



Concept and Significance of Green Purchasing

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International Green Purchasing Network (IGPN)





What is “Green Purchasing”?



+



Balancing
Q C D and E

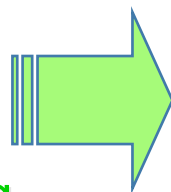
||

Green purchasing

Find Fundamental Solution by Changing the Input

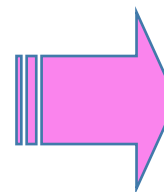
Make the input green

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



Reduce the output

Waste
Pollution
Hazardous
substances
Carbon
Dioxide



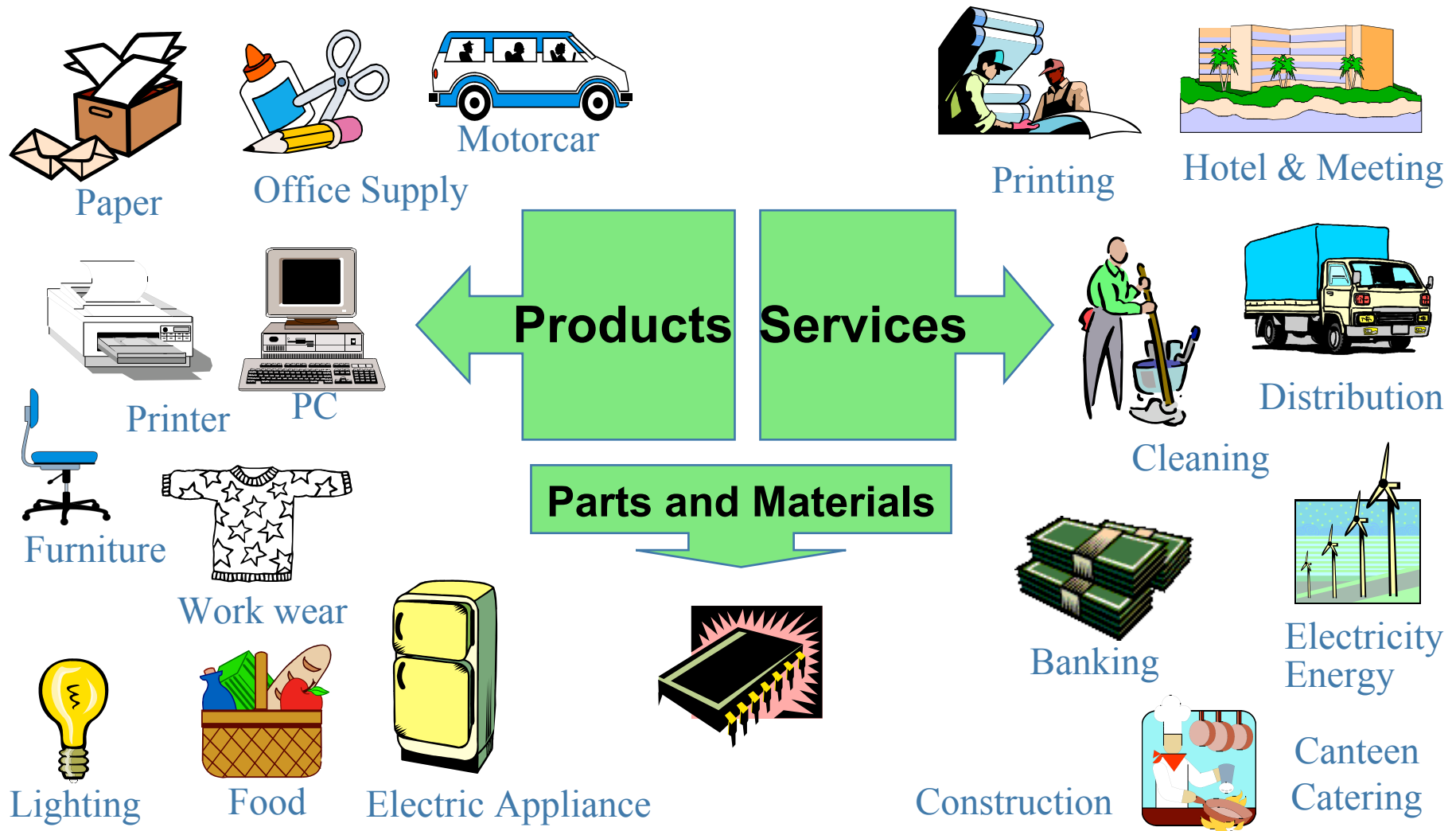
Recycled
material

Recycling





Target fields of Green Purchasing





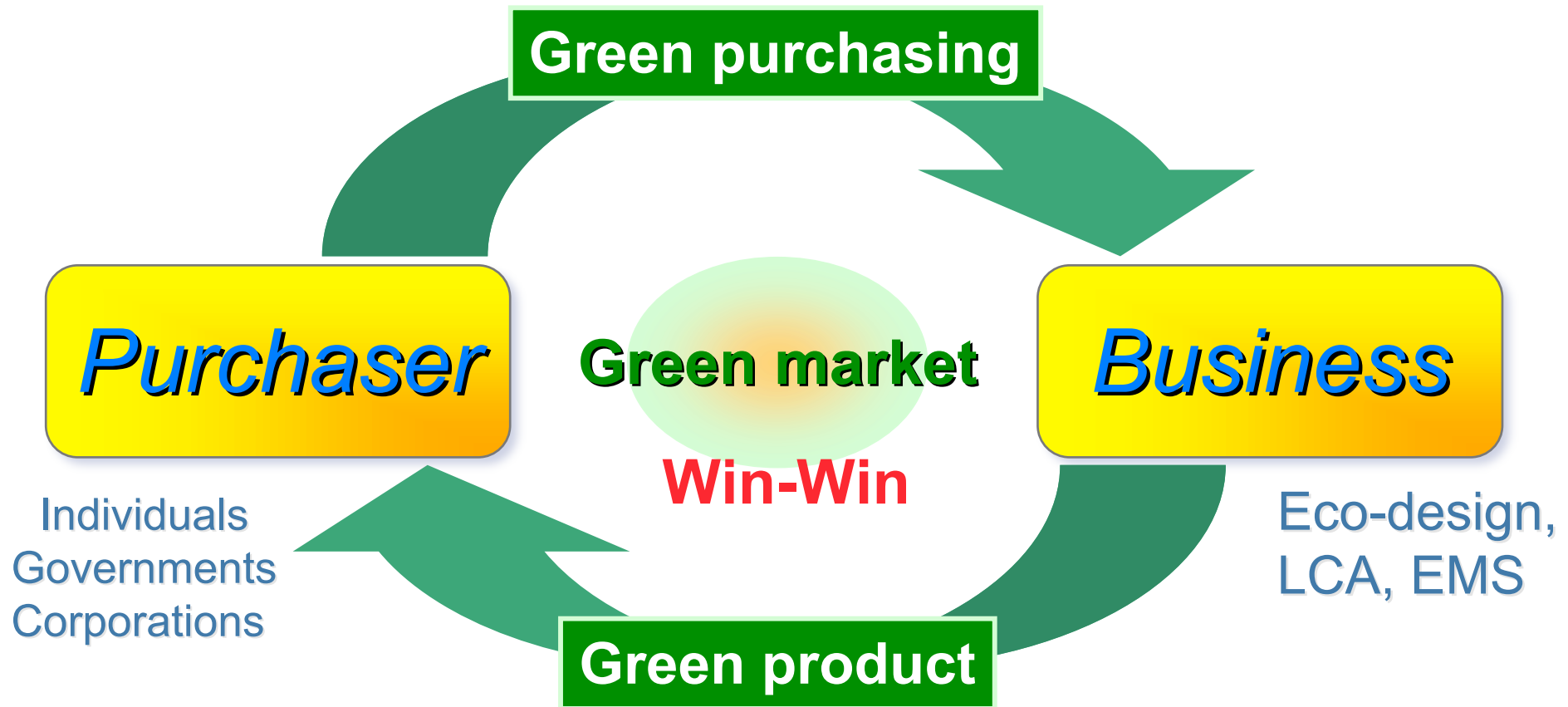
Principles of Green Purchasing

- **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.

