



Introduction of Eco Mark

エコマークの紹介



2012年5月1日、2日

May 1-2, 2012

(財)日本環境協会 エコマーク事務局

Japan Environment Association, Eco Mark Office



1. 財団法人日本環境協会について-About JEA

◆環境省の外郭団体として1977年に設立

Founded as an extra-government organization of MoE, Japan in 1977

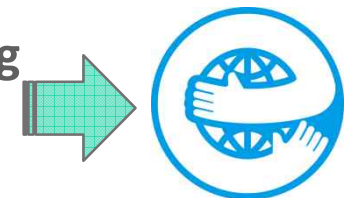
◆協会が目指す姿(ビジョン)-Our goal and vision

持続可能な社会の実現を目指す人々を結ぶ架け橋となり多くの主体が参加し活用できる『しくみ』づくり 及びその支援を行う

The association builds bridges between people who strive to create a sustainable society and sets up and supports a system that many can participate in and utilize.

◆協会の4つの重点分野- Four priority areas

- ・環境教育・環境学習 - Environmental education and learning
- ・**グリーンマーケット実現** - **Realization of the green market**
- ・地球温暖化防止 - Prevention of global warming
- ・土壌環境保全対策 - Measures to restore the soil environment





2. Types and Characteristics of Ecolabels According to ISO

Based on their characteristics, the labels are divided into **Type I**, **Type II**, and **Type III** categories

Type I (ISO14024) “Third Party Certification”

Third party certification of the environmental impact of a product’s **life cycle**, from resource extraction to its disposal according to certain criteria.



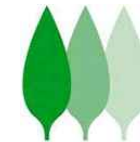
Eco Mark
(Japan)



Blue Angel
(German)

Type II (ISO14021) “Self-declarations”

Self-declared labeling by manufacturers for products that meet certain criteria.



Type III (ISO14025) “Environmental Product Declarations”

Qualitative labeling based on technical reports, etc. about a product’s impact on the environment



- ▶ エコマークは日本で唯一のタイプI環境ラベルです。
Eco Mark is the only type 1 label in Japan.



3. Eco Mark Design

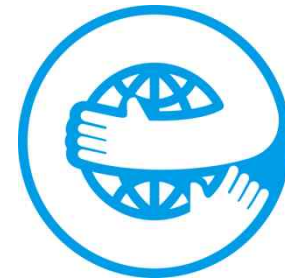
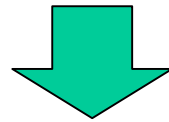


- Eco Mark is designed for our wish to **"protect earth and environment by ourselves"**, **"e"** stands for both **"environment"** and **"earth"** which are embraced by the hands surrounding the earth gently.
- This mark was selected out of the designs nominated for the Chief of Environment Agency Award submitted in response to the general invitation in 1988.



4. Purpose of the Eco Mark Program

Putting an Eco Mark on an article (product and services) recognized as beneficial to environmental conservation serves to disseminate information about the environmental preferability of a product throughout society, which in turn encourages manufacturers and consumers to build a sustainable society.



- ▶ 事業者と消費者とをつなぐコミュニケーション手段です
Communication tool to bridge between business and consumers

