

INTERNATIONAL GREEN PURCHASING NETWORK



International Network for the promotion of Green Purchasing

25th March 2008

Hiromi Mori

IGPN Secretary General

Content

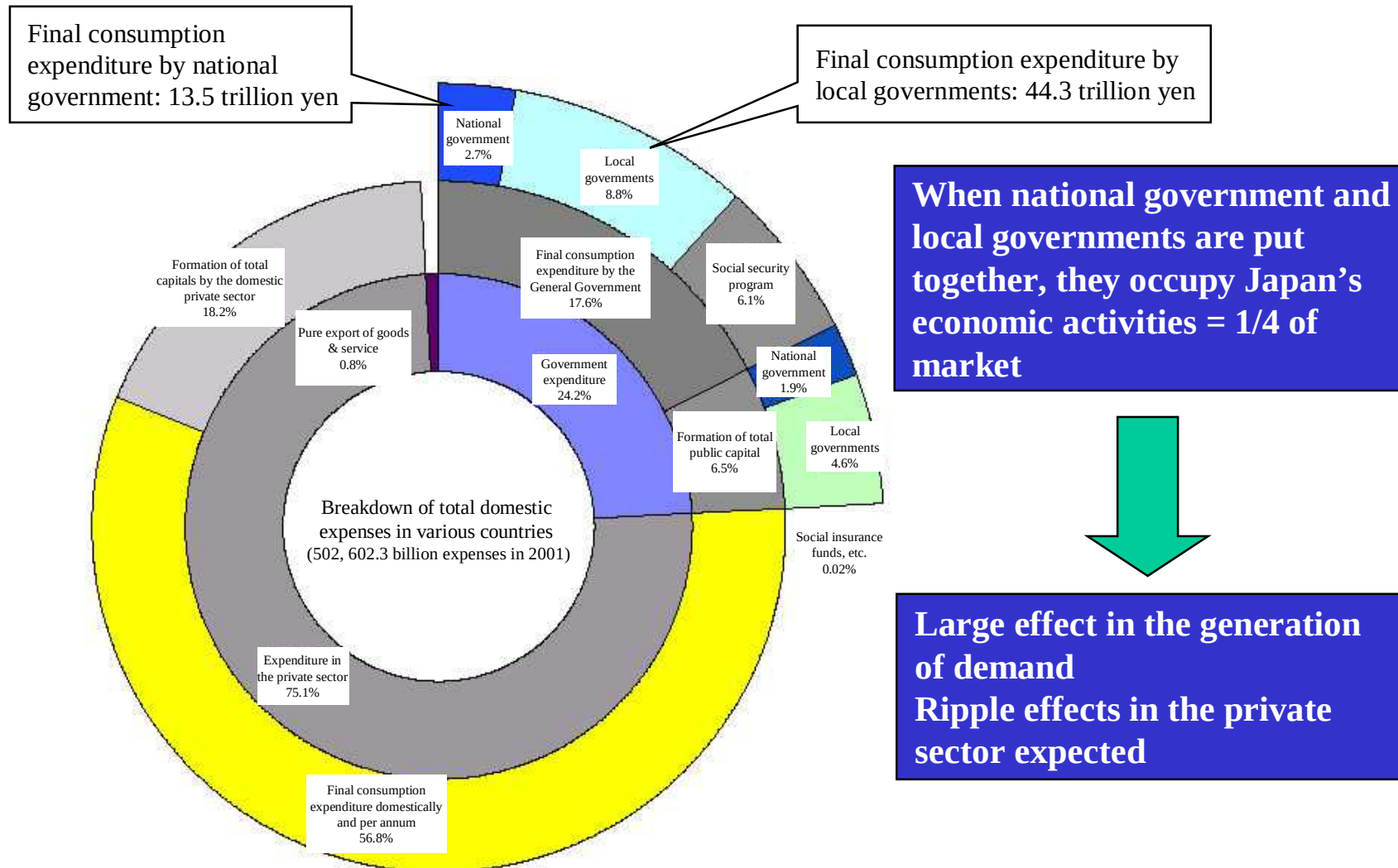


- **Japan's Approach**
 - 1. **Green Purchasing Law**
 - 2. **Green Purchasing Network (GPN)**
- **International Green Purchasing Network**
 - **Main Activities**
 - **Database Projects**
 - 1. Green Products Database Project
 - 2. Environmental Regulations / Standards Database Project

Japan's Approach

1. Green Purchasing Law

Background and meaning of Japan's Green Purchasing Law, enacted in 1999



Mechanism of Green Purchasing Law (1)



Promotion of Green Purchasing by Ministries and Agencies

Article 6

Establishment of the **Basic Policy** for the Procurement of Eco-Friendly Goods etc.

- Direction for Promoting Green Procurement
- Designated Procurement Items and Evaluation Criteria

Ministries and Agencies

Article 7

Each organisation creates and publicises its Procurement Policy

Procurement of Goods and Services based on Procurement Policies

Report the results and achievements of Green Procurement

Article 9

Requests from Minister for the Environment and other ministries to be taken into account

Basic Policy

環境物品等の調達に関する基本方針

平成18年2月

• **Basic Policy revised every year in the following procedures.**

Public offering proposal, Investigative commission by academic expert, Public comment, Cabinet decision

• **Designated Procurement Items defined by environmental specs.**

(It doesn't appoint individual products)

<http://www.env.go.jp/en/laws/policy/green/2.pdf>

Ministries and agencies should not increase or adjust their total procurement amount for the reason of implementing this law.

Mechanism of Green Purchasing Law (2)



Article 10

Local Governments

- Create or update existing versions of Green Procurement Policies every fiscal year
- Procure Goods and Services based on the Policies

Article 5

Responsibility for Businesses / Citizens

- Consciously purchase eco- friendly goods as much as possible

2005 Data - taken from survey on Green Purchasing

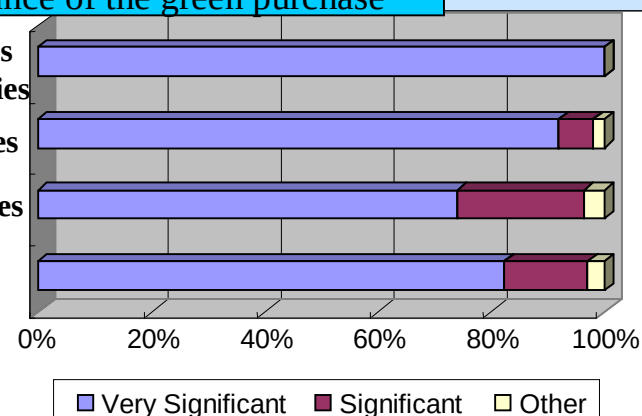
Significance of the green purchase

47 Prefectures
/14 Major cities

Districts/Cities

Towns/Villages

Total



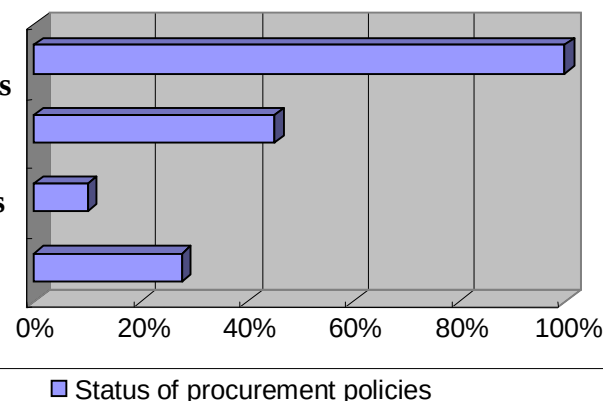
Status of procurement policies

47 Prefectures
/14 Major cities

Districts/Cities

Towns/Villages

Total



Mechanism of Green Purchasing Law (3)

Provides Appropriate Information on Environmentally Friendly Goods and Services



Manufacturers

Provide environmental information on their products

Environmental Labeling Organisations

Promote eco-labeling programmes highlighting their scientific analysis, while complying with international eco-labeling standards

The Government

- Manage and analyse information provided by manufacturers and environmental labeling organisations
- Provide guidelines on appropriate information methods on eco-friendly goods and services

Cooperating Green Purchasing actions in Japan



Law on Promoting Green Purchasing

Main target: Public Sector
Start: 2000 ~
17 categories, 214 items
(2006.02)

Eco Mark programme and GPN had started before Green Purchasing Law was enacted and were well known. They helped rapidly spread green products to private sector and contributed to promote green products to whole market.



