

Green Purchasing and the environmental awareness of Asia's consumers

Friday 21 September 2007

Hiromi Mori,

Secretary General, IGPN

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- What is Green Purchasing?
- Introducing the International Green Purchasing Network (IGPN)
- Environmental Awareness & Attitude Research in Asia: Main Findings

What is “Green Purchasing”?



Quality

Cost

Delivery

+

Environment

=

Balancing
Q, C, D and E

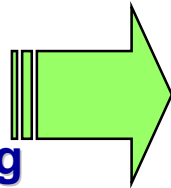
Green purchasing

Find Fundamental Solution by Changing the Input



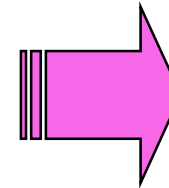
Make the input green

- Reduce input
- Non-hazardous material
- Easy-to-recycle
- Energy saving
- Resource saving

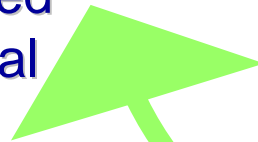


Reduce the output

- Waste
- Pollution
- Hazardous substances
- CO2



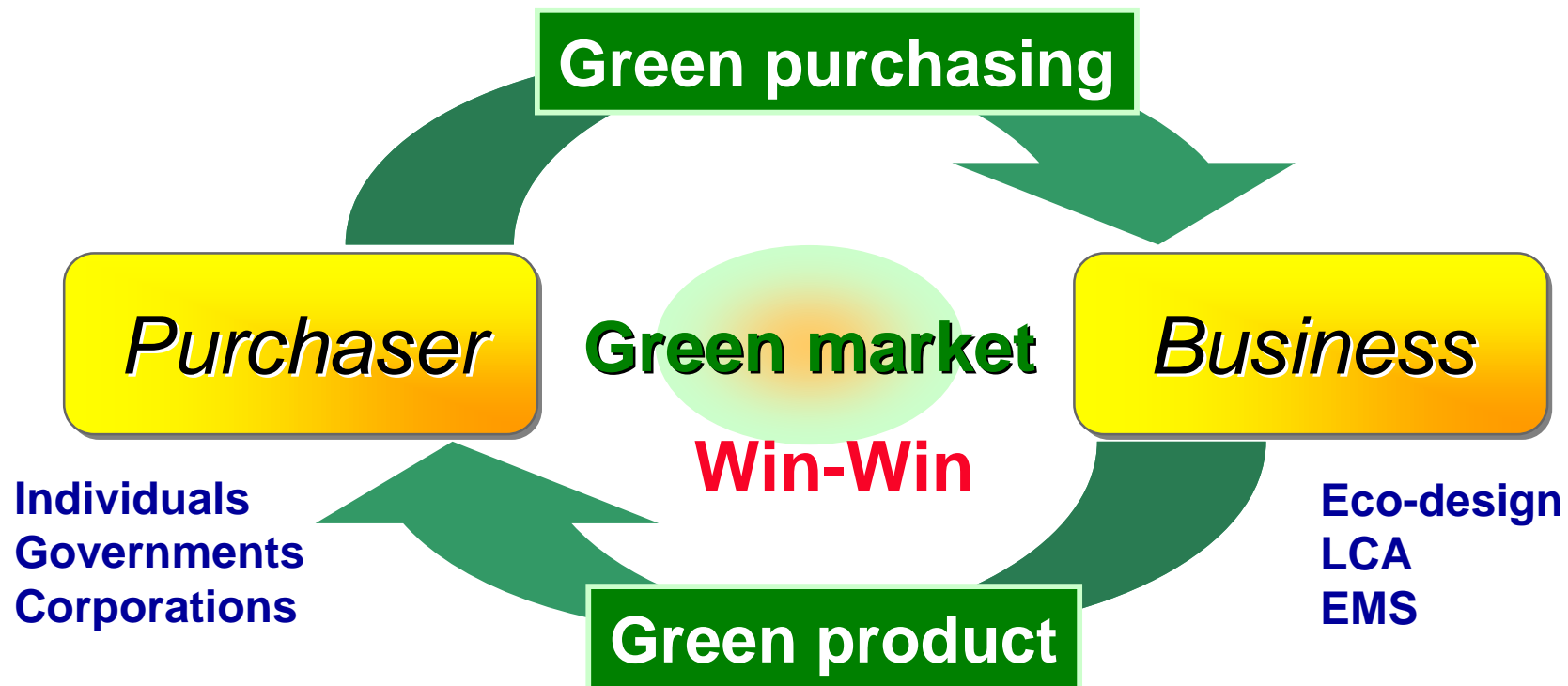
Recycled
material



Recycling

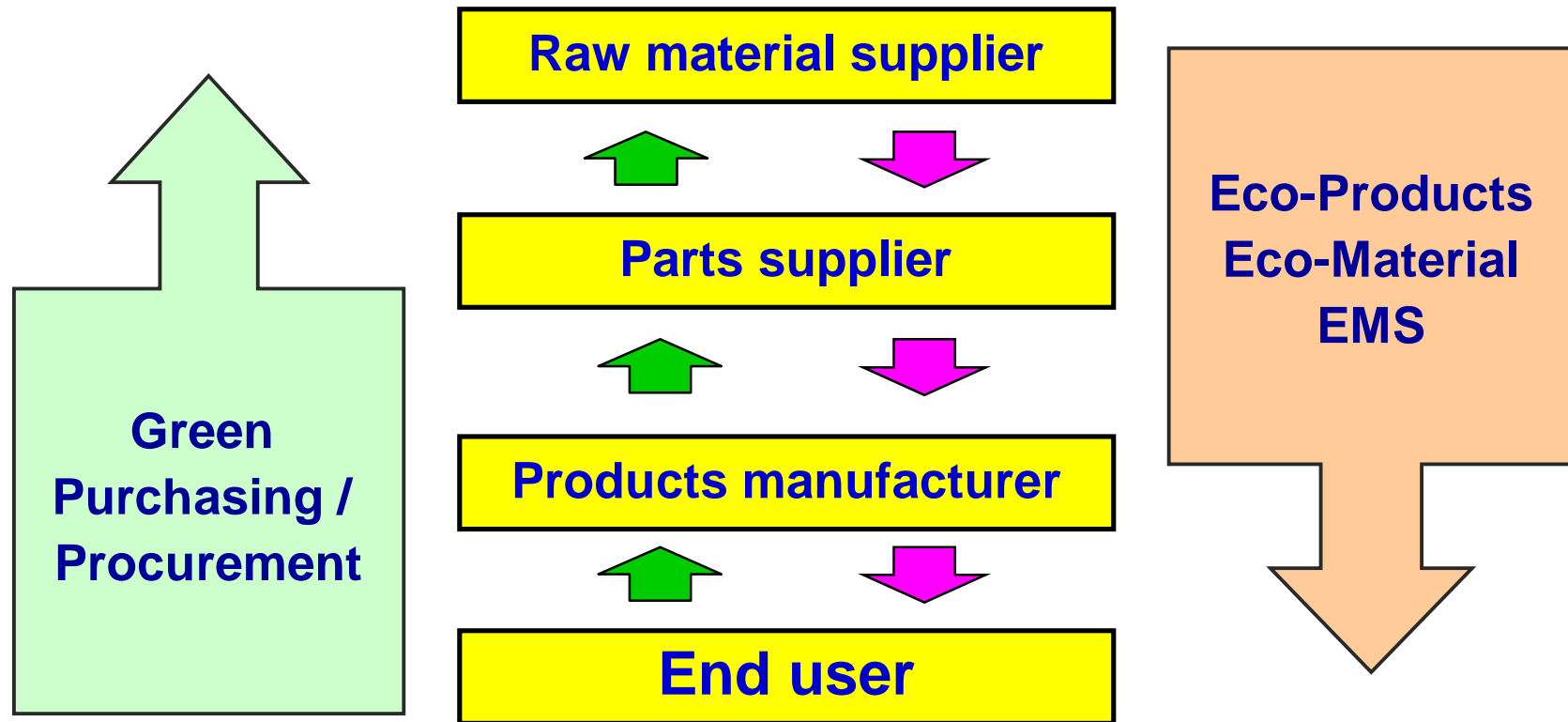


Green Purchasing & Green Business



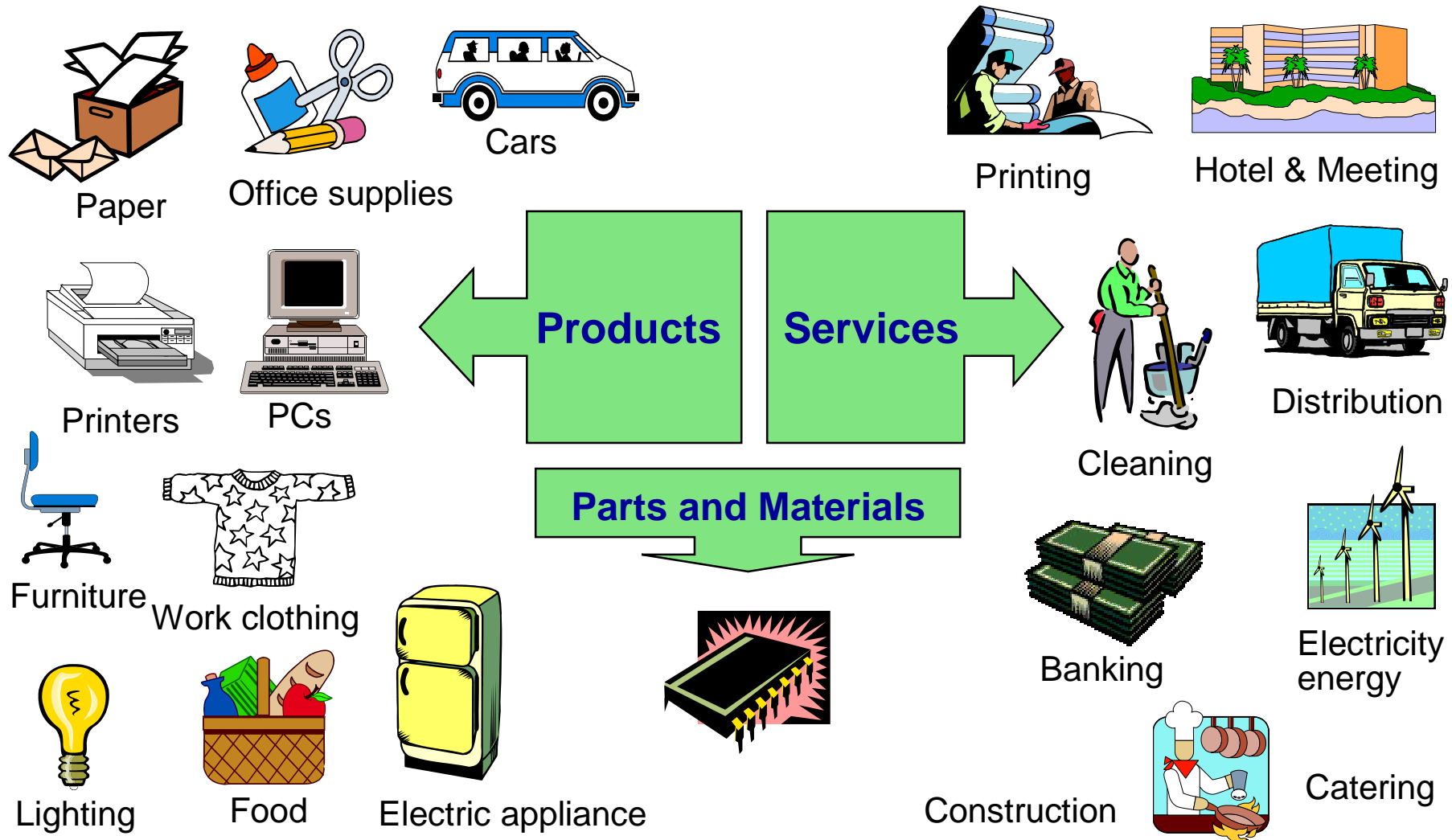
Green Purchasing encourages environmentally conscious management and eco-product development through the market

Greening Supply Chain



To be competitive in the global market, all the businesses “must” enhance green management.

Target fields of Green Purchasing



Principles of Green Purchasing



- **Principle 1:** Consider whether the product you're going to purchasing is actually necessary or not before purchasing it.
- **Principle 2:** Purchase a product with consideration for various environmental impacts over its life cycle - from extraction of raw materials to disposal.
- **Principle 3:** Select suppliers who make conscious efforts to care for the environment.
- **Principle 4:** Collect environmental information on products and suppliers.

Developed by Green Purchasing Network (GPN) in Japan

Introducing IGPN

International Green Purchasing Network (IGPN)



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

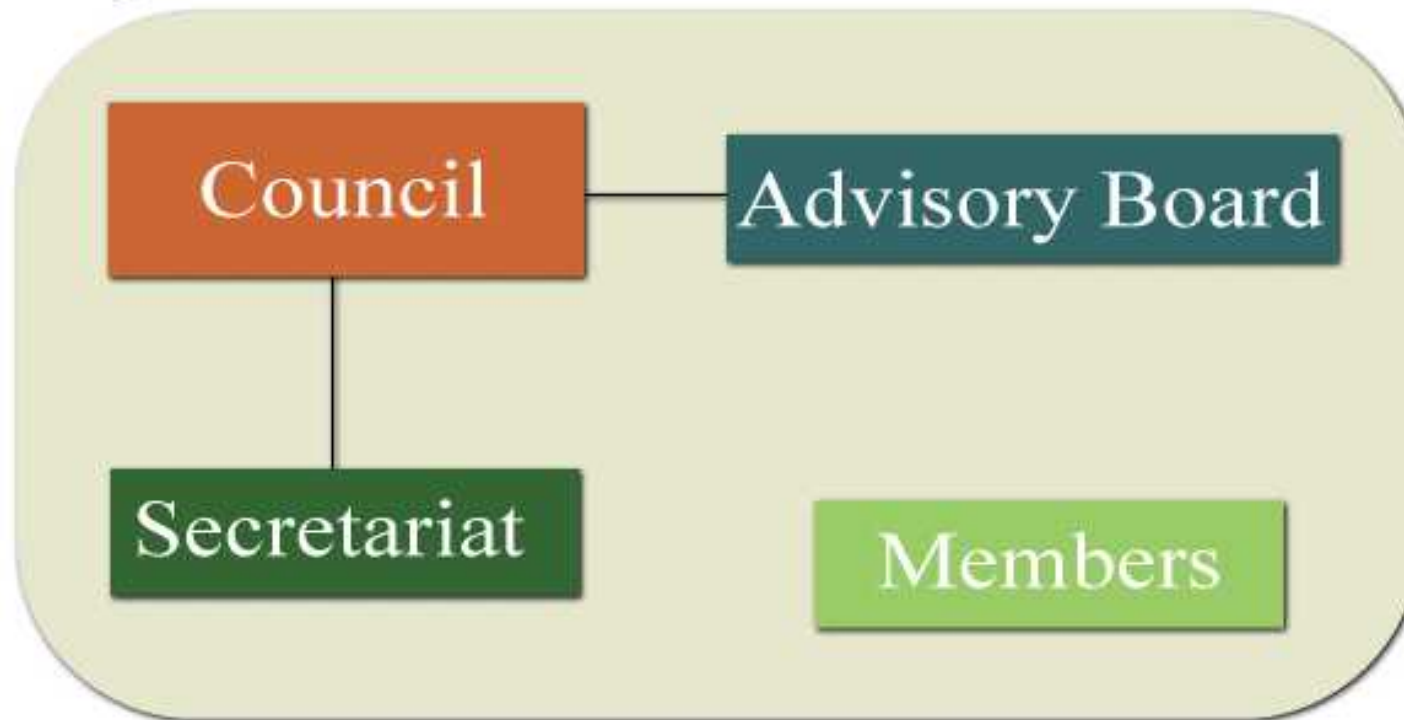
Missions

- 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
- Peter Nohrstedt
Lead Manager for the Swedish Instrument for Ecologically Sustainable Procurement (EKU), Swedish Environmental Management Council (SEMC)
- Scot Case
North Director of Procurement Strategy, American Green Purchasing Initiative
- Duk Seung Lee
Secretary General, Korean Green Purchasing Network
- Augustine Koh
Secretary General, Green Purchasing Network Malaysia
- Hideki Nakahara
Chair, Green Purchasing Network

