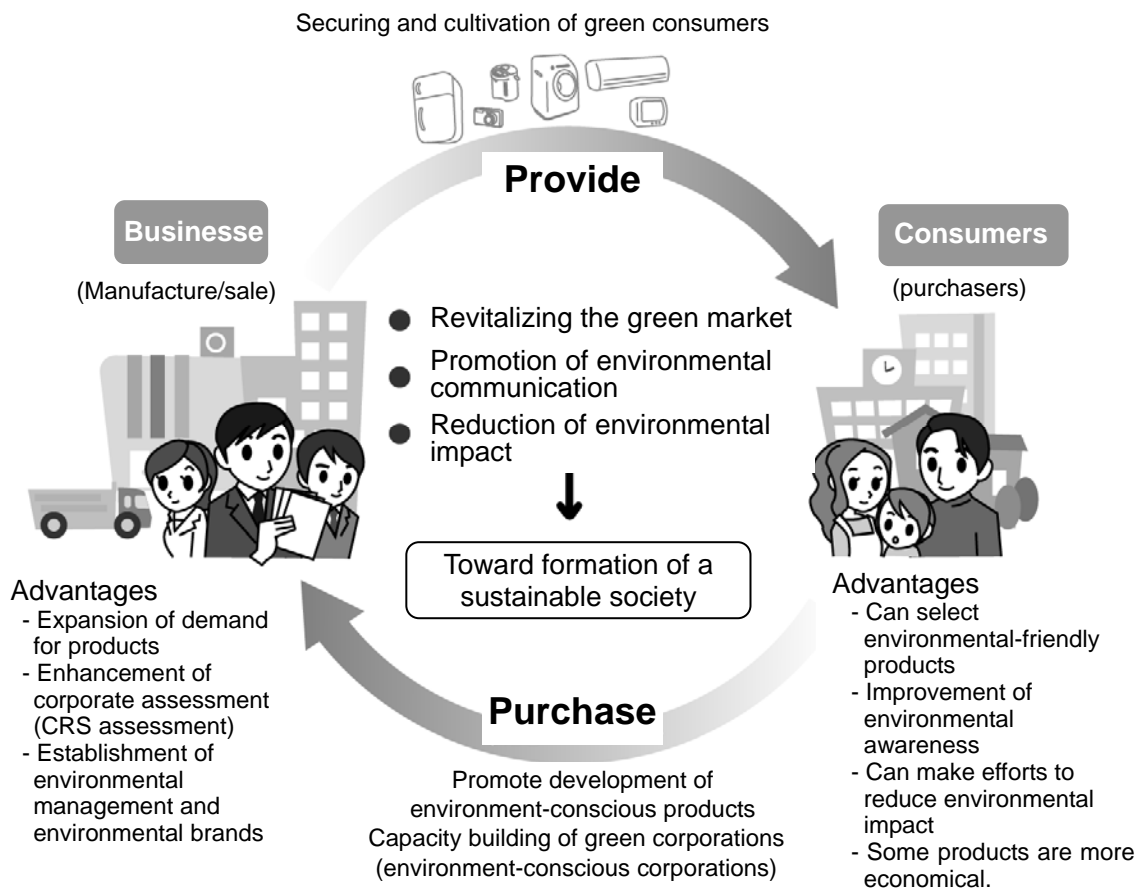
The details regarding the Law on Promoting Green Purchasing are available at the following website of the Ministry of Environment.

▶ The Law on Promoting Green Purchasing.net

<http://www.env.go.jp/policy/hozen/green/g-law/index.html>

### 3. Effect expected from the promotion of green purchasing

Expected effect from promotion of green purchasing is shown in the figure below.



**Fig. 2 Effect expected from the promotion of green purchasing**

#### (1) Reduction in environmental impact by society as a whole

- By promoting environmental communication between business entities and consumers, the green market will be revitalized. This will make it indispensable for businesses to incorporate the concept of environmental friendliness in their products and services. This in turn enables business entities to accelerate their efforts to develop environmentally friendly goods and services.
- As a result of the efforts to control environmental impact throughout the life cycle of a product, the new product is expected to be superior to the conventional product in terms of the reduction of CO<sup>2</sup> emissions, promotion of 3Rs, limiting the use of hazardous substances and controlling the generation of hazardous substances. As a result, the reduction of environmental impact will be achieved.

- Environmental conservation by the nation as a whole will be promoted as a result of the widespread understanding by consumers regarding among other issues, the need to prevent global warming (a countermeasure for the climate change issue), to promote recycling (of resources) for conserving natural resources, and to reduce the use of fossil fuels.