Eco Mark programme

- Type I eco-labeling (ISO14024)
- Start: 1989 ~
- Top runner approach
- 50 categories, approx 4,846 products (2007.12.31)

Green Purchasing Network (GPN)

- Start: 1996 ~
- Approx 3,000 members (2,400 companies, 300 governments, 300 NGOs)
- GPN has taken a leading role in promoting Green Purchasing in Japan

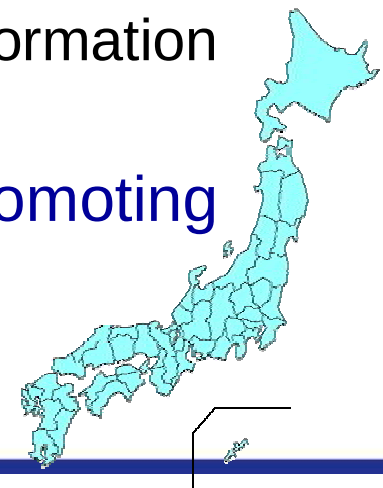
Japan's Approach Green Purchasing Network (GPN)



Green Purchasing Network (GPN) in Japan



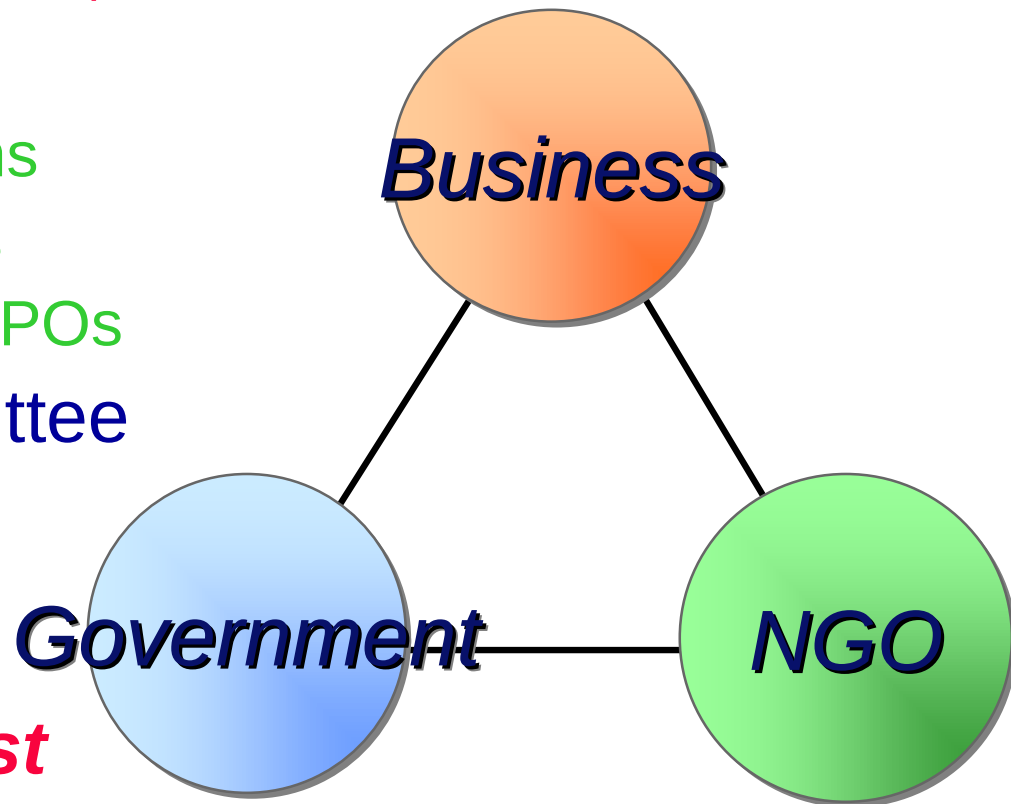
- Founded in February 1996
 - By the initiative of the Environment Agency (now the Ministry of the Environment)
 - To promote Green Purchasing in Japan
- The mission of GPN
 - To promote the concept and practice of Green Purchasing
 - To provide purchasing guidelines and information necessary for practice of Green Purchasing
- GPN has always taken a leading role in promoting Green Purchasing in Japan.



More About GPN



- Independent non-profit organisation
- From 74 (1996) to 3,036 members (Feb 2008)
 - ▣ 2,400 corporations
 - ▣ 300 governments
 - ▣ 300 NGOs and NPOs
- Executive Committee
 - ▣ 50 members



One of the largest environmental organisations in Japan

Activities of GPN

- Conferences, seminars, exhibitions
- Green Purchasing awards
- Training courses
- Case studies on success stories
- Newsletters, website
- Promotional literature (leaflets and posters, etc)
- Regional networks
- Annual surveys
- Principles of Green Purchasing
- Purchasing guidelines
- Green products database
- Green hotel database
- Information plaza



GPN – A Network Connecting Large Numbers of Stakeholders



- Useful information on green purchasing accumulated
- Pioneering purchasing guidelines & products database exploring new fields
- Moderate approach accepted and applicable for suppliers and purchasers
- Welcomed by environmentally conscious businesses
- Diverse members - businesses, governments, NGO
- Members invite their customers, suppliers, and associates to join
- Seminars across the country and working with local governments
- Headline grabbing activities. E.g. annual awards
- Involvement of major stakeholders from the start
- Not-too-close but not-too-distant relationship with the central government

GPN's Products Database

Product Environmental Performance Database



- More than 13,000 products registered (as of Dec 2008)
- Approx 960 companies participating (as of Dec 2008)
- Information can be sorted by environmental performance categories (e.g. energy consumption, inclusion of PVC, etc) and the order of the products rearranged
- 300,000 page-views monthly

Product Categories

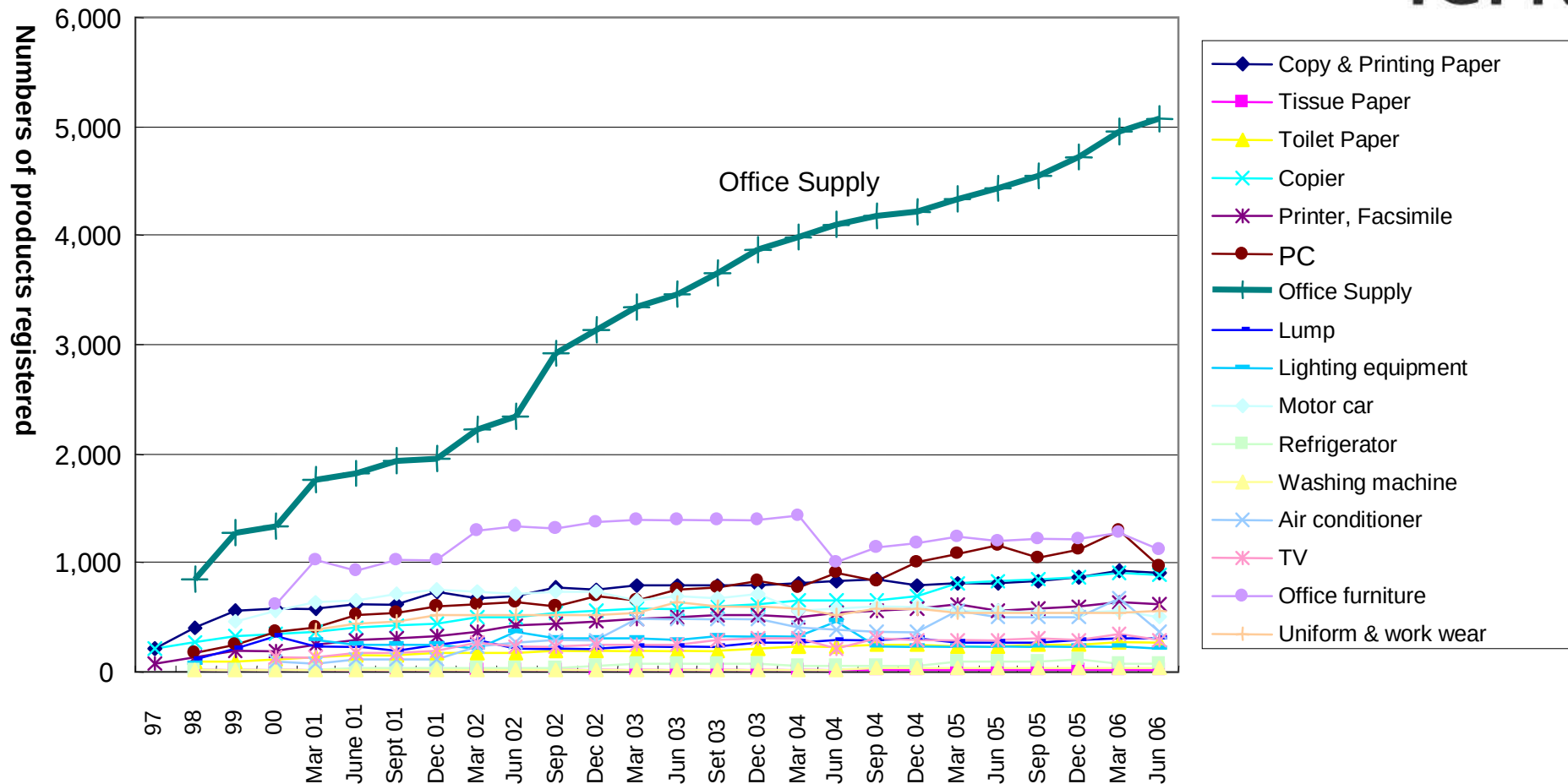
- Printing and Copying Paper
- Copiers, Printers, Facsimiles
- Personal Computers
- Stationery and Office Supplies
- Office Furniture
- Cars
- Refrigerators
- Washing Machines
- TV
- Air Conditioners
- Tissue Paper
- Lighting Equipments
- Uniforms and Work Wear
- Toilet Facilities

