

# **Green Purchasing Network and its Activities**

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**Hiroaki Koshibu  
Green Purchasing Network (GPN)**

**<http://www.gpn.jp>**

# History of Green Purchasing in Japan

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- In 1980's, simple activities like buying recycled paper, low-emission vehicle started.
- In 1987, Eco-Mark program was launched.
- In 1994, Shiga prefectural government firstly formulated comprehensive guideline on green purchasing.
- In 1996, GPN was established, and nation-wide movement has started
- In 2000, Green Purchasing Law was enacted.

# Law on promoting Green Purchasing

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- May 2000, the Law on Promoting Green Purchasing was enacted, and enforced in 2001.
- All the State ministries and agencies must draw up annual “procurement policy”, to practice the plan, practice it , and are required to to report the result to Environmental Minister.
- Local authorities are imposed “efforts” to implement green purchasing activities.
- Private enterprises and consumers are encouraged to implement green purchasing voluntarily.



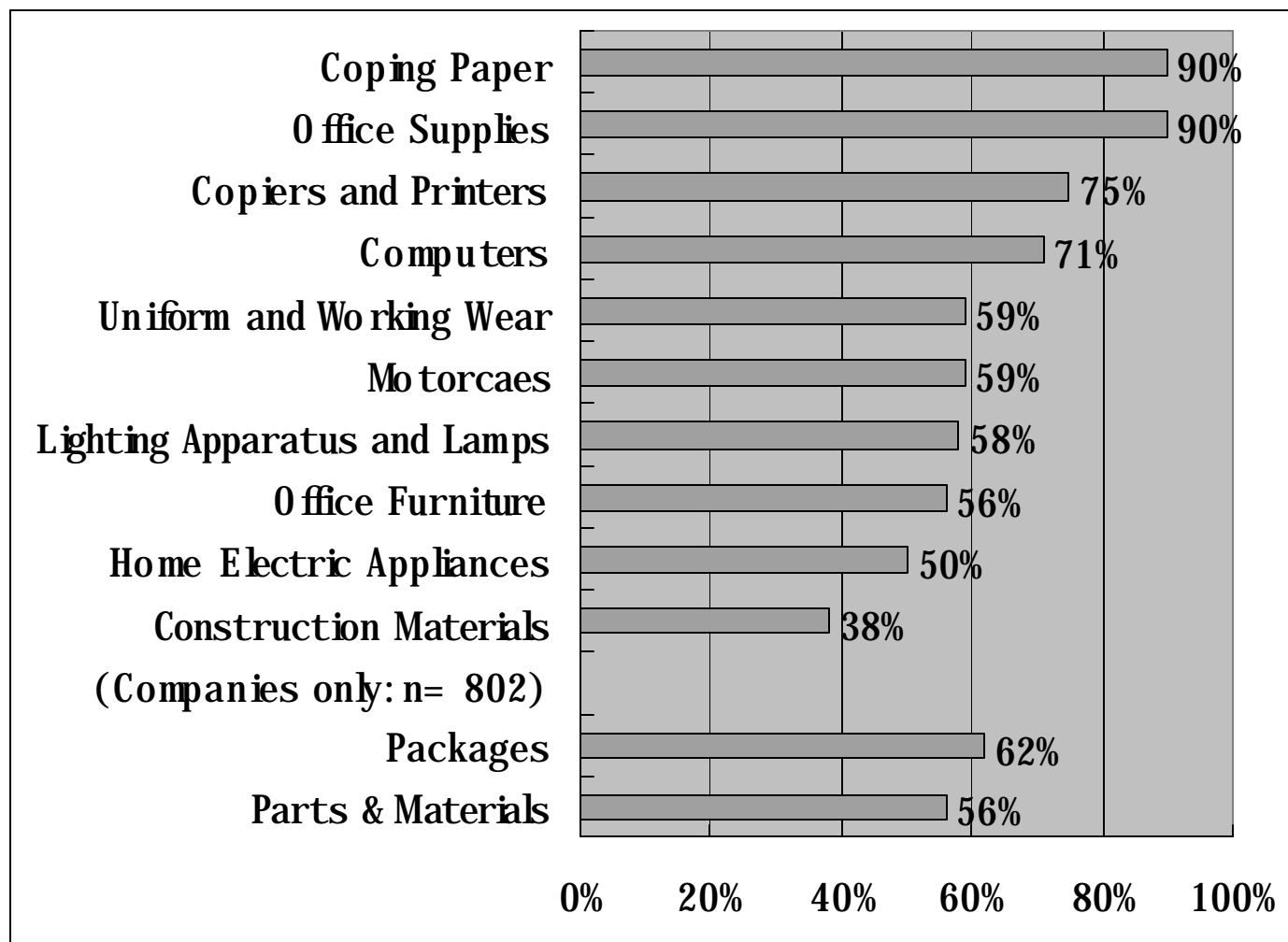
# Current Status in Japan - Business Sectors

