



Assessing the Effects of Eco Mark

エコマークの影響評価



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(財)日本環境協会 エコマーク事務局

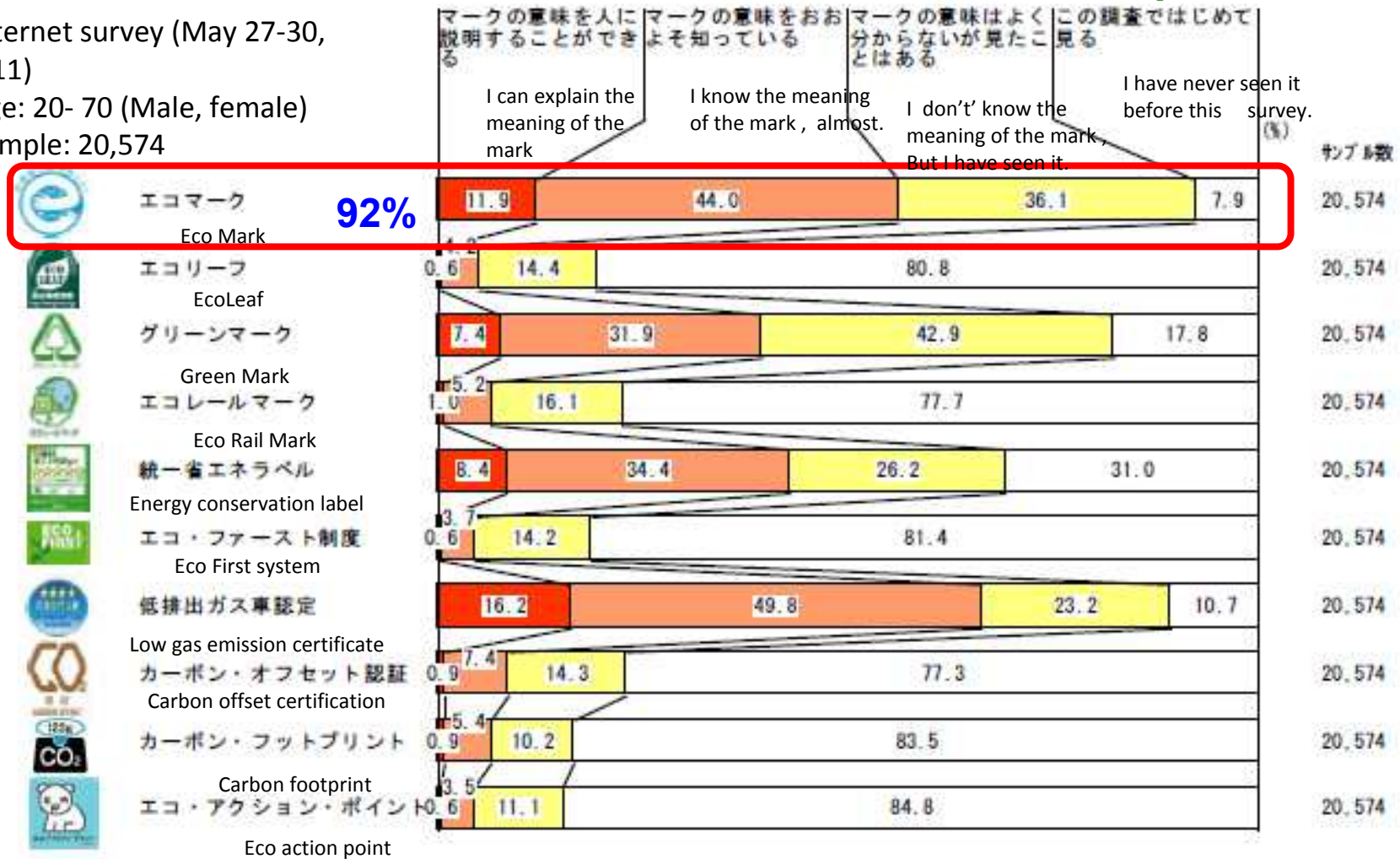
Japan Environment Association, Eco Mark Office



1. Public Awareness of Eco Mark

◆ エコマークは日本の環境ラベルで最も認知度が高い
Eco Mark is the most known eco-label in Japan.

- Internet survey (May 27-30, 2011)
- Age: 20- 70 (Male, female)
- Sample: 20,574





2. Relationship between Green Purchasing Law and Eco Marks

“Law Concerning the Promotion of Procurement of Eco-friendly Goods and Services by the State and Other Entities”

(Green Purchasing Law) (Enacted in 2000, came into effect in April 2001)

Aimed at promoting the establishment of a society that can enjoy sustainable development by encouraging the state and other public institutions to take the initiative to promote the procurement of eco-friendly goods, etc. (goods and services that reduce environmental loads) by providing proper information on eco-friendly goods, etc. to encourage a shift in demand toward eco-friendly goods, etc.

Designated procurement items: 19 sectors, 261 items











- ▶ The criteria for eco marks have been set to exceed the criteria set in the Green Purchasing Law.
- ▶ Eco marks are used as reference to determine whether a product or service satisfies the criteria when making a purchase.



3. The Influential Power of Eco Marks

◆ Eco marks have begun to be widely used as a guideline for selecting eco friendly products when organizations make purchases.

Environmental labeling systems, etc. used as references by local governments in making green purchases

| Environmental Labels | % | Environmental Labels | % |
|--|-------------|---|-------------|
|  Eco Mark | 97.6 |  Thinned Wood Mark | 20.4 |
|  Green Mark | 87.3 |  Forest Certification System | 19.0 |
|  Mark for using recycled paper (R Mark) | 85.9 |  PC Green Label | 19.0 |
|  International Energy Star Program | 41.4 |  Eco Leaf Environmental Label | 5.1 |
|  PET Bottle Recycling Promotion Mark | 35.5 | Green Purchasing Guidelines and Eco Product Net | 33.2 |
|  Energy-saving Labeling System (energy-saving performance catalog) | 35.1 | Green Purchasing Law Designated Procurement Item Information Provision System | 22.6 |
| | | Labeling system, information provision system unique to region | 3.4 |
| | | Household Appliances Environmental Information Provision System | 2.5 |
| | | Other labeling systems, information provision systems | 1.7 |

Source: FY2010 Survey of Actual State of Green Purchasing Law at Local Public Entities (MoE)

○Subjects of survey: 1,797 local public entities across the nation Response rate: 79.6%

○Survey period: September – December 2010



4. Permanent Exhibit of Eco Mark Products

“Eco Mark Plaza” in the Osaka ATC Green Eco Plaza
Visitors: 2,421,496 (opened in 2000)



Elementary school field trip study



Visit by company employees



5. Eco Mark Award 2011

◆ 目的 -Objective

- 優れた取り組みを広く公表する
Publicizing great activities widely
- エコマーク商品等の普及拡大を通じて、
持続可能な社会の実現に寄与

**Contributing to the sustainable society through a promotion of
Eco Mark products etc..**



◆ 賞 -Award

Gold Prize, Silver Prize, Encouragement Prize

Products of the Year



6. Eco Mark Award 2011



Eco Mark Award trophy is environmentally preferable - the ring is made of grass cullet made from glass tubing for Fluorescent Lamps."



Thank you!

Contact

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