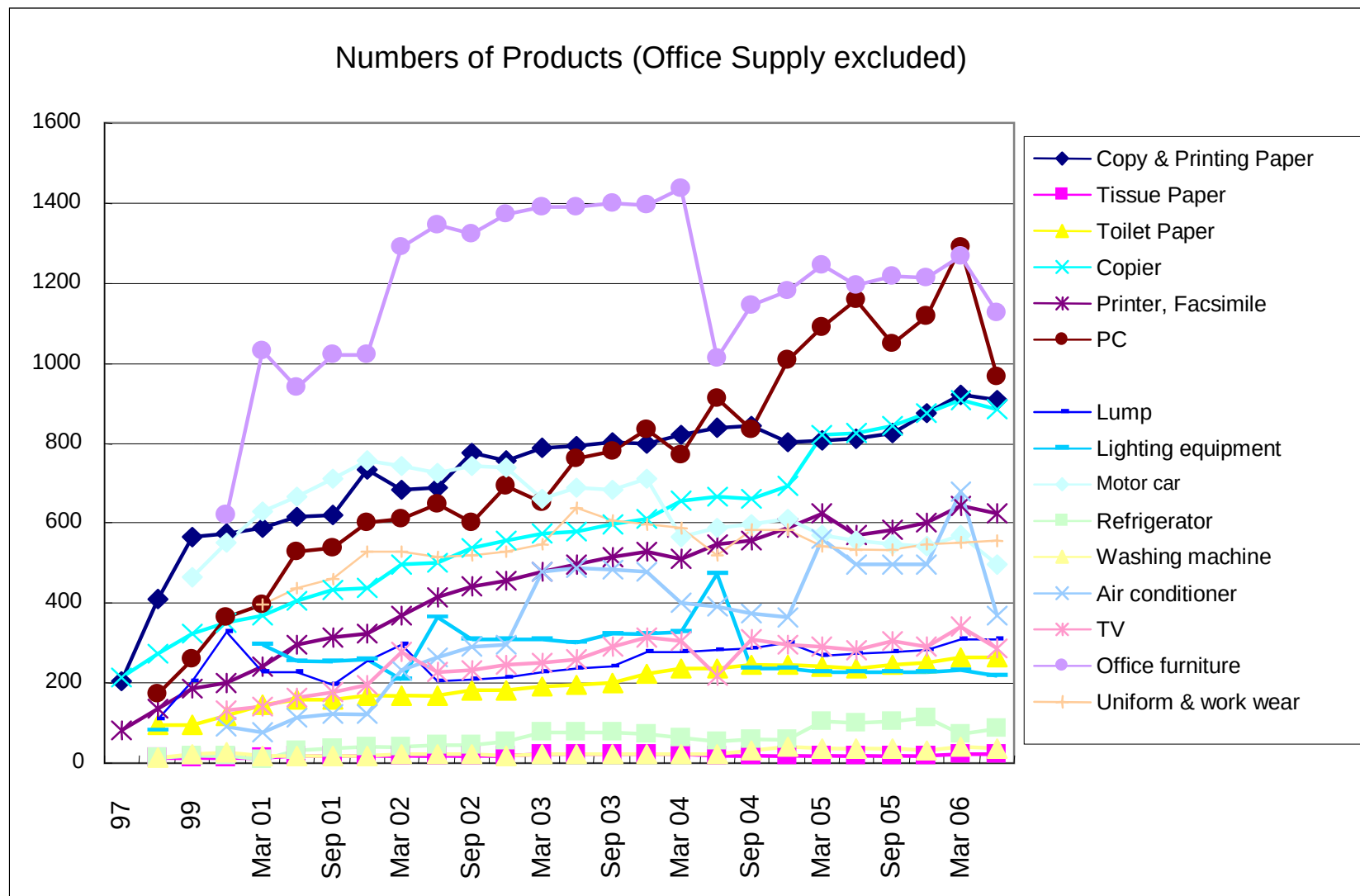
Example: screen shot of GPN database

Least energy consuming copiers listed at the top

Model numbers / names	Manufacturers	Copying speed (ppm)	Printing speed (ppm)	Fax transmission time (sec)	Conforms to Star standard	Conforms to Int'l Energy Star standard	Energy consumption when in sleep mode (W)	Energy consumption when in sleep mode (W)	Duplex copying function	Multiple page copying function	Use of recycled materials
複合機 (大判複写機)	富士ゼロックス	110	110	—	○	外	300	13	○	○	○
複合機 (大判複写機)	富士ゼロックス	110	110	—	○	外	300	13	○	○	○
複合機 (大判複写機)	富士ゼロックス	125	125	—	○	外	300	13	○	○	○
複合機 (大判複写機)	富士ゼロックス	35	35	—	○	外	85	3.5	○	○	○
複合機 (大判複写機)	富士ゼロックス	45	45	—	○	外	85	3.5	○	○	○

Number of Products on GPN Database





Key Factors for success in Japan - 1



First Stage (1995-2000)

- Pioneering activities by many large and environmentally conscious companies and local governments. These activities stimulated competitors and neighbours.
- Green Purchasing Network (GPN) managed to involve a wide range of businesses, public and NGO sectors.
- GPN and its members managed to make Green Purchasing a nation-wide social trend.
- Ministry of the Environment (MOE) backed up the voluntary movements and GPN.
- Success stories introduced by awards and seminars by MOE and GPN.
- Businesses made considerable efforts to develop eco-products.

Key Factors for success in Japan - 2



- Products' environmental information more accessible from GPN database, Eco Mark, suppliers catalog, etc.
- The movement concurrent with popular trend of getting ISO14001 certification.

Second stage (2000~)

- Green Purchasing Law dramatically disseminated activities among government sectors.
- Companies producing products designated by the law worked hard to meet the criteria.
- EU RoHS Directive accelerated corporate green procurement activities through supply chain.

International Green Purchasing Network (IGPN)

Main Activities

International Green Purchasing Network (IGPN)