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*Findings from survey by GPN in 2002*

- 51% of responding companies have written policies on green purchasing
- 36% of them have adopted green purchasing policies on parts and materials.
- 52% of them also consider suppliers' EMS and other environmental activities as well as aspects of purchasing products

# Products Areas where Japanese Institutional Purchasers practices Green Purchasing



*Findings from survey by GPN in 2002*

# Market Impact of Green Purchasing

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## *Findings from survey by GPN in 2001*

- Among 673 companies, 74% responded “the sales amounts of green products have increased in the past couple of years”
- 75% of suppliers have increased the numbers of green products brand

## *Findings from survey by GPN in 2002*

- Among 802 companies, 74% responded “their customers’ interest in green products have increased”
- We estimate domestic market size of green products as 38 trillion yen(320 billion US\$).

# Green Purchasing Network (GPN)

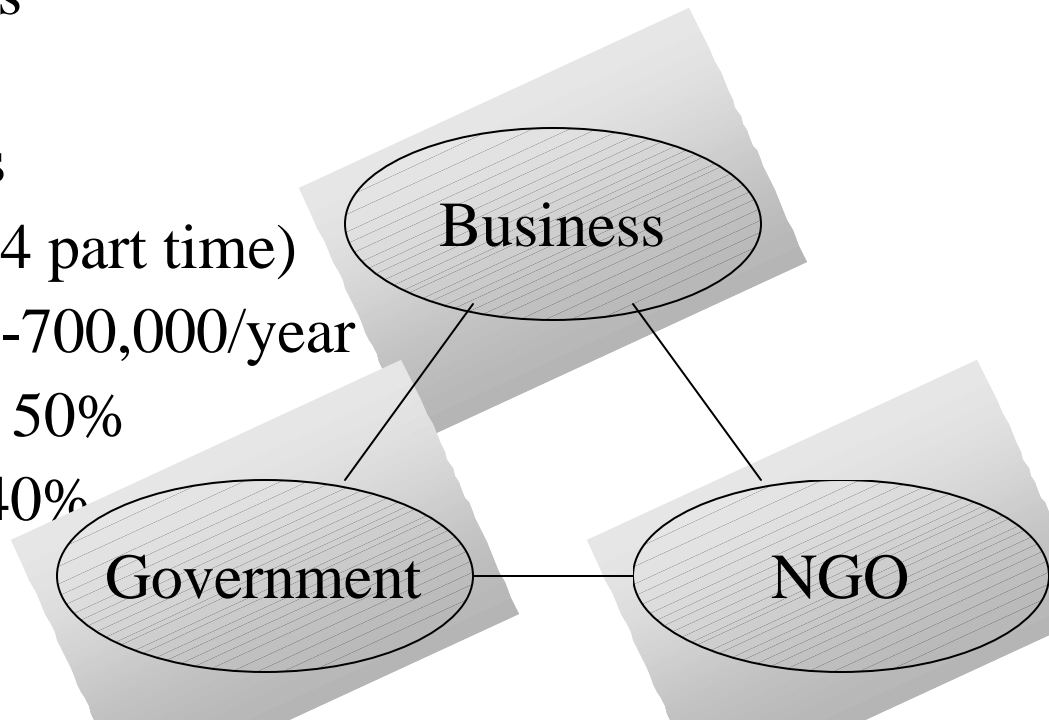
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- Founded in February 1996 to promote green purchasing in Japan by the initiative of Environment Agency
- The mission of the GPN
  - to spread out the concept and practices of green purchasing
  - to provide guidelines and information necessary for practicing green purchasing.
- Since then GPN has taken a leading role to promote green purchasing in Japan.



