

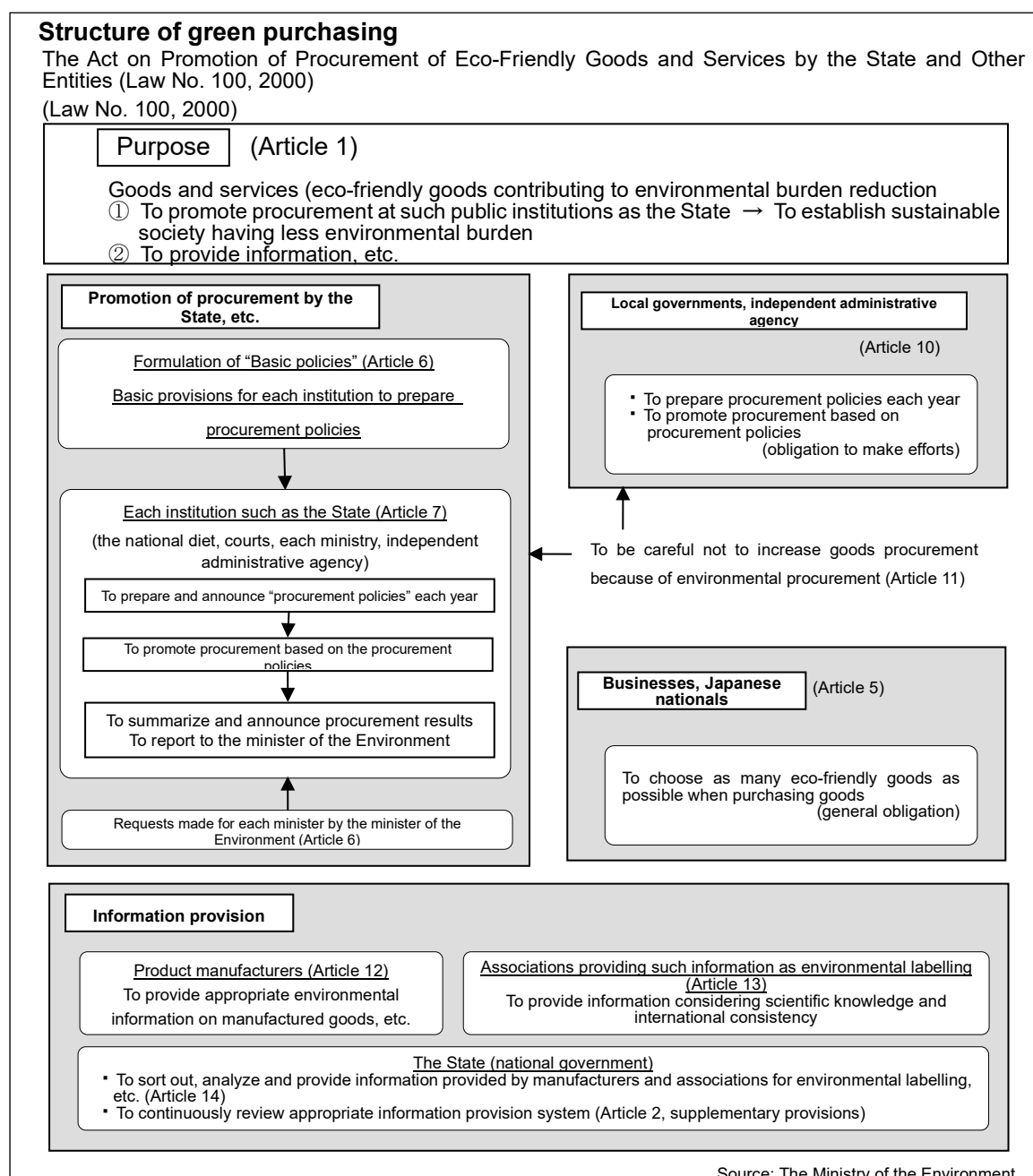
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1. Green Purchasing

(1) Overview of green purchasing

As one of the practical policies to promote creation of Material-Cycle Society, “the Act on Promotion of Procurement of Eco-Friendly Goods and Services by the State and Other Entities” (the Green Purchasing Act) has been enforced. This Act aims for each institution including the State (such public institutions as each ministry and independent administrative agency) to promote creation of society that makes sustainable development possible, aiming at demand conversion by promoting appropriate information provision on eco-friendly goods, etc. in addition to taking an initiative to procure eco-friendly goods, etc. (environmentally friendly products). In addition, it requires local governments, businesses and Japanese nationals to make individual efforts to choose as many environmentally friendly products as possible, namely, to promote green purchasing as the entire society.



(2) Expected effects due to promotion of green purchasing

We explain expected effects due to promotion of green purchasing as follows.

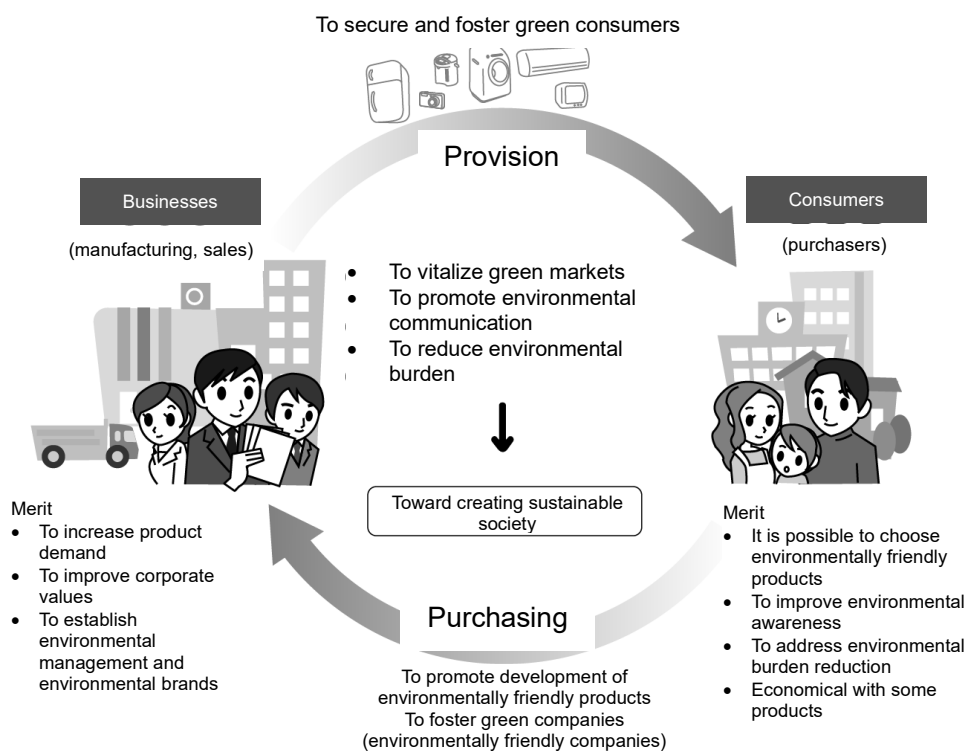


Fig. 1 Expected effects due to promotion of green purchasing

① Reduction of environmental burden for the entire society

- To vitalize the green markets and to make environmental considerations for products and services mandatory by promoting environmental communication between businesses and consumers, and it enables businesses to accelerate development of environmentally friendly products and services.
- To achieve environmental burden reduction compared to previous products through reduction of CO₂ emissions, promotion of 3R, usage limitation and occurrence limitation for harmful substances by considering environmental impact in product lifecycle.
- To promote environmental preservation among Japanese nationals by increasing consumers' awareness of prevention of global warming (countermeasures for climate change issues), promotion of recycling (resource circulation) for protection of diminishing natural resources and for usage reduction for fossil fuels and energies.