Established by Green Purchasing Network(GPN)



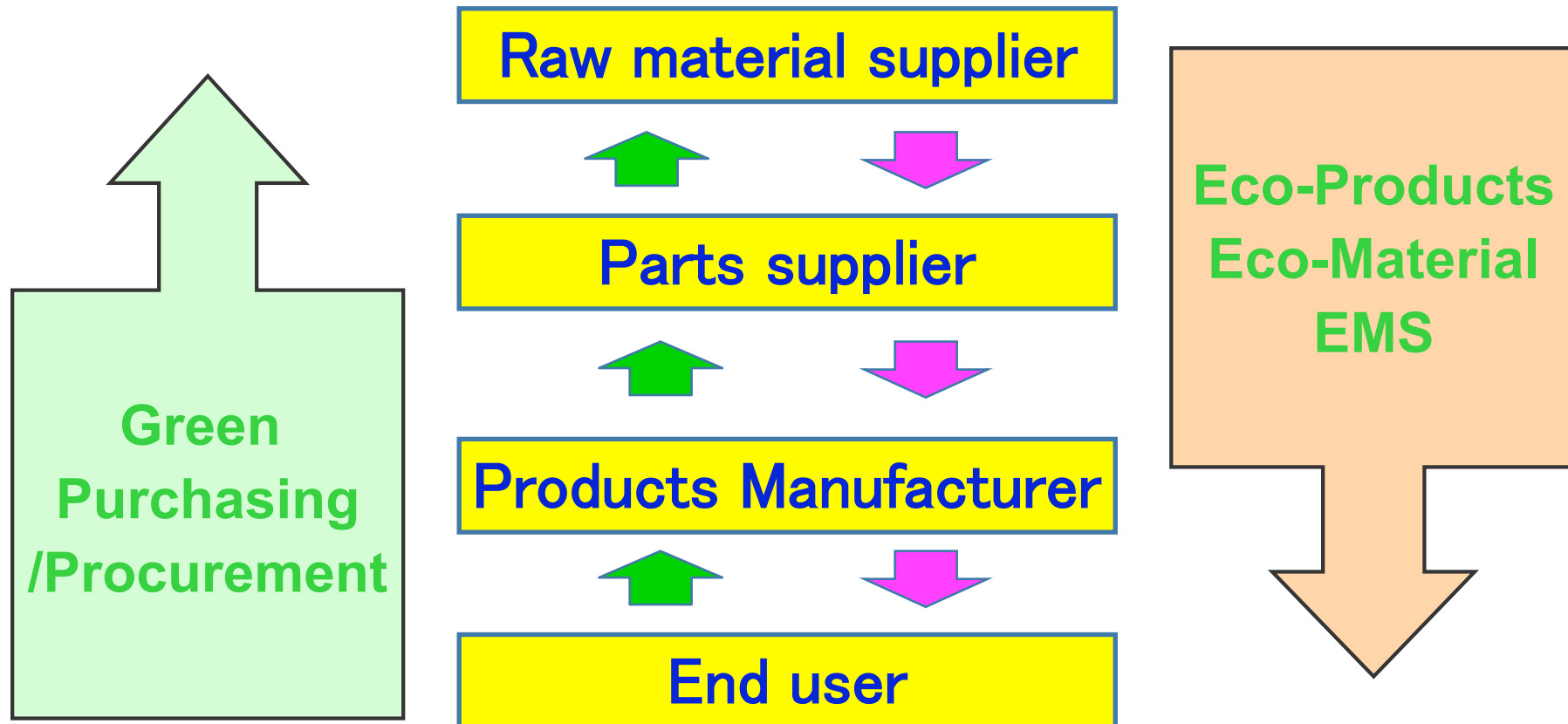
Green purchasing & Green Business



*Green Purchasing encourage 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.



JAPAN Green Purchasing Activities

- **Green Purchasing Network (GPN)**



- Founded in 1996
- 2,800 members (2,200 companies, 300 governments, 300 NGOs)
- 15 Purchasing Guidelines, Product DB(12,000 products registered), Hotel DB, Award, Training/Seminar, etc.

- **Government - Green Purchasing Law**

- Action Plan for Greening Government Operations (1994)
- Green Purchasing Law enacted in 2000
- All the national institutions must draw up annual purchasing policy, implement, and report results.
- 201 items are designated with criteria

