

Green Purchasing Network and its Activities





Structure of the Presentation

- **Short History and Current Status in Japan**
- **Green Purchasing Network (GPN) and its activities**
- **Green Purchasing Guidelines and GPN Data Base**
- **Green Purchasing Law**
- **How to Reach Green Consumers**
- **Advanced Case Study of Local Government**
- **Green Procurement of Parts and Materials**
- **How to introduce green purchasing Activities?**
- **Conclusions and Outlook for the Future**



Green Purchasing Network

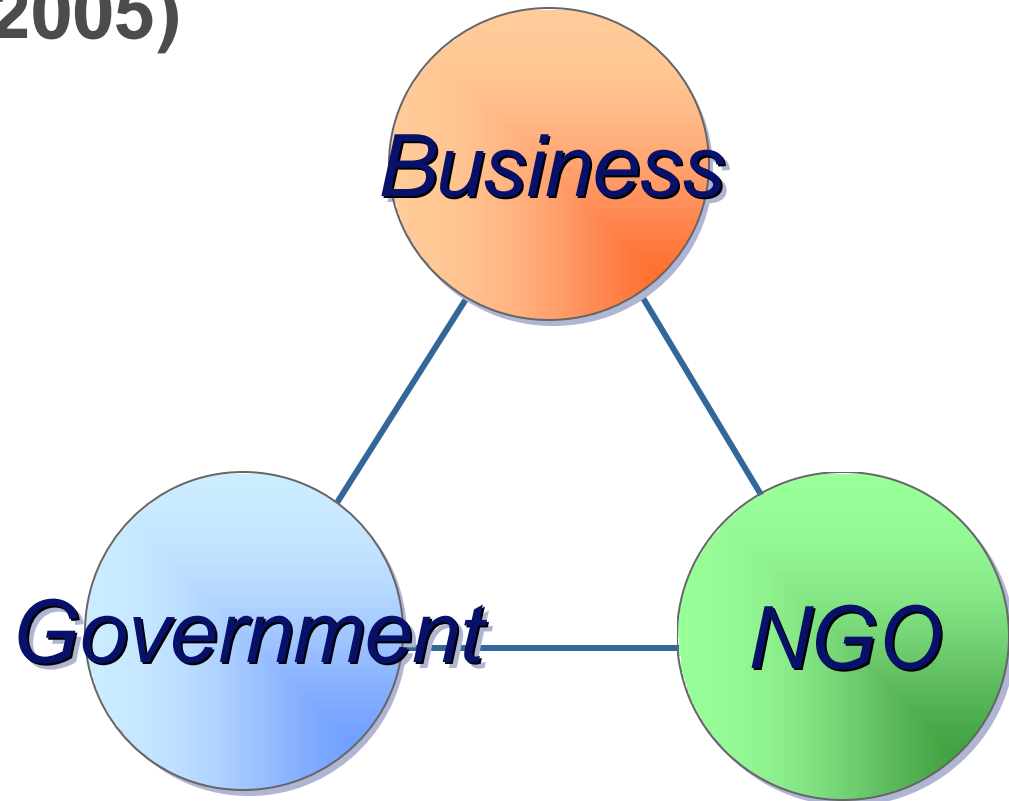
- Founded in February 1996 to promote green purchasing in Japan by the initiative of the Environment Agency
- The mission of GPN
 - to promote the concept and practices of green purchasing
 - to provide guidelines and information necessary for practicing green purchasing.
- **Since then GPN has taken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





More About GPN

- Independent non-profit organization
- **2,823 members** (April 2005)
 - **2,228 corporations**
 - **318 governments**
 - **277 NGOs, NPOs**
- Executive Committee
 - 39 members



***One of the largest
environmental organizations in Japan***

Activities of GPN

- Conferences, Seminars, Exhibitions
- “Green Purchasing Award”
- Training Course
- Case study on success stories
- Newsletter, Website
- Promotion pamphlet, posters
- Regional Networks
- Annual Surveys
- Principles of Green Purchasing
- **Purchasing Guidelines**
- **Products Database**
- **Hotel Database**
- **Information Plaza**





