

The 3rd International Conference on Green Purchasing



What is Happening Internationally? *Green Purchasing Activities in Asia*



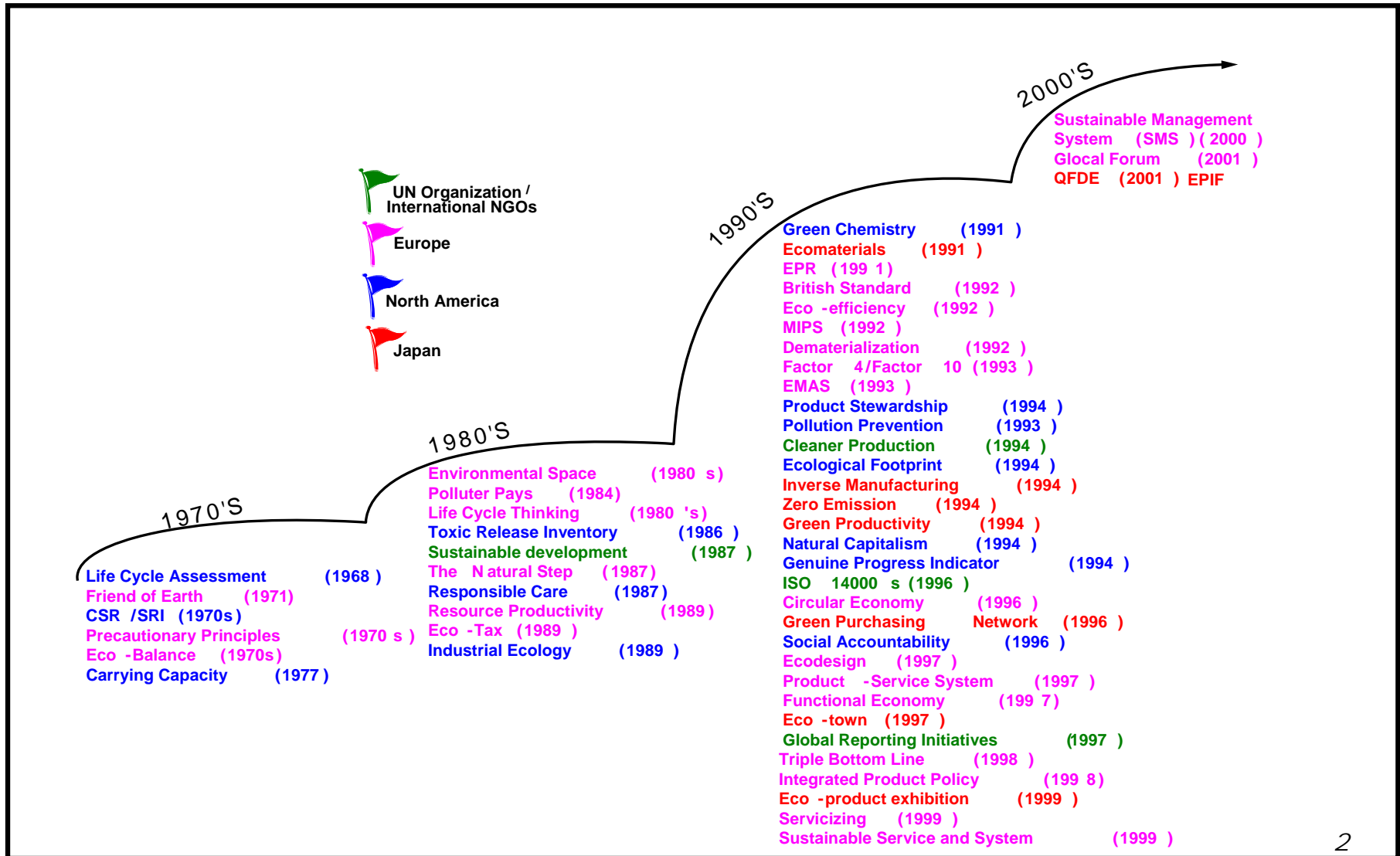
21 October 2009

Suwon, Korea



Augustine Koh
Council Member,
International Green Purchasing Network (IGPN)
&
Secretary General,
Green Purchasing Network Malaysia (GPNM)