# About GPN

- Independent non-profit organization
- Executive Committee: 35 members
- 2,809 members (as of September 2003)
  - 2,177 corporations
  - 364 governments
  - 268 NGOs, NPOs
- Secretariat: 6 staff (+4 part time)
- Budget: US\$600,000-700,000/year
  - Membership fee : 50%
  - Project income : 40%
  - Subsidy : 10%



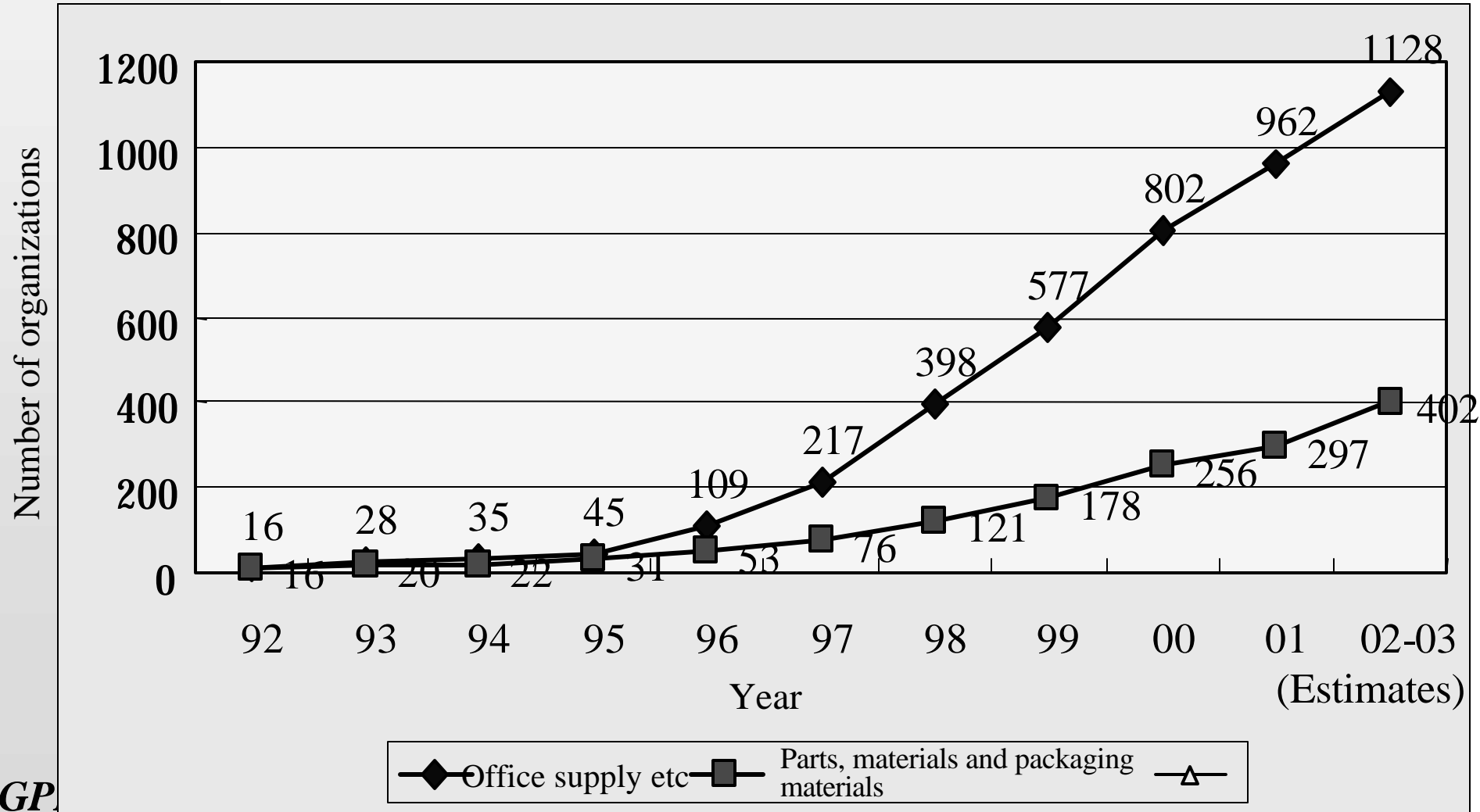
# Members of GPN

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- All of 47 prefectural governments
- All of 12 designated cities – Osaka, Nagoya, Fukuoka, Sendai, Sapporo, Yokohama.....
- Large businesses from various fields
  - Sony, Canon, NEC, Fuji Xerox, Ricoh, Honda, Toyota, Nissan, Matsushita Electric Industrial, Nippon Steel, Seiko Epson, Hitachi, Toshiba, Mitsubishi Corp., JT, Suntory, Kikkoman, Tokyo Gas, Development Bank of Japan, NTT, JR, Tokyo Electric Power.....

# The number of organizations that have implemented green purchasing

~ rapidly grown in round 1996 when GPN established ~



# GPN Activities for Promotion

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- Seminars throughout the country
- “Green Purchasing Award” to encourage excellent activities
  - Governments of Shiga, Mie, Kanagawa, Hukui, Sendai city
  - NEC, Fuji Xerox, Matsushita, Epson, Sony, Tokyo Gas, Shiga Bank, and SMEs
- Guidance for implementing systematic green purchasing
- Case study on success stories
- Promotion pamphlet, posters
- Regional Network – Shiga GPN, Mie GPN .....

# Principles of Green Purchasing

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- Principle 1 – Consider whether a product is needed before purchasing it or not.
- Principle 2 – Purchase a product considering the various environmental impacts over its life cycle - from extraction of raw materials to disposal.
- Principle 3 – Select suppliers who make a conscious efforts to care for the environment.