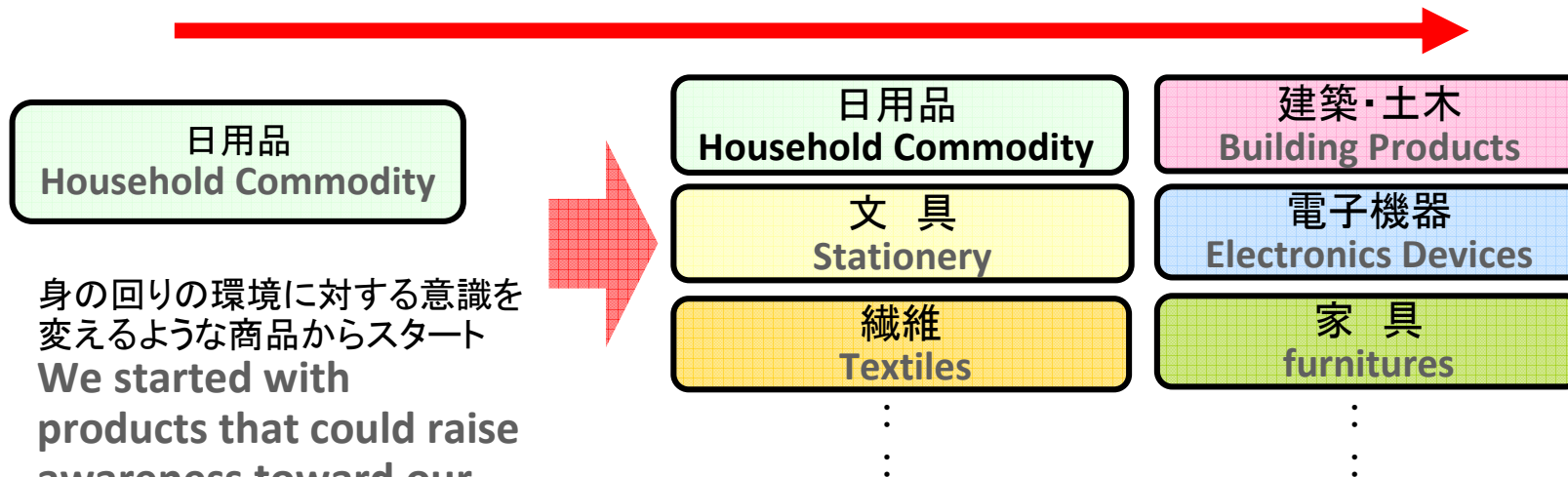


5. エコマーク制度について- About Eco Mark

エコマーク制度は1989年から開始された。
The Eco Mark program was introduced in 1989.

1989

2012



身の回りの環境に対する意識を
変えるような商品からスタート
We started with
products that could raise
awareness toward our
personal environmental
surroundings.

- ◆ Product category : 51
(As of May 1, 2012)
- ◆ Number of products : 5,118
(1,701 companies)
(As of March 31, 2012)



6. Characteristics of the Eco Mark (1)

ISO14024

The System for the Type 1 Ecolabel

The use of an ecolabel is certified by a third-party institution based on voluntary and multiple criteria

⇒ Four Characteristics



7. Characteristics of the Eco Mark (2)

Characteristic 1: **Life Cycle Considerations**

(from resource extraction to manufacture, distribution, use and consumption, recycling and disposal)

Characteristic 2: **Formulate Certification Criteria According to Product Category**

Characteristic 3: **Participation of the Consumer, Manufacturer, and Neutral Parties**

⇒ Participate in drawing up criteria, making public comments, etc.

Characteristic 4: **Management by Third-party Institutions**

⇒ **Japan Environment Association**

Independent budget (management based on eco-mark usage and inspection fees and not projects consigned by the government, etc.)



8. エコマークの委員会体制(透明性のある運営) - Operational Structure (Transparent Management)