## **(2) Win-win relationship of consumers and businesses (manufacturers/ importers, distributors, retailers)**

### **1) Advantages for businesses**

- Expanded demand for products

The green market is being formed as a result of the improved awareness among other issues of the Law on Promoting Green Purchasing and Eco Mark, which means the demand for environmentally friendly products is expected, which will contribute to the increase in sales.

- Enhanced corporate value (CSR assessment)

There is a trend to take into account manufacturing, distribution and sales of environmental-friendly products by companies as an index of their CSR assessment. The corporate values of businesses that actively address environmental issues are expected to improve in society as a result of such activities.

- Promotion of environmental management and environmental brands

The mechanism of environmental management will take root through development and sales of environmental-friendly products and environmental activities at offices, etc. In addition, society will recognize such business entities as corporations that adopt environmental management. Furthermore, by addressing environmental issues continuously, an environmental brand can be established (improvement of brand image).

- Improvement of environmental consciousness among employees (or constituents)

The environment consciousness of employees will improve through operations at business sites and environmental activities, which is expected to improve environment consciousness in their individual daily lives.

### **2) Advantages for consumers**

- Because consumers can select environmental-friendly products, their awareness of preferential purchasing and replacement purchasing of new products will be improved.
- Consumers can make effort for the reduction of environmental impact when purchasing, using and disposing of eco-friendly products.
- Consumers can also reap economical benefits while at the same time being effective in environmental conservation in terms of “energy savings” and “water savings” when using environmental-friendly product.

**(3) Other advantages**

- Cultivation of businesses that operate eco-friendly business activities and building up of green consumers can be achieved.
- Environmental communication will be promoted, which will establish relationship based on trust between manufacturers and sellers, and consumers, which will enable mutual cooperation for environmental measures. (For business entities, their communications with other stakeholders will be revitalized.)
- Japan, as an environmentally friendly nation, can appeal its environmental policies and various pro-environmental measures to the international community, for example, initiatives in the areas of social infrastructure, environmental technology, environmental-friendly products and environmental information management, etc. By doing so, Japan can attract international cooperation and establish collaborative relationship internationally.

#### 4. International standards regarding environmental representations (eco-labeling)

As it is mentioned on page 15, the ISO issues the “Environmental labels and declarations” series as international standards for environmental representations (eco-labeling). Their objectives are to stimulate the possibility of improving the ongoing market-oriented environment.

There are three standards of “environmental labels and declarations” in the series, each having its own definitions and requirements. In addition, common principles (ISO 14020) are also provided.

**Table 2 “Environmental labels and declarations” standardized by the International Organization for Standardization (ISO)**

Applicable ISO standard (year of adoption) and its name		Feature	Description
ISO 14020:1998 Environmental labels and Declarations—General principles		Guiding principles	<ul style="list-style-type: none"> <li>• It is intended that other applicable standards (Type I, II, or III) in the ISO 14020 series must be used in conjunction with this standard.</li> <li>• It cannot be used for accreditation/ registration.</li> </ul> <p>Note: ISO 14020:1998 was established as JIS Q 14020 in 1999. ISO 14020:1998 was slightly revised in 2000.</p>
Type I	ISO 14024:1999 Environmental Labels and Declarations—Type I environmental labeling—Principles and procedures	Environmental labels accredited by third-party organizations	<ul style="list-style-type: none"> <li>• Issued by third-party organizations</li> <li>• Product category and evaluation criteria are decided by the issuing organization.</li> <li>• The use of environmental marks is approved after examination in response to application by business entities</li> </ul> <p>Note: In Japan, it established as JIS Q 14024 in 2000.</p>
Type II	ISO 14021:1999 Environmental Labels and Declarations— Self-declared environmental claims (Type II environmental labeling)	Environmental self-declarations by business entities	<ul style="list-style-type: none"> <li>• Evaluate compliance to voluntary criteria of own company, and claim environmental improvement of a product</li> <li>• Applicable to sales promotional advertisements</li> <li>• All parties who profit from environmental claims can use this labeling, including manufacturers, importers, distributors, retailers, etc. without judgment of a third party.</li> </ul> <p>Note: In Japan, it was established as JIS Q 14021 in 2000.</p>
Type III	ISO 14025:2000 (Revised in 2006) Environmental Labels and Declarations— Type III environmental declarations – Principles and procedures	Indication of quantitative data of environmental impact of products	<ul style="list-style-type: none"> <li>• No judgment of pass or failure is passed.</li> <li>• Quantitative data only is indicated.</li> <li>• Judgment is left up to consumers (purchasers).</li> </ul> <p>Note: In Japan, it is scheduled to be established as JIS Q 14025 in FY2007.</p>

An “environmental label or declaration” as defined by ISO is a claim to indicate the environmental aspects of a product or service. It may take the form of a statement, symbol or graphic or a product or package label. It may appear in product literature, in technical bulletins, in advertising or in publicity, or in direct mail promotions. Furthermore, it may appear in digital or electronic media such as the Internet.