② Win-win relationship between consumers and businesses (manufacturing, import, distribution and retail)

1) Merits for businesses

[Increase in product demand]

To contribute to sales increase, as it is expected to increase demand for environmentally friendly products through creation of green markets, with improvement of awareness of the Green Purchasing Act and Eco-Mark, etc.

[Improvement in corporate values]

Recently, initiatives for institutional investors to consider companies' consideration on environmental aspects as one of the important investment judgments, such as ESG investment, become mainstream. It is likely that businesses who proactively address environmental measures will improve their corporate values socially.

[Promotion of environmental management, establishment of environmental brands]

The environmental management structure is established through development and sales of environmentally friendly products and environmental activities at offices, etc. In addition, it is recognized by society that they are companies addressing environmental management. Moreover, it becomes possible to establish environmental brands (improvement in brand image) by continuously addressing environmental management. Also, in "National Movement for New and Prosperous Lifestyles toward Decarbonization (Deko-katsu)"¹, it is recommended that a large-scale demand creation for decarbonized products and services be sustainably and strongly promoted, it leads to market expansion and demand creation for products and services provided by responding to such needs.

[Improvement in environmentally friendly awareness for employees (or members)]

It is expected to improve employees' environmentally friendly awareness through their work at offices and environmental activities, and to improve it also in each employee's daily life.

2) Merit for consumers

- It is possible to choose environmentally friendly products and to improve awareness of prioritized purchasing or replacement.
- To address environmental burden reduction in purchasing, usage and disposal of products
- It is possible to also obtain economic benefits through such environmental preservation effects as "energy-saving" and "water conservation" at the time of product usage.

③ Others

- To foster businesses engaged in environmentally friendly business activities and green consumers (consumers)
- It is possible to promote environmental communication and to establish relationships of trust between manufacturers and retailers and consumers and to ensure mutual coordination for environmental policies (for businesses, it is possible to vitalize communication with stakeholders).
- It is possible to establish international coordination and cooperation relations by appealing environmental policies as environmentally advanced country, and such policies as social infrastructure, environmental technologies, environmentally friendly products and environmental information management.

¹ The Ministry of the Environment launched a new national movement (National Movement for New and Prosperous Lifestyles toward Decarbonization) in October 2022 to promote behavior change and lifestyle conversion for Japanese national and consumers and created "Deko-katsu" as its nickname in July 2023.

The Ministry proposed the overall image for Japanese nationals' future living in its entirety including clothing, food and housing, occupation, relocation and shopping "image after 10 years toward new and prosperous lifestyle toward decarbonization", and promoted initiatives to create prosperous lifestyle toward decarbonization for Japanese nationals, coordinating with local governments, companies and associations, etc.

2 Japan Fair Trade Committee “Fact-finding Survey Report on Advertising Representations for Environmentally Friendly Products”

The Japan Fair Trade Committee publicly announced “Fact-finding survey report on advertising representations for environmentally friendly products” in March 2001 considering consumers’ increased concerns for environmental issues. In the report, the Committee sorted out the concept of advertising representations under the Premium Representations Act and stated 5 items to be noticed on advertising representations indicating environmentally friendliness based on the fact-finding survey report on advertising representations for environmentally friendly products.

Items to be noticed on advertising representations indicating environmentally friendliness

① The scope indicated by representations should be clear

For the details of advertising representations for environmental preservation effects, it is necessary to indicate them so that general consumers can clearly understand, without causing any misunderstanding, whether they are for a part of a product such as packaging or for the entire product.

② To clearly indicate usage ratio of raw materials, etc. to be emphasized

In case of emphatically indicating the usage of raw materials and materials considering environmental preservation, it is necessary to clearly indicate such usage ratio such as “using 60% of recycled paper”.

③ Necessity to support such indication through verified data, etc.

In case of making advertising representations by emphasizing the fact that a certain ingredient of a product has a certain effect on environmental preservation, it is necessary to prepare such a proof as verified data to show there is such an effect by using such a product in daily life.

④ Ambiguous or abstract indications should not be used independently

In case of using such ambiguous or abstract indications as “environmentally friendly”, explanations on points used as proof for environmental preservation should be added in parallel.

⑤ Item to be noticed on environmental logotype indication

For indication of logotypes representing products considering environmental preservation, in case third-party institutions certify such logotype indication, it is necessary to indicate such logotypes making reasons for certification clear. In addition, for businesses, it is necessary to add such explanations as clearly indicating reasons for certification next to the logotype location.

(The Japan Fair Trade Committee “Fact-finding Survey Report on Advertising Representations for Environmentally Friendly Products”)

The Premiums Representations Act has been shifted in custody of the Consumer Affairs Agency as from September 2009.

- ▶ The Japan Fair Trade Committee <https://www.jftc.go.jp/>
- ▶ The Consumer Affairs Agency <https://www.caa.go.jp/>

3. The Nippon Association of Consumer Specialists “Nine principles for environmental information that consumers expect”

The environmental committee of the Nippon Association of Consumer Specialists (NACS) summarizes “Nine principles for environmental information that consumers expect”.

These principles were initially formulated in 2006 and as time has passed since its formulation and the circumstances around environmental representations have substantially changed, they were partially revised in January 2026 to aim at further development of communication between businesses and consumers.

Nine principles for environmental information that consumers expect

Expected details

1. To visualize businesses’ philosophy and activities aiming to achieve sustainable society
2. To be information throughout lifecycle
3. To indicate negative impact as well, in addition to positive impact

Expected expressions

4. Concrete expressions not causing any misunderstanding
5. Accurate expressions based on proofs
6. To make fair and justifiable comparisons in case of comparison

Expected approaches

7. It is easy to access data required for verification
8. To indicate responses as businesses to environmental issues having high attention from society
9. To have dialog with such stakeholders as consumers

(The Nippon Association of Consumer Specialists (at that time) edited and prepared by the Environmental Committee: partially revised from “Green consumer series 3, let’s start workshop for environmental labelling and environmental report, to choose environmentally friendly products or companies”

► The Nippon Association of Consumer Specialists (NACS) <https://www.nacs.or.jp/>

4. “Misleading representation”

In Japan, under Article 5 (1) of the Premiums Representations Act, it is prohibited to make such misleading (false, exaggerated) representations to general consumers as claiming to be substantially superior to competitors’ products, more than actual superiority or against the fact, and environmental representations are also under this scope. In addition, the Prime Minister of Japan may, following Article 7 (2) of this Act, ask businesses making such representations to submit documents to show reasonable proof supporting them to judge whether they are misleading representations or not, and in case such businesses refuse to submit required documents or submitted documents are not regarded as reasonable proof, the Prime Minister may order such businesses to stop such representations or to take necessary measures to prevent such an act from re-occurring (only applicable under Article 5 (1)). In other words, if businesses make environmental representations for their environmentally friendly products, they should do so appropriately based on objective and reasonable proofs.

