

International Symposium on
“Current Status of Green Public Procurement and Eco-labelling in the world”
Tokyo Big Site, December 10, 2015

Green Public Procurement and Eco-labels in Japan - Current Status and Challenges -

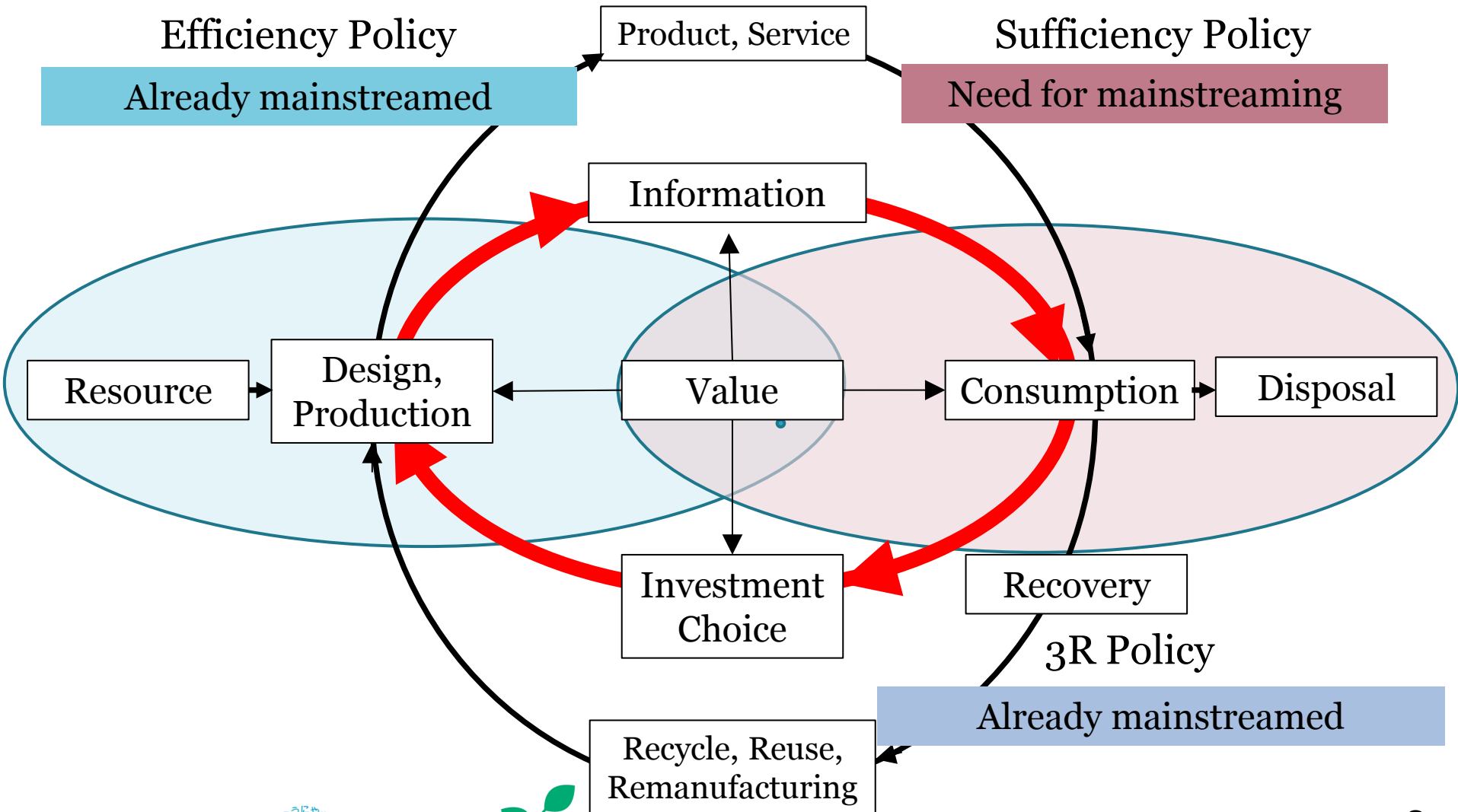
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Global Discussions on Sustainable Consumption and Production

- Rio+20 (2012)
 - Sustainable Consumption and Production (SCP) is a cornerstone of sustainable development
 - The 10 Year Framework Programmes on SCP (10YFP) by UNEP
- Sustainable Development Goals (SDGs) (2015)
 - 17 Goals for Sustainable Development
 - SCP is an important goal (Goal 12)