- Launched in April 2005
- Based on Sendai Declaration in October 2004

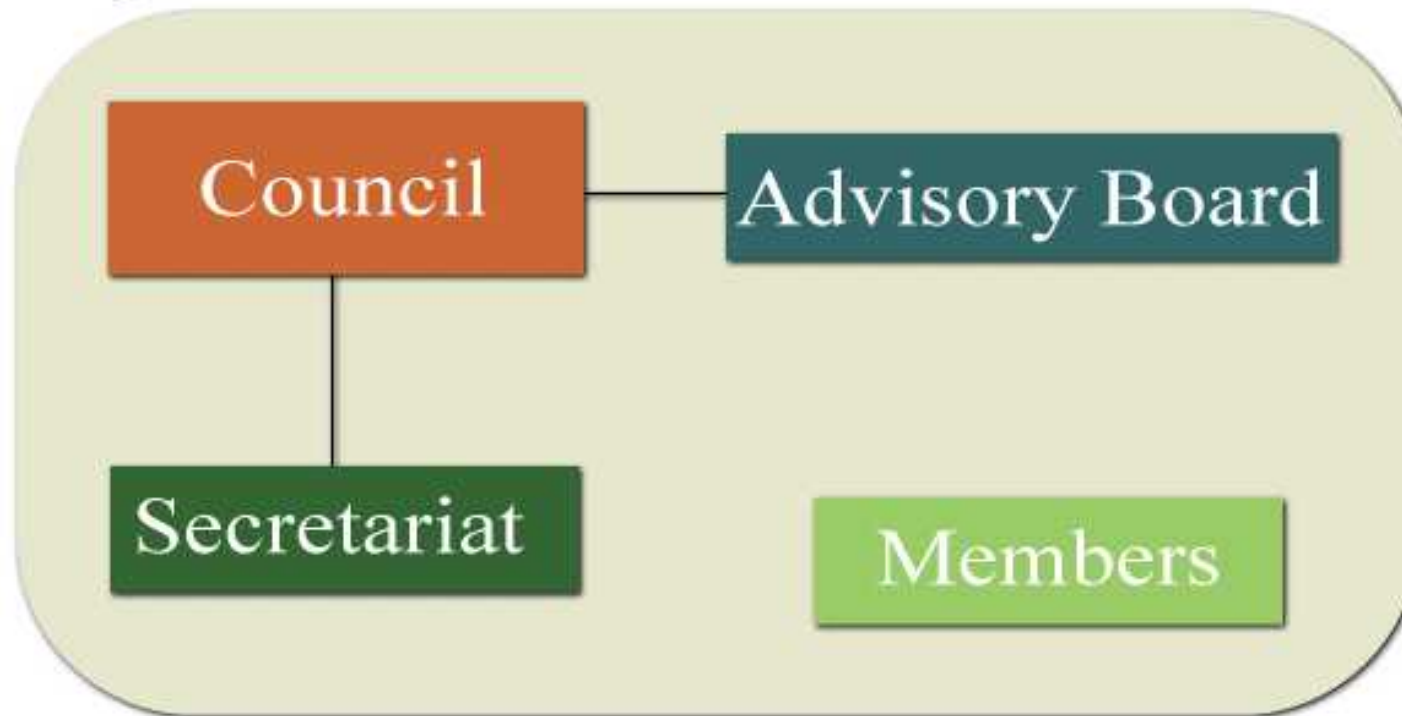
Missions

- To promote the development of environmentally friendly products and services and Green Purchasing activities around the world
- To collect and share information on global Green Purchasing activities, the best examples, know-how, products information, purchasing policies and recent trends
- To harmonise the efforts of Green Purchasing and the development of environmentally friendly products and services from the global viewpoint

IGPN Organisational Structure



■ Organizational Structure



IGPN Council Members



- **Ryoichi Yamamoto** (IGPN Chair)
Professor, Institute of Industrial Science, The University of Tokyo
- **Konrad Otto-Zimmermann** (IGPN Vice Chair)
Secretary General, ICLEI World Secretariat
- **Duk Seung Lee**
Secretary General, Korean Green Purchasing Network (KGPN)
- **Peter Nohrstedt**
Lead Manager for the Swedish Instrument for Ecologically Sustainable Procurement (EKU), Swedish Environmental Management Council (SEMC)
- **Scot Case**
Vice-President & Partner, TerraChoice / Director of Procurement Strategy, North American Green Purchasing Initiative
- **Augustine Koh**
Secretary General, Green Purchasing Network Malaysia (GPNM)
- **Hideki Nakahara**
Chairman, Green Purchasing Network Japan (GPN)

IGPN Advisory Board Members



- [Sylvie Lemmet](#), Director, Division of Technology, Industry and Economics, United Nations Environmental Programme (UNEP)
- [David Le Blanc](#), Senior Sustainable Development Officer, Division for Sustainable Development, Department of Economic and Social Affairs, United Nations (UN-DESA)
- [Takuki Murayama](#), Director, Industry Department Asian Productivity Organization (APO)
- [Ning Yu](#), Global Ecolabelling Network (GEN)
- [Christopher Browne](#), Procurement Strategy Manager, Environment Agency of England and Wales
- [Julie Shannon](#), Branch Chief, Office of Pollution Prevention and Toxics, United States Environmental Protection Agency (US-EPA)
- [Chen Yanping](#), Director, Environmental Development Center of State Environmental Protection Administration, China (SEPA) / Chairman, Environmental Certification Center of State Environmental Protection Administration, China (SEP)
- [Dana Peterson](#), Senior Advisor, Sustainable Industries Group, Ministry for the Environment, New Zealand
- [Pongvipa Lohsomboon](#), Director, Business and Environment Program, Thailand Environment Institute (TEI)
- [Toshihiko Kasai](#), Director, Environment and Economy Division, Ministry of the Environment (MOE)
- [Hideki Kimizuka](#), Director, Environmental Industries Office, Ministry of Economy, Trade and Industry (METI)
- [Akira Yamauchi](#), Director General, Environmental Bureau Sendai City
- [Yoshihito Iwama](#), Director, Industrial Affairs Bureau III, Nippon KEIDANREN (Japan Business Federation)
- [Teruo Saito](#), Senior (Executive) Managing Director, Japan Environment Association (JEA)

Responsibilities



Council

Enact IGPN Charter, and approve modifications, matters concerning organisational management, project proposals and project reports (incl. budgets) and membership admissions

Advisory Board

Give technical advice and guidance on IGPN activities based on past experience upon request of the Council or Secretariat

Secretariat

Draft project proposals, conduct projects and manage financial administration. Currently the Secretariat is located within Green Purchasing Network (GPN) in Japan

International Green Purchasing Network

IGPN Chair: Prof Ryoichi Yamamoto, Institute of Industrial Science, The University of Tokyo

Council: Prof Hideki Nakahara, Chair, Green Purchasing Network

Advisory Board: Mr Toshihiko Kasai, Director, Environment and Economy Division, Ministry of the Environment (MOE)

Mr Hideki Kimizuka, Director, Environmental Industries Office, Ministry of Economy, Trade and Industry (METI)

Mr Akira Yamauchi, Director General, Environmental Bureau, Sendai City

Mr Yoshihito Iwama, Director, Industrial Affairs Bureau III, Nippon Keidanren (Japan Business Federation)

Mr Takuki Murayama, Director, Industry Department, Asian Productivity Organization (APO)

Mr Teruo Saito, Senior (Executive) Managing Director Japan Environment Association (JEA)

Advisory Board: Ms Dana Peterson, Senior Advisor, Sustainable Industries Group, Ministry for the Environment, NZ

IGPN Vice Chair: Mr Konrad Otto-Zimmermann, Secretary General, ICLEI World Secretariat

Council: Vice-President & Partner, TerraChoice / Director of Procurement Strategy, North American Green Purchasing Initiative

Advisory Board: Ms Julie Shannon, Branch Chief, Office of Pollution Prevention and Toxics, United States Environmental Protection Agency (US-EPA)

Advisory Board: David Le Blanc, Senior Sustainable Development Officer, Division for Sustainable Development, Department of Economic and Social Affairs, United Nations (UN-DESA)

China Green Purchasing Network (CGPN)

Advisory Board: Mr Chen Yanping, Director, Environmental Development Center of State Environmental Protection Administration, China / Chairman, Environmental Certification Center of State Environmental Protection Administration, China

International Green Purchasing Network (IGPN) Secretariat

Green Purchasing Network (GPN)

Korea Green Purchasing Network (KGPN)

Council: Mr Duk Seung Lee, Secretary General, Korean Green Purchasing Network

Advisory Board: Dr Ning Yu, Director, Environment and Development Foundation

Green Purchasing Network India (GPNI)

Thai Green Purchasing Network (TGPN)

Advisory Board: Dr Pongvira Lohsomboon, Director, Business and Environment Program, Thai Environmental Institute (TEI)

Green Purchasing Network Malaysia (GPNM)

Council: Mr Augustine Koh, Secretary General, Green Purchasing Network Malaysia

Council: Mr Peter Nohrstedt, Lead Manager for the Swedish Instrument for Ecologically Sustainable Procurement (EKU), Swedish Environmental Management Council (SEMC)