GPN Training Course

- One day course
- 6-8 times per year
- Target: Manager/staff of purchasing/environmental departments
- Contents:
 - What's green purchasing - its concept and role -
 - Basic principles of green purchasing
 - Policy of the Government - Green Purchasing Law –
 - How to make use of various environmental information
 - How to implement green purchasing activities
 - Purchasing guidelines
 - Advanced case studies of corporations and governments
 - Group work on making guidelines on “mobile phone”
 - Group discussion
 - Test



GPN – Network Connecting Large Number of Stakeholders

- **Accumulated useful information on green purchasing**
- **Pioneering Guidelines & Database exploring new fields**
- **Moderate approach acceptable and applicable for suppliers and purchasers**
- **Welcome from environmentally conscious companies**
- **Diverse membership from business, government, and NGO sectors**
- **Members inviting their customers, suppliers, and associates**
- **Many promotional seminars across the country cooperating with local governments**
- **Attention-getting activities – Annual Awards**
- **Involvement of major stakeholders from the beginning**
- **Relation with the government (at just suitable distance)**



Key Factors for success in Japan -1

[First stage (1995-2000)]

- Pioneering activities by lots of environmentally conscious major companies and local governments, which stimulated competitors and neighbors.
- Green Purchasing Network (GPN) has succeeded to involve wide range of businesses, public and NGO sectors.
- GPN and its members succeeded to make a nation-wide big social trend.
- The Ministry of the Environment (MoE) backed up the voluntary movements and GPN.
- Success stories were introduced by the award and seminars by MoE and GPN.
- Businesses made considerable efforts to develop eco-products.

Key Factors for success in Japan -2

- It became much easier to get product environmental information from GPN Data Base, Eco-mark, suppliers catalog, etc.
- The movement was concurrent with popular trend of getting certificate of ISO14001.

[Second stage (2000-)]

- The mandatory Green Purchasing Law dramatically disseminated the activities among governmental sectors.
- Companies which products designated by the law worked hard to meet the criteria.
- EU RoHS directive accelerated corporate green procurement activities through supply chain.

Outlook for the Future –1

- **Expand the scope of green purchasing**
 - food and beverage, mobile phone, dishwasher, electricity, transportation, cleaning service, construction, catering service, financial services, stores, etc.
- **Raise criteria/enhance guidelines**
 - “Greener” purchasing can promote greener products development.
- **Encourage voluntary activities exceeding the level of Green Purchasing Law**
 - Many 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 of purchasing manager**

Outlook for the Future -2

- **Penetrate into small and medium sized municipalities and corporations**
- **Challenge to change individual consumers' behaviors**
- **Launch Regional Networks to reinforce local based activities**
- **Disseminate green purchasing around the globe**



International Green Purchasing Network (IGPN)





IGPN

International Green Purchasing Network

International Green Purchasing Network (IGPN)

- Launched in April 2005
- Based on Sendai Declaration (Oct. 2004)

! Mission

- **Globally promote** the spread of environmentally friendly product and service development and Green Purchasing activities
- **Share information** and know-how internationally on Green Purchasing and environmentally friendly products
- **Harmonize** the efforts of Green Purchasing and the development of environmentally friendly products and services from a global viewpoint

Outline of IGPN Activities

1. Collect and deliver information on global Green Purchasing activities via an **internet web page**.
2. Hold **workshops** in each region
 - Bangkok(Oct. 7-8, 2005), Beijing, etc
3. Hold regular **international conferences** on a global scale
 - planning in 2006
4. Cooperate to **develop tools** that can be used internationally
 - mid to long-term activity objective





IGPN

International Green Purchasing Network

International Green Purchasing Network (IGPN)

| Council members

? Green Purchasing Network (GPN)

Ryoichi Yamamoto, Honorary Chair, The University of Tokyo

* IGPN Chair

? ICLEI

Konrad Otto-Zimmermann, Secretary General * IGPN Vice-Chair

? Sweden Environmental Management Council (SEMCO)

Peter Nohrstedt, Lead Manager

? North American Green Purchasing Initiative (NAGPI)