In Japan, “environmental representations” is used as a collective term to refer to all indications of environmental aspects of a product or service. Therefore, in the Guidelines, the meaning of “environmental claims”, used in ISO/JIS, is included in the meaning of “environmental

representations”. Furthermore, at present, environmental representations that take the form of symbols are idiomatically referred to as “environmental labels”. Therefore, environmental representations that take the form of symbols are referred to as “environmental labels” in the Guidelines.

<b>These Guidelines</b>	<b>International Organization for Standardization (ISO)</b>
<p data-bbox="311 683 742 862"><b>Environmental representations</b> (Collective term for representations regarding environmental aspects which includes representations of pro-environmental attitude even when they are not directly related to a product or service)</p> <div data-bbox="367 873 694 1064" style="border: 1px solid black; padding: 5px;"><p data-bbox="399 907 662 940"><b>Environmental label</b></p><p data-bbox="383 974 678 1052">(All environmental representations in the form of symbols)</p></div>	<p data-bbox="885 683 1252 840"><b>Environmental claims</b> (Explanatory statement, symbol or graphic on a product or package label which indicates the environmental aspects of a product or service)</p> <div data-bbox="861 873 1284 1064" style="border: 1px solid black; padding: 5px;"><p data-bbox="917 884 1228 963"><b>Environmental label and declaration</b></p><p data-bbox="981 1030 1173 1064">(Type I, II, &amp; III)</p></div>

**Fig. 3 Organization of terms**

## 5. “The report on the actual conditions of representations in advertisement of environmentally friendly commodities”, Japan Fair Trade Commission

In consideration of the increased awareness concerning environmental issues among consumers, the Japan Fair Trade Commission published "The report on the actual conditions of representation in advertisement of environmentally conscious commodities" in March 2001. Based on the results of the survey conducted on the actual conditions of advertisement representations in which environmental friendliness is appealed, the report laid out five points to consider with respect to advertisement representations in which environmental friendliness is appealed, by organizing concepts provided in the Premiums and Representations Act.

## **Points to consider concerning advertisement representations in which environmental friendliness is appealed**

### **1. The scope of representation must be clearly defined**

The representation must be clear enough so that it will not be misleading to general consumers as to whether the descriptions in the representations in the advertisement regarding the effect of environmental conservation is relative to only part of the commodity such as its packaging, etc. or the commodity as a whole.

### **2. Percentage of the use of focused raw materials, etc. must be indicated clearly.**

When emphasizing the use of environmentally friendly raw materials/resource materials in the representations, the percentage of the use must be indicated clearly, for example, “60% of content is recycled paper.”

### **3. Representations must be supported by verifiable data, etc.**

When using representations in advertisement that emphasize that some ingredients in a commodity affects environmental conservation in some way, it is necessary to prepare and indicate verifiable data, etc. which indicates that such an effect can be obtained by the use of the said commodity under normal conditions.

### **4. Ambiguous or abstract representation must not be used by itself.**

When using an ambiguous or abstract representation such as “environmentally friendly”, an explanation must be provided that shows the grounds for such an effect of environmental conservation pertaining to the commodity.

### **5. Points to remember concerning representations (labeling) by environmental marks**

With respect to representation by marks to indicate that the commodity in question is environmentally friendly, when representation by the mark is accredited by a third-party organization, the representation must be prepared in such a way as consumers clearly understand the reason for the accreditation.

In addition, businesses must provide an explanation which clearly indicates the reasons for accreditation next to the location of the mark.

(Source: “The report on the actual conditions of representation in advertisement of environmentally conscious commodities”, Japan Fair Trade Commission)

► Japan Fair Trade Commission

<http://www.jftc.go.jp/>

## 6. A proposal presented by the Nippon Association of Consumer Specialists (NACS)

The Environment Committee of the Nippon Association of Consumer Specialists (NACS) compiled, “Nine Principles of Environmental Information for which Green Consumers Are Looking.”

### **Nine Principles of Environmental Information for which Green Consumers Are Looking**

#### **Type of information consumers are looking for**

1. Information which makes visible corporate activities aiming to achieve sustainable society
2. Information that conveys vital information
3. Information that reflects social concerns

#### **Expressions consumers are looking for**

4. Easy to understand
5. Comparable (with respect to features of products)
6. Specific expressions

#### **Attitudes consumers are looking for**

7. There is a way to check the information
8. There is a framework for dialogue with consumers
9. Opinions of consumers are reflected in products

(Source: “Green Consumer Series 3: Let’s start a workshop of environmental label and environmental report ~ In order to choose environmentally friendly commodities and companies ~”, edited and authored by Environment Committee, Nippon Association of Consumer Specialists (NACS))

- Nippon Association of Consumer Specialists (NACS)  
<http://www.nacs.or.jp/>

## 7. Overseas guidelines, voluntary regulations, etc. concerning environmental representations

Various countries and regions have established guidelines and voluntary criteria, etc. concerning environmental representations used by businesses. Part of the guidelines is shown below.