- Principle 4 – Collect environmental information on products and suppliers.

# GPN Purchasing Guidelines and Product Data Base

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- Copying and printing paper
- Copiers, printers, facsimile machines
- Personal computers
- Motorcars
- Refrigerators, Washing machine, TV, Air conditioner
- Stationery and office supplies
- Toilet and tissue paper
- Office furniture
- Lighting apparatus and lamps
- Uniform and working wear
- Offset printing service (guideline only)
- Hotels and inns

# Guidelines for Purchasing “Copying machines, Printers and Facsimile Machines”

Revised in December 2000, GPN

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- Small power consumption during operation and standby
- Equipped with double-face and multiple-page printing functions
- Used products recovered for reuse of parts and recycling of materials
- Reused parts and recycled plastics are used
- Cartridges recovered and recycled
- Amount of lead reduced in soft soldering
- Batteries not containing heavy metals
- ? Information Requirement? Use of PVC in wire coating

# Purchasing Guidelines for Motorcars

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- 1) The automobiles shall have high fuel efficiency and low carbon dioxide (CO<sub>2</sub>) emissions.
- 2) The automobiles shall have low levels of nitrogen oxides (NO<sub>x</sub>), hydrocarbons (HC), carbon monoxide (CO), and particulate matter (PM) in their emissions.
- 3) The automobiles shall use coolants for air conditioning that have a little contributory impact on ozone layer depletion and global warming.
- 4) The automobiles shall use reduced levels of lead.
- 5) The automobiles shall be designed for ease in disassembly and recycling of their parts when no longer in commission.
- 6) The automobiles shall use large amounts of recycled parts.
- 7) The automobiles shall make little external noise.