IGPN Advisory Board Members



- Monica Kjollerstrom, Sustainable Development Affairs Officer, Division for Sustainable Development, United Nations Department of Economic and Social Affairs (UNDESA)
- Sylvie Lemmet, Director, Division of Technology, Industry and Economics, United Nations Environmental Programme (UNEP)
- 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 / Chairman, Environmental Certification Center of State Environmental Protection Administration, China
- 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

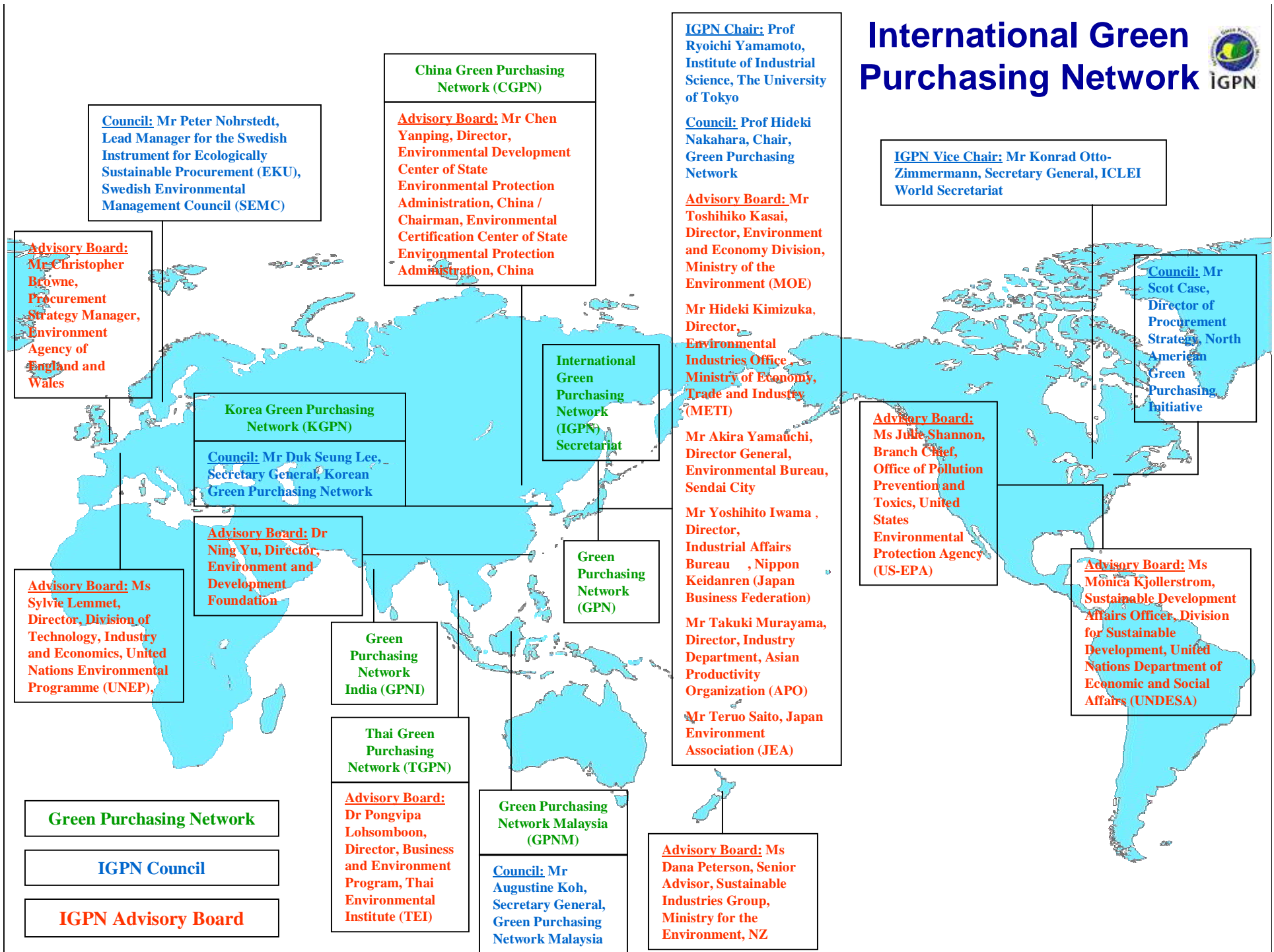
Advisory Board

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 Activities

- URL: www.igpn.org
- Contents:
 - 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



■ Thailand: October 2005

‘International Symposium on Green Purchasing’ with Thai GPN during Eco-Products International Fair 2005 in Bangkok.



■ China: March 2006

‘IGPN Conference in China’ in Suzhou with The State Environmental Protection Administration (SEPA) and launch of China GPN announced.

IGPN Activities



■ Australia: May 2006

IGPN Chairman invited to speak at 3rd National Buying Green Conference in Perth. Conference resolutions included the move towards establishing Australia GPN. Western Australia Local Government Association (WALGA) working on plan to establish Australia GPN.



■ Spain: September 2006

'The 2nd International Green Purchasing Conference' as part of EcoProcura 2006 in Barcelona.

IGPN Activities

■ Singapore: November 2006

'Green Purchasing Workshop' with Enterprise Promotion Centre (EPC) during Eco-Products International Fair 2006.



■ Malaysia: November 2006

Green Purchasing conference 'Connecting green Asia with the global market' with GPN Malaysia.

IGPN Activities



■ India: March 2006

‘Green Manufacturing and Management for Electronics Industry’ workshop with Maharashtra Chamber of Commerce, Industries and Agriculture (MCCIA) and Center for Electronics Test Engineering, Pune (CETE) in Pune.



■ India: January 2007

‘Industry Meet on Green Supply & Green Purchasing’ workshop with Confederation of Indian Industry (CII) in New Delhi and Pune.

Also special lecture for postgraduate students at University of Pune.

IGPN Activities

■ China: March 2007

‘CGPN International Conference’
with EDC of SEPA (China GPN) and
Korea Eco-Products Institute
(KOEKO) in Peking.



■ 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.

Environmental Awareness & Attitude Research in Asia

Main Findings

Environmental Awareness & Attitude Research in Asia



Background

- Asia-Pacific region is fast becoming the world's economic growth centre
- It is important that people in the region have proper and good understanding of environmental issues and do green purchasing
- It is just as important for businesses to actively promote eco-products and accelerate development of green markets in the region.

Environmental Awareness & Attitude Research in Asia



- Japan's Ministry of Economy, Trade and Industry (METI) commissioned the research project to obtain and analyse following information in major countries in Asia-Pacific region (China, Malaysia, Singapore, Thailand, Vietnam and Japan):
 - Consumers' environmental awareness
 - Their buying behaviour
 - Their understandings on eco-products
 - Green purchasing initiatives in respective country
- Objective:
 - To provide analysed information to help the dissemination of green procurement / purchasing and eco-products in the region and the development of future eco-products exhibitions.

Environmental Awareness & Attitude Research in Asia



Research areas

- Singapore, China (Shanghai), Thailand, Malaysia, Vietnam (Ho Chi Minh City) and Japan (Tokyo)

Research method (Quantitative Research)

- Internet ➡ Singapore, China, Thailand, Malaysia and Japan
- Interview ➡ Vietnam

Samples

- 20~49 year olds
- 150 males and 150 females
- Those who regularly use Internet in Singapore, China, Thailand, Malaysia and Japan
- Those whose total household income is on/above national average in Ho Chi Minh City

Environmental Awareness & Attitude Research in Asia



Timing

- Conducted in September 2006

Questions

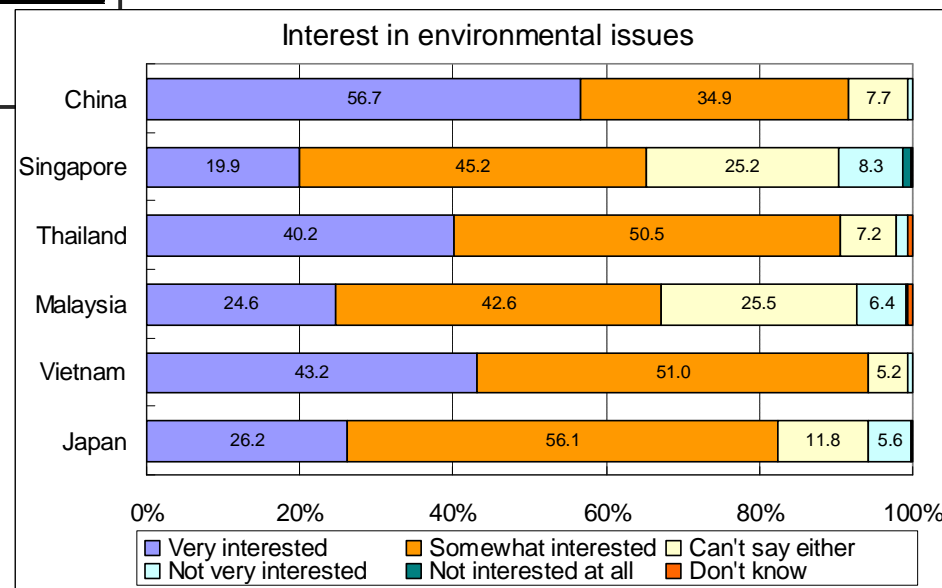
- Social issues of concern and how environmental issues are ranked among social issues
- Most concerned environmental issue
- Level of environmental literacy, information sources and evaluations of the sources
- Considerations for the environment and important aspects when purchasing
- Understanding and image of eco-products, experience in purchasing them, needs for them
- Requests and expectations for businesses and governments

Q: How interested are you in each of the following issues?



	% of very interested					
Social issues	China	Singapore	Thailand	Malaysia	Vietnam	Japan
Education issues	54.2	30.2	29.9	33.4	50.0	23.3
International dispute/peace	23.4	15.9	14.6	23.4	22.7	15.1
Food issues	21.5	35.2	25.5	29.5	28.6	12.8
Gap between the rich and the poor	31.7	18.3	18.4	19.5	14.3	15.7
Population issues	29.2	7.3	13.7	8.2	23.4	8.2
Environmental issues	56.7	19.9	40.2	24.6	43.2	26.2
Natural disasters (earthquakes, floodings, Typhoons, etc)	45.8	25.6	42.7	33.4	30.2	30.8
Human rights issues	24.7	20.3	21.5	29.5	21.4	10.5
Labor issues	40.7	15.3	19.0	21.0	30.5	19.0
Traffic congestion	40.7	12.3	38.6	23.4	64.3	9.2

Most answered issue
 2nd most answered issue
 3rd most answered issue



Q: How interested are you in each of the following environmental issues?



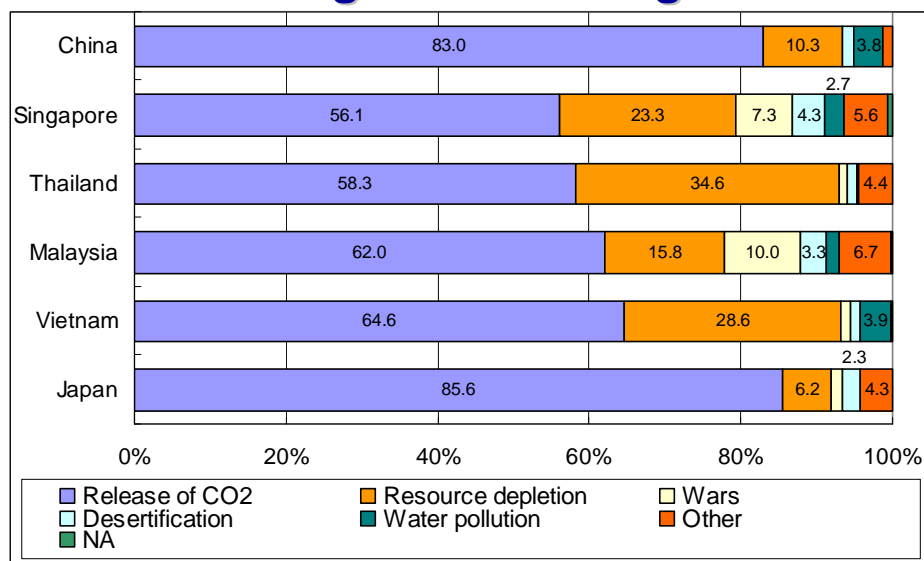
environmental issues	China	Singapore	Thailand	Malaysia	Vietnam	Japan
Global warming	44.6	29.6	40.2	26.1	26.3	31.5
Forest destruction	40.1	20.9	38.3	24.9	21.4	25.2
Desertification	34.6	12.6	22.4	11.9	6.2	20.0
Energy/resource depletion	49.0	23.9	46.1	24.3	24.0	26.2
Air pollution	62.5	30.9	48.0	34.0	52.9	24.3
Soil pollution	34.0	15.9	23.7	23.7	20.8	18.7
Marine pollution	33.3	20.3	26.5	27.4	15.6	20.0
River pollution	42.3	17.6	35.2	27.1	29.9	20.7
Ecosystem destruction	48.7	22.3	38.9	28.6	16.9	24.3
Ozone depletion	36.2	29.2	43.6	33.4	27.3	25.6
Waste problems	49.0	20.9	41.7	28.0	54.9	28.9

(%)

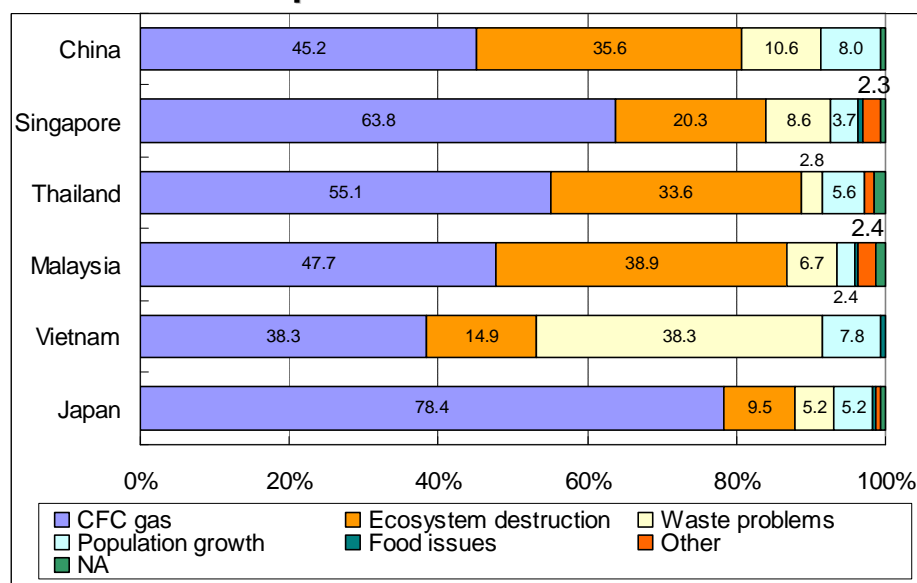
	Most answered issue
	2nd most answered issue
	3rd most answered issue

Q: What do you think of the direct cause of...