Move forward to Sustainable Society by Promoting Sustainable Consumption and Production



9 Priority Fields in the 4th Basic Environmental Plan (2012)

1. Greening Economy and Society, and Green Innovation
2. Strategic Policies in Accordance with International Situation
3. Local Environmental Development, Capacity Building and Foundation Building
4. Climate Change Policy
5. Conservation and Sustainable Use of Biodiversity
6. A Sound Material-Cycle Society
7. Conservation of Water Environment
8. Conservation of Air Environment
9. Establishing and Promoting Comprehensive Measures against Chemical Substances

9 Priority Fields in the 4th Basic Environmental Plan (2012)

1. Greening Economy and Society, and Green Innovation

Important Governmental Policy:

Deployment of measures to encourage actions on the demand side

① **Providing information on environment related to products and services**

Build a method for providing information whereby consumers can select environmentally-friendly products on their own. And promote the providing of information in cooperation with organizations such as Green Purchasing Network.

Progress of Green Purchasing in Japan



in 1989 Eco Mark started



in 1993 Basic Environment Law

in 1994 Comprehensive guideline of green purchasing in Shiga

in 1995 Action Plan for Greening Government Operations

in 1996 Green Purchasing Network established



in 2000 Fundamental Law for Establishing a Sound Material-Cycle Society

in 2000 Law on Promoting Green Purchasing

in 2003 Fix the target about promoting green purchasing for Local Governments and businesses on Fundamental Plan for Establishing a Sound Material-Cycle Society

in 2005 International Green Purchasing Network established

in 2007 Green Contract Law

in 2008 Fundamental Plan for Establishing a Sound Material-Cycle Society 2nd edition was established



Framework of Green Purchasing Law

Central Government :
Promotes green procurement

Prepares 'Basic Policy'

- Basic directions in procurement promotion
- Designated procurement items and evaluation criteria



Central government agencies

Prepare & announce a procurement policy



Green procurement according to the policy



Compile procurement records

(Mandatory)

Local governments

- Prepare a procurement policy
- Green procurement according to the policy

(Best effort-basis)



Consider Necessity first

- Gov't and agencies shall take care that the purchase of environmental goods based on the Green Purchasing Law does not increase the total purchasing amount of goods and services.



Business / General public

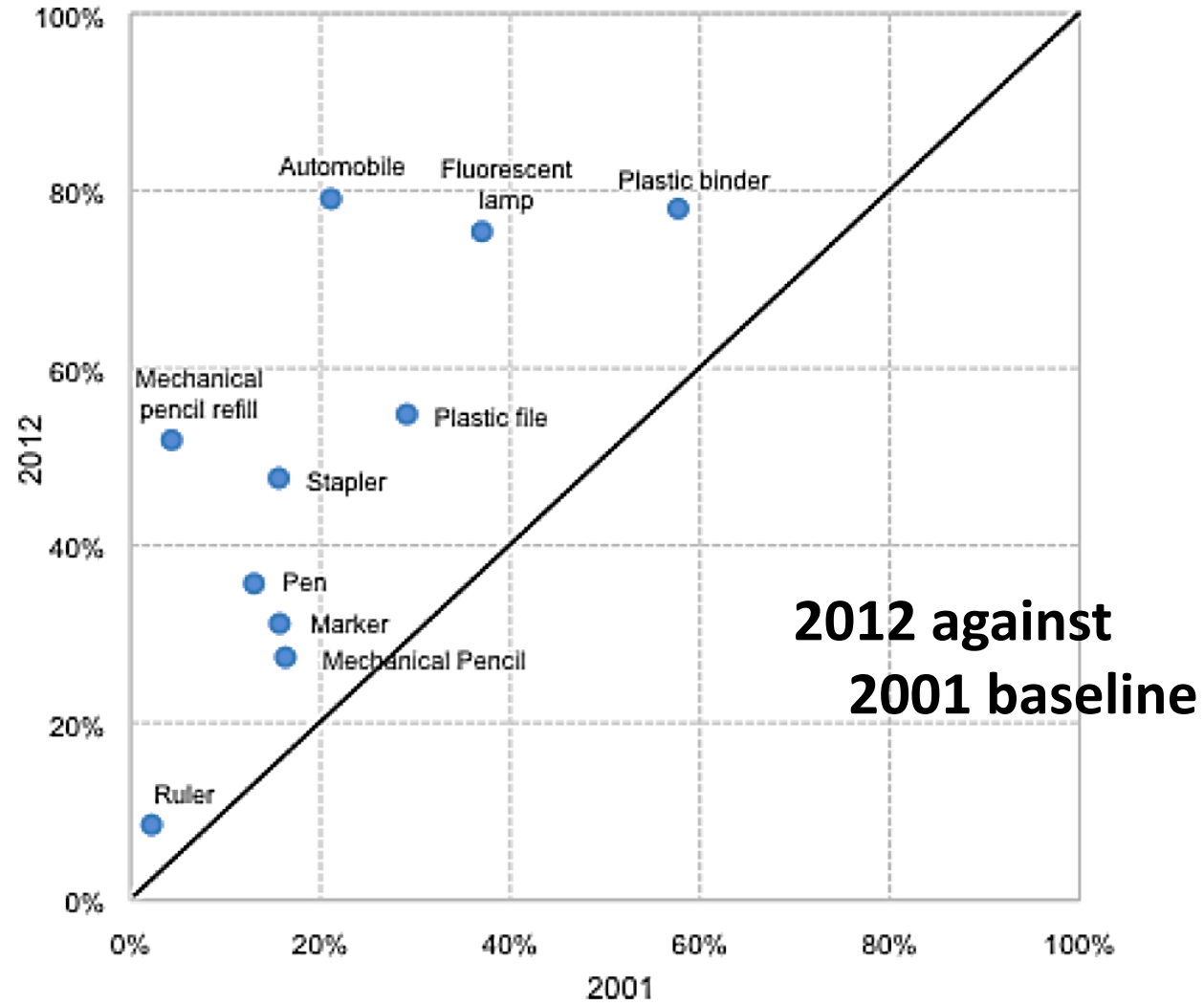
- Choose eco-friendly goods and services