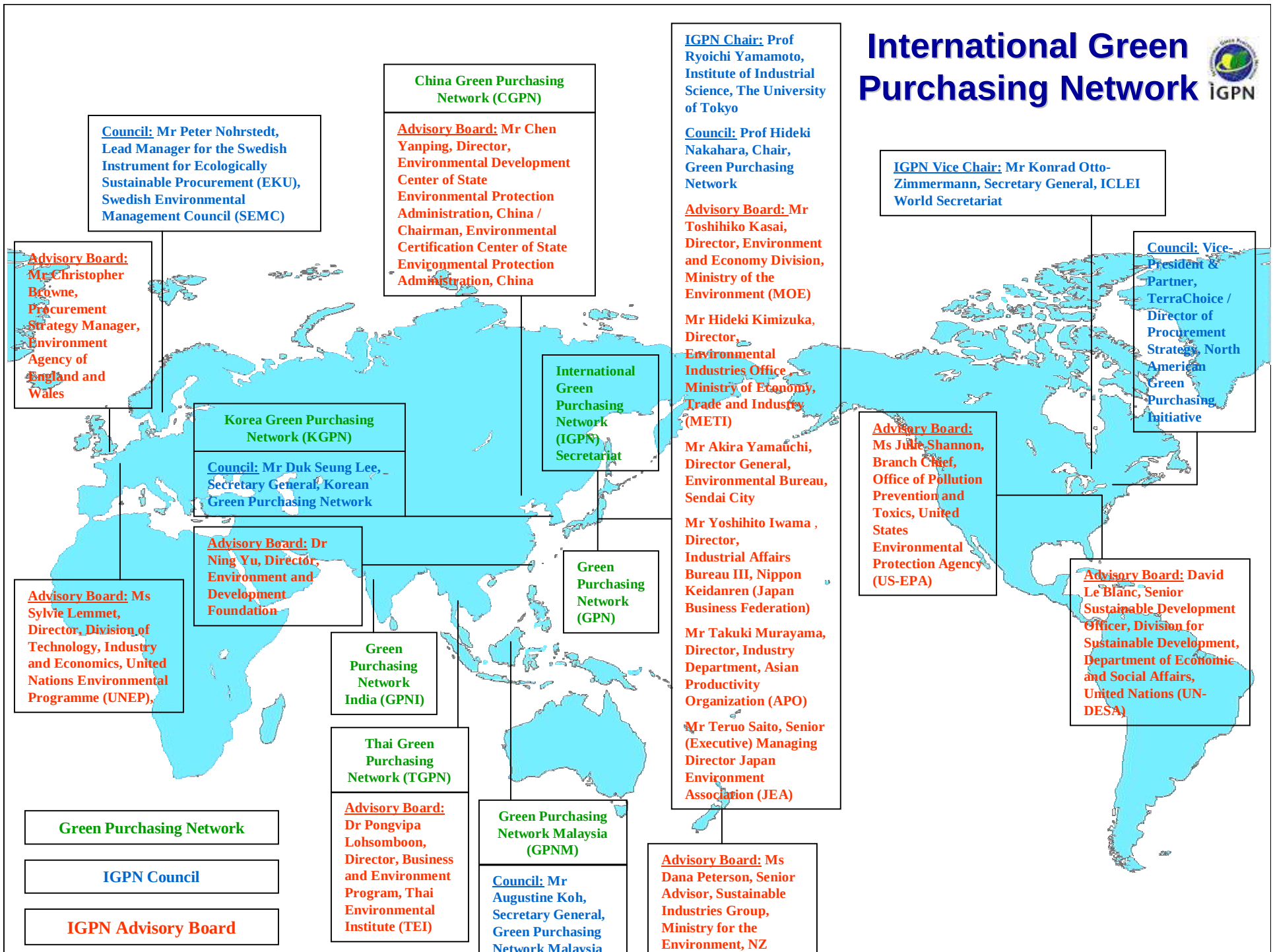
Advisory Board: Mr Christopher Browne, Procurement Strategy Manager, Environment Agency of England and Wales

Advisory Board: Ms Sylvie Lemmet, Director, Division of Technology, Industry and Economics, United Nations Environmental Programme (UNEP)

Green Purchasing Network

IGPN Council

IGPN Advisory Board



IGPN Activities

Internet

- www.igpn.org/
 - About IGPN
 - News around the world
 - Purchasing guidelines & criteria
 - Events
 - Global activities
 - Newsletter archives
 - Links to international environmental organisations
- Sends out regular e-newsletters



IGPN Activities



Seminars and Workshops

- Thailand: Oct '05, Sep '07
- Singapore: Nov '06
- Malaysia: Nov '06
- Australia: May '06
- India: Mar '06, Jan, Nov, Dec '07
- China: Mar '06, Mar '07



International Green Purchasing Conferences

- (1st Conference: Japan: Oct '04)
- 2nd Conference: Spain: Sep '06
- 3rd Conference: Korea: Planned for Autumn '09



IGPN Activities



Green Consumers Survey in Asia Pacific Region



Green Consumer Survey in Asia

Conducted survey in major countries in Asia-Pacific region to obtain and analyse information on consumers' environmental awareness, their buying behaviour, green purchasing initiatives to assist the dissemination of green procurement / purchasing and eco-products in the region.

Exhibited the main findings at the Eco-Products International Fair 2006 (EPIF2006) in Singapore.



IGPN Activities



Green Purchasing + Green Public Procurement Starter Kit

Web-based toolkit, developed jointly with GPN India, includes interactive modules for awareness creation, online training and a step-by-step interactive implementation assistant for green purchasing and public procurement. The toolkit also includes vast amount of electronic information and documents on green purchasing and public procurement.

Chinese, Thai and Vietnamese versions coming soon!

Main goals for next 5 years

- Support the establishment of GPNs in Asia-Pacific region, Brazil, Russia and Middle East
- Develop global-scale Green Purchasing database
- Disseminate Green Purchasing activities around the world and contribute to the creation of sustainable society.

Green Products Database Project

Green Products Database Project



Objective

By developing global-scale products database, with focus on the Asia-Pacific markets:

- To stimulate demand and development of eco-products and eco-services and to accelerate the development of green markets

Plan

- Adopt methods of Japan GPN's products database
- GPNs and related organisations to invite companies in each country to register appropriate products
- Registration fees to be charged and GPNs and IGPN to use incomes for administration
- In English language
- Test it for improvement for 3 years before officially launch in the market

GPN's Products Database



Example: screen shot of GPN database

Least energy consuming copiers listed at the top

Follow Japan GPN's products database for:

- Format
- Products categories
- Policies for selecting products to be registered

ホーム > コピー機 > 検索結果

別のカテゴリを探す カテゴリを選択してください 検索

コピー機 Copiers

使用時や待機時の消費電力量が少ないコピー機を選びましょう

商品の選び方 項目説明

608件中 1 ~ 10 件表示 検索条件 表示件数: 10件表示 | 20件表示 | 30件表示

抽出チェック	商品画像 Product pics	分類 Products categories	製品名・形式 Model numbers / names	事業者名 Manufacturers	コピー速度 (枚/分) Copying speed	印刷速度 (枚/分) Printing speed	電送時間 Fax transmission time	グリーン購入法適合 Conforms to Gp Law	エネルギー消費効率 (Wh) Energy consuming	国際エネルギースター計画基準への適合 Conforms to Int'l Energy Star standard	低電力モード消費電力 (W) Energy consumption when in energy saving mode	オフモード消費電力 (W) Energy consumption when in sleep mode	省エネ関連特記事項 Energy consumption when in sleep mode	両面コピー / 印刷機能 Duplex copying function	複数ページコピー / 印刷機能 Multiple page copying function	再使用部品の使用 Use of recycled materials
☐		複合機 (大判複写機)	1340f	コニカミノルタビジネステクノロジーズ	13	13	S-G3	○	外 y2		外	有	有	n	y	n
☐		複合機 (大判複写機)	4112	富士ゼロックス	110	110	-	○	外 y2		308	3	無	y	y	n
☐		複合機 (大判複写機)	4112 Light Publisher	富士ゼロックス	110	110	-	○	外 y2		308	3	無	y	y	n
☐		複合機 (大判複写機)	4127 Light Publisher	富士ゼロックス	125	125	-	○	外 y2		308	13	無	y	y	n
☐		複合機 (大判複写機)	ApeosPort 350 I PFS	富士ゼロックス	35	35	S-G3	○	外 y1		85	3.5	無	y	y	n
☐		複合機 (大判複写機)	ApeosPort 450 I PFS	富士ゼロックス	45	45	S-G3	○	外 y1		85	3.5	無	y	y	n
☐		複合機 (大判複写機)	ApeosPort 550 I	富士ゼロックス	55	55	NP	○	外 y1		149.8	5.2	無	y	y	n

Environmental Regulations / Standards Database Project

Environmental Regulations / Standards Database Project



Project initiated by Japan's Ministry of the Environment (MOE) and handled by:

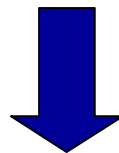
- International Green Purchasing Network (IGPN)
- Japan Environment Association (JEA)



Japan Environment Association

Objectives:

- To provide manufacturers and their suppliers around the world with highly reliable information on environmental regulations relating to products