The Act against Unjustifiable Premiums and Misleading Representations (the Premiums Representations Act)

(Prohibition of misleading representations)

Article 5 No businesses may make a representation as provided for in any one of the following items in connection with the transaction of goods or services which the businesses supply:

- (1) Any representation where the quality, standard or any other particular relating to the content of goods or services is portrayed to general consumers as being significantly superior to that of the actual goods or services, or are portrayed as being, contrary to fact, significantly superior to those of other businesses who supply the same kind of or similar goods or services as those supplied by the relevant business, thereby being likely to induce customers unjustly and to interfere with general consumers' voluntary and rational choice-making
- (2) Any representation by which price or any other trade terms of goods or services could be misunderstood by general consumers to be significantly more advantageous than the actual goods or services, or than those of other businesses who supply the same kind of or similar goods or services as those supplied by the relevant business, thereby being likely to induce customers unjustly and to interfere with general consumers' voluntary and rational choice-making
- (3) Beyond what is listed in the preceding two items, any representation by which any particular relating to transactions of goods or services is likely to be misunderstood by general consumers and which is designated by the Prime Minister as such, and considered likely to induce customers unjustly and to interfere with general consumers' voluntary and rational choice-making

Article 7

2 With regard to the order prescribed in the preceding paragraph, when the Prime Minister finds it necessary in order to evaluate whether any representation falls under Article 5 (1), the Prime Minister may designate a period of time and require the relevant business to submit data as reasonable grounds for the representation the business has made. In such cases, if the business fails to submit the data, the representation concerned is deemed to fall under the same item for the purpose of applying the provisions of the same paragraph

The Act against Unjustifiable Premiums and Misleading Representations (Law No. 134, 1962) final revision: October 1, 2024

5. Overseas Guidelines, Voluntary Standards on Environmental Representations

In various countries and regions, guidelines and voluntary standards, etc. on environmental representations made by businesses are formulated. We explain some of them as follows.

The scope of These Guidelines is environmental representations within Japan. These Guidelines, in principle, conform to international standards, ISO/JIS Q 14021, and circumstances around laws and guidelines, etc. on environmental claims differ in countries and regions. In many countries and regions, there are often such cases where general consumer protection laws restricting environmental claims that may cause false statements or misunderstanding (the Premiums Representations Act in Japan falls under this), and guidelines to prevent greenwashing and to promote appropriate environmental claims without misunderstanding are used in parallel, and also, there are countries and regions regulating it by enacting specific laws for environmental claims. Particularly in EU (European Union), the Unfair Commercial Practices Directive (UCPD) (2005/29/EC) has been revised (scheduled to be legalized in member states by 2026) and sustainability labels not based on third-party certification systems or not established by public institutions are regarded as unfair commercial practices, subject to penalties. Please be careful that sustainability labels are considered to include delisted environmental declaration programs (previous Type II environmental labelling).

In case of making environmental claims outside of Japan, it is necessary to review laws and guidelines, etc. in countries and regions in scope and to make environmental representations confirming to them, not depending on the requirements of these Guidelines.

(1) The US

The Federal Trade Commission enacted “Guides for the Use of Environmental Marketing Claims” in 1992 as judgment criteria whether environmental claims in advertising and marketing, etc. violate the Federal Trade Commission Act, Article 5 “Restriction of deceptive acts” and cracks down on violating representations. The substantial revision was made in 2012 and usage conditions for 13 items (terms) including “compostable”, “recyclable”, containing recycled wood”, “recyclable material” and “renewable energy” are defined.

▶ Federal Trade Commission <https://www.ftc.gov/>

(2) The International Chamber of Commerce (ICC)

The International Chamber of Commerce issued “ICC International Code of Environmental marketing communications” in 1991 as criteria for self-regulation and made revisions several times thereafter. In November 2021, its title was changed to “ICC Framework For Responsible Environmental Marketing Communications” and the guidance for such claims on climate-related (carbon footprint, carbon offsetting, carbon neutral, etc.), circularity (including circular economy), non-use (non-use of microplastics, non-use of fossil fuels, etc.), recycled materials and degradability (biodegradability, marine degradability, etc.) has been added.

- ▶ The International Chamber of Commerce <https://iccwbo.org/>
- ▶ ICC Framework For Responsible Environmental Marketing Communications
<https://iccwbo.org/news-publications/policies-reports/icc-framework-for-responsible-environmental-marketing-communications-2/>

(3) The European Commission

In Europe, “Unfair Commercial Practices Directive: UCPD, 2005/29/EC” were revised in 2024 by the European Commission and following 5 acts are added to transaction practices regarded as unfair transactions under any circumstances. So, extra attention is required to market products, etc. within EU territory.

- To indicate voluntary sustainability labels not based on any certification system or not established by public institutions
 - To make claims on general and ambiguous environmental performance (“eco” or “green”, etc.) despite the fact that products or businesses cannot demonstrate excellent environmental performance
 - To make environmental claims on the entire product or the entire business despite the fact that such claims are related only to the specific aspect of the product or the specific activity of the business
 - To claim that a product has neutral, reductive or positive impact on the environment relating to GHG emissions based on offsetting GHG emissions
 - To indicate such requirements that are mandatory by law to all the products in a product category as such product’s excellent characteristics provided by the business
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- ▶ The European Commission https://commission.europa.eu/index_en
 - ▶ DIRECTIVE (EU) 2024/825 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 28 February 2024 amending Directives 2005/29/EC and 2011/83/EU as regards empowering consumers for the green transition through better protection against unfair practices and through better information
<https://eur-lex.europa.eu/eli/dir/2024/825/oj>

(4) UK

In UK, the government formulated “the Green Claims Code” in 1998 as regulations on environmental representations, following extensive discussions with industries, consumers and environmental associations, etc. The latest version has been issued in September 2021, and it stipulates usage conditions for such terms as “organic”, “green”, “eco”, “sustainable”, “environmentally friendly”, “biodegradation”, “compostable” and “recyclable”. Among them, it states such general sustainability claims as “environmentally friendly”, “eco” and “sustainable” are highly likely to cause a misunderstanding.

- ▶ Defra
<https://www.gov.uk/government/organisations/department-for-environment-food-rural-affairs>
- ▶ The Green Claims Code <https://greenclaims.campaign.gov.uk/>

(5) United Nations

The United Nations Environment Programme (UNEP) issued the revision of “Guidelines for providing product sustainability information” in 2017 as guidance for claiming method on products’ sustainability information. The guidelines present such 5 guidelines as 3 aspects of sustainability, “behavior change and long-term impact”, “multi-channels and innovative approaches”, “collaborations” and “comparability” for continuous improvement and for improving engagement with consumers in addition to 5 basic principles, minimum requirements, “reliability”, “relevance”, “clarity”, “transparency” and “accessibility” with such preconditions as “consideration for the entire product lifecycle” and “mainstreaming of sustainability” (integrating sustainability claims into the entire decision-making and management processes for product development, etc.). In addition, the guidelines state 13 items (terms) such as “environmentally friendly”, “unharmful”, “green” and “sustainable” as ambiguous expressions on environmental claims.