Sustainable Development Actions



Establishing Green Purchasing Law/Guidelines

COMPARISONS OF GREEN PURCHASING ACTIVITIES IN THE REGION

Countries	Green Purchasing promoting Organizations	Green purchasing Law (or equivalent)	Eco Products Exhibitions	Government Green Purchasing Practice	Green Purchasing related database
Japan	@@@	@@@	@@@	@@@	@@@
Korea	@@@	@@@	@@@	@@@	@@@
China	@@@	@@@	@@@	@@	@@@
Taiwan, China	@@@	@@@	@@@	@@@	@@@
Philippines	@@	@	@@@	@	@
Vietnam	@	-	@@	-	@
Thailand	@@	@@@	@@@	@@@	@@@
Malaysia	@@@	@	@@@	@	@@
Indonesia	@@	-	@	-	-
Singapore	@@	-	@@@	-	@@@
India	@@@	@	@@@	@	@@
Sri Lanka	-	-	@	-	-
Explanatory Notes					
@@@	In operation	Enacted	Held regularly	Widely implemented	Developed
@@	Established	Under discussion	Held in the past	Began implementation	Being developed
@	In preparation	Under study	Under study/preparation	Planning stage	Under study

OUR Potential

400 million New Middle-Class in Asia-Pacific Region (exclude Japan) by 2009

- 1.2 trillion dollar (US) market based on USD3,000 spending per person/year.
- If they purchase **non-environmentally** preferable goods and services, enormous additional environmental burden such as climate change.
- Urgent to Promote Eco-Products Exhibition and Green-Purchasing in Asia Pacific region.

Green Purchasing in Asia

Key Strategies



1. Awareness:

- Newsletters/brochures/short films/Orientation programmes for various stakeholders
- Constitution of Awards
- Eco Product Exhibitions
- Green Schools, Green Malls, Green Cities

2. Policy & Regulations

- Green Purchasing related Policies and Regulations
- Green Product related Standards
- Green Public Procurement (GPP)

3. Market Creation and Catalyses:

- Eco-labels
- Eco-Products and Eco-Services directory
- Greening Supply Chain
- Green Buildings
- Eco towns, 3Rs

4. Networking:

- Establishment of Green Purchasing Networks (GPN) in Asia;
- Operation of a Web-Portal