(General responsibility)

<http://www.env.go.jp/en/laws/policy/green/4.pdf>

GPP as a Driver of Green Market

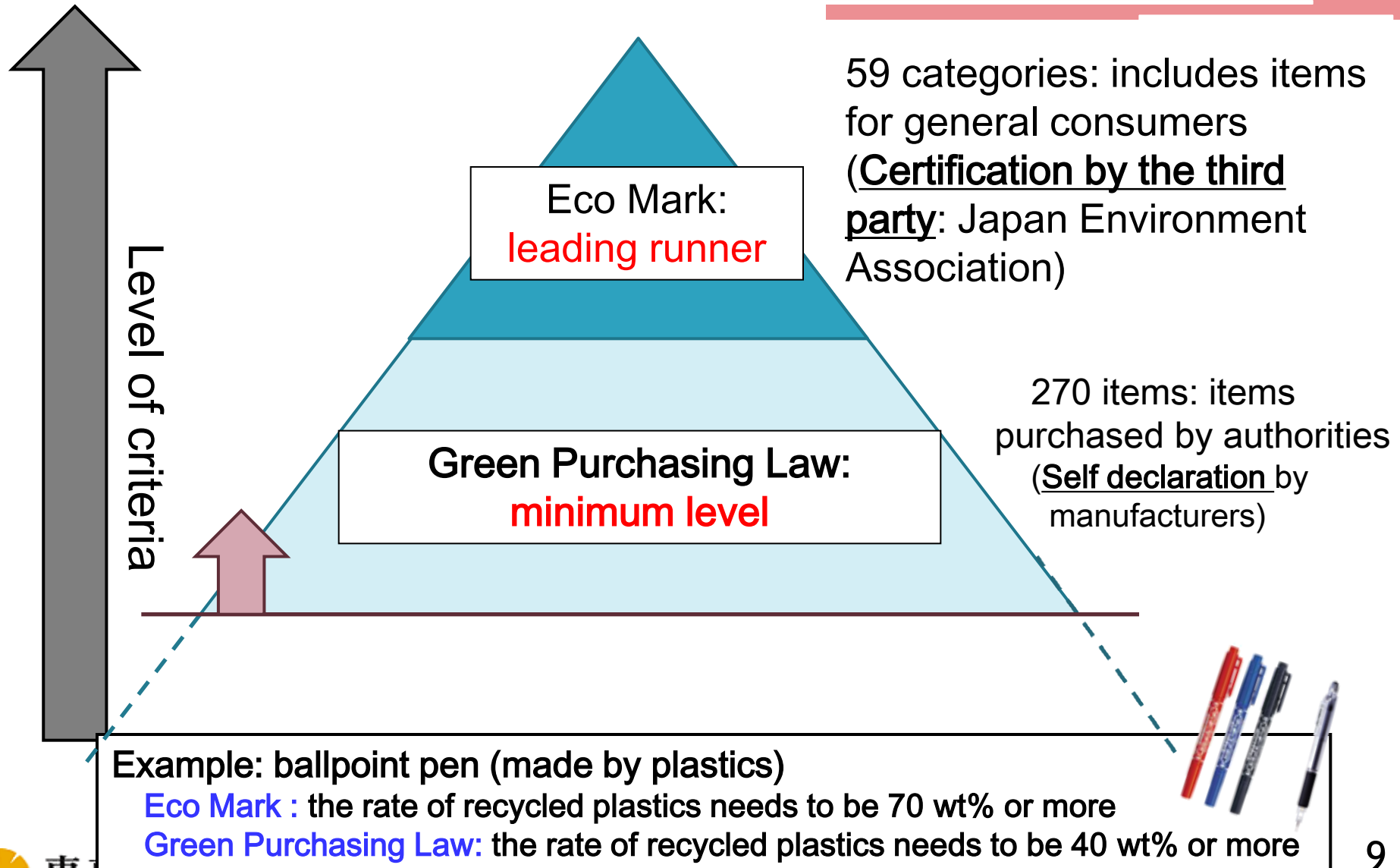
Ratio of Green Products in the Market



Recent Progress of Green Purchasing Law

- Premium criteria
 - Step-up action by proud purchasing policy
 - Top-runner products
 - Products with Eco Mark(Type1), Eco Leaf(Type3), Carbon footprint
- Reliability of eco-products and their information
 - Guideline for eco-labelling
 - Guideline for reliability assurance
 - Role of all actors in supply chain and purchasers

Eco Mark and GPP



Eco Mark Program



(Eco Mark)

- Year of establishment: **1989**
- Number of criteria: **59**
- No. of certified products (companies):
5,559 (1,615) as of 30 November, 2015
- Market scale of certified products:
¥4.4 Trillion (\$44 billion) <year of 2012>

Keywords

1. Operated by Non-profit organization, Japan Environment Association (JEA)
2. High awareness: **92%**
3. Widely used as reference for Green Purchasing

Foundation and Present membership of Green Purchasing Network (GPN)

1992:The Earth Summit

1996