In addition, for environmental representations relating to carbon offsetting claims, “Integrity Matters”, guidelines for net zero principles proposed by UN, were issued. These guidelines stipulate 5 basic principles (ambition, integrity, transparency, reliability and fairness) required for companies and local governments, etc. to declare net zero and 10 recommendations, and the carbon offsetting (credit) shall not be used for achievement of short and mid-term goals (2025, 2030 and 2035) and it is only permitted as additions after making reductions by itself.

- ▶ UNEP <https://www.unep.org/>
- ▶ Guidelines for providing product sustainability information
<https://www.oneplanetnetwork.org/knowledge-centre/resources/guidelines-providing-product-sustainability-information>
- ▶ Integrity Matters
<https://www.un.org/sites/un2.un.org/files/high-level-expert-group-update7.pdf>

(6) France

The Agency for Ecological Transition (ADEME) formulated “Guide anti greenwashing” in 2023 as a practical guide aiming to make self-evaluation process for environmental claims easier. By pointing out 9 bad greenwashing practices, the Guide sets check items for advertisers and advertising agencies to make self-evaluation on whether environmental claims are valid or not for each of such 9 practices.

- ▶ ADEME <https://www.ademe.fr/>
- ▶ Guide anti greenwashing
<https://librairie.ademe.fr/societe-et-politiques-publiques/8839-guide-anti-greenwashing-de-l-ademe-edition-2025-9791029724312.html>

(7) Canada

In Canada, “the Competition Act”, a general consumer act in Canada prohibiting advertising causing a misunderstanding or deceptive marketing activities, was revised in 2024 and new provisions covering greenwashing were added to the Act. With this revision, it made it mandatory for companies to do testing and demonstrations to support specific environmental claims. In addition, the Bureau of Competition, Innovation, Science and Economic Development Canada, formulated “Guide anti greenwashing” in 2024 as a practical guide aiming to make self-evaluation process for environmental claims easier, and provides guidance to companies by categorizing complaints received on greenwashing into 6 claims (“composition”, “manufacturing process for product”, “product disposal after use”, “comparison”, “ambiguity” and “future”).

- ▶ Canada.ca <https://www.canada.ca/en.html>
- ▶ Guide anti greenwashing
<https://competition-bureau.canada.ca/en/how-we-foster-competition/education-and-outreach/publications/environmental-claims-and-competition-act>

6. Guidelines for Ensuring the Reliability of Labeling for Specified Procurement Items

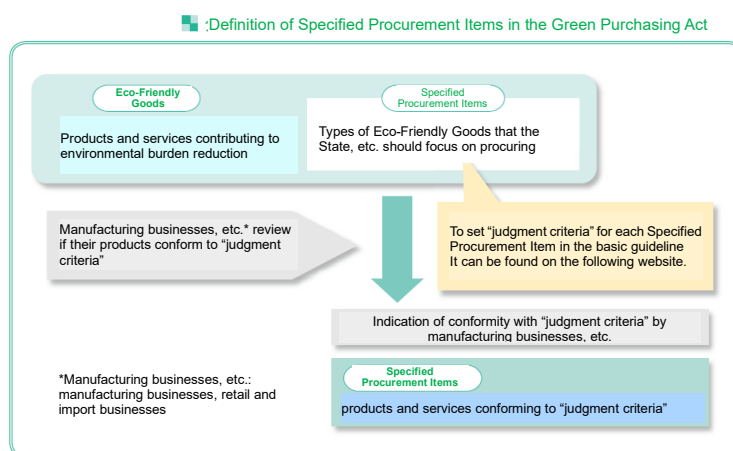
The expansion of so-called “Green Purchasing”, an approach to make priority purchasing of Eco-Friendly Goods, etc. (goods and services contributing to environmental burden reduction), is considered to be an effective method to establish sustainable society through demand conversion to Eco-Friendly Goods, etc. In Japan, the Act on Promotion of Procurement of Eco-Friendly Goods and Services by the State and Other Entities” (the Green Purchasing Act) was enforced, which presented items such as Eco-Friendly Goods to be purchased (specific purchasing items) and its judgment criteria for each institution including the State taking a substantial position as purchaser from the viewpoint of economic society.

Manufacturing businesses, etc. of Eco-Friendly Goods, etc. (including importers and retailers) indicate that they conform to judgment criteria for each specified procurement item defined based on the Green Purchasing Act and supply “Specified Procurement Items” to the market. If there is no reasonable proof to support such representations, it may cause a risk of misleading representations regulated by Article 5 (1) of the Act against Unjustifiable Premiums and Misleading Representations (the Premiums Representations Act). Based on this regulation, the Japan Fair Trade Committee issued a cease-and-desist order to 8 paper manufacturers on April 25, 2008.

As there was no clear guideline on securing reasonable proof for businesses indicating that their products were Specified Procurement Items, the Ministry of the Environment started reviewing a method to secure reliability for indicating that a product was Specified Procurement Item from FY2009 and completed “Guidelines for Ensuring the Reliability of Labeling for Specified Procurement Items” (hereinafter referred to as “Guidelines for Ensuring Reliability”). We summarize the Green Purchasing Act and Guidelines for Ensuring Reliability as follows.

● The Green Purchasing Act

The Green Purchasing Act is an act aiming to establish a society to ensure sustainable development with less environmental burden by letting each institution such as the State take initiatives in promoting procurement of products and services contributing to environmental burden reduction (Eco-Friendly Goods). Among Eco-Friendly Goods, products and services conforming to “judgment criteria” are Specified Procurement Items.



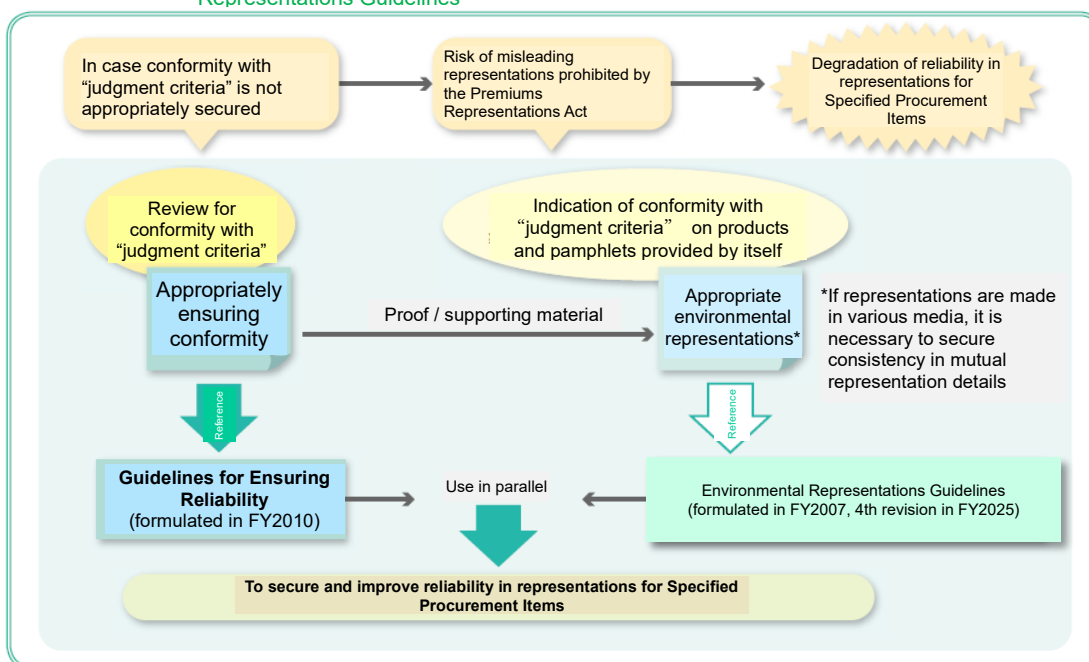
● Guidelines for Ensuring Reliability and Environmental Representations Guidelines