- **Eco Mark Program**

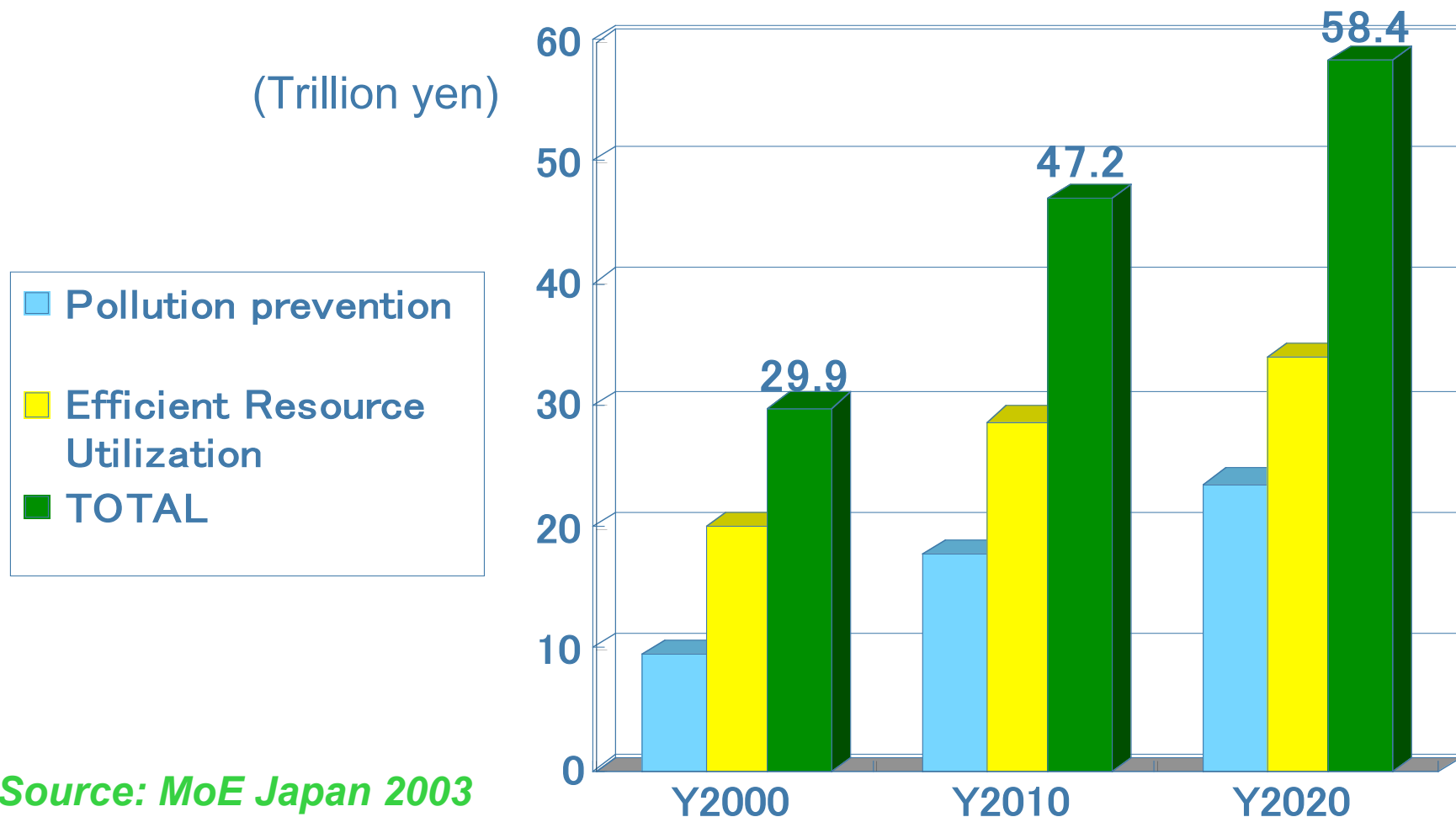
- Since 1989 by Japan Environment Association (JEA)
- 5,000 certified products within 45 categories





Market Size of Environmental Business of Japan

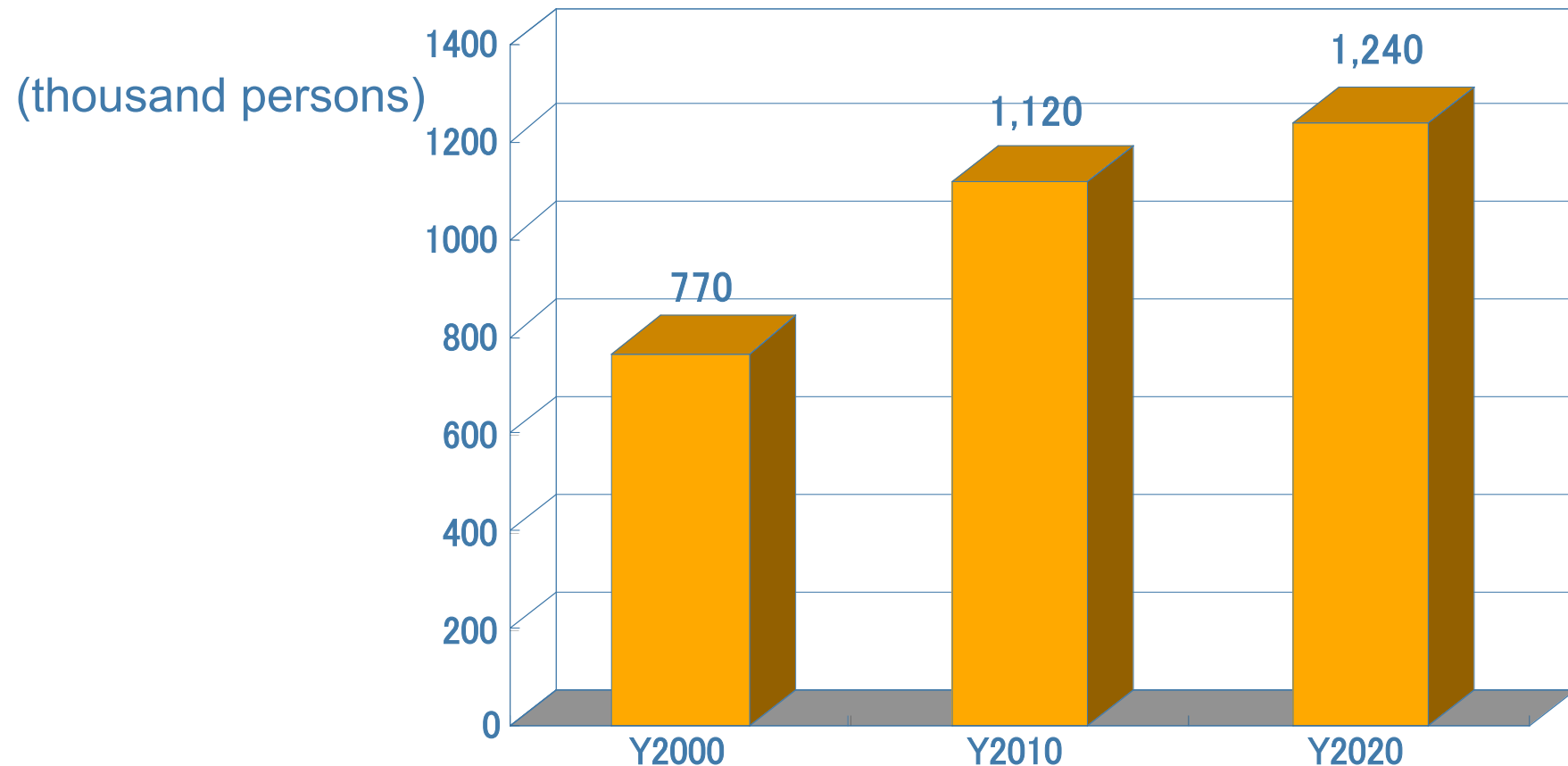
Government estimates 47 trillion yen (4,200 billion US\$) in 2010.