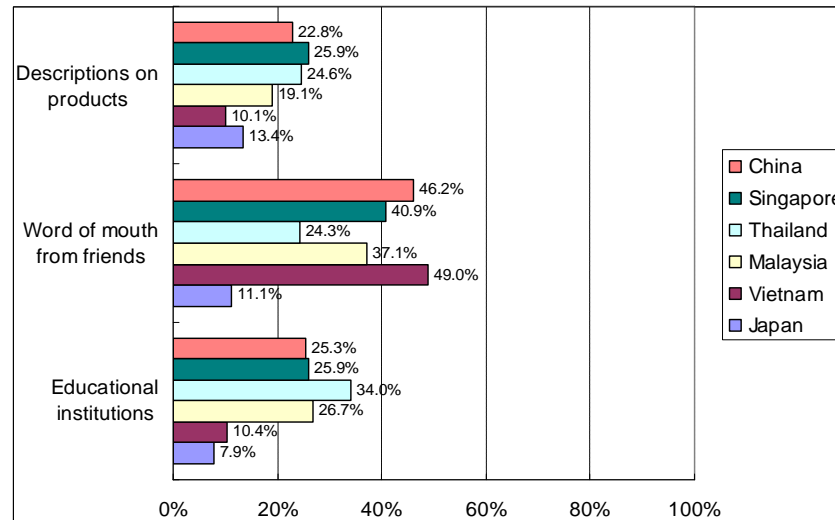
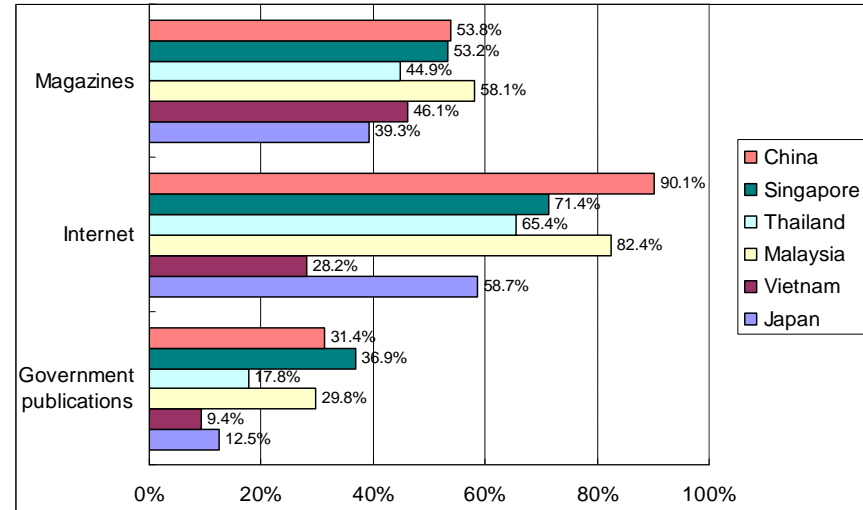
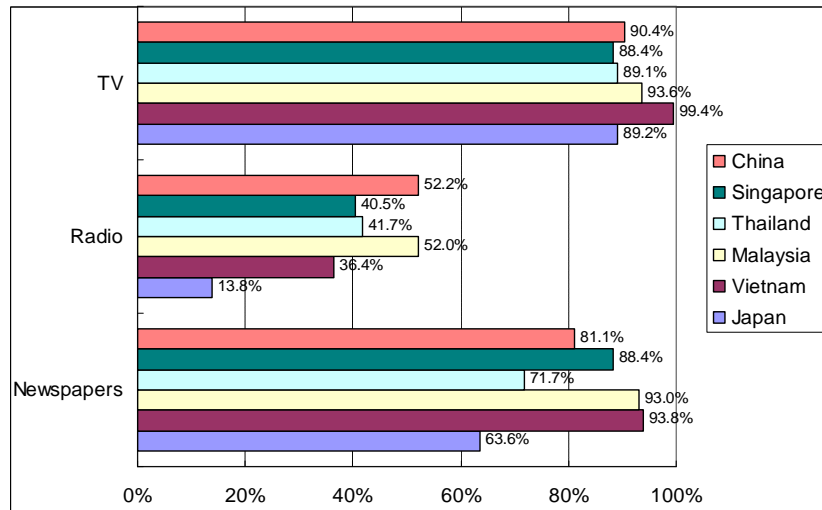
...the global warming?



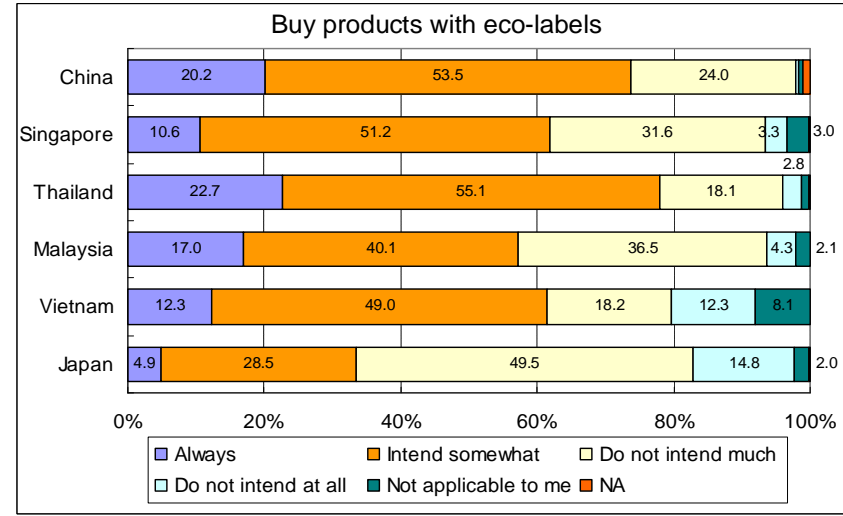
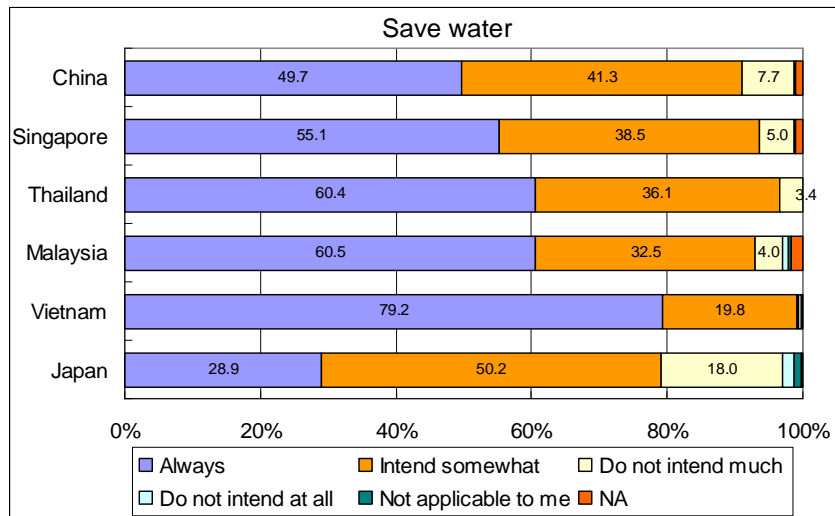
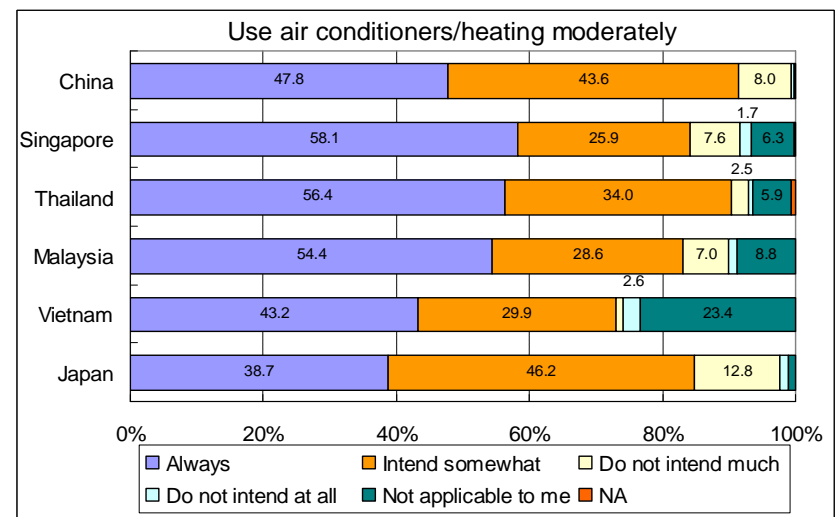
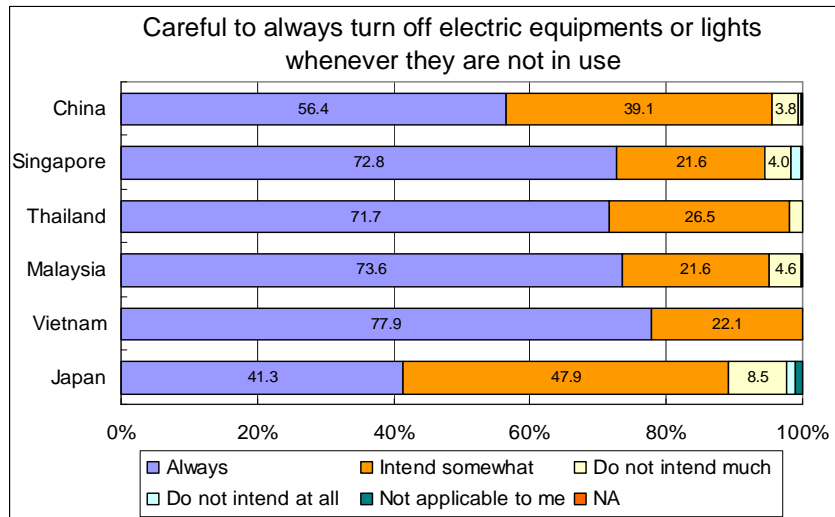
...the Ozone depletion?



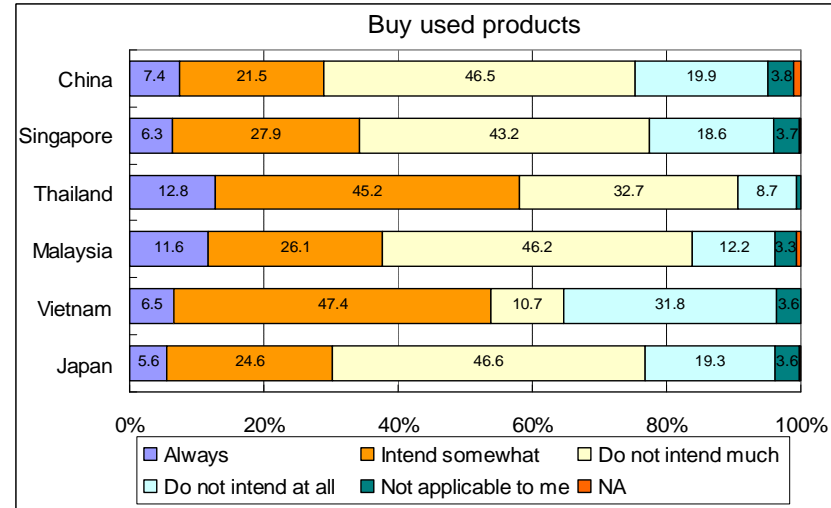
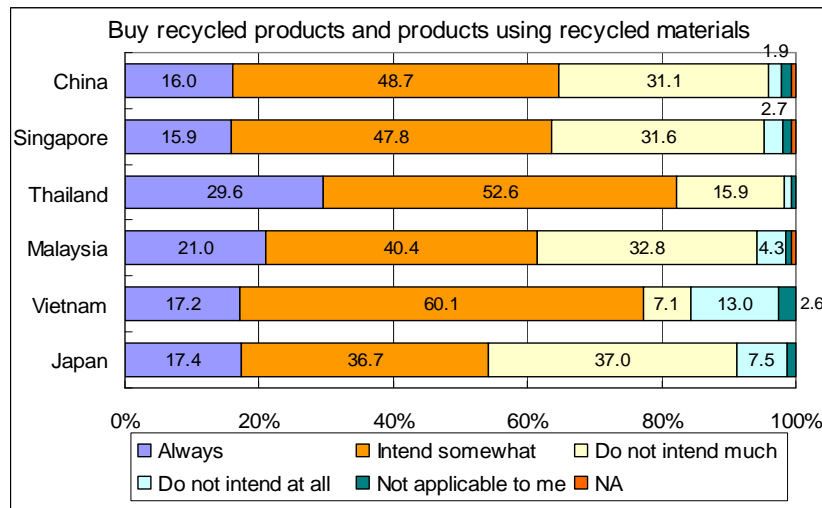
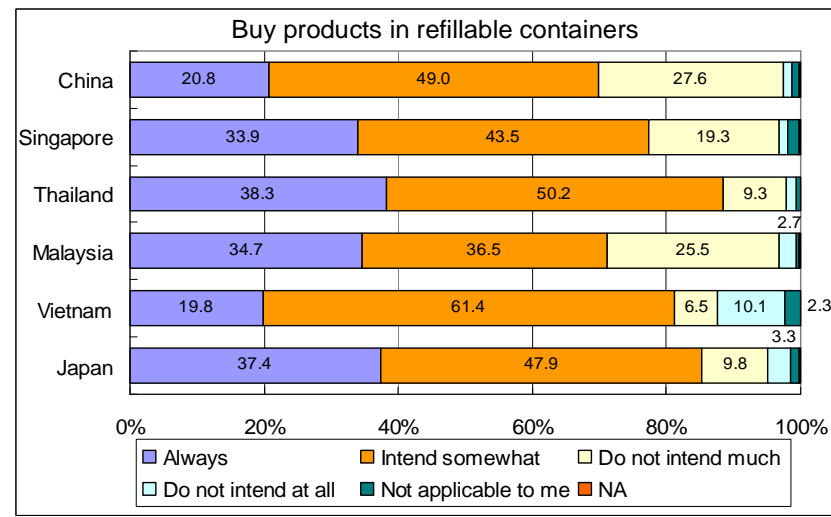
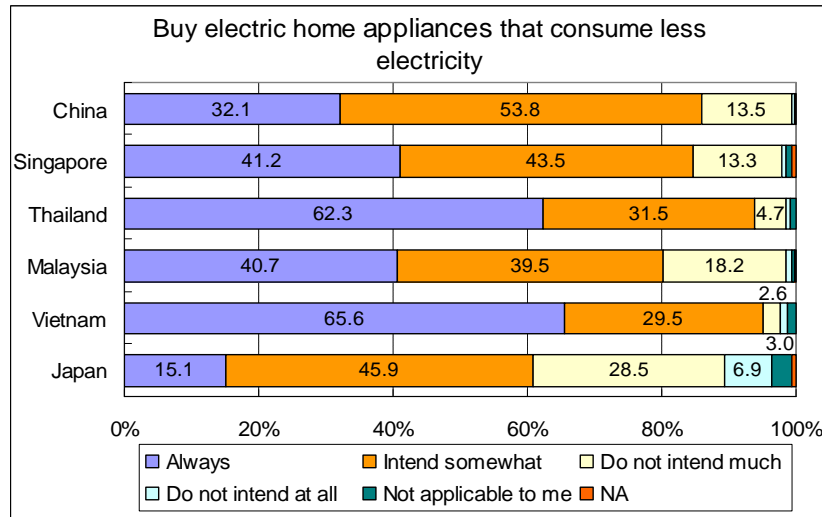
Q: From which sources do you obtain information about environmental issues?