It is required for manufacturing businesses, retail and import businesses and businesses providing raw materials and parts to review their conformity with “judgment criteria” and to ensure representations not causing any misunderstanding when supplying Specified Procurement Items to the market.

- ★ Principles and procedures, etc. to review conformity with “judgment criteria” for Specified Procurement Items are summarized in “Guidelines for Ensuring Reliability”.
- ★ Environmental representations that are desirable and easy to be understood by purchasers such as “accurate and not causing any misunderstanding” are summarized in “Environmental Representations Guidelines”.

Please take steps to secure reliability in indication of Specified Procurement Items by using these two guidelines.

Relationship between “Guidelines for Ensuring Reliability” and “Environmental Representations Guidelines”



● Concept for securing reliability in indication of Specified Procurement Items

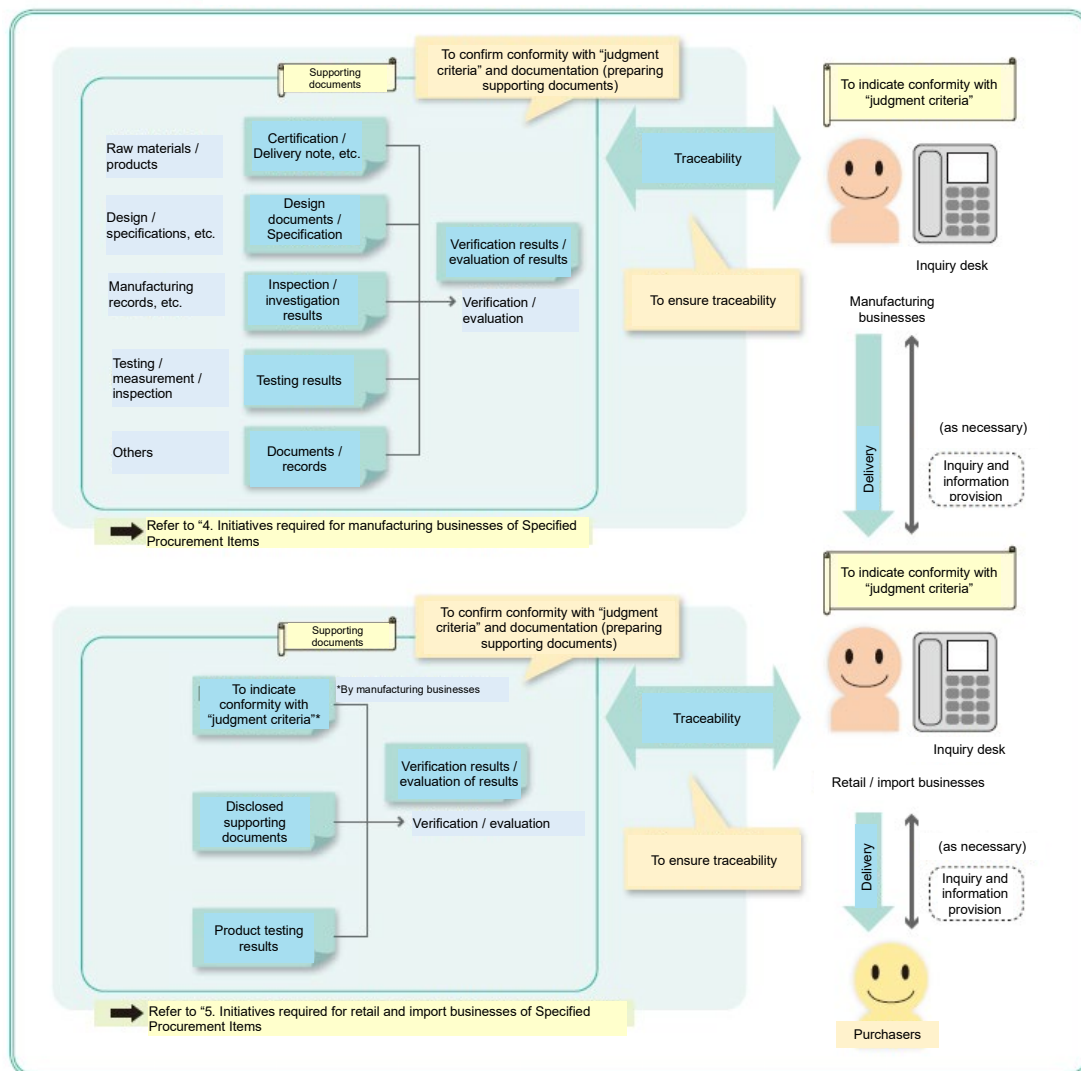
Initiatives of manufacturing businesses, etc. shall be a base to secure reliability in indication of Specified Procurement Items. It is necessary to confirm that goods, etc. manufactured by itself conform to “judgment criteria” in appropriate methods and to make representations of conformity in an appropriate manner upon securing traceability.

In addition, for retail and import businesses who are in a position to make direct contracts with purchasers, it is necessary to take steps similar to manufacturing businesses.

We believe that the reliability in indication of Specified Procurement Items shall be secured by connecting such initiatives to secure reliability by manufacturing businesses and retail and import businesses with purchasers.

In addition, it is necessary to prepare such proving documents (supporting documents) as confirmation methods for conformity and results so that required information can be provided responding to purchasers’ request.