Scot Case, Director of procurement strategy

? Korean Green Purchasing Network

Duk Seung Lee, Secretary General

? Green Purchasing Network Malaysia

Kiyau Loo Lee, President

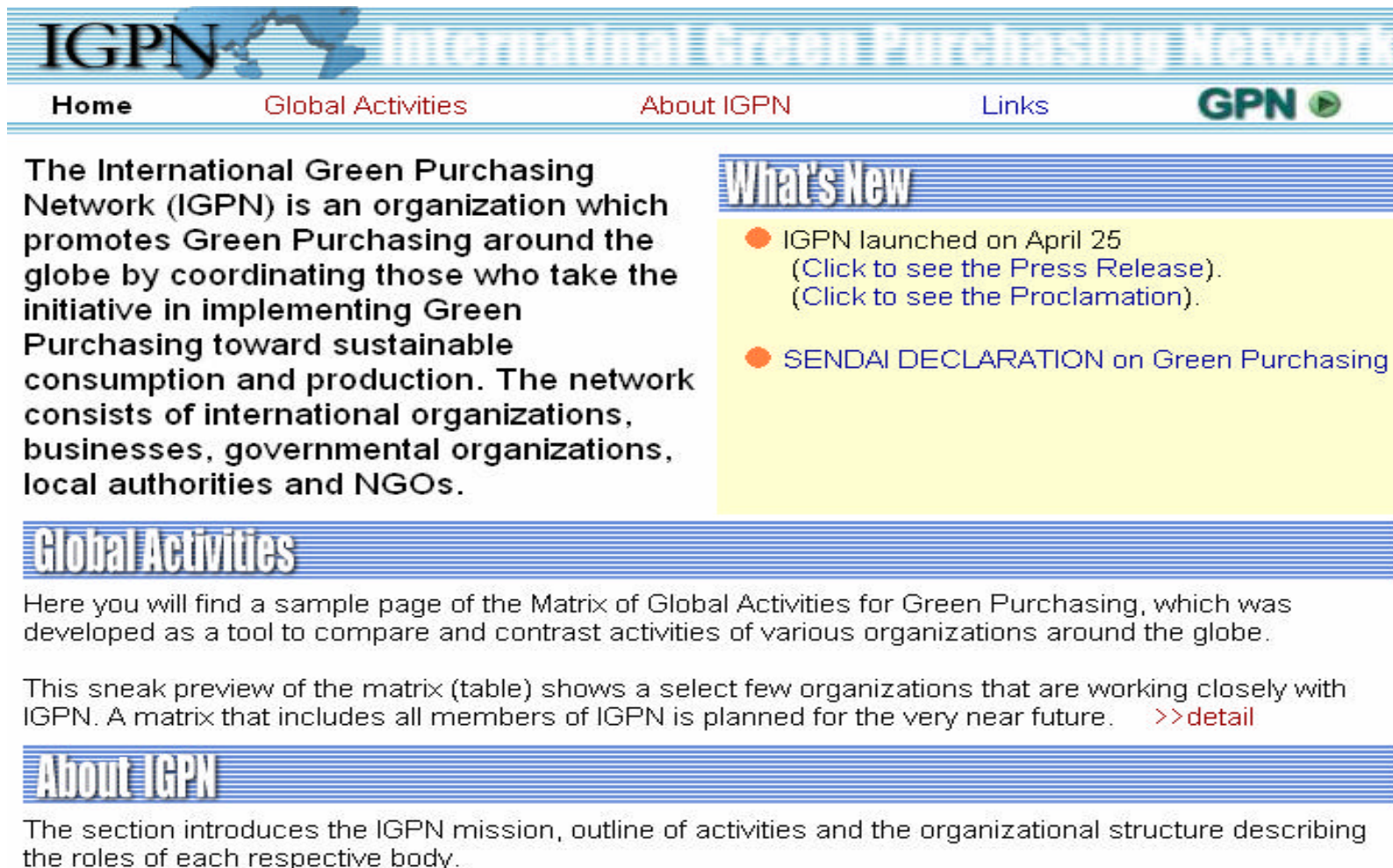
International Green Purchasing Network (IGPN)