# Features of GPN Guidelines

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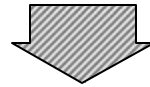
- Target major product areas commonly purchased and have high environmental impact
- Focus the check points to about 10 items at the most, which are important and can be differentiated.
- The guidelines are not meant for giving the standards of “green products” but moderately suggesting the viewpoints and directions of consideration.
- The guidelines provided the information in those fields which are not covered by Eco-mark, etc. (ex. Motorcars, Home appliances)
- The guidelines are used by lots of purchasing organizations, as well as becoming one of indicators of product development of the manufacturers.

# Processes of Working out the GPN Purchasing Guidelines

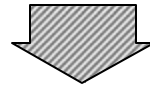
Drawing up draft within a specific Task  
Group(TG) consisting of the GPN members  
(Consisting of the members from manufacturers, consumers, local  
governments, purchasing enterprises, etc.)



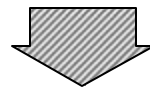
Determination and announcement of the  
first draft by the guideline subcommittee



Collecting opinions from members-at-large and others



Determination of final draft by guideline subcommittee



Establishment of guidelines by Executive Committee

# GPN Website and Data Bases on Products and Services



**商品情報データベース**

グリーン購入ガイドライン

フォーラム・研究会

事例紹介・取り組みポイント

調査研究

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入会案内

GPNの紹介

会員リスト

会員掲示板

会員専用ホームページ

地域ネットワーク

リンク集

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グリーン購入とは

第6回  
**グリーン購入大賞**  
募集のお知らせ

遊覧グリーン購入ネットワーク  
グリーン購入自己診断システム

English

## グリーン購入ネットワーク

Green Purchasing Network

環境への負荷が少ない製品やサービスの優先的購入を進める全国ネットワーク

＊グリーン購入商品総合案内サイト → 各情報サイトの特徴

▶ 商品で探す

GPN  
データベース GO

GPNガイドラインの対象となる、16分野1万を超える製品の環境情報をまとめた総合データベース  
[>> ガイドライン一覧](#)

▶ お店で探す

見つかる、広がる環境サイト  
**エコナビ** navi

地域の「エコな商品・サービス」を扱うお店を全国約900掲載中！

全国初の地域版「エコどこナビ滋賀」が新たにオープンしました

クリーン購入  
情報プラザ GO

GPNガイドラインでは対象としない製品・サービス全般の環境情報を紹介しています。

**ECO CHALLENGE**  
エコチャレンジホテル

ホテル旅館のエコの取り組みを開覧、検索データベースを約200施設掲載してオープン

＊グリーン購入法特定調達物品情報提供システム

**グリーン購入法特定調達物品 情報提供システム**

グリーン購入法の特定調達物品に関する製品の情報サイト



## 自動車

● Passenger car 1001~1500cc

- ・事業者名のアイウエオ順に掲載しています。
- ・同一事業者内での商品掲載順序は、事業者によって異なります。

Image	Name of motorcar	Model	Name of manufacturer	Engine displacement	2 WD/ 4WD	Transmission	Conformation to Green Purchasing Law	10,15 mode fuel consumption (km/l)	Conformation to Energy Saving Law	CO <sub>2</sub> emission (g/km)	Remarks for fuel consumption & emission gas	Conformation level of emission gas	Type of refrigerant
	キューブ SX	UA-BNZ11	日産	1386	4WD	4AT		15.8	-	149.3	無	☆☆☆	HFC134a
	ウイングロード G	TA-WFY11	日産	1497	2WD	5MT	O	17.0	O	138.7	有	☆	HFC134a
	ウイングロード G	UA-WFY11	日産	1497	2WD	5MT	O	17.0	O	138.7	有	☆☆☆ O	HFC134a
	ウイングロード G	UA-WFY11	日産	1497	2WD	4AT	O	16.0	O	147.4	有	☆☆☆ O	HFC134a
	インプレッサ スポーツ ゴン(15i,15i-S)	LA-GG2	富士重工(スバル)	1493	2WD	5MT	O	16.6	O	142.1	有	☆☆	HFC134a
	インプレッサ スポーツ ゴン(15i,15i-S)	LA-GG2	富士重工(スバル)	1493	2WD	4AT		15.0	-	157.2	有	☆☆	HFC134a
	インプレッサ スポーツ ゴン(15i,15i-S)	LA-GG3	富士重工(スバル)	1493	4WD	5MT	O	16.0	O	147.4	有	☆☆	HFC134a
	インプレッサ スポーツ ゴン(15i,15i-S)	TA-GG3	富士重工(スバル)	1493	4WD	4AT	O	13.4	O	176	有	☆	HFC134a
O	シビックハイブリッド	ZA-ES9	ホンダ	1339	2WD	CVT	O	29.5	O	80	有	☆☆☆	HFC134a
O	シビック B	UA-EU1	ホンダ	1493	2WD	4AT	O	16.0	O	147.4	有	☆☆☆	HFC134a