Image of structure to secure reliability in indication of Specified Procurement Items



● Initiatives required for manufacturing businesses of Specified Procurement Items

★ I. To confirm conformity with “judgment criteria” and documentation

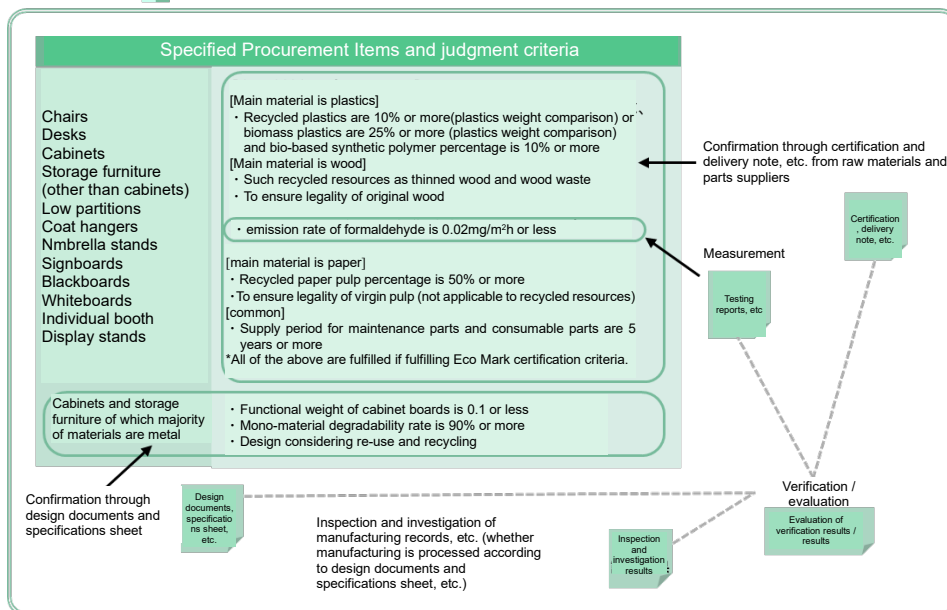
Please verify and demonstrate with appropriate methods that goods, etc. manufactured by yourself conform to “judgment criteria” and retain its proof.

To provide goods, etc. manufactured by yourself to the market as Specified Procurement Items, it is necessary to confirm that they conform to “judgment criteria”. To confirm conformity with “judgment criteria” there are such two approaches as through voluntary initiatives or through certification by third-party institutions.

In case of voluntary initiatives, it is necessary to verify and demonstrate (review) the conformity by methods (testing, measurement, inspection and investigations, etc.) appropriate to each item of “judgment criteria”. In this case, it is necessary to document and retain such information as items subject to review, design documents, methods, results (inspection report, testing results) evaluation of results and involved testing & research institutions. These documents serve as proof for indicating conformity with “judgment criteria”.

For goods, etc. having certification by third-party institutions based on such standards equivalent or more than “judgment criteria” (Eco Mark certified products, etc.), it is considered that the reliability in conformity with “judgment criteria” is ensured bet seen such third-party institutions and manufacturing businesses, etc.

Image of initiatives required for manufacturing businesses (in case of office furniture)



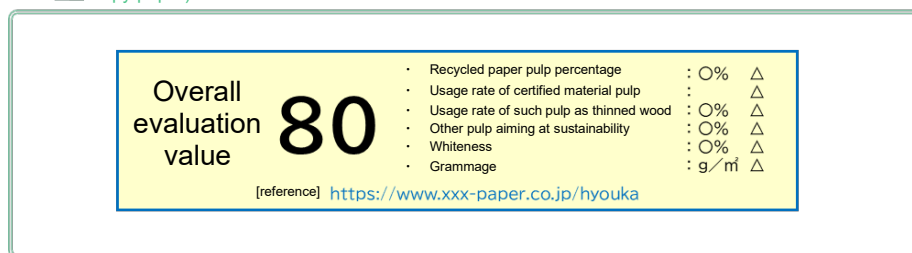
★ II. Indication of conformity with “judgment criteria”

For goods, etc. for which conformity with “judgment criteria” has been confirmed, please indicate conformity with “judgment criteria” on such products, etc.

For goods, etc. for which conformity with “judgment criteria” has been confirmed, such indication as conformity with “judgment criteria”, such as clearly indicating that they are Specified Procurement Items, shall be made.

In case of indicating conformity with “judgment criteria”, there are such methods and media as conformity declaration, catalog, invoices, instruction manuals and website, in addition to indication on products themselves.

Example of indication that a product was confirmed to conform to “judgment criteria” (in case of copy paper)

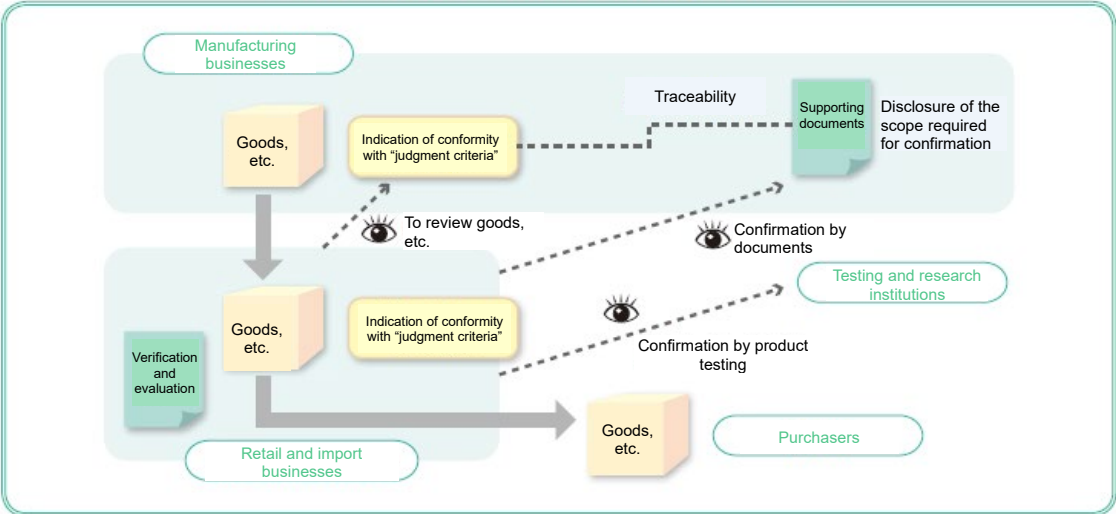


● Initiatives required for retail and import businesses of Specified Procurement Items

Please appropriately confirm and indicate conformity with “judgment criteria”.

It is necessary for retail and import businesses to confirm that goods, etc. they handle conform to “judgment criteria”. It is necessary to document and retain such confirmed results no matter which method they apply for confirmation.

Image of initiatives required for retail and import businesses

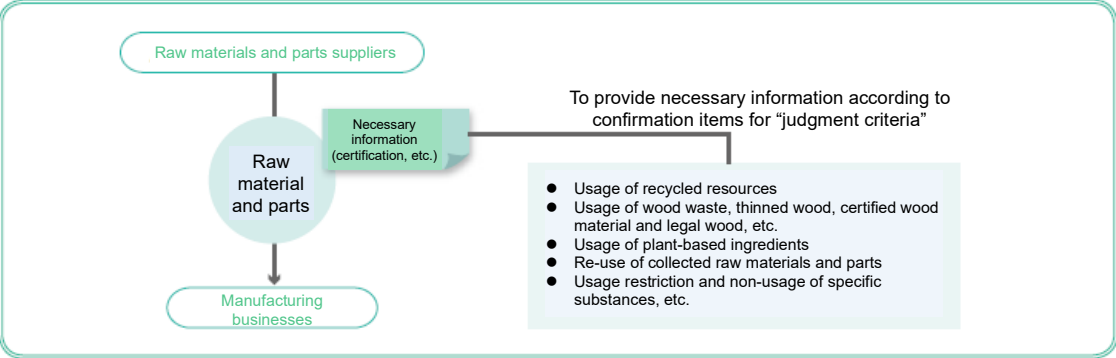


● Initiatives required for raw materials and parts suppliers for Specified Procurement Items

The confirmation of conformity with “judgment criteria” may not be made by manufacturing businesses unless they obtain related information from raw materials and parts suppliers, except for such a case that they manufacture raw materials and parts by themselves.