• Advisory Board members

- Monique Babuet, UNEP, Director, Division of Technology, Industry and Economics
- Augustine Koh, Asian Productivity Organization (APO) Director, Environment Department
- Ning Yu, Global Ecolabelling Network (GEN) Chair
- Christopher Browne, Environment Agency of England and Wales, Procurement Strategy Manager
- Julie Shannon, US-EPA, Branch Chief, Office of Pollution Prevention and Toxics
- Dana Peterson, Ministry for the Environment, NZ, Senior Advisor, Sustainable Industries Group
- Pongvipa Lohsomboon, Thai Environmental Institute (TEI), Director, Business and Environment Program
- Hiroshi Kamagata, Ministry of the Environment (MOE), Director, Environment and Economy Division
- Yoshiaki Nakamura, Ministry of Economy, Trade and Industry (METI), Director, Environmental Industries Office
- Takashi Arai, Sendai City, Director General, Environment Department
- Satoshi Mukuta, Nippon Keidanren, Director, Environment and Technology Department
- Teruo Saito, Japan Environment Association (JEA), Managing Director

International Green Purchasing Network (IGPN)

! Top view of a home page



IGPN International Green Purchasing Network

Home Global Activities About IGPN Links **GPN**

The International Green Purchasing Network (IGPN) is an organization which promotes Green Purchasing around the globe by coordinating those who take the initiative in implementing Green Purchasing toward sustainable consumption and production. The network consists of international organizations, businesses, governmental organizations, local authorities and NGOs.

What's New

- IGPN launched on April 25
([Click to see the Press Release](#)).
([Click to see the Proclamation](#)).
- SENDAI DECLARATION on Green Purchasing

Global Activities

Here you will find a sample page of the Matrix of Global Activities for Green Purchasing, which was developed as a tool to compare and contrast activities of various organizations around the globe.

This sneak preview of the matrix (table) shows a select few organizations that are working closely with IGPN. A matrix that includes all members of IGPN is planned for the very near future. [>>detail](#)

About IGPN

The section introduces the IGPN mission, outline of activities and the organizational structure describing the roles of each respective body.



International Green Purchasing Network (IGPN)

| Global Activities in a home page

The Matrix page of Global Activities for Green Purchasing shows a comparison of the activities of various organizations around the globe.

- Program Name / Main Activities
- General Guidelines / Principles
- Specifications / Criteria
- Database / Product List
- Education Materials / Tools
- Events
- Good practices / Case Studies for purchasing
- Related Laws
- Others

International Green Purchasing Network (IGPN)

! Global Activities in a home page

	Green MAP	Matrix of Global Activities for Green Purchasing			
Organization Information	Organization Name	ICLEI - Local Governments for Sustainability	Green Purchasing Network (GPN)	SEMCO - Swedish Environmental Management Council	UNEP - United Nations Environmental Programme
	Type of Organization	International Organization	NGO	National organisation	International Organization
	Region	All	Asia	Europe (EQU) and All (EPD)	All
	Location/ Office where the program is managed	European Secretariat Freiburg, Germany	Tokyo, Japan	Stockholm, Sweden	Paris, France
Green Purchasing Activities	Program Name/Main Activity	Sustainable Procurement (Procura+ Campaign, BIG-Net and European/international projects on Sustainable Public Procurement)	Public and Private sector Green Purchasing	Ecologically Sustainable Procurement (EQU) and Environmental Product Declarations (EPD)	Production and Consumption Branch (Sustainable Consumption)
	General Guidelines/ Principles (which apply to all areas)	Procura+ Campaign (including the milestone approach and purchasing criteria) & Procura+ Manual	"Green Purchasing Basic Principles" Established in Nov 1996 and Revised in June 2001"	Follows the European Commission proposal for the 6th Action Programme (which identifies the importance of green purchasing) and ISO/TR 14025 and guidelines from the international EPD network GEDnet for EPD.	Environmentally & Socially Responsible Purchasing Working Group since 01/12

To be expanded to other related organizations around the world



International Green Purchasing Network (IGPN)

| mid-term goal

Expand Green Purchasing activities especially in some developing countries or regions with huge numbers of population or higher growing economy, like SEA, China, etc.

IGPN will aim to expand Green Purchasing Activities around the world and contributing to the creation of a sustainable society.

*Thank you for your kind
attention.*

GPN Website : <http://www.gpn.jp>