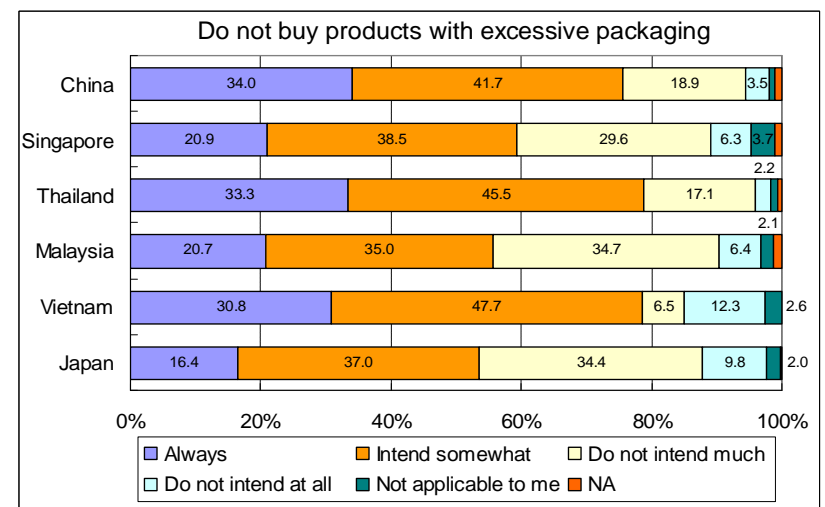
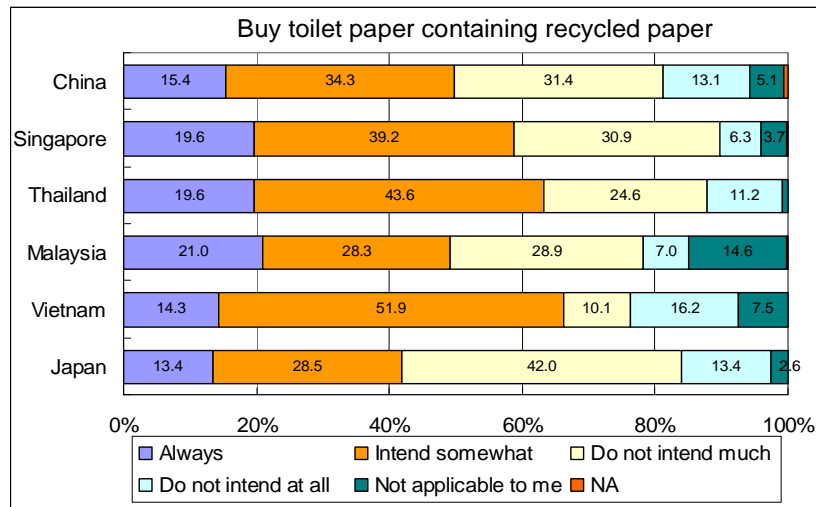
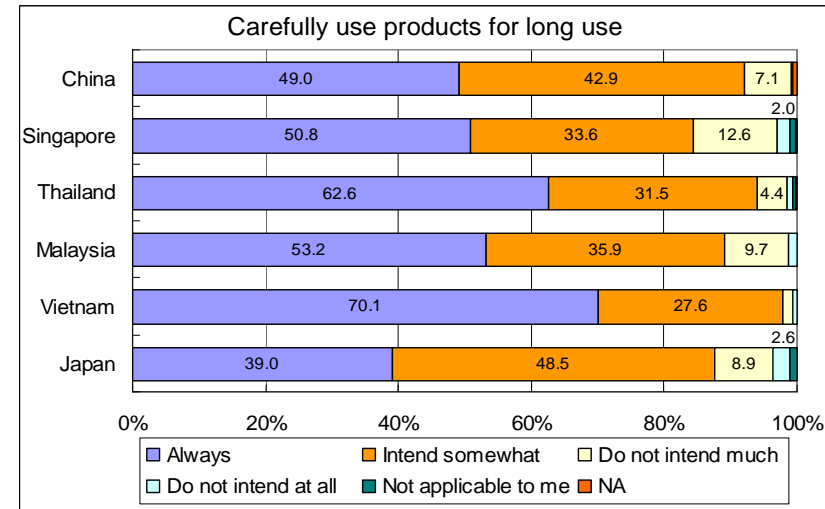
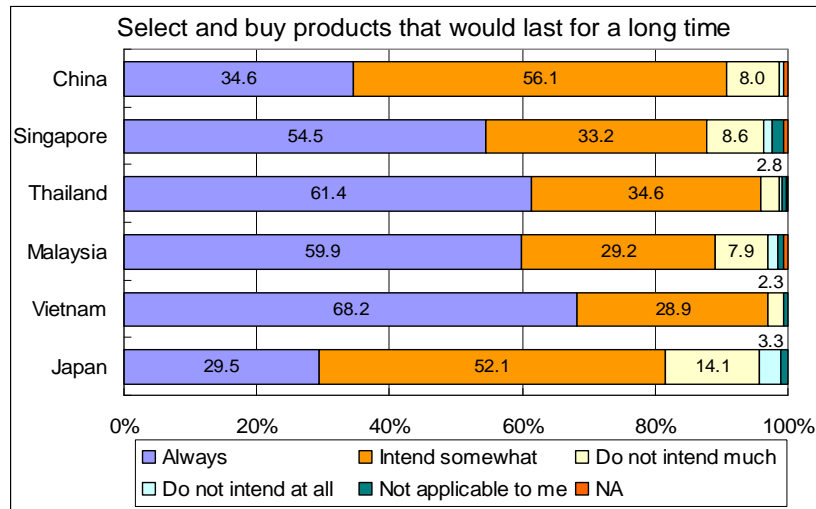
Q: Taking account of the environmental issues, to what extent do you usually do the following in your daily life?



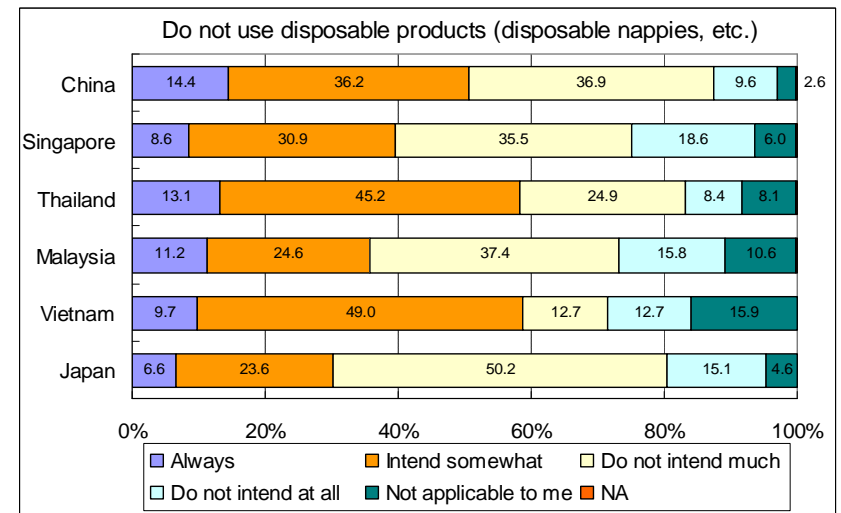
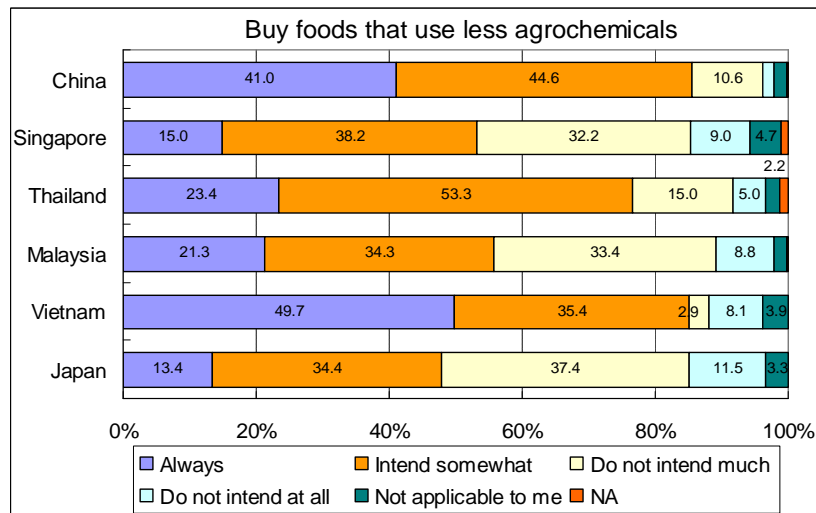
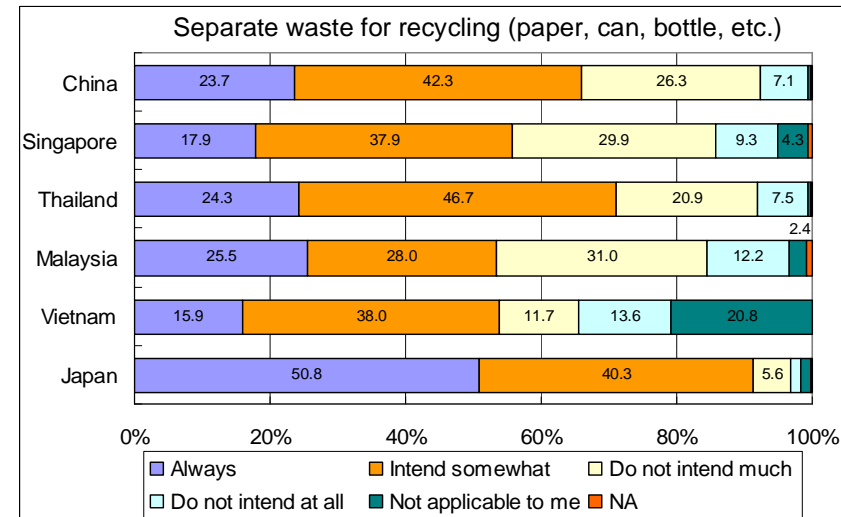
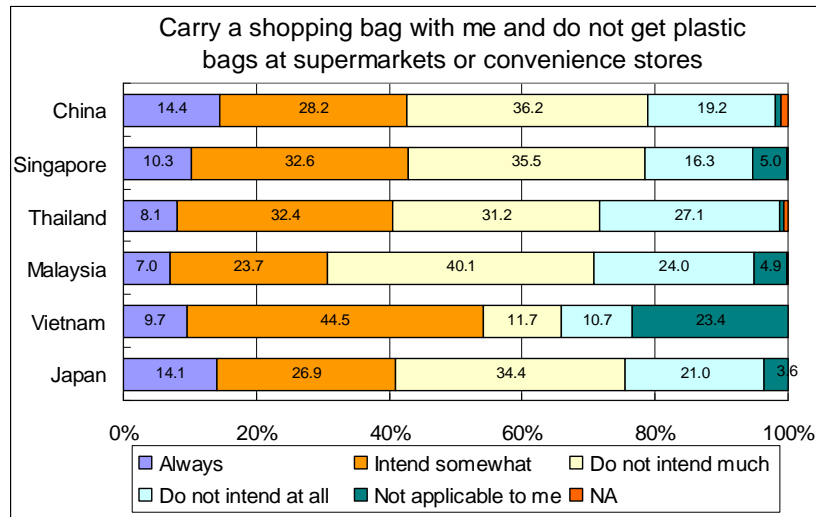
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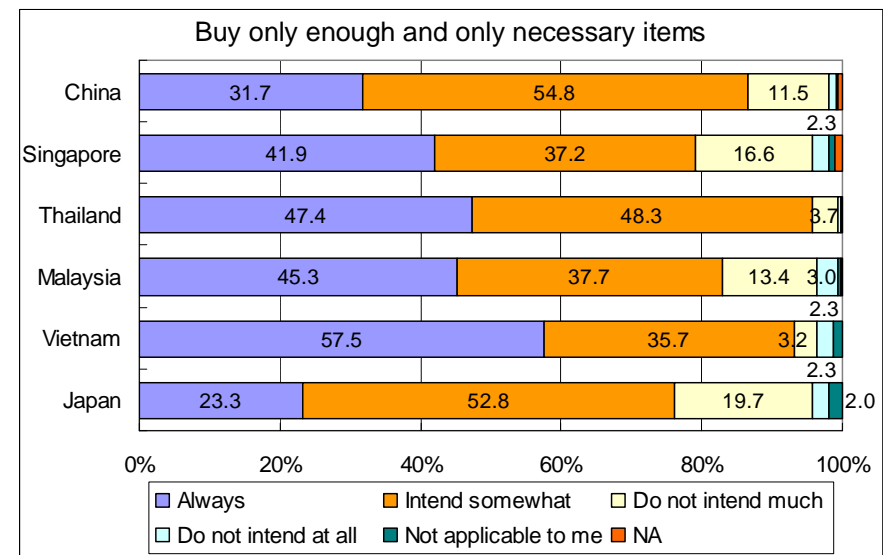
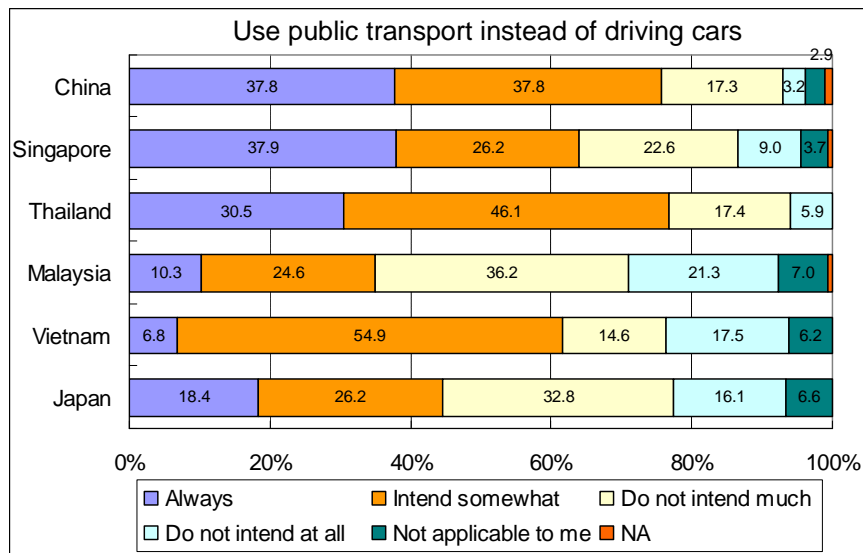
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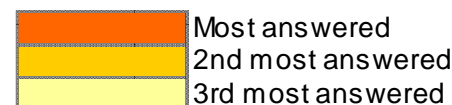


Q: Thinking of eco-products, what products sprint to your mind?