◆委員会制度で運営

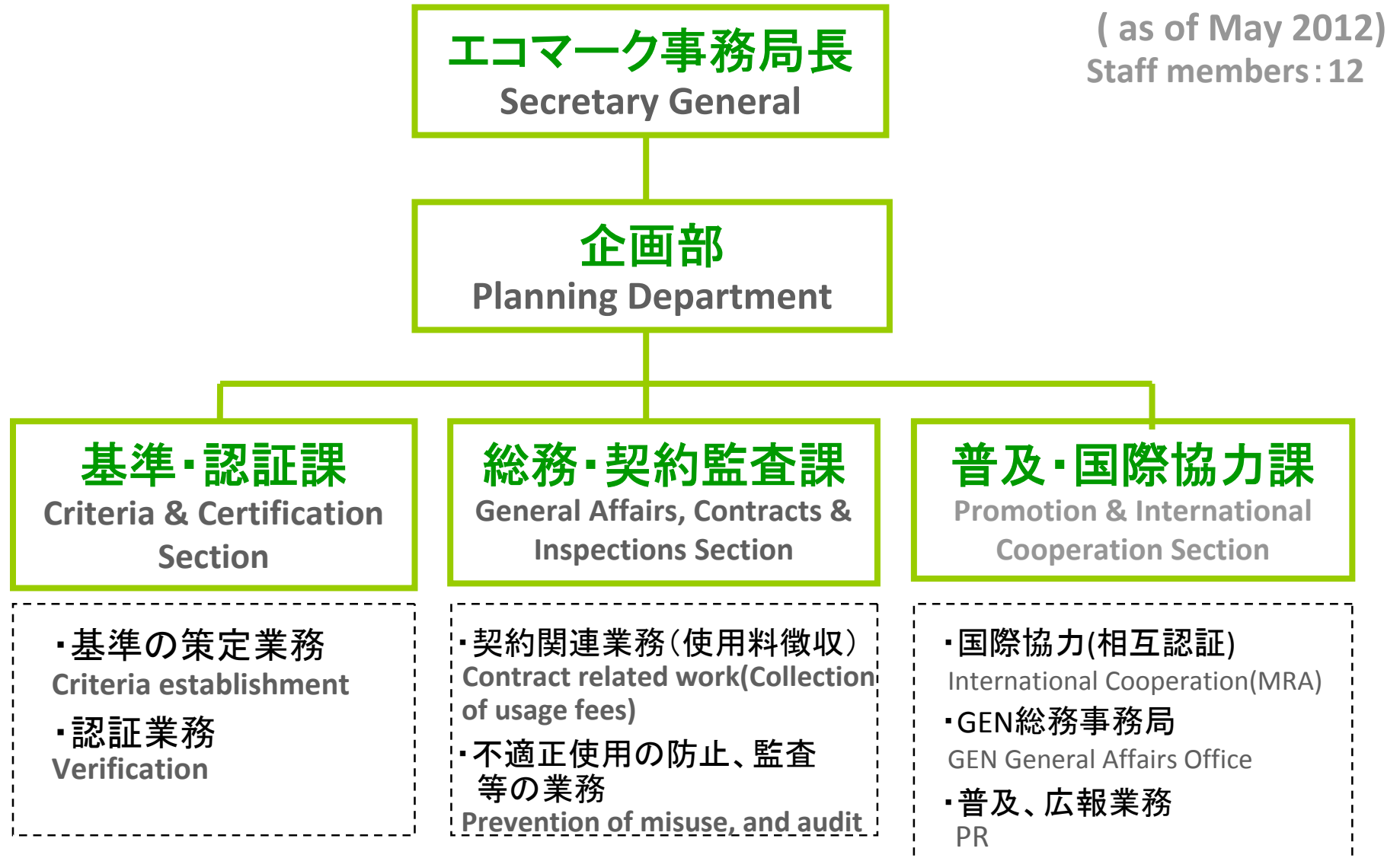
Advisory Committee System Consisting of Outside Experts



Fig. Operational Structure of Eco Mark Related Activities



9. エコマーク事務局の組織図 - Structure of Eco Mark Office





10. 国際協調 - International Partnerships

◆世界のタイプI環境ラベル運営団体で構成するネットワーク Global association of Type I Ecolabelling organizations



世界エコラベリングネットワーク
Global Ecolabelling Network (GEN)

1994年設立、28組織団体が加盟

Founded in 1994, 28 members

日本: GEN 総務事務局 (Japan: General Affairs Office)

◆相互認証の取り組み事例 Examples of MRA



Nordic Swan



**Korea Eco-Labeling
Program**



**China Environmental
Labelling**

Three countries' mutual recognition lead by the Tripartite Environment Ministers Meeting among China, Korea, and Japan. Started with PC and MFD



Thank you!

Contact

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