Employment Size of Environmental Business of Japan

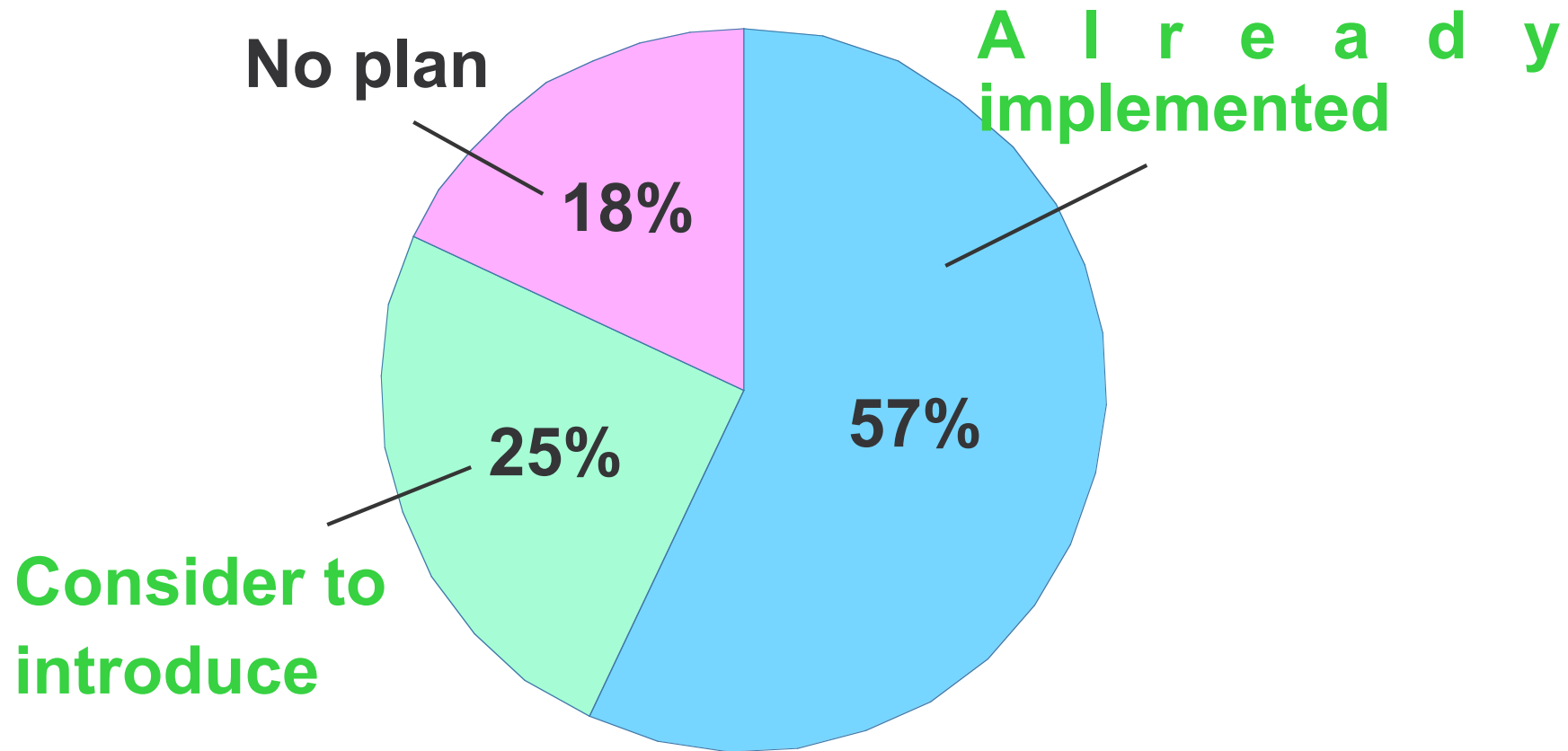
More than million employment within several years



Source: MoE Japan 2003



Green Purchasing in Business Sector



2,524 respondents (large sized companies)