**自動車**

車名 シビック iE  
型式 LA-EU1  
事業者 ホンダ  
名

**基礎情報**

エンジン総排気量 (cc)	1493
駆動方式	2WD
変速機	CVT

グリーン購入法の判断基準  
適合

○

**燃費情報**

10・15モード燃費 (km/l)	19.4
CO <sub>2</sub> 排出量 (g/km)	121.58
燃費関連特記事項	平成22年燃費基準適合

**排出ガス情報**

排出ガス規制等への適合	AAA
排出ガス対策特記事項	「七都縣市」「6府縣市」指定低公害車

**冷機情報(冷暖房装置)**

# Features of GPN Data Base

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- Provide detailed information for actual purchasing such as detailed environmental information, acquisition of environmental labels(Eco-mark, Energy Star), conformity with criteria of the Law on Promoting Green Purchasing, price, major functions.
- GPN does NOT recommend specific products
- Comprehensive judgment is left to DB users.
- DB has screening function(User can set its own criteria)
- Products data can be easily compared in the unified format.
- About 11,000 products of 600 companies in 13 product fields are included in the data base.
- Updated 4 times a year(with biannual publication of the “GPN Data Book”, which we decided to stop publishing of)
- Monthly 300,000 page views

# Information on GPN Data Base

## “Copying machines, Printers, Facsimile Machines”

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- Name of products, models
- Name of businesses
- Copying speeds, printing speeds, transmission speeds
- Conformity with standards of Law on Promoting Green Purchasing
- Efficiency of energy consumption
- Conformity with International Energy Star standards
- Low-consumption-mode power consumption
- Off-mode power consumption
- Double-face copying function
- Multiple-page copying function
- Use of reused parts
- Use of recycled plastics material
- Recovery and recycling of toner cartridges
- Reduction of lead in soft soldering
- Heavy metal contents of batteries
- Use of polyvinyl chloride in wire coating
- Status of obtaining eco-labels
- Special features of functions
- Standard retail prices

# Accumulation of GPN Data Base

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- Accumulate the data base in accordance with the information format set out alongside the GPN Guidelines
- Broadly encourage relative manufacturers to provide information (including foreign suppliers)
- Manufacturers register their data at their own responsibility through the Internet
- The GPN secretariat makes editorial checks and makes them public via Internet
- Charge the manufacturers 1,500 yen per product



# Product Related Information used by institutional green purchasers

Ecomark (Type 1)	82%
GPN Guidelines/Data Base	45%
Mark by Third Parties	33%
Criteria of Green Purchasing Law	24%
Self Declaration Label (Type 2)	18%
Type 3 Label	4%

*From GPN survey 2002*

# Data Base on Hotels and Inns - 1



検索はこちらから 地域または施設名を指定し、「検索」ボタンを押して下さい。

● 検索方法 施設表示順(50音順) ▼ [昇順] ▲ [降順]