1. Creating Awareness through Eco-products International Fairs (EPIFs)

CONSUMER – DEMAND SIDE MANAGEMENT



2. Policy & Regulations

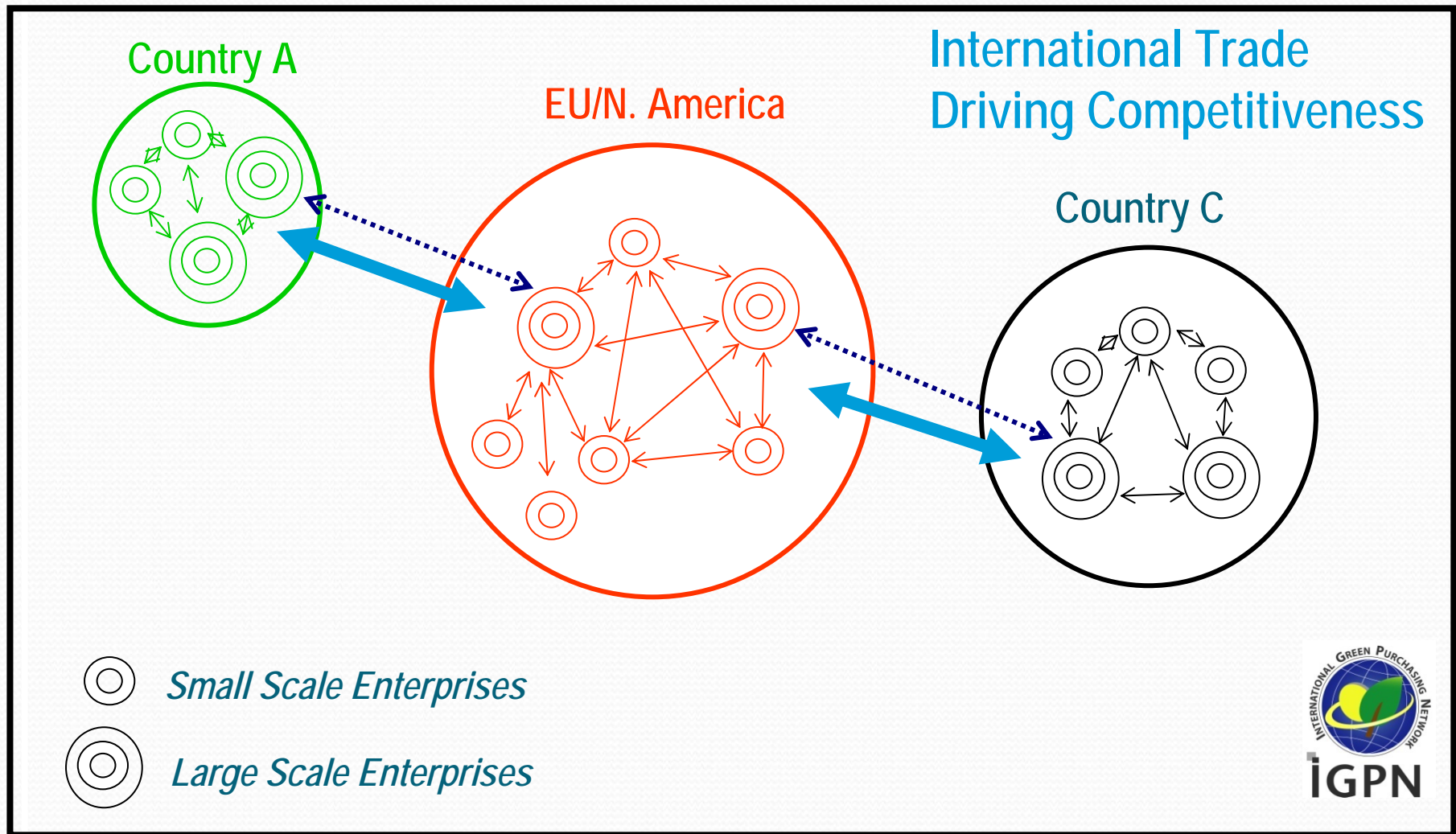
Green Public Procurement (GPP)/Sustainable Public Procurement (SPP)

- Due to the tremendous purchasing power of the public sector, the promotion of GPP has long been used as an **IMPORTANT AND NECESSARY** policy measure to introduce and promote the widespread use of environmentally friendly (“green”) goods and services.

2. Green Public Procurement

- Group buyers
- Huge purchasing power → 10~15% of GDP
- Easy to demonstrate effectiveness
- Role model for business and general consumers
- Using market forces to stimulate greener products with competitive prices

3. Market Creation & Catalyses – Green Supply Chains



3. Market Creation & Catalyst: Eco-product Database

Product Environmental Performance Database

- More than 13,000 products registered
- About 600 companies participating
- Comparable data unified by information format
- 300,000 page-views monthly



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
- Toilet Facilities

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(AD) http://gpn-db.mediapress-net.com/gpn-db/category/16/result_02.hgh