### **(1) United States of America**

US Federal Trade Commission established “Guides for the Use of Environmental Marketing Claims” in 1992 as the evaluation criteria to determine if environmental claims used in advertisement and marketing tools, etc. breach “Restrictions on delusive action” in Article 5 of the Federal Trade Commission Act. When a breach is found, the Commission will crackdown on the illegal representation.

▶ Federal Trade Commission (<http://www.ftc.gov/index.html>)

### **(2) International Chamber of Commerce (ICC)**

The International Chamber of Commerce (ICC) issued “ICC International Code of Environmental Advertising” in 1991 as criteria for voluntary regulations. The revised version of 2001 takes into account some of the provisions in ISO 14021.

▶ International Chamber of Commerce (<http://www.iccwbo.org/>)

### **(3) European Commission**

The European Commission announced the “Guidelines for Making and Assessing Environmental Claims” in 2000. It takes into account the provisions in ISO 14021.

▶ European Commission (<http://ec.europa.eu/>)

### **(4) United Kingdom**

The government of the UK, after widely consulting with industrial circles, consumers and environmental organizations, etc., prepared “Green Claims Code” as stipulations concerning environmental representations (eco-labeling). The revised version of 2001 takes into account the provisions in ISO 14021. In 2003, it published “Green Claims – Practical Guidance” as a guidance to supplement the existing provisions.

▶ Defra (<http://www.defra.gov.uk/>)

## 8. “Database of Environmental Labels, etc.”, Ministry of Environment

In 2001, the Ministry of Environment developed the website entitled, “Database of Environmental Labels, etc. ~ Information for Selecting Eco-friendly Goods, etc.~”, in which information such as environmental labels was compiled. It was developed as a source of information that can be used as a reference guide by purchasers when they select products and services that contribute to reducing environmental impact. The site is renewed as necessary. In this database, data is created by entering information to be covered (registered) in the database. The information is sorted and organized by subject commodity; the scope of environmental impact that subject commodity item contributes to reducing; and the method of providing information.

A search engine can search the required information in the database by mark (graphical search) or by the registered location (source of information, initiatives taken by business entities and systems of local governments, etc., which can be helpful in selecting eco-friendly goods, etc.) Although descriptions of various programs are introduced in this database, these programs are operated by respective businesses, etc. and the responsibility of operating the programs lies with those business entities, etc. The Ministry of Environment does not guarantee the details of information provided by these programs. Furthermore, this database does not cover exhaustive information of all systems currently operated in Japan.

**Table 3 Summary of information sources (helpful in selecting eco-friendly goods)**

Target commodity item	Scope of environmental impact which information takes into account	Method of supplying environmental information	
		Representation by mark, etc. <sup>3</sup>	Display/supply of data on environmental impact <sup>4</sup>
I. Programs targeted at various items	(1) Program which takes into consideration various environmental impact as a whole. <sup>1</sup>	• Eco Mark	• GPN database • Eco-Leaf environmental label
II. Programs targeted at specific items	(1) System which takes into account various environmental impacts as a whole	• PC green label	• Environmental information by car models • Environmental information of home electrical appliances
	(2) Other programs <sup>2</sup>	(1) Program mainly focused on energy savings (2) Program mainly focused on the use of recycled materials/ byproducts (3) Program mainly focused on pollution (4) Other programs	

- 1 Program which takes into account various environmental impacts as a whole: The program covers important environmental impacts depending on the characteristics of each good or service, after taking into account each environmental impact including the life cycle of products from extraction of resources to disposal and other wide ranging impacts as a whole.
- 2 Other programs: The program focuses exclusively on specific part of the life cycle/ environmental impact other than those various environmental impacts taken as a whole.
- 3 Representation by mark, etc.: Use of mark, etc. to indicate relevant goods or services contribute to the reduction of environmental impact more than other goods or services in the same commodity group equipped with equivalent functions.
- 4 Display/supply of data on environmental impact: Display or attachment on each good or service of specific or quantitative information concerning environment impact of relevant goods or services in a certain prescribed format, or compilation of such information as a collection of data.

► “Database of Environmental Labels, etc.”  
<http://www.env.go.jp/policy/hozen/green/ecolabel/index.html>

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