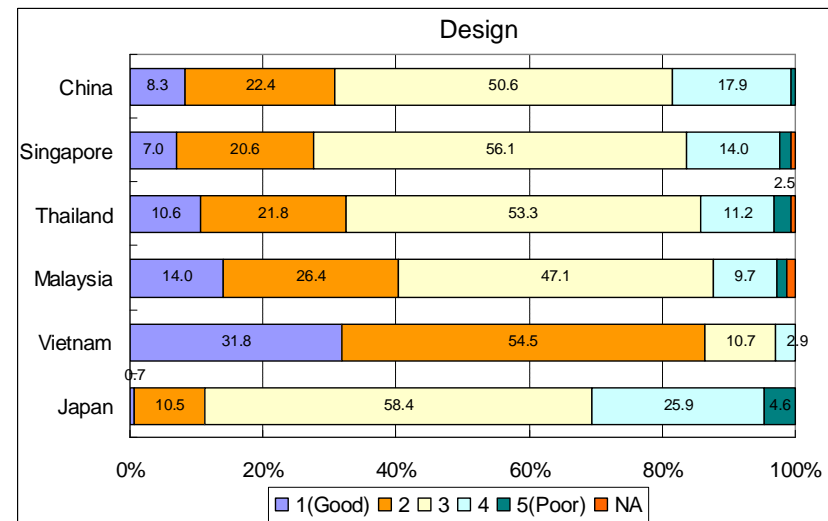
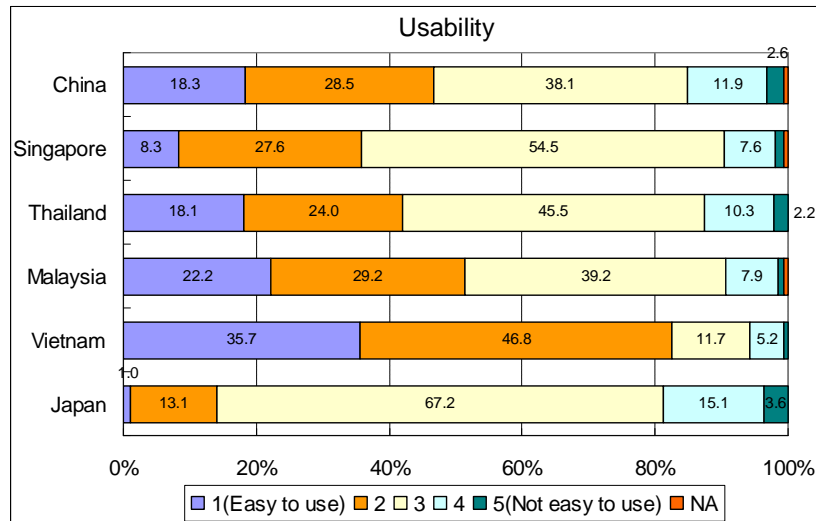
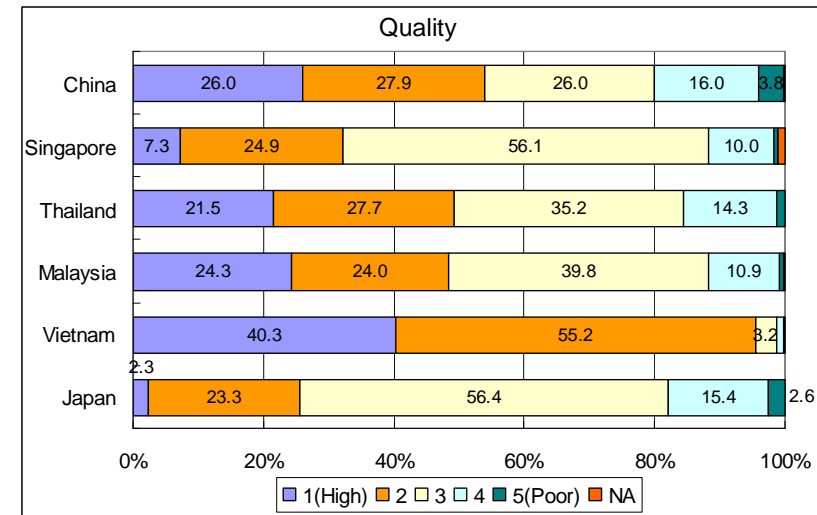
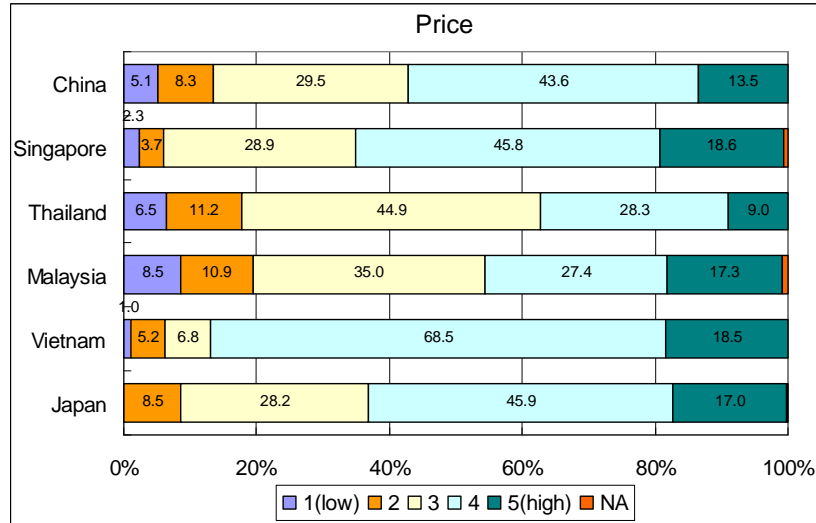


Features	China	Singapore	Thailand	Malaysia	Vietnam	Japan
Products consuming less resources and energy	53.2	47.2	39.6	36.2	39.9	35.4
Agricultural products/timbers considering production place	22.4	11.3	14.3	21.6	13.0	13.4
Superior in durability & after-sale service and long lasting	35.3	19.3	16.5	24.9	42.2	11.8
In containers that can be used repeatedly or refilled	25.6	35.2	35.8	25.8	11.4	47.2
In packaging generating less waste	17.3	21.3	19.0	17.6	20.1	38.7
Having collecting/recycling system	39.4	23.9	20.2	34.3	7.1	58.0
Use more recycled materials or reused parts	8.7	25.6	24.0	14.6	5.2	25.6
Free from chemical substances	42.3	52.8	48.6	54.7	62.7	23.3
Less health implications during use	26.0	11.3	15.9	26.4	57.1	3.9
Produced not to damage nature and bio-diversity	21.2	36.9	33.6	37.4	40.9	12.8