Survey by MoE Japan in 2005

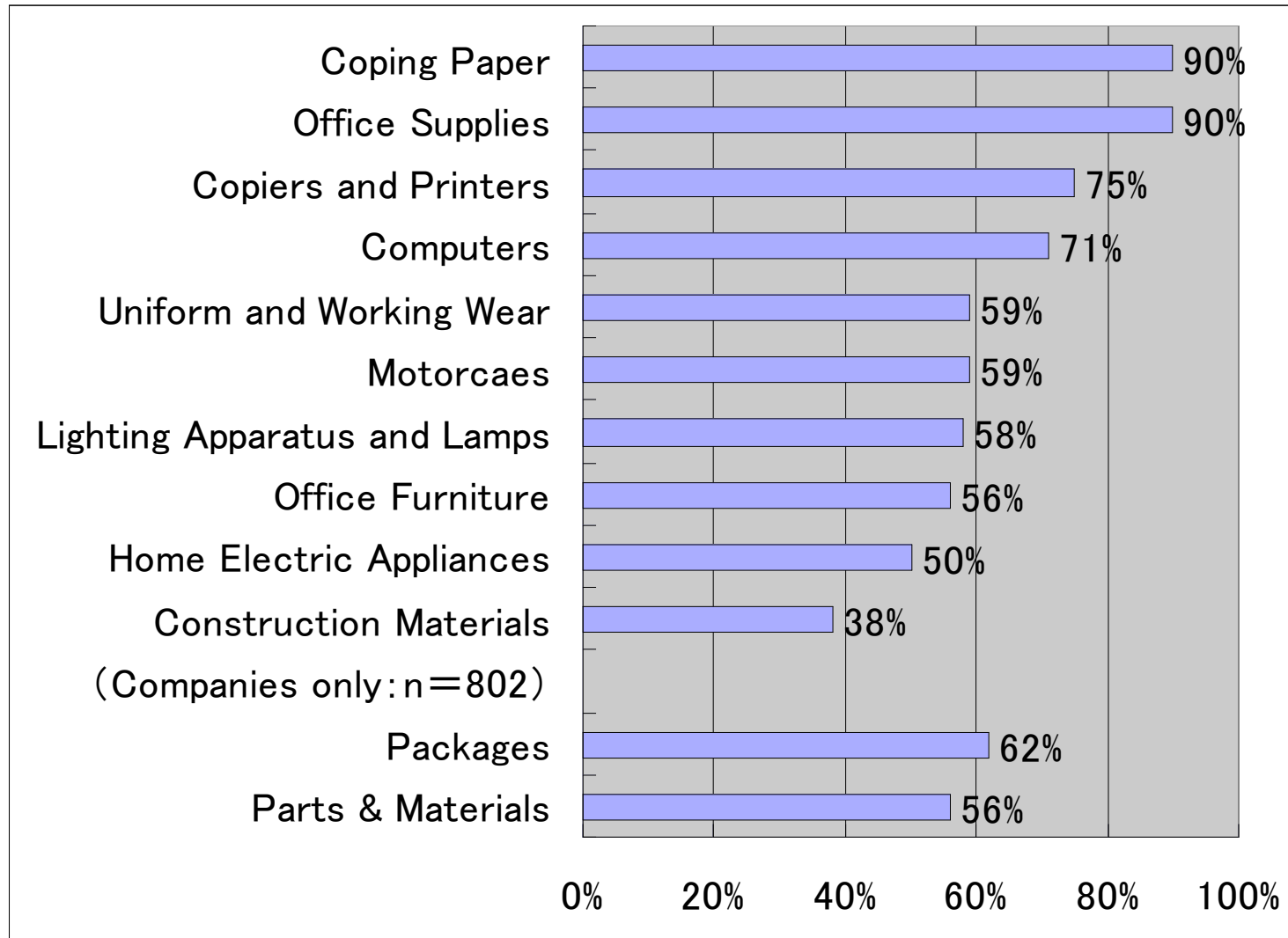


Green Purchasing in Public Sectors

- **All** the central government ministries practice green purchasing
- **100%** the 47 prefectural governments and 12 designated cities are engaged in green purchasing
- **68%** of 700 cities systematically implement green purchasing
- Particularly advanced areas : papers, office supplies, office furniture, OA & IT equipments, motorcars, uniforms, and electric appliances

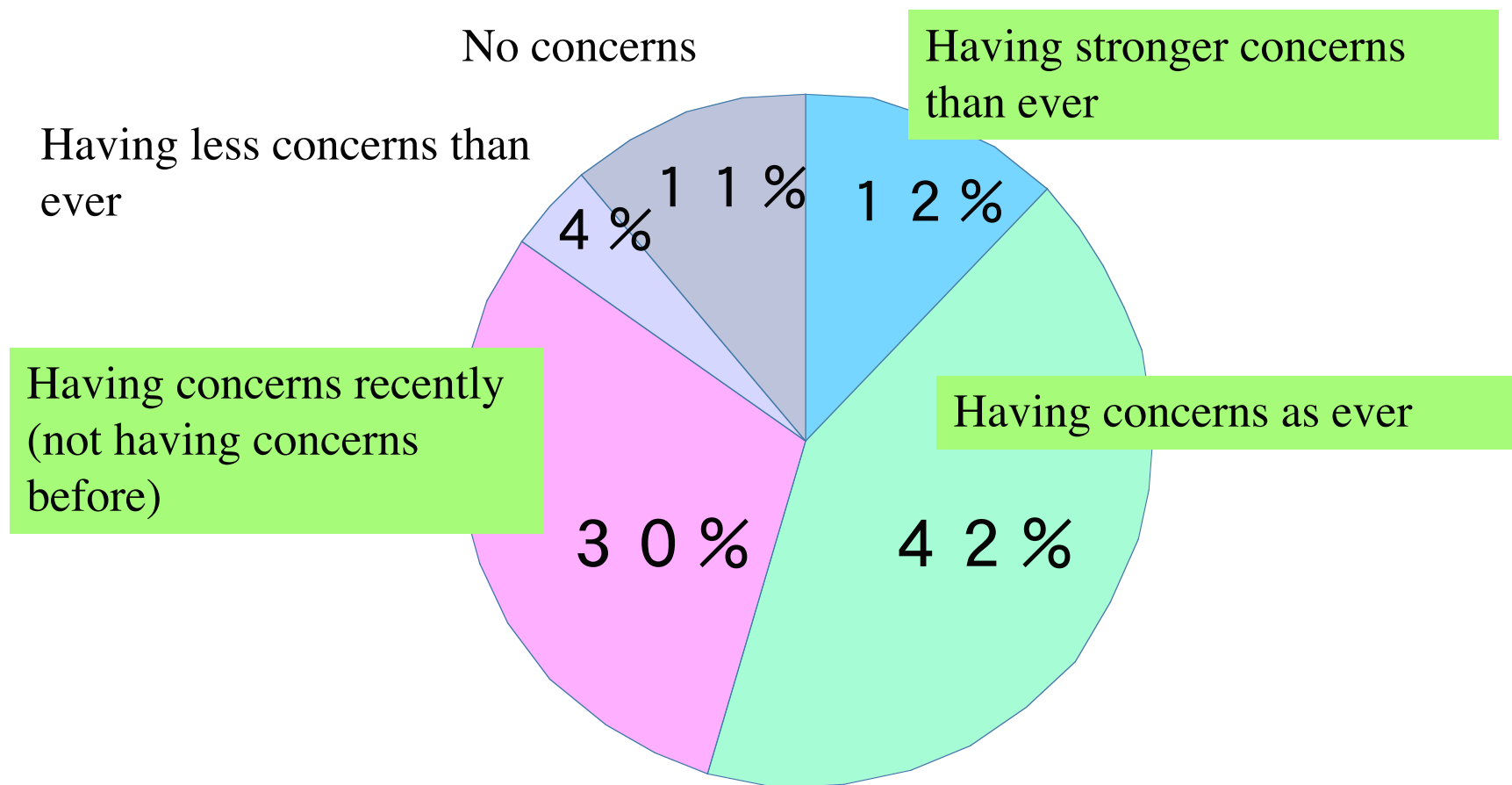


Products Areas where Japanese Institutional Purchasers practices Green Purchasing