● 地域から検索 お選び下さい ▼ 検索

● 施設名から検索  検索

- お知らせ
- 2003年4月18日 データベース登録証 掲示の様子を掲載しました「GPNエコチャレンジ ホテル旅館データベース」に登録されているホテル旅館へ「データベース登録証」を発行し、>> more...
  - 2003年4月14日 データベース利用アンケート結果を公表しました「GPNエコチャレンジ ホテル旅館データベース」オープン記念キャンペーンに多数ご応募をいただき、誠にありがとうございました。 >> more...
  - 2003年3月10日 ホテル旅館 環境セミナーin東京を開催しました
  - 2003年3月3日 「GPNエコチャレンジホテル旅館データベース」オープンしました
  - 2003年1月28日 「ホテル・旅館 環境セミナー in 京都」を開催しました

- 関連リンク
- グリーン購入ネットワーク
    - ▶ GPNホームページ
    - ▶ GPNデータベース
    - ▶ エコナビ
    - ▶ グリーン購入情報ページ

:: ピックアップホテル紹介

京都ホテルオークラ 京都府

■ 環境アピールポイント  
 顧客様をお迎えするのに、きちんと整ったホテル環境を生み出す不断の努力は、もてなしの心に通じるものなのです。



■ 環境への取り組み状況 (5ポイント制)

環境への取り組み姿勢	4.6
廃棄物削減・リサイクル	4.4
食品廃棄物	4.0
省エネルギー・節水	3.8
グリーン購入・化学物質	4.6

# Data Base on Hotels and Inns - 3

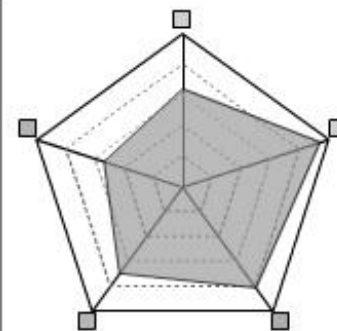
■施設名	■事業者名
hotel viola	ホテルヴィオラ
■環境アピールポイント	

白馬の雄大な大自然の中に位置する当ホテルでは、清らかな水と澄んだ空気、そして肥沃な土を生かすべく、レストランから出る生ごみや残飯を塩分を含むものとそうでないものに分別回収し、自家農園のコンポストで発酵させ、良質な肥料を作り、その肥料で作られた有機野菜をお客様に提供しております。

## ■施設情報

地域	長野県
郵便番号	〒399-9300
施設所在地	長野県 北安曇郡白馬村八方
環境面問合せ先	TEL: 0261-71-1600
	FAX: 0261-72-6670
	E-mail: viola@lian.com
予約問合せ先	TEL: 0261-71-1600
	FAX: 0261-72-6670
	E-mail: viola@lian.com
ホームページ	http://www.hotel-viola.com
アクセス方法 (最寄り駅)	JR白馬駅下車タクシーにて約5分。 八方アルピコバスターミナルから徒歩5分。 (送迎もさせていただきます)
客室数	洋室9室 和洋室6室
宿泊料金 (通常料金)	5名1室お1人9,000～2名1室お1人13,000
会議・宴会施設	1階レストランにて承ります。 定員は約40名です。
その他の施設・ イベント情報	当ホテルはバリアフリーが整った施設でございます。 イベント情報: 春: 山菜づくし料理。自社所有の雑木林に群生するカタクリを見ながらのオカリナコンサート(日程未定)。 秋: きのこと栗を使った料理。紅葉を鑑賞しながらマンドリンとボルトガルギターのデュオ、マリオンネットのコンサート。
協力サイトへの リンク	旅の窓口から予約: 2278

### ●環境への取り組み状況



- 取組姿勢
- 省エネ・節水
- 廃棄物
- グリーン購入
- 飲食関連

### ●施設イメージ



▲ホテル外観

- 1.) デラックスツインルーム
- 2.) 和洋室
- 3.) 大浴場

地図) 周辺地図

# Key Factors for success in Japan

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- Green Purchasing Network (GPN) has made efforts to involve wide range of businesses and public sectors.
  - Major companies and local governments became the pioneers, and stimulated competitors and neighbors.
  - The Ministry of the Environment backed up the establishment and activities of GPN.
- GPN succeeded to make a big social trend.
  - Green purchasing is indispensable items to corporate environmental reports as well as pollution control, recycling, and energy saving.