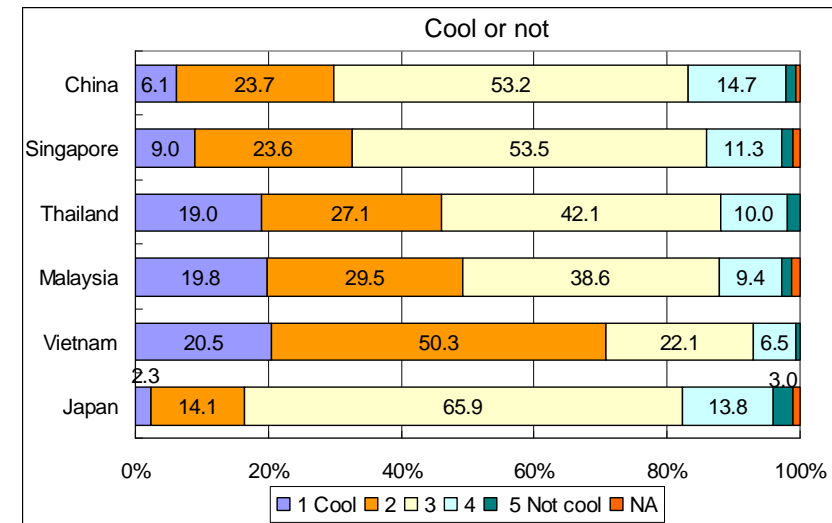
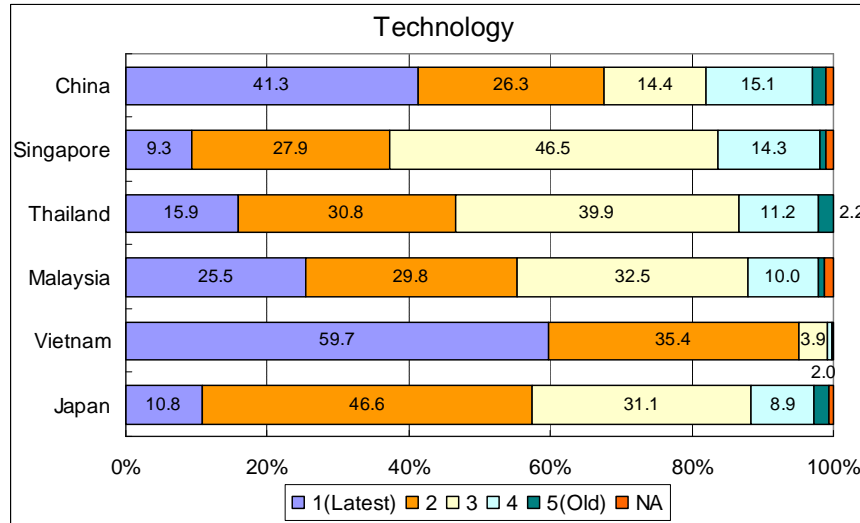
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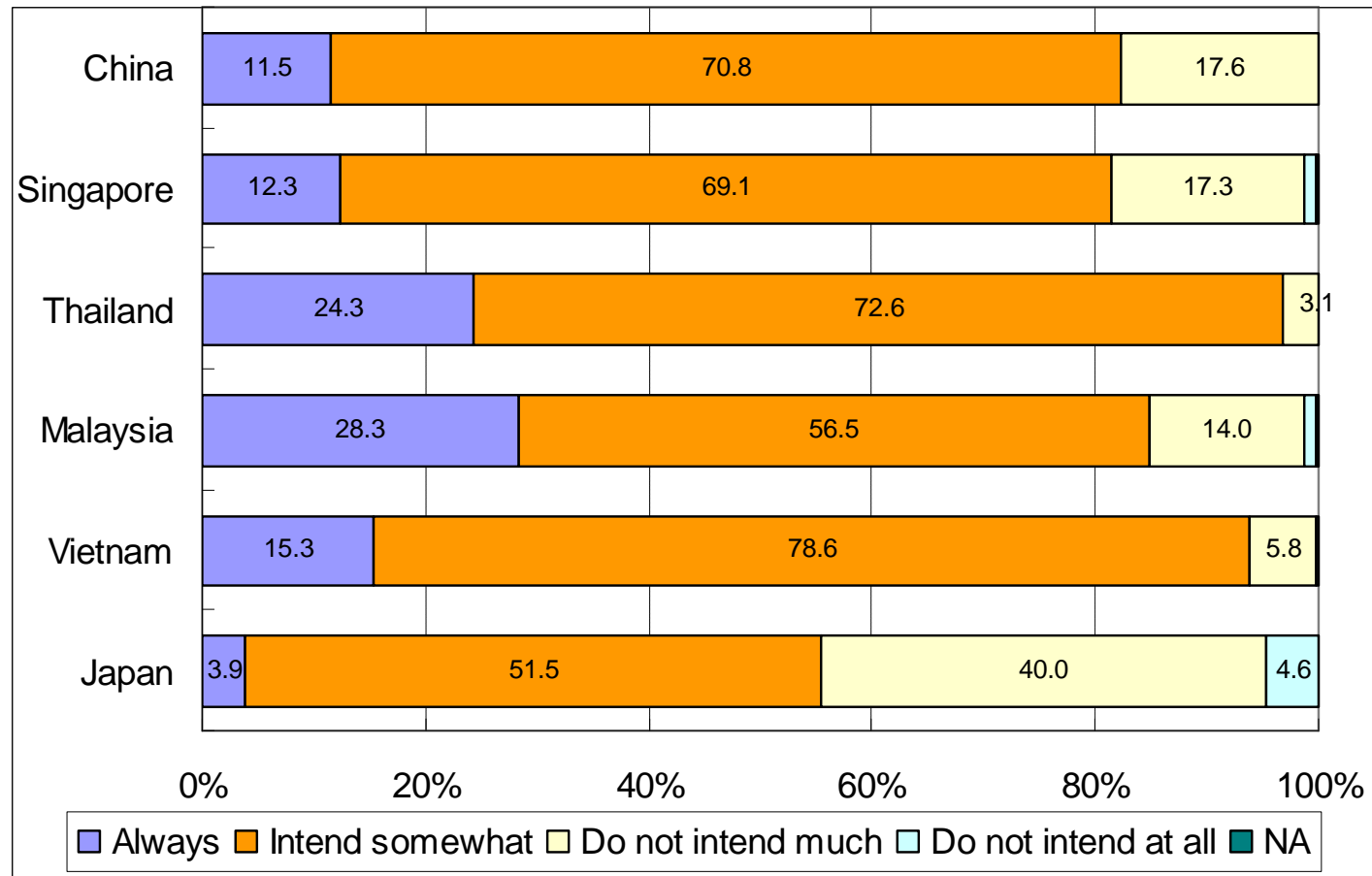
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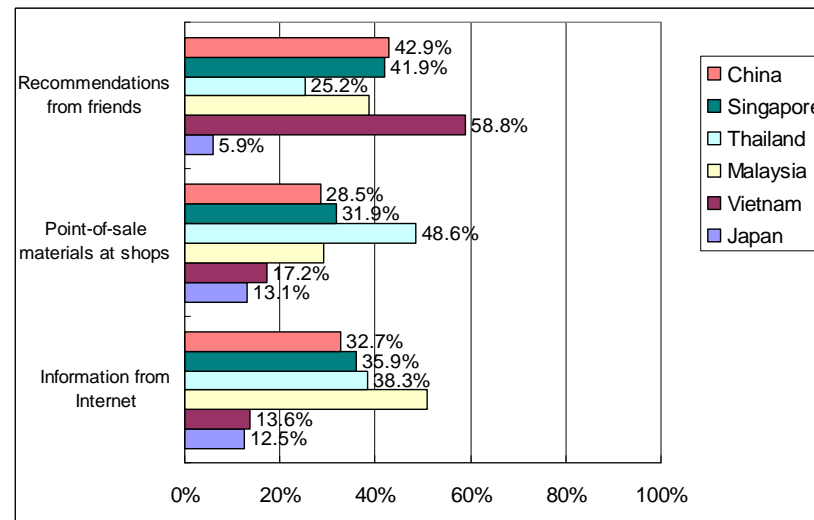
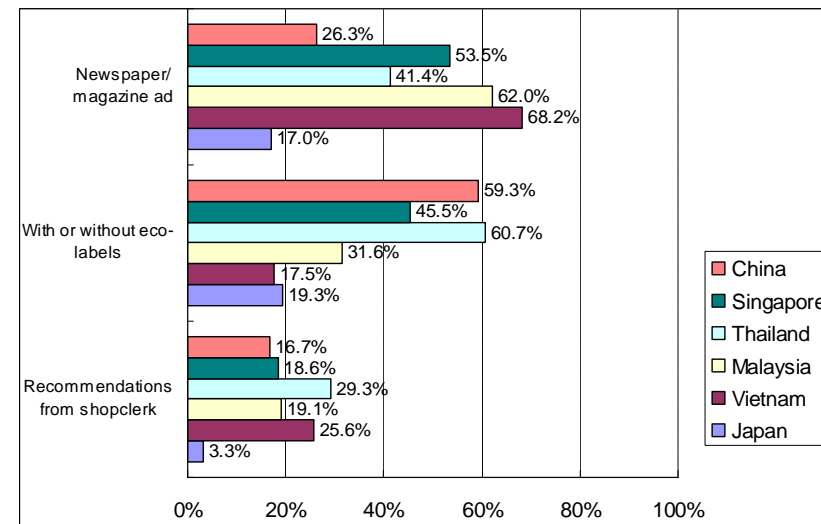
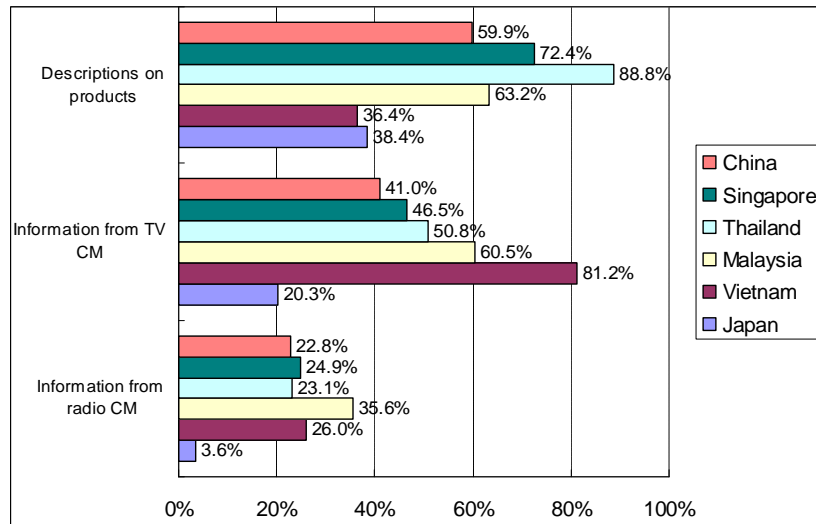
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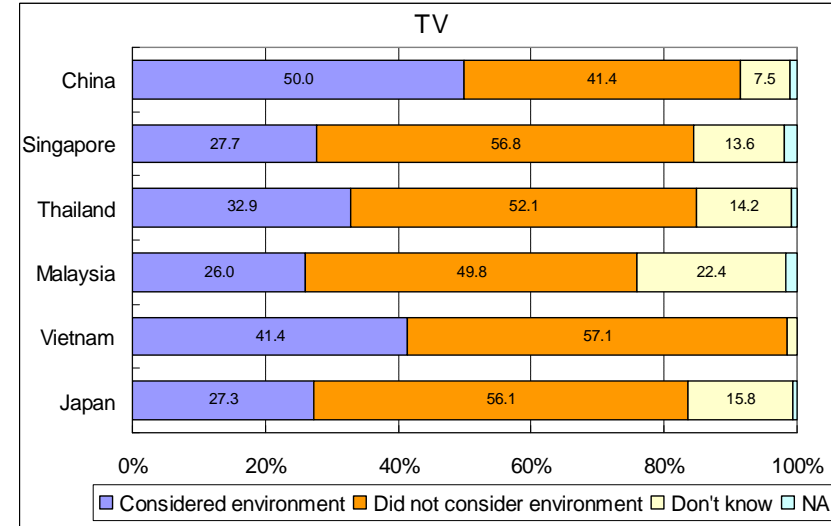
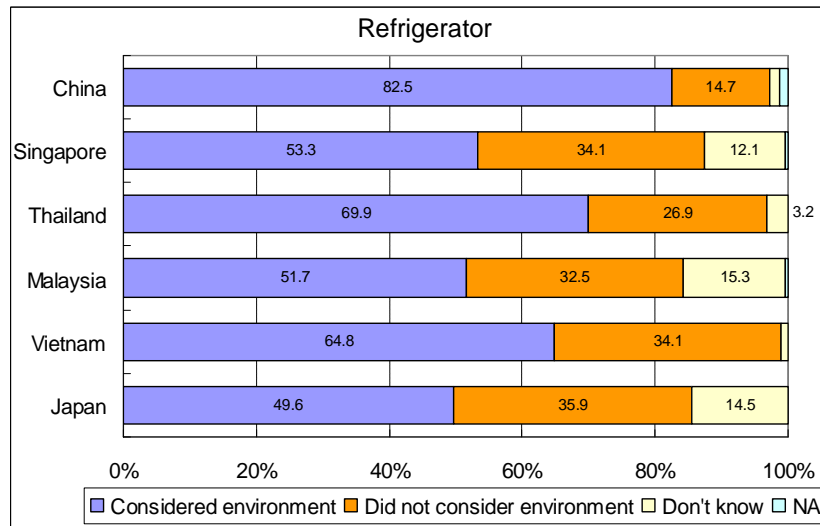
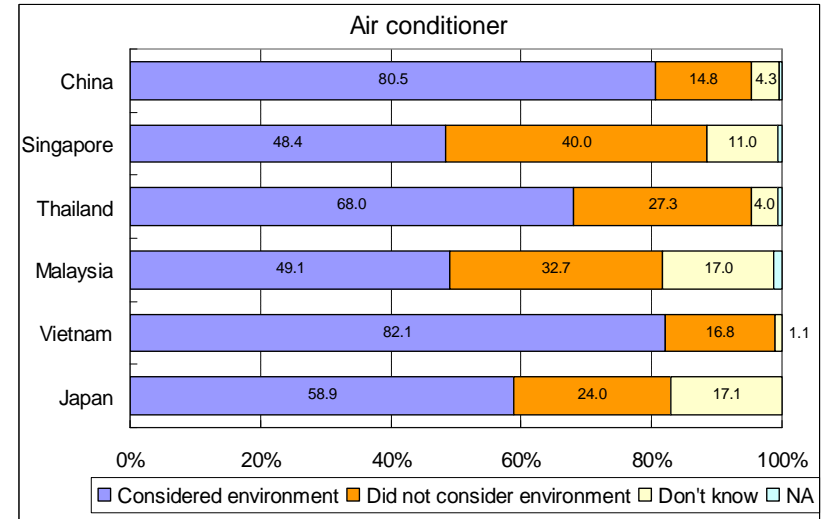
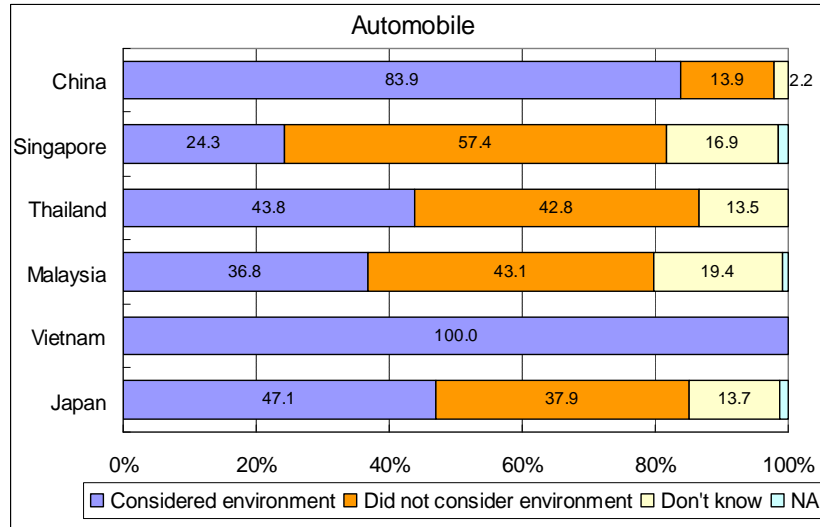
Q: To what extent do you usually intend to buy eco-products in your daily life?



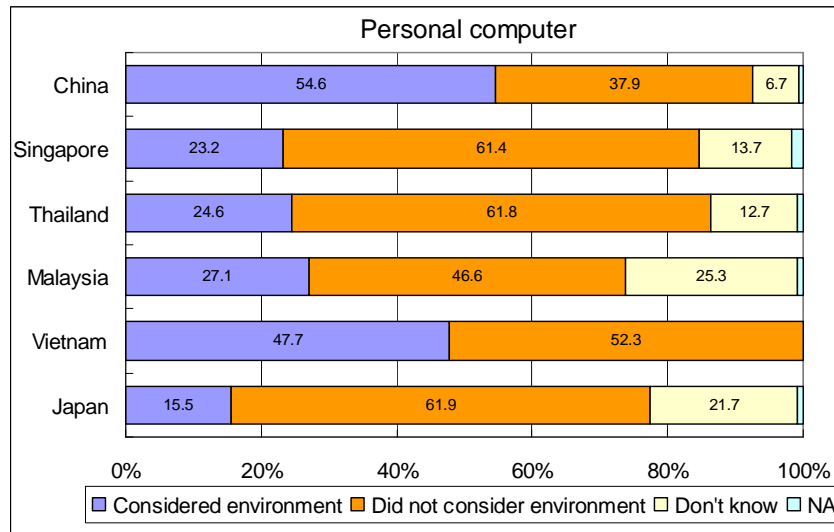
Q: For those who selected “Always” or “Intend somewhat”, what do you consider important?



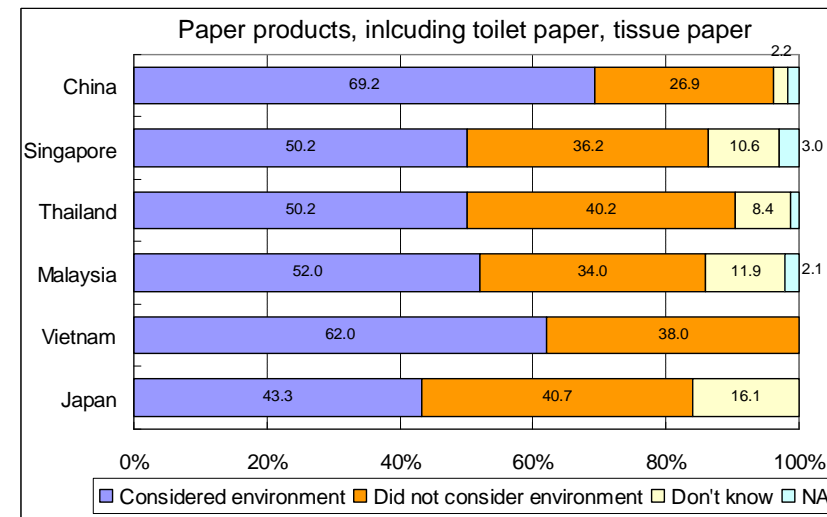
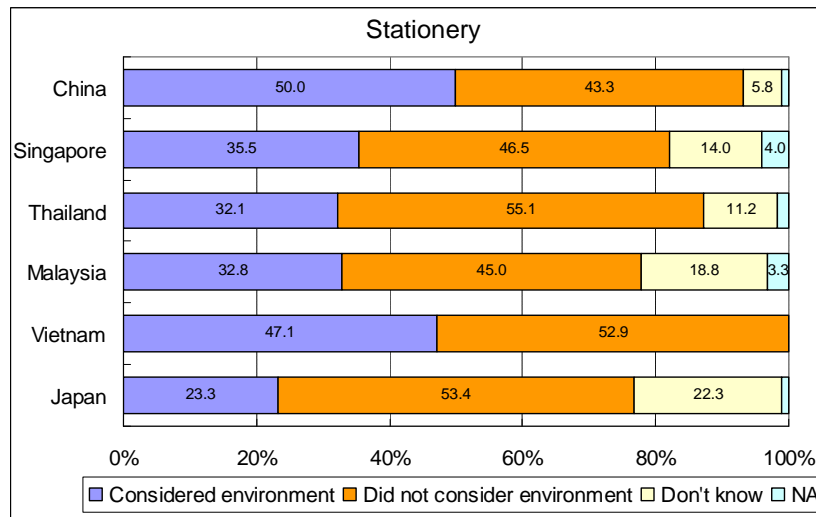
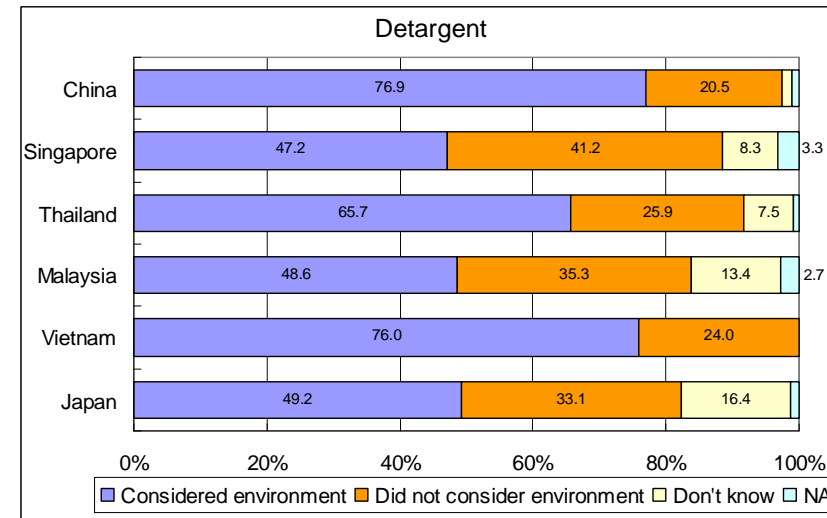
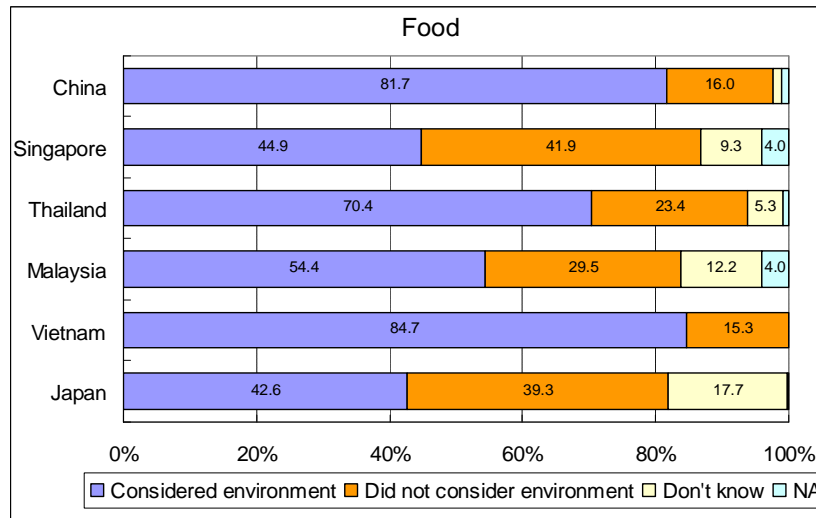
Q: Did you consider environmental friendliness when buying products in the last 5 years?