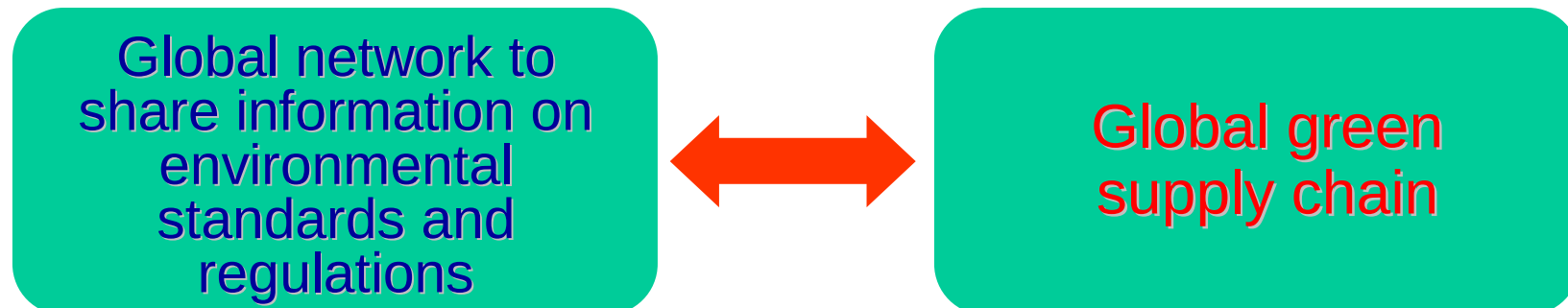


To help the development of better eco-products
and green markets

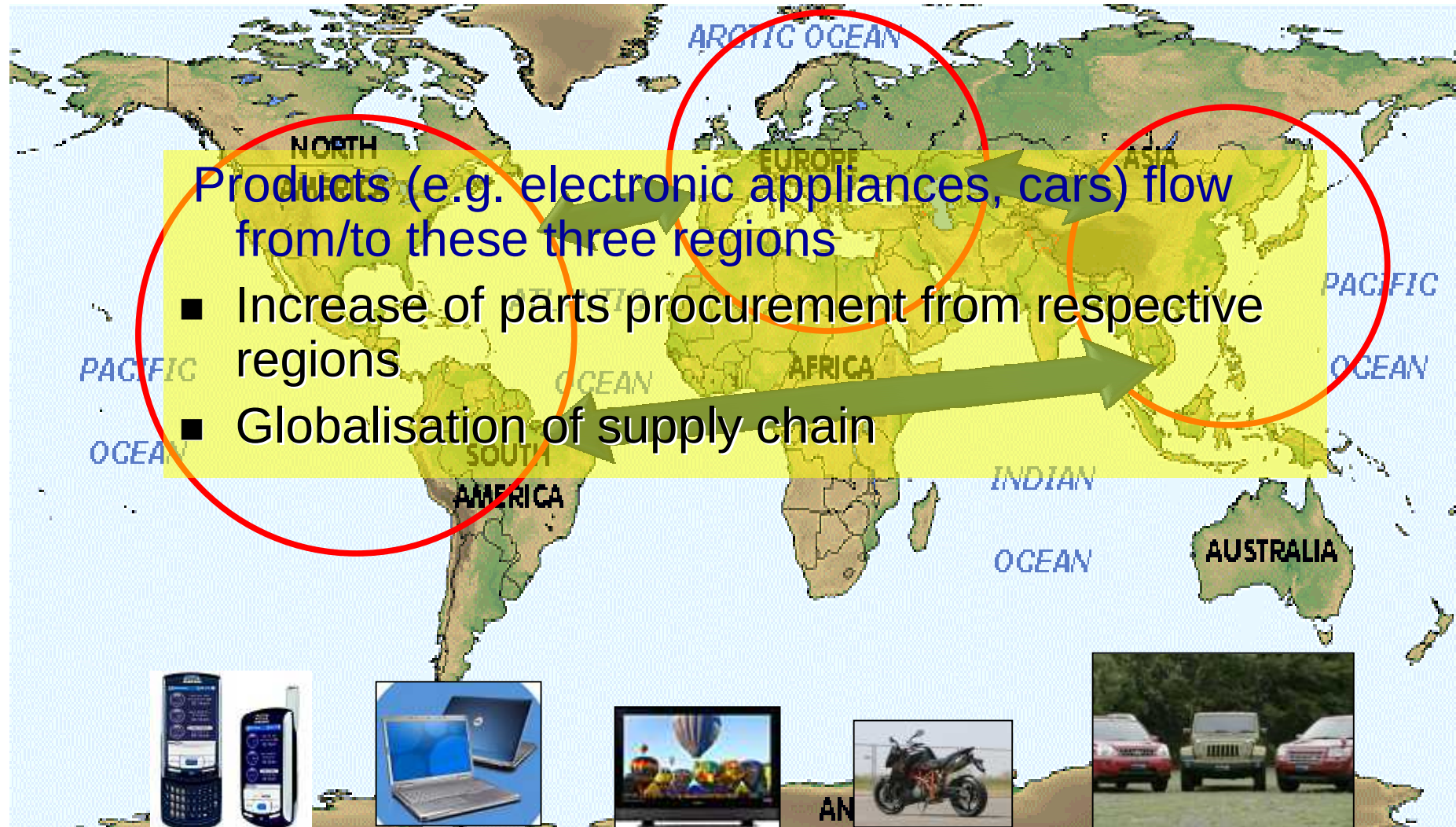
Proposal from Ministry of the Environment, Government of Japan



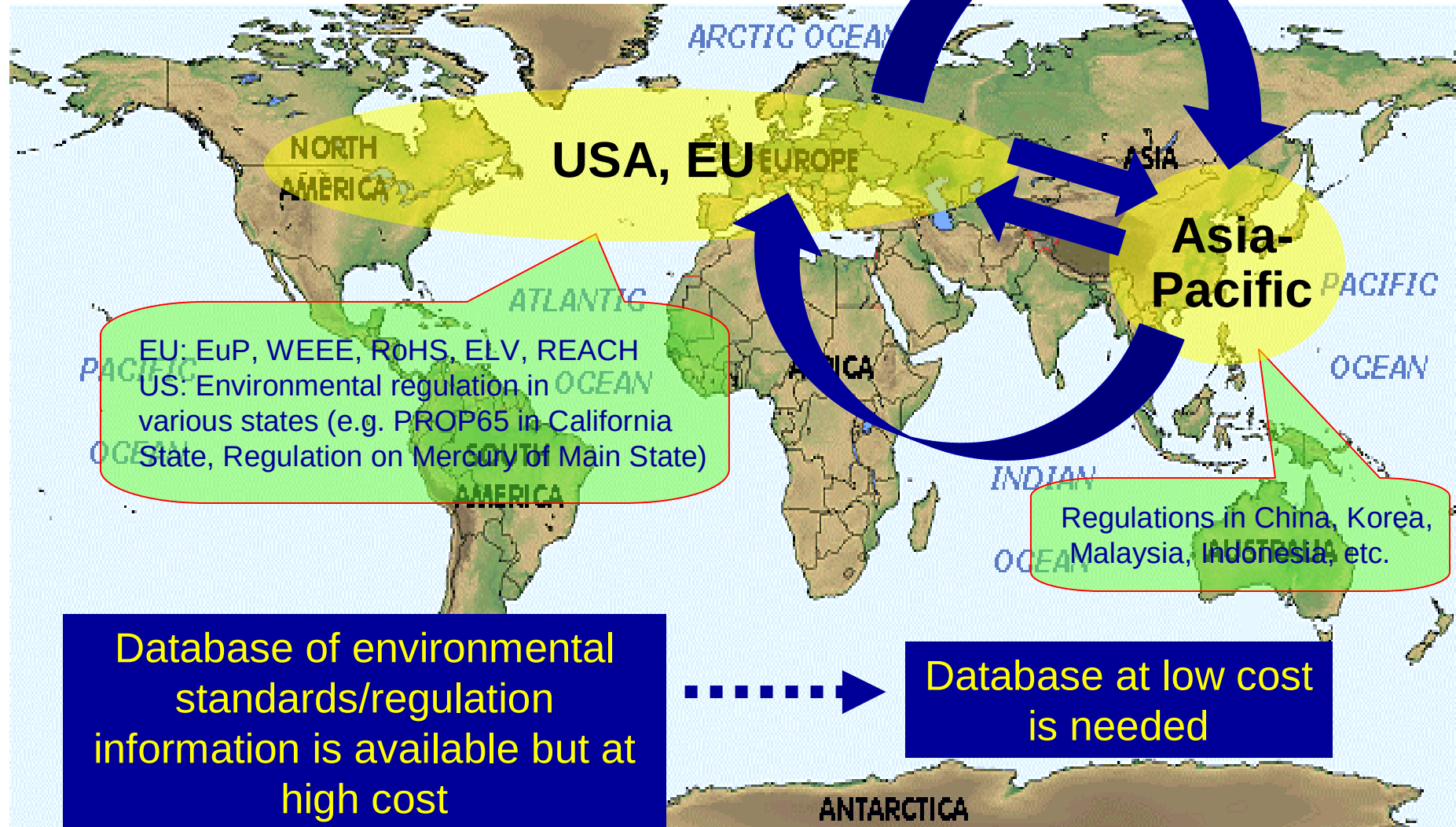
- Ministry of the Environment (MOE) recognise needs to develop unified information platform on environmental regulations/standards around the world
 - Various database exist in some regions of the world but information available at high costs
 - Problems → Compliance delayed
→ Development of green supply chains prevented
- MOE propose to establish global-scale database:
 - Highly credible information on environmental regulations at low cost provided
 - Accelerate development of green supply chains around the world