- In order to enhance the motivation of green purchasing for the consumer and to disseminate environmental friendly products, Green Purchasing Network was established
- Cross-sector companies that support green purchasing, local governments, consumer groups, environmental NPOs and academia lead a national movement

Membership: 2373 organizations

- **Companies: 1964** (major and small to midsize companies in various industries)
- **Local governments: 182** (including 47 prefectures and municipalities)
- **Private organizations: 227** (NGOs, environmental groups, consumers' cooperatives, etc.)

Activities of GPN

- Principles of Green Purchasing
- Green Purchasing Guidelines
- Products Database "Eco Products Net"
- "Green Purchasing Award"
- Conferences, Seminars
- Training Course
- Sharing Good Practice
- Newsletter, Website
- Promotion pamphlet, posters
- Regional Networks
- Networking with foreign GPN



エコ商品ネット

グリーン購入のためのGPNデータベース

商品カテゴリ一覧 商品の選び方 ご利用ガイド

日本最大級の環境配慮型商品データベース。

ピックアップホテル: 東京ベイホテル豊島

ピックアップ商品: 会議用チェアE127

商品一覧

紙: 印刷・情報用紙 (438), トイレ用ペーパー (276), ティッシュペーパー (30)

文具・事務用品: 文具・事務用品 (4975), その他の文具事務用品 (10)

照明: ランプ (559), 照明器具 (77)

家具類: オフィス家具 (961), インテリア・寝具寝具 (36), 家庭用家具 (2)

包装材: 包装材 (8)

食品: 食品(加工食品) (230)