It is necessary for raw materials and parts suppliers to ensure such cooperation as providing necessary information according to “judgment criteria” for items for which manufacturing businesses try to confirm conformity.

Initiatives required for raw materials and parts suppliers



7. Environmental Labelling Database

In case of declaring that a product conforms to voluntary standards by using logotypes, etc., it is very important to disclose information on such logotypes, etc. (usage criteria, items and details of such standards, etc.) in own company's website and catalogs, etc. However, it is not easy for consumers to check each business's website one by one. Therefore, it is desirable for businesses to register information in "environmental labelling database" where such information is consolidated and checked at a glance.

➤ **The Ministry of the Environment: Registration to "Environmental Labelling Database"**

The Ministry of the Environment launched "Environmental labelling database - information page to choose environmental goods, etc. -" on its website since FY2001 and provides information on various environmental labelling, etc. managed by third-party institutions, businesses and local governments, etc. To register in this database, it is necessary to fulfill separately defined conditions for registration. In addition, environmental labelling, etc. introduced in this database is managed under the responsibility of each operating body and the Ministry of the Environment shall not guarantee the details of information provided by such environmental labelling.

For registration methods, etc. for environmental labelling, etc., please access the following URL for confirmation.

▶ Environmental labelling database

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

[Description Example of Environmental Representations in Environmental Labelling Database]

Here, we introduce some of the initiatives on unified environmental representations described in the environmental labelling database. Firstly, we describe overall designing of environmental representations contributing to consumers' product choice and notification methods for consumers as "(1) initiatives for environmental representations that are easily understood by consumers". Secondly, we introduce methods to formulate standards and operation methods for environmental representations as "(2) initiatives to improve reliability and transparency of claimed details". In addition, for "(3) effects of environmental representations", we explain popularity level of products having environmental representations.

Description example 1: GP Mark (The Japan Federation of Printing Industries)

For environmentally friendly printed matters, there are "judgment criteria" defined in the basic guidelines of the Green Purchasing Act and Eco Mark certification standards. On the other hand, the Japan Federation of Printing Industries organized by 10 printing-industry associations formulated voluntary standards that are stricter than these public standards, etc. in August 2001 for the printing industry itself to diffuse standards for environmental considerations that are more effective, responding to the increase of social requests on environmental measures for printer matters.

In October 2006, the Japan Federation of Printing Industries revised such voluntary standards and, at the same time, formulated "Green printing certification system" (system under which only factories certified to fulfill the voluntary standards can indicate GP marks (the right figure). In addition, in 2010, it added a certification system based on environmentally friendly standards for materials and equipment purchased and used at printing factories.



For GP marks, the Japan Federation of Printing Industries takes the following initiatives. Particularly, as a large-scale organization composed of various printing related business associations including a lot of small and mid-sized companies, it takes initiatives focusing on notification and education on unique standards and certification system to each business.

(1) initiatives to provide environmental representations that are easily understood by consumers

① Industry standard environmental representations for various printing items

GP marks are unified environmental representations widely adaptable for printing related businesses, and the coverage of representations are such printed matters as offset printed matters, digital printing, sticker printed matters and gravure printed matters, printing related offices (including sales and planning, platemaking, printing, bookbinding and post-processing). Particularly, GP marks can be indicated on printed matters as products only when printing related offices are certified as printing factories fulfilling voluntary standards on manufacturing processes including printing and businesses' initiatives (environmental management, etc.) and when such printed matters are manufactured using materials conforming to voluntary standards on purchased materials (paper, ink, etc.) composing such printed matters.

② Comprehensive evaluation

“Green printing certification system” standardizes the details that printing related businesses should address, allocates points to them and ensures that the conformity can be judged through comprehensive evaluation for purchased materials, manufacturing processes including printing and businesses’ initiatives, from such viewpoints as reduction of environmental pollutants, resource-saving and energy-saving and biogeochemical cycles.

In addition, in the comprehensive evaluation, it has achieved comprehensive evaluation for printed matters by incorporating such existing environmental representations as the printing material standards “recyclable paper adaptability rank list” formulated by the Japan federation of Printing Industries and related industries, and by aligning it with such environmental standards as “Eco-printing certification system (Clione mark) by the Graphic Communication Japan Industry Association, “Butterfly mark” by the Waterless Printing Association and each of other environmental standards on printing materials (printing paper, ink, etc.)

③ Multi-stage evaluation

Three-stage representations (the below figure) are in place according to environmentally friendly level since October 2009 based on the scope of manufacturing processes (2 stages) initiated by certified factories and voluntary standards (2 stages) on printing materials



④ Information provision contributing to consumers’ product choice

It is possible to use GP marks for certified factories in certified factories’ websites and marketing documents in addition to printed products fulfilling voluntary standards, being used for information provision for would-be purchasers.

In addition, information on GP marks is registered in the environmental labelling database.

(2) Initiatives to improve reliability and transparency of claimed details

① Objectivity of voluntary standards

The voluntary standards set standard values, etc. by each evaluation item and concretely describe what should be done to fulfill the standards. In addition, they entirely disclose the details of the standards and such evaluation methods as point allocation so that applicants may make self-evaluation in advance.

② Integrity with public standards and third-party certification standards

“The Basic Policy for Promotion of Procurement of Eco-Friendly Goods, etc.” based on “the Act on Promotion of Procurement of Eco-Friendly Goods and Services by the State and Other Entities” (the Green Purchasing Act) enacted by the Ministry of the Environment has been revised, and the green printing certification system was clearly stated in the requirement for “standard value I” indicating higher environmental performance in services (printing).

The voluntary standards on printing materials, manufacturing processes including printing and businesses’ initiatives include standards fulfilling public standards and third-party certification standards, and stricter unique standards. All the printed products indicating GP marks can be said that they fulfill public standards defined by the Green Purchasing Act and third-party certification standards defined by Eco Mark.

③ Unique certification system

The Japan Federation of Printing Industries introduce unique certification system under which certified examiners designated by the Japan Federation of Printing Industries make the review of

applications and on-site inspections on whether printing related businesses' offices conform to the voluntary standards on printing processes and businesses' initiatives, and, in addition, a certification is made based on judgment by certification committee composed of academic experts, environmental associations, user companies and mass media, etc.

④ Notification and education to businesses

For the details of "Green printing certification system" including standards and certification system, the Japan Federation of Printing Industries conduct several notification activities for printing related businesses as information sessions, preparation of pamphlets, introduction through websites, participation in exhibitions for printing industries. In addition, printing industry associations, members of the Japan Federation of Printing Industries, conduct notification activities for printing related businesses, and Japan Federation of Printing Industries support such activities initiated by each association. More concretely, member associations conduct such activities as distributing pamphlets to all the member businesses, holding information sessions at association branches, etc. and introduction on websites and broadcasting internet programs.