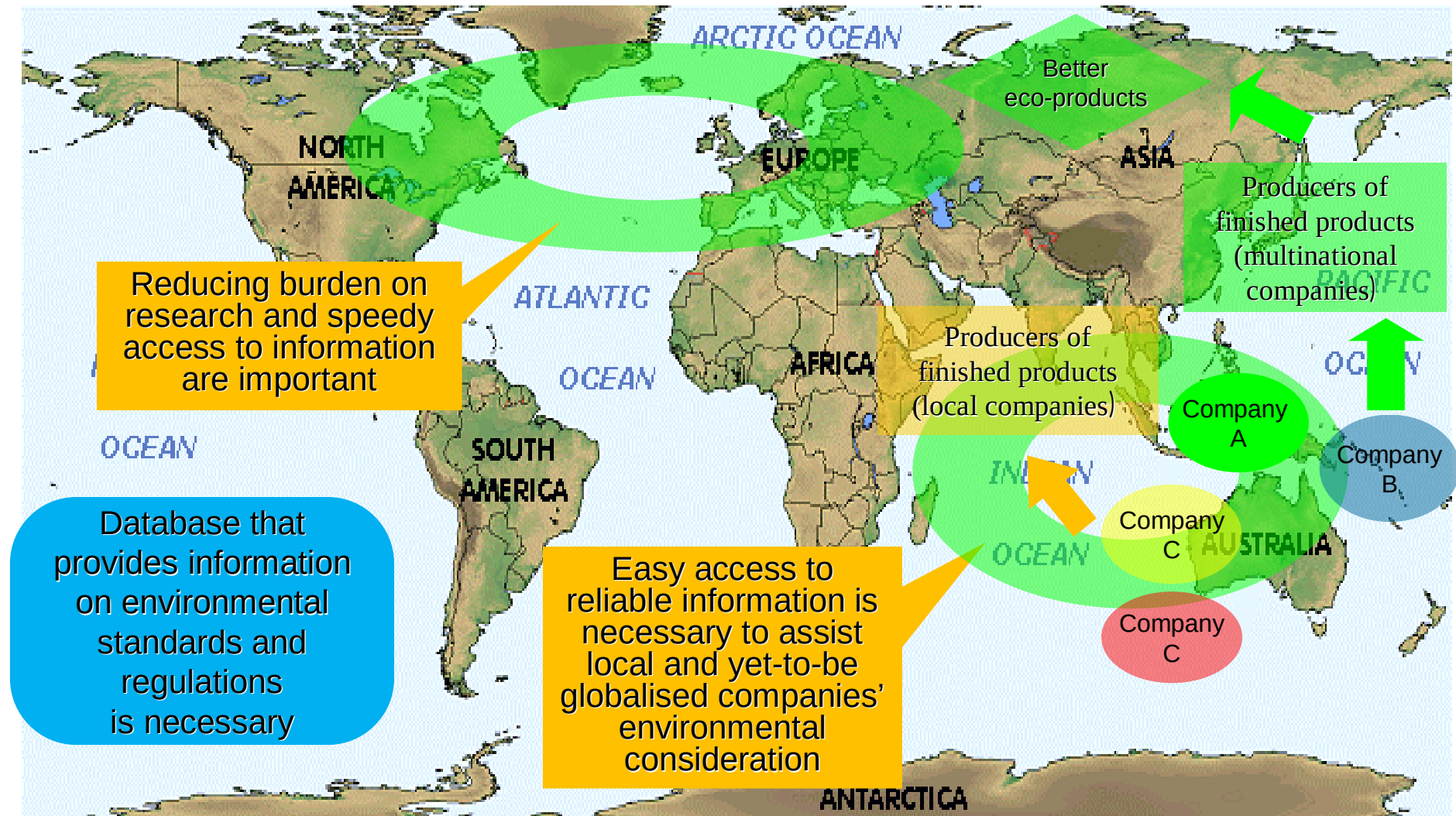
Flow of goods in the world



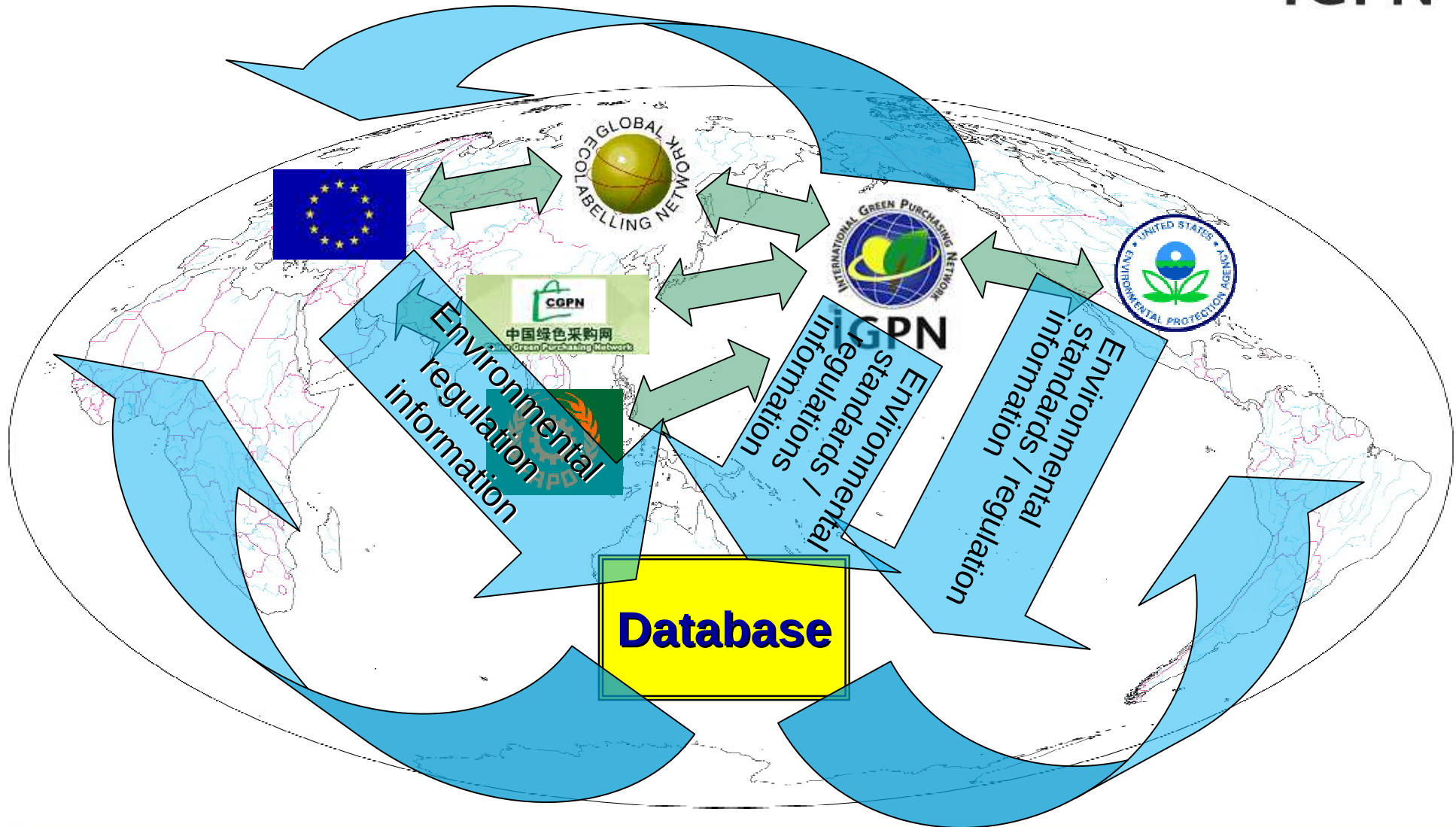
Environmental regulations



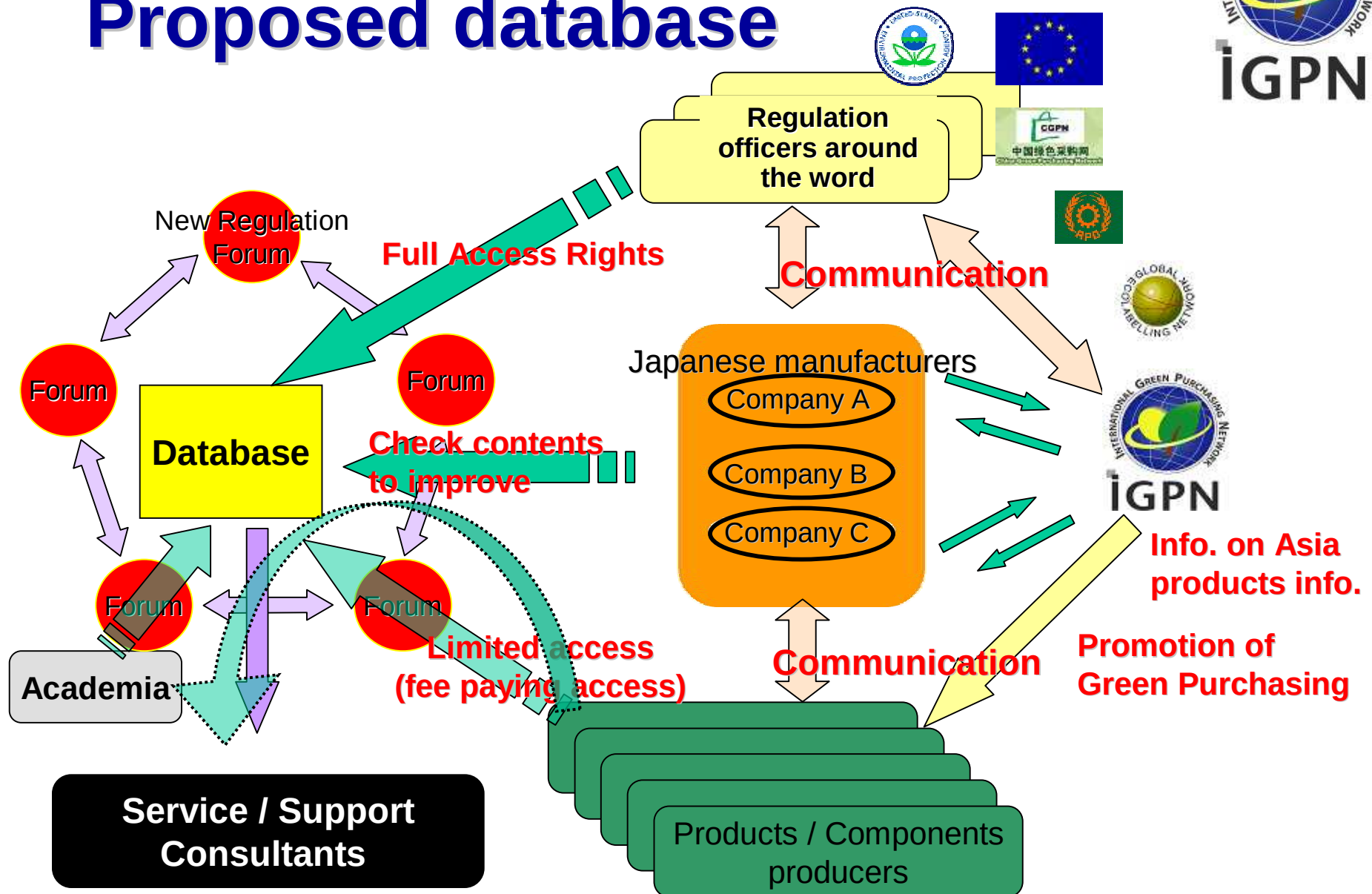
Necessity of environmental information network



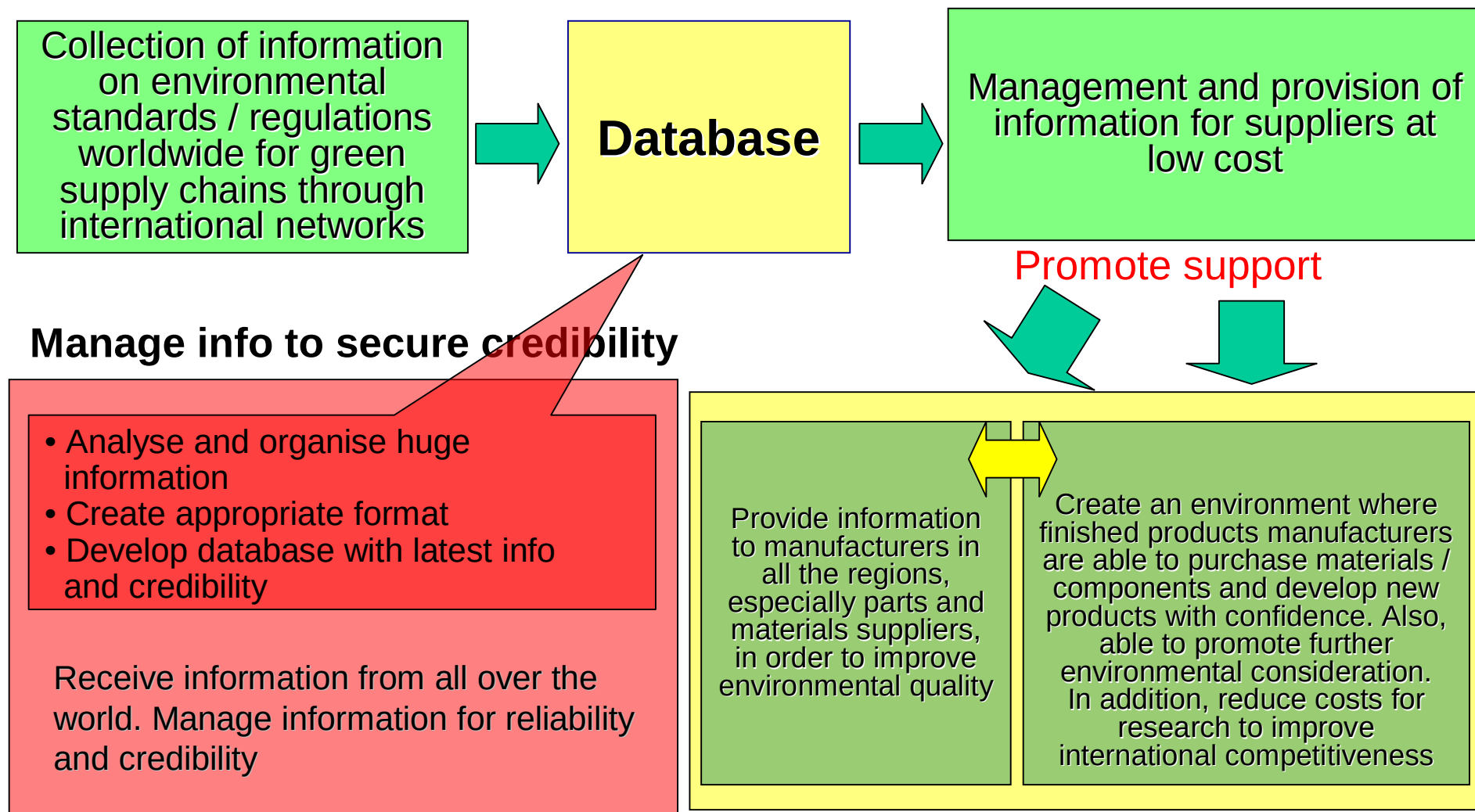
Sharing information using environmental networks



Proposed database



Summary



Proposed schedule

2007

- Discussions on database project (needs, requirements, existing other database, etc) and establishing global network
- Seek international cooperation for information collection/provision

2008

- Discussions on contents/structure of database and criteria

2009

- Based on above, start building and administering database



Thank You for your attention.



**International Green Purchasing Network
(IGPN) Secretariat**

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