防災・備蓄用品

12

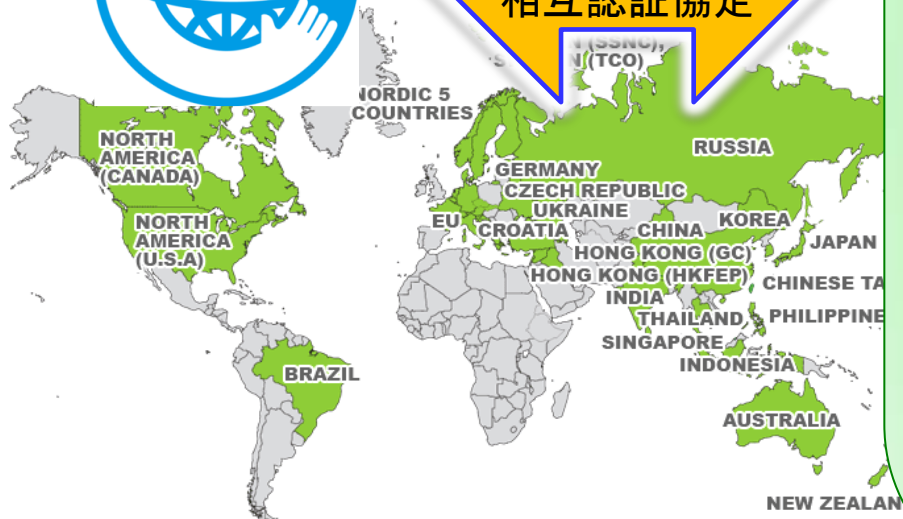
Problems and Challenges


- Companies, especially SMEs, and small local governments have difficulties to promote Green Purchasing due to lack of knowledge, incentive and rational reasoning
 - Capacity building course
 - Comprehensive information and labelling
 - Awarding to good practice
- Even large enterprise and local government satisfies at a shallow level of Green Purchasing action (ex. Just purchasing recycled paper)
 - Sharing good practices
 - Rating or ranking of organizational action
- Sharing information and knowledge through whole supply chain because production sites are diversified into many countries and regions due to the expansion of global economy
 - Sharing criteria, operation, practice
 - Dialogue between policy makers

International Collaboration

Mutual Recognition Agreement (MRA) between Eco Mark and Global Eco Labelling organizations

Eco Mark
(Japan)



	Nordic Swan (Nordic 5 countries)		China Environmental Labelling (China)
	Korean Eco-Label (Korea)		Environmental Choice NZ (New Zealand)
	Green Label (Thailand)		Green Mark (Taiwan)
	Ecologo (North America)		Blue Angel (Germany)
	Green Label (Hong Kong)		Green Label (Singapore)

IGPN Members

■ GPN Japan (GPN)

- ❑ Established in Feb '96
- ❑ Secretariat in Tokyo
- ❑ URL: www.gpn.jp



■ Korea GPN (KGPN)

- ❑ Established in May '99
- ❑ Secretariat in Seoul
- ❑ URL: www.gpn.or.kr



■ GPN Malaysia (GPNM)

- ❑ Established in Sep '03
- ❑ Secretariat in Kuala Lumpur
- ❑ URL: www.gpam.org



■ Thai GPN (TGPN)

- ❑ Established in Aug '04
- ❑ Secretariat hosted by Thailand Environment Institute in Bangkok
- ❑ URL: www.tai.or.th/thaigpn



■ China GPN (CGPN)

- ❑ Established in Mar '06
- ❑ Secretariat hosted by Environment Development Center in Beijing
- ❑ URL: www.cgpn.org



■ GPN India (GPNi)

- ❑ Established in Jan '07
- ❑ Secretariat hosted by Environmental Management Center in Mumbai
- ❑ URL: www.gpni.org



■ GPN Vietnam (VNGPN)

- ❑ Established in Dec '09
- ❑ Secretariat hosted by Vietnam Productivity Center in Hanoi
- ❑ URL: www.gpn.vn



■ Green Purchasing Alliance Taiwan

- ❑ Joined IGPN in '09
- ❑ Secretariat in Taipei



■ Hong Kong Green Council

- ❑ Joined IGPN in '09
- ❑ URL: www.greencouncil.org



■ Enterprise Promotion Center, Singapore

- ❑ Joined IGPN in '09
- ❑ URL: www.epc.com.sg



■ Green Purchasing Alliance Movement (GPAM), Philippines

- ❑ Established and joined IGPN in 2009
- ❑ Secretariat hosted by PCEPSDI in Manila
- ❑ URL: <http://www.pcepsdi.org.ph/gpam-1.html>



■ Green Purchasing Network Indonesia

- ❑ Established in Aug '09
- ❑ Secretariat hosted by KADIN (Indonesian Chamber of Commerce)

Final Remarks

- Collaborative and voluntary actions between production side and consumption side are keys to achieve Sustainable Development Goals.
- Green Public Procurement could lead Sustainable Consumption Pattern and enhance Green Market.
- Global sharing of practice and knowledge for Sustainable Consumption and Production should be promoted.