(3) Effects of environmental representations

Thanks to these initiatives, GP marks are being steadily recognized mostly by purchasers who make green purchasing and green procurement, and the number of applications for certified factories has reached around 450 (as of December 2025) and the number of products indicating GP marks has reached around 1,350 million printings (as of December 2025), both of which are continuously increasing.

Description example 2: JOIFA Green Mark (Japan Office Institutional Furniture Association)

For environmentally friendly office furniture, there are public standards on Specified Procurement Items under the Green Purchasing Act. The Japan Office Institutional Furniture Association (JOIFA), an industry association for 135 office furniture related businesses, created "JOIFA Green Mark (hereinafter referred to as Green Mark)" (the right figure) in July 2001 to indicate conformity with the Green Purchasing Act, as the association has made cooperation in establishing standards for the Green Purchasing Act, and let its member companies start indicating representations for products conforming to the Green Purchasing Act. The following initiatives have been taken at the Japan Office Institutional Furniture Association for Green Mark.



(1) Initiatives to provide environmental representations that are easily understood by consumers

① Industry standard environmental representations for various items

As long as being a member company of the expert committee of the Japan Office Institutional Furniture Association, it is possible to indicate Green Mark for their products conforming to the Green Purchasing Act covering 12 Specified Procurement Items under the Green Purchasing Act (chairs, desks and cabinets, etc.).

② Information provision contributing to purchasers' product choice

We promote providing information for would-be purchasers by indicating Green Mark on manufacturers' catalogs, etc. Currently, as products indicating Green Mark are described in catalogs, etc. of domestic major manufacturers, Green Mark has been recognized by a wide range of purchasers as a result.

(2) Initiatives to improve reliability and transparency of claimed details

① Conformity with public standards

The criteria for indication of Green Mark are to fulfill the standards defined by the Green Purchasing Act. The criteria for indication (in coordination with the standards for the Green Purchasing Act) have continuously improved every year and we have achieved higher targets for the industry.

In addition, we prepared “Guidance for the Green Purchasing Act” explaining the criteria for indication (the standards for the Green Purchasing Act) and try to ensure conformity judgment based on the unified understanding within the industry.

(3) Effects of environmental representations

Under such initiatives, Green Mark has been widely recognized mainly by purchasers who make green purchasing and green procurement and the products with Green Mark are widely demanded by businesses, etc. who make green procurement in addition to government offices. In addition, the indication of Green Mark is, for example, one of factors to differentiate such products from overseas manufacturers’ products that are not environmentally friendly.

Forty-five office furniture manufacturers, members of the expert committee of the Japan Office Institutional Furniture Association have Green Mark indications (as of January 2026) and Green Mark can be found on a lot of domestic major manufacturers’ own products.

Description Example 3: Low-E Multi-pane Glass (Eco Glass) / Low-E Multi-pane Glass S (Eco Glass S) (The Flat Glass Manufacturers Association of Japan)

In Japan, energy-saving measures in building fields have been systematically reinforced, and the thermal insulation performance for windows and openings is positioned as an important factor to determine performance of houses and buildings through reinforcement of such related regulations as the Act on the Improvement of Energy Consumption Performance of Buildings, development of the housing performance display system and development of various support policies for thermal insulation renovations, etc. In addition, among general consumers as well, such an awareness to choose building materials considering the thermal insulation and energy-saving performance and the comfort of indoor environment has been well acknowledged.



The Flat Glass Manufacturers Association of Japan started using such a name as “Eco Glass” and a logotype from 2006 to comprehensively indicate products having energy-saving performance that is above a certain level, by focusing on thermal insulation and heat shielding performance of double-glazing glass, ahead of such initiatives.

“Eco Glass” is an environmental representation common in the industry to comprehensively indicate that it is a double-glazing product contributing to improvement of energy-saving performance for openings based on voluntary standards common among several manufacturers, not indicating certification or grade based on specific laws or regulations.

Thereafter, after the thermal insulation performance level required for houses and buildings has further improved, the Flat Glass Manufacturers Association of Japan developed the concept of previous “Eco Glass” and newly created “Eco Glass S” for double-glazing glass products having higher thermal insulation performance. “Eco Glass S” is applied to such products fulfilling higher standards for thermal



insulation performance, in particular, among voluntary standards for “Eco Glass”, and is positioned as representation clearly indicating the difference in performance level, being a reference when designing performance for openings in high thermal-insulation houses and building plans focusing on thermal insulation performance.

(1) Initiatives to provide information easily understood by consumers and related businesses

① Voluntary standards common among several manufacturers

The Association indicates “Eco Glass” logotype for products conforming to voluntary standards defined by the Association on thermal insulation performance and heat shielding performance among double-glazing glass products manufactured by member companies of the Association. Among them, for products having extremely high-level of thermal insulation performance, “Eco Glass S” is indicated for classification.

By this way, the Association ensures that such a product focuses on energy-saving performance and that there is a clear difference in performance level as common mark beyond differences in manufacturers and products.

② Supplemental information provision contributing to product choice

“Eco Glass” and “Eco Glass S” marks are used in manufacturers’ catalogs and websites and in the documents, etc. of distribution companies as supplemental representations when explaining product characteristics. As there are very few opportunities for general consumers to independently choose building materials, the Association prepares and communicates documents for information provision so that such various parties engaged in purchasing as housing businesses, designers, construction companies and personnel in charge of sales can explain them with common understanding.

Mark (sticker or engraving on glass surface)	Type X		
	Type X		
Thermal insulation performance (U value: W/m ² ・K)		1.5 or less	1.5 or less

(2) Initiatives to secure reliability and transparency of claimed details

① Clarification and disclosure of voluntary standards

The Association discloses voluntary standards for “Eco Glass” and “Eco Glass S” upon clarifying the concept on thermal insulation performance and heat shielding performance.

The Association reviews whether applicable products fulfill the standards or not by using each manufacturer’s performance testing results based on JIS standards, etc. as assumption.

② To streamline relationship with public standards / evaluation systems

“Eco Glass” and “Eco Glass S” do not directly represent conformity or grade in the Act on the Improvement of Energy Consumption Performance of Buildings or the housing performance display system.

On the other hand, they are positioned as environmental representations supplementally explaining double-glazing glass products contributing to such common purposes as “improvement in thermal insulation performance for openings”, regarded as important in these systems, in such a manner that consumers and related businesses can intuitively understand them.

For performance evaluation and conformity with systems for individual building, please note that it is necessary to confirm them based on each system as assumption.

(3) Roles contributing to diffusion of environmentally friendly building materials

Such representations as “Eco Glass” and “Eco Glass S” promoted strengthening the understanding and diffusion of double-glazing glass products having high thermal insulation performance and high heat shielding performance and contributed to energy-saving efforts in houses and buildings as well as improvement of comfort in living environment.

Presently, while high-performance windows are socially recognized widely, “Eco Glass”, as basic mark, plays a role to indicate the product is double-glazing glass focusing on energy-saving performance, and “Eco Glass S”, as supplemental environmental representation, plays such a role to indicate that the product further focuses on thermal insulation performance among such “Eco Glass”.