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Q: What features should eco-products have in order to make you feel like buying them?

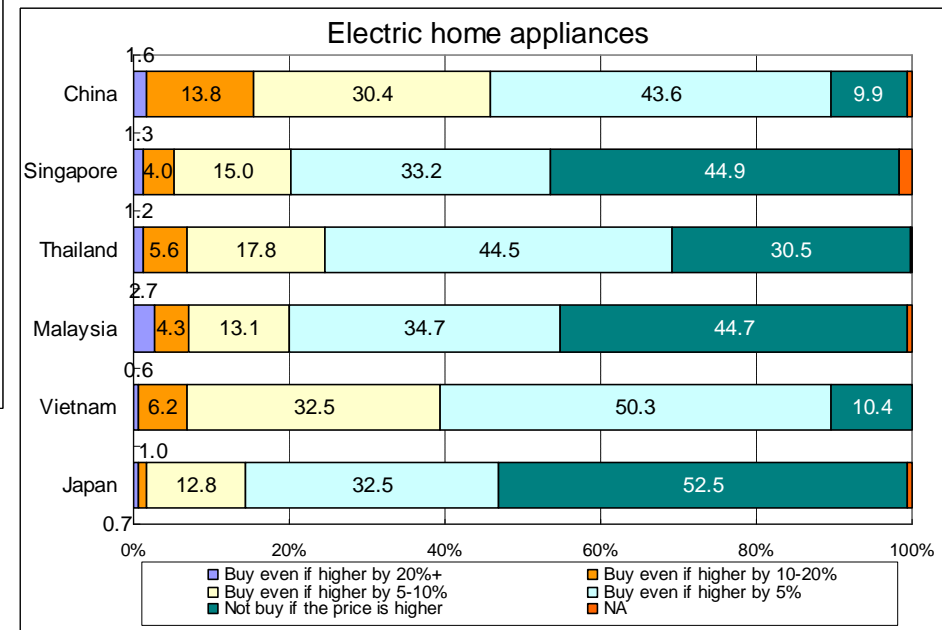
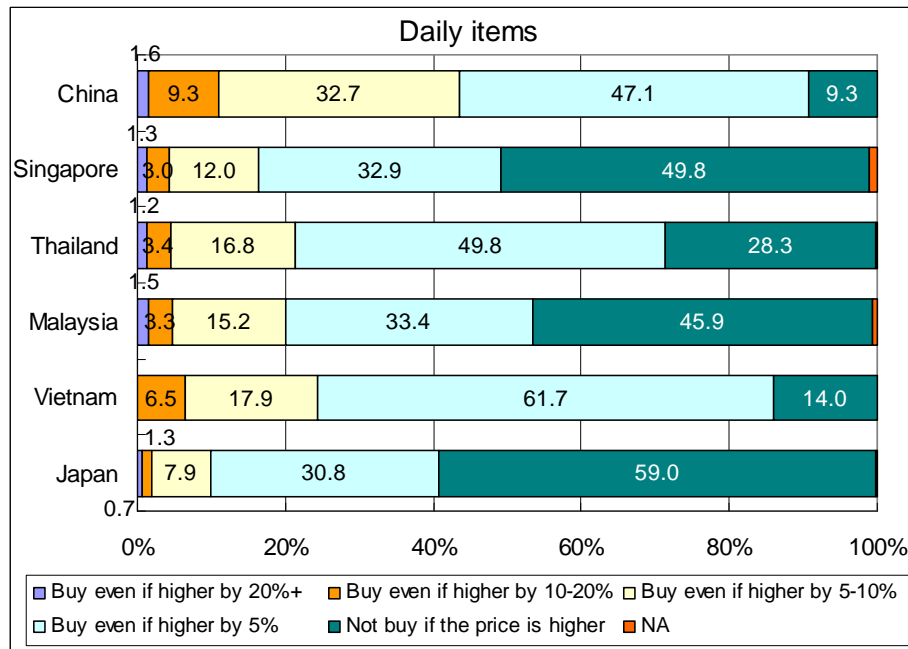


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Agricultural products/timbers considering production place	19.9	7.6	11.8	10.0	12.3	8.5
Superior in durability and after sales services and that can be used for long time	42.9	34.6	23.7	38.9	43.2	37.7
Products in refillable containers and that can be used repeatedly	20.2	35.5	30.5	27.1	9.4	30.5
Packaging generating less waste	16.3	23.9	20.6	15.5	17.9	36.1
Having a collecting/recycling system	31.4	17.6	14.0	21.9	6.2	38.7
Use more recycled materials or reused parts	9.3	10.6	16.8	14.3	8.1	11.8
Free from chemical substances	38.1	43.9	48.3	50.8	64.9	23.9
Products with less health implications during use	42.3	27.2	26.2	38.0	59.4	25.6
Produced not to damage nature	16.0	26.9	24.0	28.0	40.6	16.1

(%)

	Most answered feature
	2nd most answered feature
	3rd most answered feature

Q: How much more money would you pay for eco-products?



Q: What impressions do you have of companies that state they are environmentally friendly?

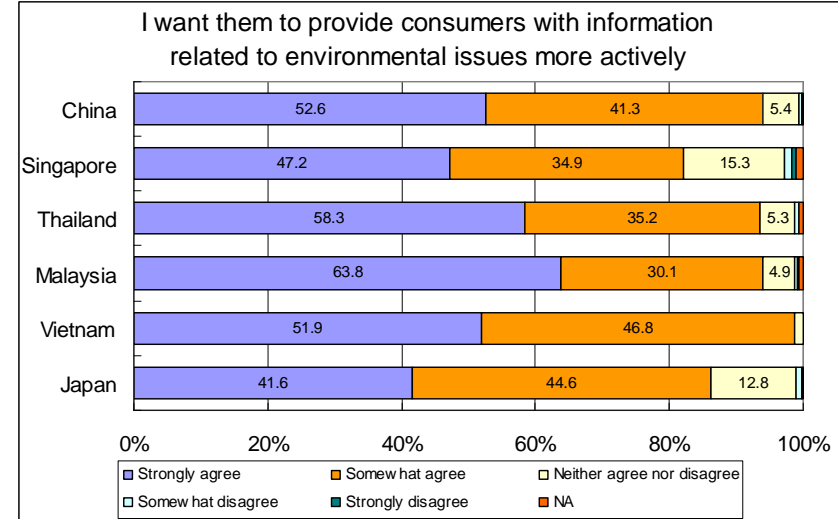
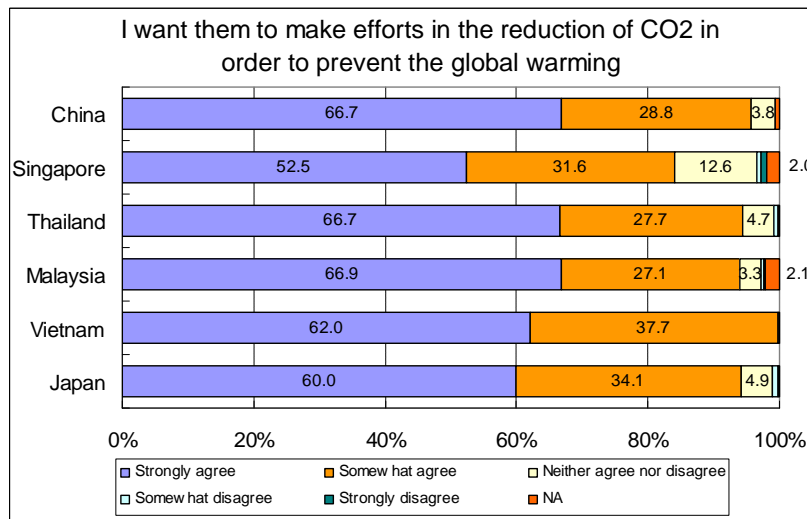
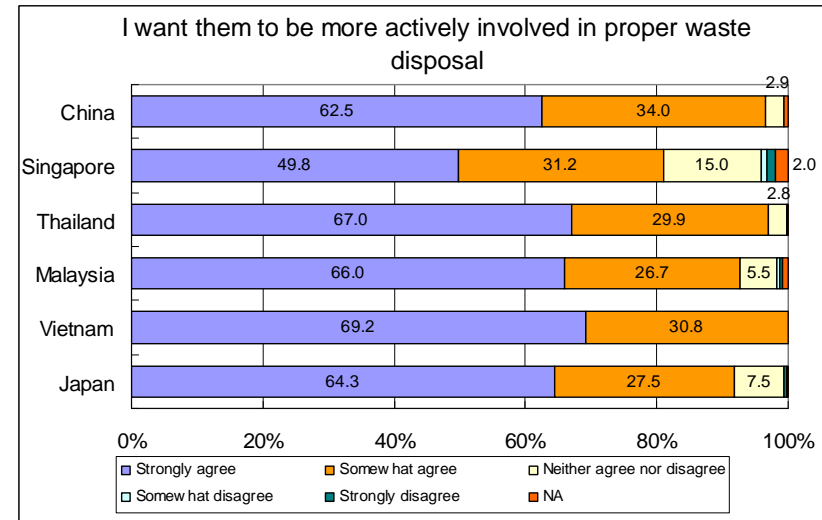
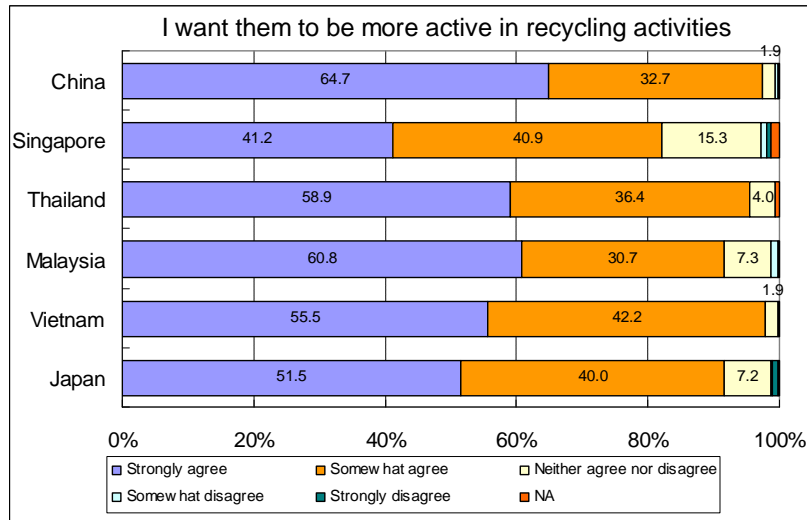


Impressions	China	Singapore	Thailand	Malaysia	Vietnam	Japan
They're doing what they should	34.6	27.2	54.8	33.1	21.8	41.3
They should commit more to environmental issues	64.7	38.9	40.8	49.5	70.1	49.8
They are credible companies	27.9	23.9	19.0	20.7	63.6	42.0
I'd like to buy their products/services	45.8	27.2	33.3	22.2	40.9	22.3
They use to improve image	48.7	33.6	26.5	39.2	22.7	26.6
Their products are expensive	21.2	26.2	14.6	23.4	28.9	13.1
Other	0.3	1.3	1.6	2.7	0.3	0.3
Don't know/don't have any particular impression	1.0	6.3	0.9	8.8	0.0	4.3