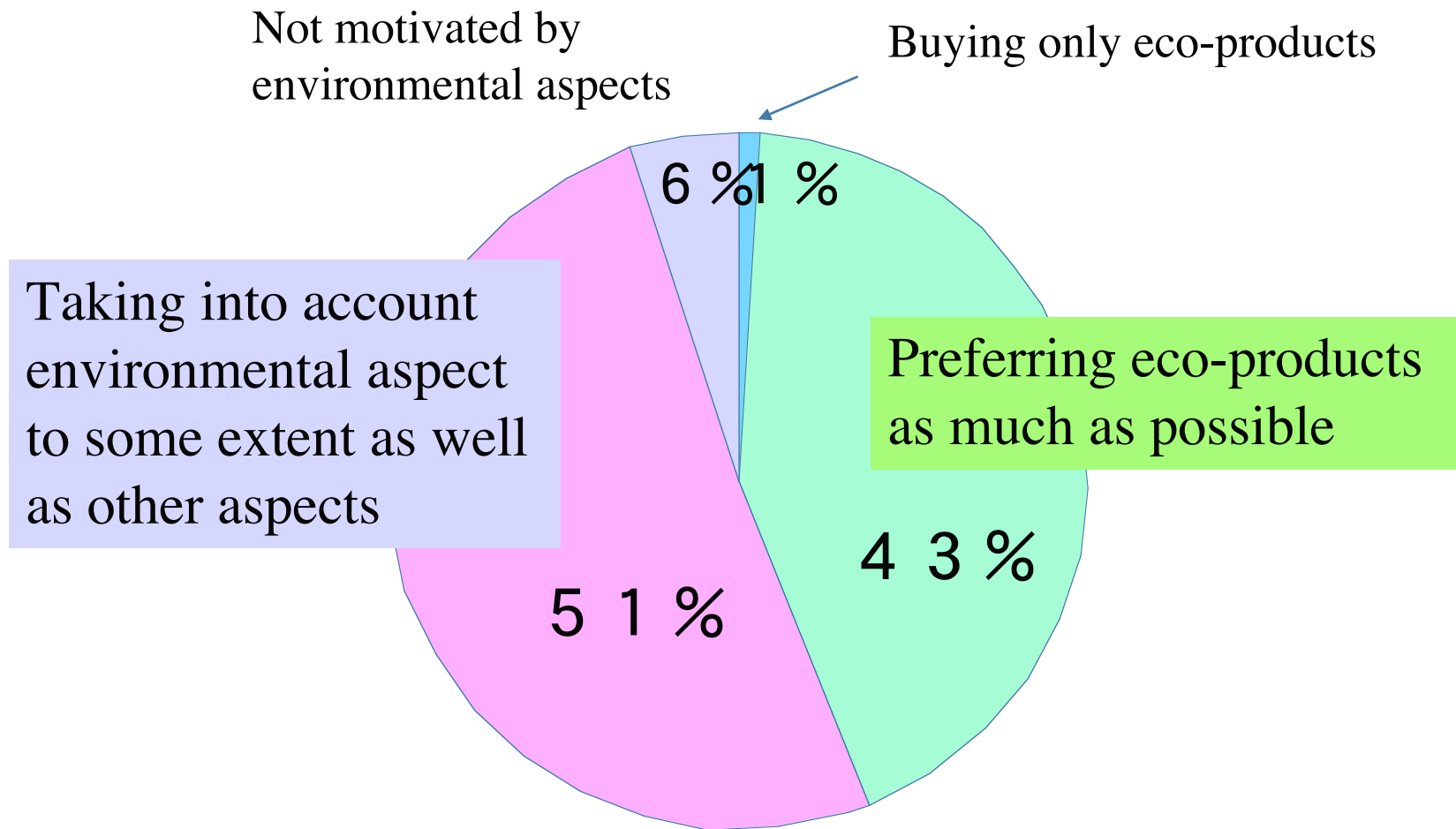
Findings from survey by GPN in 2002

Concerns about Environmental Issues





Do You Prefer to Buy Eco-Products?