## Key Factors for success in Japan - 2

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- Unique and diverse voluntary initiatives was created, and success stories were introduced by the Award and seminars by GPN.
- Suppliers sensitively responded, and made efforts to increased line-up of green products.
- It became much easier to get product environmental information form GPN data base, eco-mark, suppliers catalog, etc.
- The movement was concurrent with big trend of getting certificate of ISO14001.
- The Law on Promoting Green Purchasing dramatically accelerated the activities.

# The Future Tasks

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- Expand the scope of green purchasing
  - food and beverage, mobile phone, dishwasher, electricity, transportation, cleaning service, construction, catering service, financial services, stores, etc.
- Encourage voluntary activities exceeding the level of Green Purchasing Law
  - Most of local governments are satisfied with imitating central government way of practice.
  - Further diverse actions to explore new product area and raise the level of criteria is expected
  - Capacity building is necessary for that.
- Challenge to change individual consumers' behaviors
  - Create a new effective information system?

# International Network

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- GPN (Japan)
- Korean GPN
- GPN Malaysia
- North American Green Purchasing Initiative
- ICLEI (International Council for Local Environmental Initiatives)
- United Nations, UNEP, UNDP, EU
- World Bank, Regional development banks
- APO (Asian Productivity Organization)
- National Environmental Ministries/Agencies
- ...*And* ? .....

# International cooperation

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- Global collaboration to expand green purchasing and green market
  - Sharing information, experiences, success stories
  - Support to launch green purchasing activities
  - Hold workshops and conferences (GPN and Sendai city will hold the first global conference in Autumn of 2004 )
  - Establish global principles on green purchasing
  - Draw up common guidelines on internationally traded product categories
  - Build a global Data Base on products
  - Web site
  - International network



# **The 1<sup>st</sup> International Conference on Green Purchasing in Sendai**

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## **Objective**

- To promote international collaboration and advance the practice of Green Purchasing for sustainable development.**

**October 6 - 7, 2004**

**Sendai International Conference Center, Sendai, Japan**

**Hosted by: City of Sendai**

**Green Purchasing Network (GPN)**

**Supported by:**

**Ministry of Environment (MoE)**

**Ministry of Economy, Trade and Industry (METI)**

**Asian Productivity Organization (APO)**

# The 1<sup>st</sup> International Conference on Green Purchasing in Sendai

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## Day 1

Plenary Session (morning):

- Welcome Remarks by Mayor of Sendai
- Keynote Speech by Overseas Dignitary
- Keynote Speech by Japanese Dignitary (TBD)
- Presentation of GPN Green Purchasing Award

Concurrent Sessions (afternoon):

- Session 1: Green Purchasing in Public Sectors
- Session 2: Green Purchasing in Business Sectors
- Session 3: Promoting Green Purchasing to Consumers
- Session 4: Eco-labels and Green Purchasing

Drafting Session of Sendai Manifesto (late afternoon)

Welcome Reception (evening)

# The 1<sup>st</sup> International Conference on Green Purchasing in Sendai

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## Day 2

Concurrent Sessions (morning):

- Session 5: How to Select Green Products
- Session 6: Design and Development of Green Products
- Session 7: Green Purchasing in Newly Industrializing and Developing Economies
- Session 8: Collaboration for Green Procurement among industries of Japan, Europe, and U.S.

Plenary Session (afternoon):

- Reports from Concurrent Sessions, Discussions on International Collaborations, Future Plans, Conclusions

**Sendai Green Purchasing Manifesto**

**[Next Day: Excursions are planned]**

# **The 1<sup>st</sup> International Conference on Green Purchasing in Sendai**

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## **Sendai Green Purchasing Manifesto**

**Could be “common ground” for green purchasing**

**Could describe importance and potential power**

**Could define basic concept and principles**

**Could prescribe the roles of respective stakeholders**

**Could call for common actions to worldwide purchasers**

**Could indicate future global collaborative works**