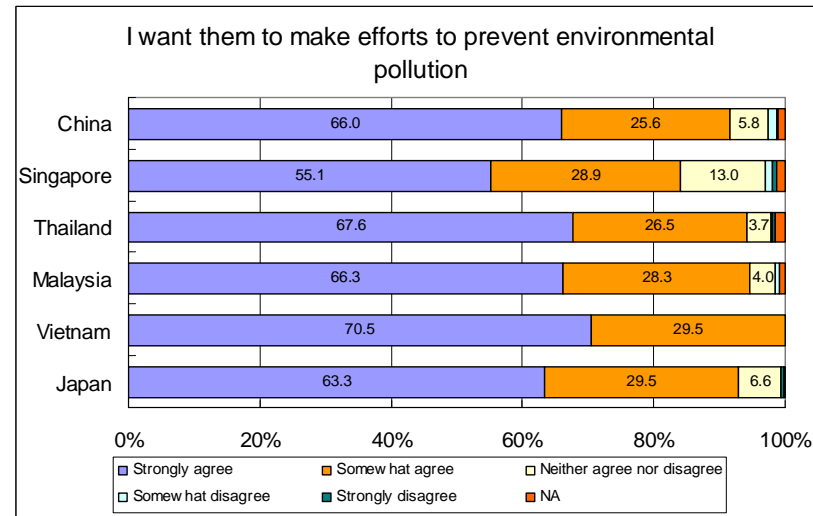
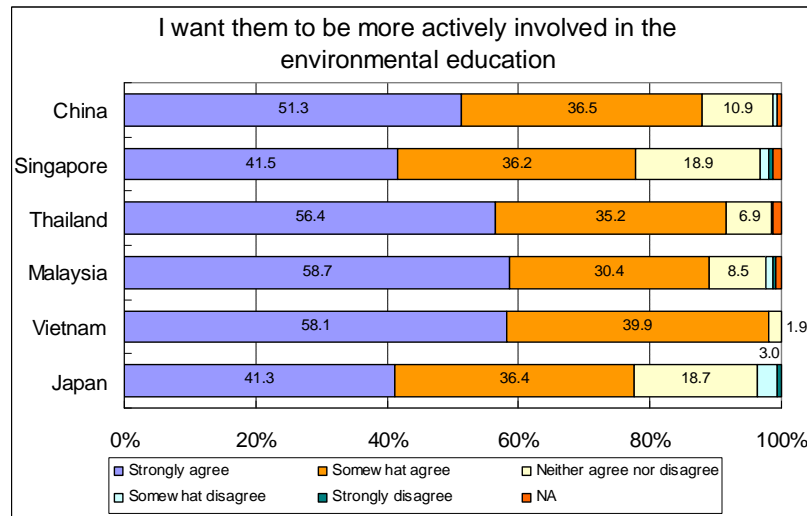
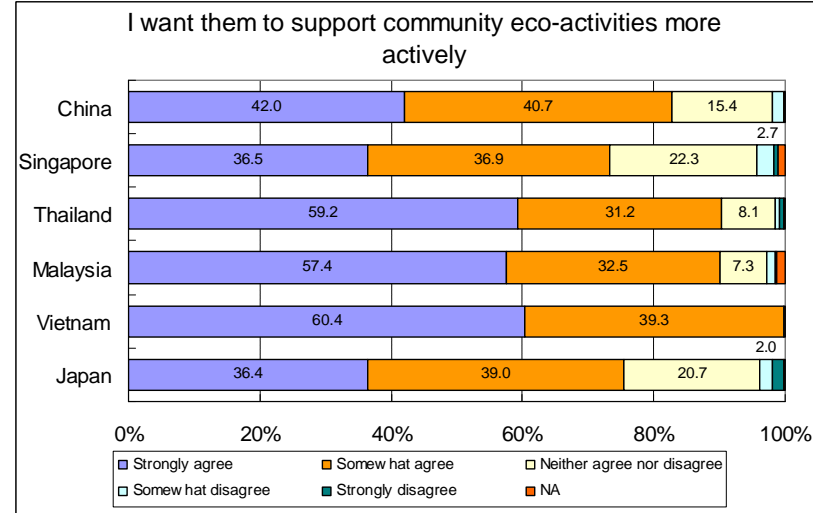
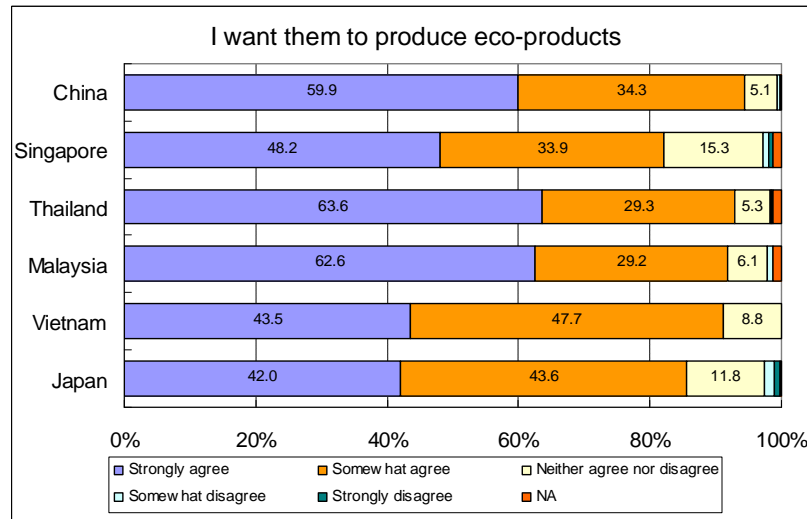
(%)

Most answered impression
 2nd most answered impression

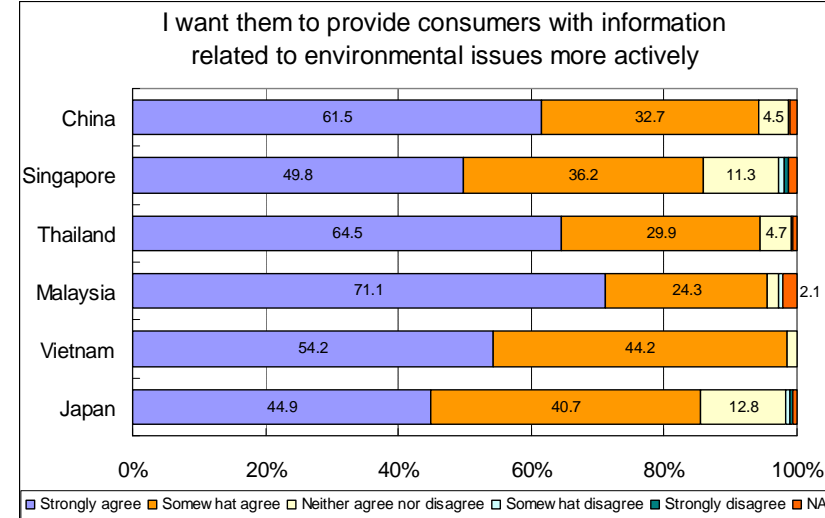
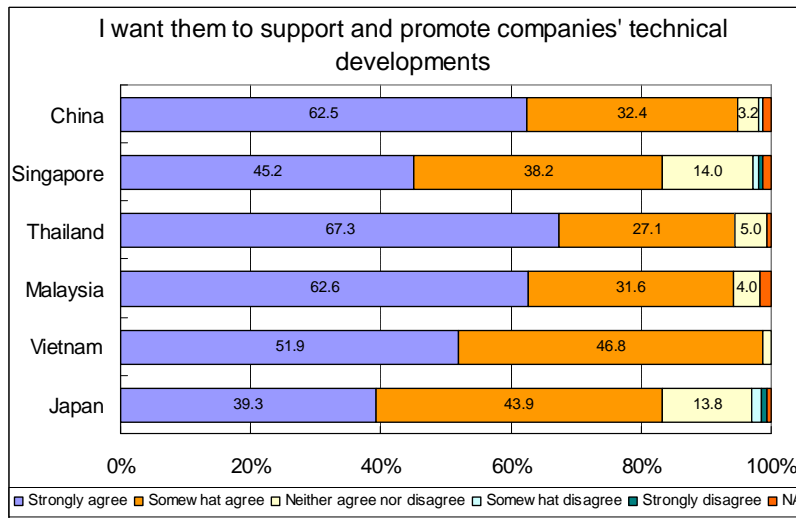
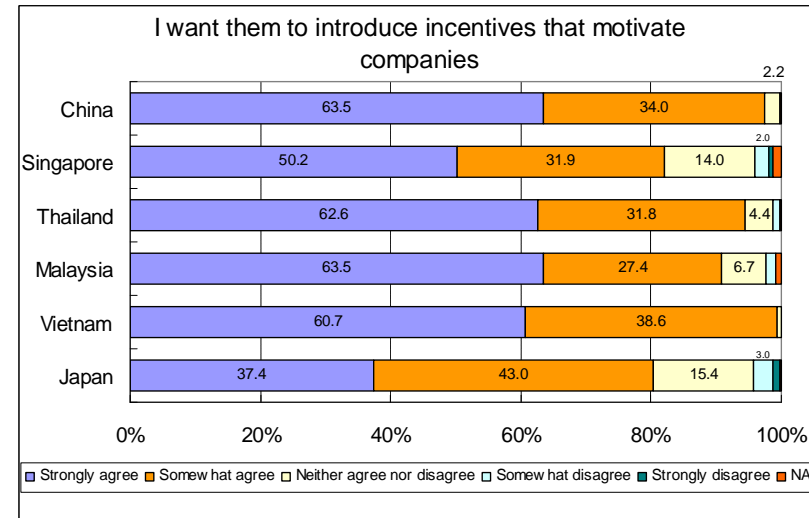
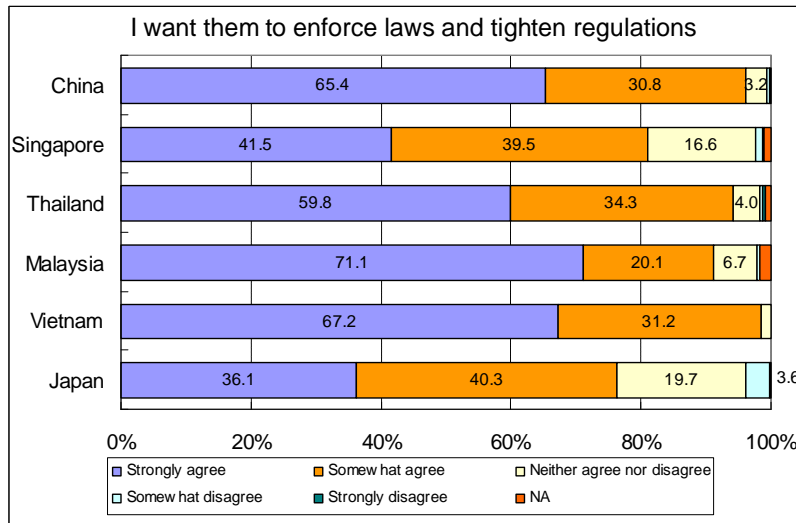
Q: How much do you agree or disagree with the following statements about companies' efforts in dealing with environmental issues?



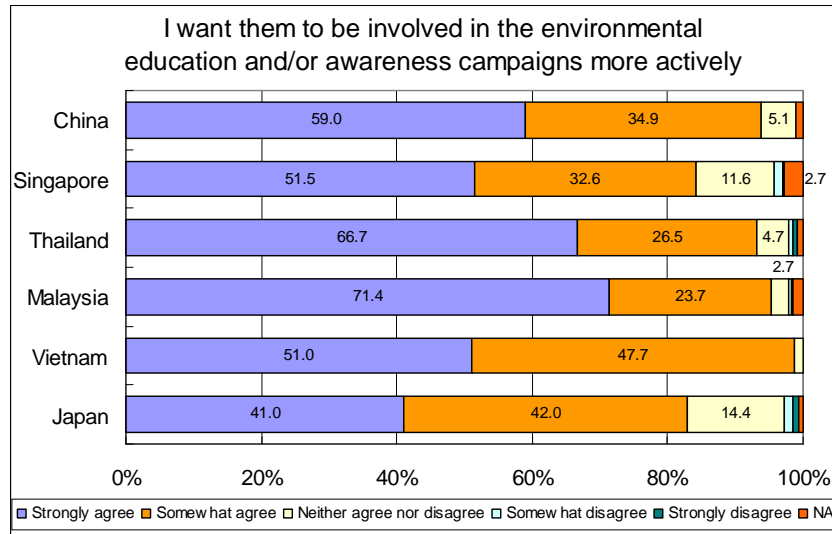
Q: How much do you agree or disagree with the following statements about companies' efforts in dealing with environmental issues?



Q: How much do you agree or disagree with the following statements about companies' efforts in dealing with environmental issues?



Q: How much do you agree or disagree with the following statements about companies' efforts in dealing with environmental issues?





Thank You for your attention.

Event Information

- June 20, 2007**
11th European Roundtable on Sustainable Consumption and Production
Gene, Switzerland (June 20-22, 2007) >>> see details
- June 02, 2007**
THERMOPROCESS
Osnabrück, Germany (June 12-16, 2007) >>> see details
- May 25, 2007**
WasteTech-2007
Moscow, Russia (May 22 - June 1, 2007) >>> see details
- May 01, 2007**
Environmental Technology and Management Services Exhibition
Birmingham, UK (May 1-3, 2007) >>> see details
- April 04, 2007**
GlobeVision 2007
Atlanta City, USA (April 4-6, 2007) >>> see details
- March 21, 2007**
5th European Conference on Sustainable Development
Sevilla, Spain (March 21-23, 2007) >>>
- March 06, 2007**
The 2nd International Power Gas & Management Event/Energy Th Bangkok, Thailand (March 6-10, 2007) >>>
- March 05, 2007**
TerraTec - International Trade F Services
Leipzig, Germany (March 5-8, 2007) >>>
- February 05, 2007**
EAWORLD 2007
Eisen, Germany (February 6-8, 2007) >>>
- January 29, 2007**
International Green Week Berlin
Berlin, Germany (January 15-20, 2007) >>>
- January 15, 2007**
International Green Week Berlin and Horticulture
Berlin, Germany (January 15-20, 2007) >>>

Welcome. 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, local authorities and NGOs.

JOIN IGPN

Focus
2nd International Green Purchasing Conference
10-12 September 2007

Green Purchasing Guidelines:

- Governmental Laws and Guidelines
- Major Green Purchasing (Organizations) Guidelines & Criteria >>> Read more

Green Purchasing Events

- WASTE2006: Waste Control and Recycling Technology Exhibition (August 21- September 1, 2006)
- EMTECH POLLUTED ASIA Bangkok, Thailand (July 6-8, 2006)
- IFAT China 2006 Shanghai, China (June 27-30, 2006)
- International Green Energy EXPO Korea 2006 Daegu, Korea (June 14-16, 2006) >>> Read more

What's New!

- WWT and Sany (ok) Emission Reduction Deal posted: July 26, 2006
- Green Electronics Council Offers Database to Large Volume Purchasers posted: July 26, 2006
- UK government introduces its personal carbon trading posted: July 24, 2006
- MREL Shanks Laboratory's Environmental Footprint posted: July 19, 2006
- European Commission seeks to promote hydrogen powered vehicles posted: July 19, 2006
- Advance to each energy (new) World-Class Accelerated Strategies posted: July 10, 2006
- Wiel Mart Sank's Sustainable Business Solutions for its Supply Chain posted: July 05, 2006
- World Resource Institute released new guideline showing how to fight global warming for office workers posted: June 27, 2006 >>> Read more

IGPN Events

- Beijing, CHINA March 25-30, 2006
- Pune, INDIA March 7-10
- Bangkok, THAILAND October 7-10
- Taipei Conf (sendai) October 14-18

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International Green Purchasing Network (IGPN) Cosmos Aoyama 5-53-67, Jingumae, Shibuya-ku, Tokyo 150-0001, Japan
Phone: +81-3-3406-5155 Fax: +81-3-3406-5190 E-mail: igpn@net.email.ne.jp
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International Green Purchasing Network
Secretariat

Cosmos Aoyama, 5-53-67, Jingumae,
Shibuya-ku, Tokyo 150-0001, Japan

Tel: +81-3-3406-5155

Fax: +81-3-3406-5190

Email: igpn@net.email.ne.jp

Web site: <http://www.igpn.org/>

Sendai Declaration:

<http://www.igpn.org/about/sendai-declaration-E.html>