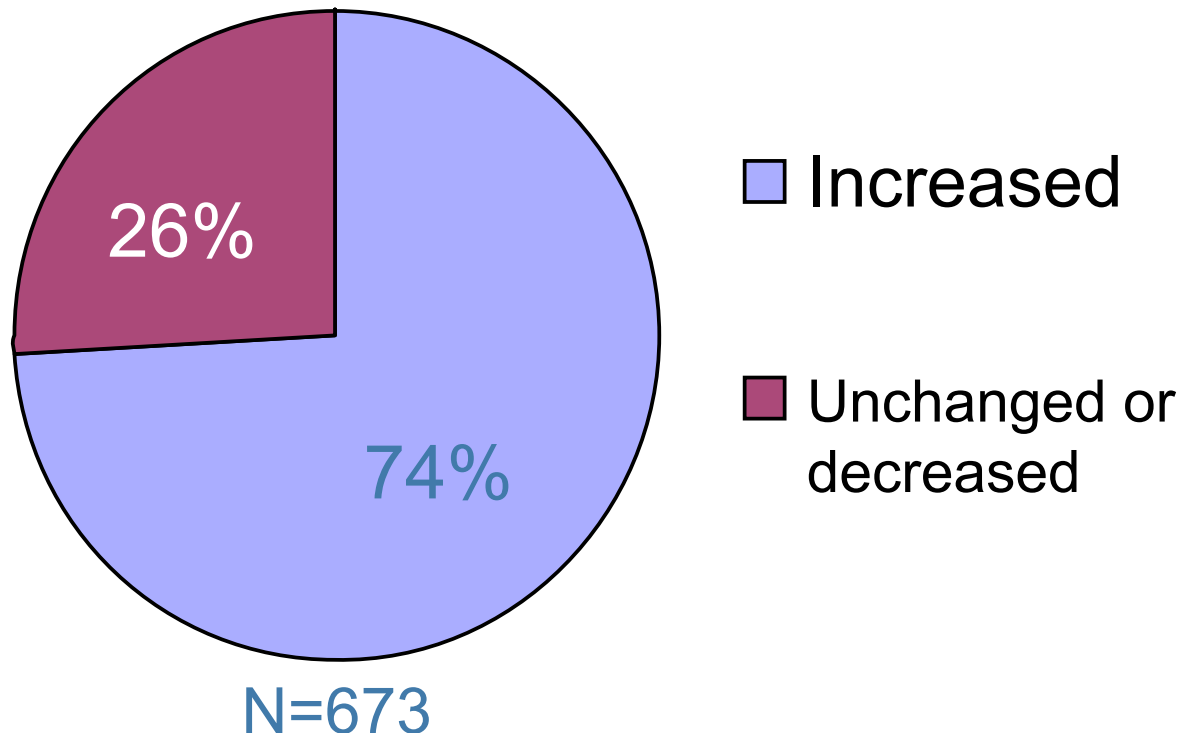




Market Impact of Green Purchasing

Findings from survey by GPN in 2001

Sales of Green Products

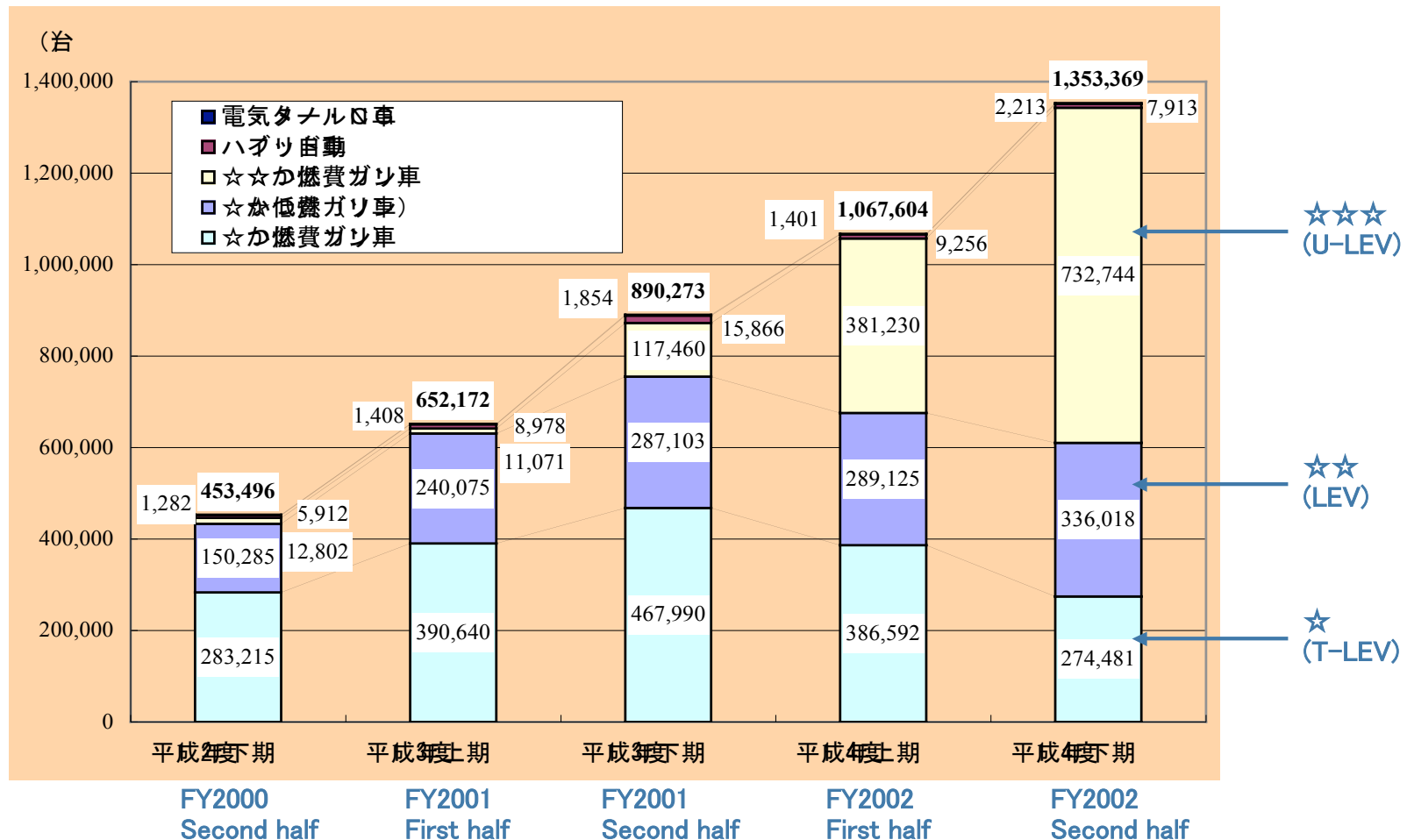




Effect of Green Purchasing

Market impact – Surveyed by MoE, Japan

Sales of lower emission and fuel efficient vehicles rapidly increased after enforcement of Green Purchasing Law





Green Purchasing Network

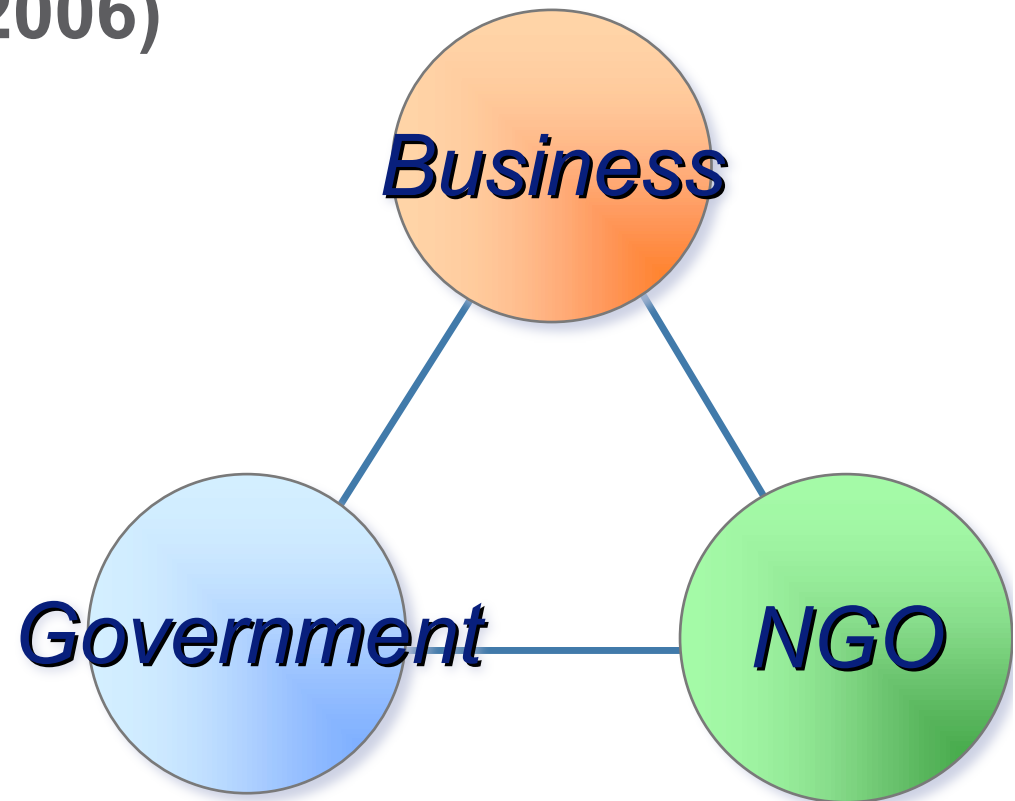
- Founded in February 1996 to promote green purchasing in Japan by the initiative of the Environment Agency
- The mission of GPN
 - to promote the concept and practices of green purchasing
 - to provide guidelines and information necessary for practicing green purchasing.
- **Since then GPN has taken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





More About GPN

- Independent non-profit organization
- **2,860 members** (Jan. 2006)
 - 2,261 corporations
 - 317 governments
 - 282 NGOs, NPOs
- Executive Committee
 - 39 members



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



Activities of GPN

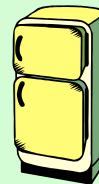
- Conferences, Seminars, Exhibitions
- “Green Purchasing Award”
- Training Course
- Case study on success stories
- Newsletter, Website
- Promotion pamphlet, posters
- Regional Networks
- Annual Surveys
- Principles of Green Purchasing
- **Purchasing Guidelines**
- **Products Database**
- **Hotel Database**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



Green Purchasing Guidelines for 15 Products and Service Areas

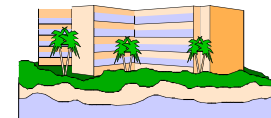
Products

- Printing and Copying Paper
- Copiers, Printers, Facsimiles
- Personal Computers
- Stationery and Office Supplies
- Office Furniture
- Motor Vehicles
- Refrigerators
- Washing Machines
- TV Sets
- Air Conditioners
- Toilet and Tissue Paper
- Lighting Equipment
- Uniforms and Work Wear

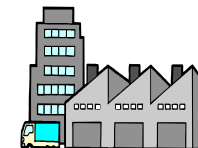


Services

- Offset Printing Service
- Hotels and Inns



Suppliers Evaluation Checklist





GPN Purchasing Guidelines



Personal Computers

- 1) Minimal power consumption during operation and standby mode
(fulfilling requirements for “low energy consumption rate” as stipulated in the Law Concerning the Rational Use of Energy, and the International Energy Star program)
- 2) Capacity for upgrading and expanding functions in order to make long-term use feasible, and full maintenance service provided by the manufacturer
- 3) Designed to facilitate recycling and re-use of component parts
- 4) The manufacturer promotes the re-use of its own product after initial sale and usage, and endeavors to increase the recycling ratio of materials that cannot be re-used
- 5) Made with a large amount of recycled material
- 6) Does not contain lead, mercury, cadmium, hexavalent chromium compounds, or specific bromine-based flame-retardants (PBB, PBDE), to the utmost extent possible
- 7) When packaged with an in-house user manual, the manual is made and printed with consideration for the environment

[Information Requirements]

Use of PVCs (for the chassis of the PC, display, and keyboard)



GPN Products and Service Database

GPN Database

13 products area where purchasing guidelines exist

Green Purchasing Information Plaza

Various products and services not listed in GPN database

Eco-Challenge Hotel Database

グリーン購入ネットワーク - Microsoft Internet Explorer

ファイル(F) 編集(E) 表示(V) お気に入り(A) ツール(T) ヘルプ(H)

アドレス(D) http://www.gpn.jp/

戻る 進む ホーム 中止 検索 履歴 お気に入り 更新 印刷 ページ翻訳 編集

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

2004.7.1 現在GPN会員数2,803団体(企業2,184 行政356 民間団体263)

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
グリーン購入情報プラザ GO	GPNガイドラインでは対象としていない製品・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	エコチャレンジホテルの掲載が200施設を突破！
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
グリーン購入 取り組み事例 データベース	取り組み 情報源や特徴などをまとめた情報サイト

What's New

6/30 「グリーン購入取り組み事例データベース」をオープン！

6/28 情報プラザに新着商品[Kendall GT-1.5W-20 エコスペシャルティ・スベック(エンジンオイル)]を掲載

仙台市長とGPN代表 トップ対談！

第7回 グリーン購入大賞
応募受付中！

GPN事業者評価 チェックリスト

エコプロダクツ2003 12月11日
国際シンポジウム & ワークショップ



About GPN Database

Product Environmental Performance Database

- More than **12,000 products** registered
- About 600 companies participating
- **300,000 page-views** monthly

Currently Japanese language only

Product Categories

- Printing and Copying Paper
- Copiers, Printers, Facsimiles
- Personal Computers
- Stationery and Office Supplies
- Office Furniture
- Motor Vehicles
- Refrigerators
- Washing Machines
- TV Sets
- Air Conditioners
- Toilet and Tissue Paper
- Lighting Equipment
- Uniforms and Work Wear



Information Found in GPN-Database

Users can get and compare environmental performance information for hundreds of registered brands.

Example for "Copiers"

Brand name
Company
Copying speed
Energy Star
GP Law conformity
Power consumption for stand-by and off mode
Two-sided copying
Use of recycled plastics
Use of reused parts
Toner cartridge recycling
Use of PVC
Eco-Label certification
Price

GPNデータベース - Microsoft Internet Explorer

ファイル(F) 編集(E) 表示(V) お気に入り(A) ツール(T) ヘルプ(H)

アドレス(D) http://gpn-db.mediapress-net.com/gpn-db/category/11/result_02.hgh 移動 リンク

▼ 画像もしくは製品名をクリックすると詳細情報が表示されます。

絞込再表示	画像	製品名・型式	事業者名	コピー速度 (枚/分)	印刷速度 (枚/分)	電送時間	グリーン購入法判断基準適合	エネルギー消費効率 (wh)	国際エネルギースター	低電力モード消費電力 (w)	オフスリープモード (w)	両面コピー機能	複数ページコピー機能	再生部品の使用状況	再生プラ使用有無	再生プラ使用状況	使用済みカートリッジ	記録被覆への塩ビの使用	標準小売価格 (円)
<input checked="" type="checkbox"/>		KRM4035	京セラミタ	40	40	S-G3	○	55	y2	90	0.1	y	y	無	y	有	—	IV	1060000
<input checked="" type="checkbox"/>		DocuCentre 401	富士ゼロックス	40	—	—	○	120	y2	78	6	o	y	有	y	有	◎	IV	1120000
<input checked="" type="checkbox"/>		iR400	キヤノン	41	—	—	○	176	n	115	51	y	y	有	y	有	◎	IV	1350000
<input checked="" type="checkbox"/>		Di451	コニカミノルタビジネステクノロジー	45	45	S-G3	○	62	y2	16	16	y	y	有	y	有	—	IV	1575000
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<input checked="" type="checkbox"/>		imagic MF4570RC	リコー	45	45	—	○	170	y2	117.7	9	y	y	有	n	無	—	IV	オープン
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<input checked="" type="checkbox"/>		DocuCentre507-MD	富士ゼロックス	50	—	—	○	80	y2	5	5	y	y	有	y	有	◎	III	1910000

Information format is consistent with relevant GPN Purchasing Guidelines



Eco-Challenge Database for Hotels

- Database **specific to Hotels and Inns**
- Provides environmental performance information on hotels.
- Based on GPN guidelines
- Self-declaration system
- Started in 2003
- Any hotel meeting minimum requirements can be registered.
- 89 check points
- **240 facilities** are registered
- From “Beginner” to “Top Class”

GPNエコチャレンジホテル旅館データベース

ECO CHALLENGE

～環境にやさしいホテル・旅館のガイド～

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 提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
 - ▶ グリーン購入情報プラザ
- 協力サイト
 - ▶ 旅の窓口

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

お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、もてなしの心に重なるものなのです。

■ 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

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Conclusions

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 nationwide 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



Conclusions

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.



Conclusions

- **Customers** already started green purchasing/procurement across the world and had made reasonable successes.
- **Businesses** are increasingly required to supply eco-products, eco-components, and eco-services from customers throughout the supply chain.
- **To be competitive** in the global market, businesses should enhance environmentally sound management, development of eco-products, and green purchasing.

***Thank you for your kind
attention.***

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