グリーン購入のための
GPN データベース
Green Purchasing Network Database System

商品登録について 購入ガイドラインについて 問合せ

トップページ >> 冷蔵庫 >> 検索結果: 冷蔵庫/351~400L

検索結果 検索結果: 6 件

チェックした商品だけを再表示機能に関するヘルプ

項目説明 購入ガイドライン PDFファイル

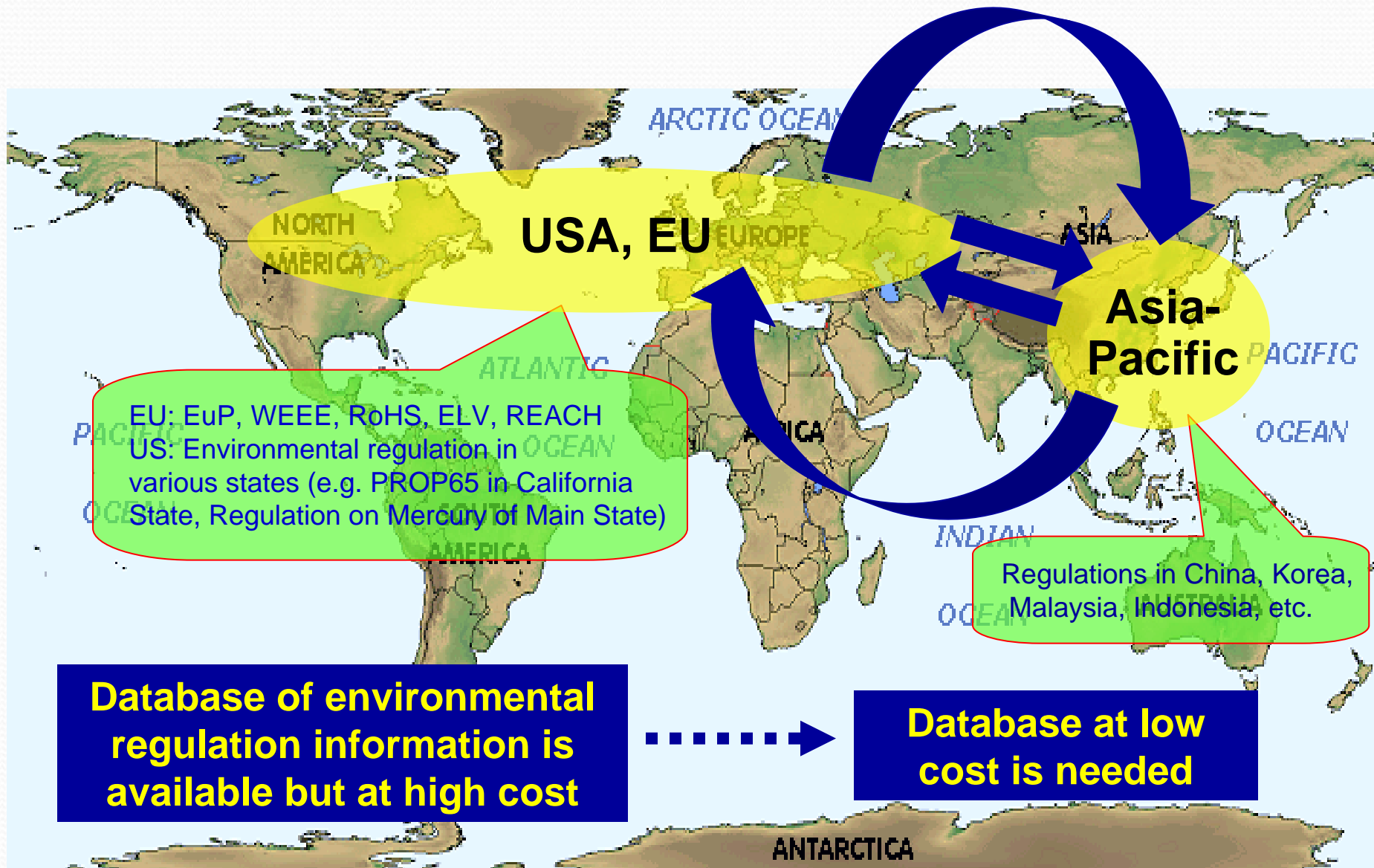
画面もしくは機種名をクリックすると詳細情報が表示されます。

絞り込み表示	画像	機種名	事業者名	定格内容 (I)	グリーン購入基準適合	年間消費電力量 (kWh/年)	二酸化炭素排出量 (kg-CO2/年)	省エネ関連特記事項	冷蔵	断熱材発泡剤	再生プラスチック材	他の環境配慮特記事項	外形寸法 (mm) 幅×奥行き×高さ	定格電力 (W)	製品重量 (kg)	希望小売価格 (円)
<input checked="" type="checkbox"/>		NR-C375M/C375MS	松下電器産業	365	○	400	185.2	有 R000a	なし	シクロペンタン	なし	冷蔵庫の扉面部放熱器取付部品	590 × 630 × 1790	110	67	オープン
<input checked="" type="checkbox"/>		SR-361K	三洋電機	357	○	540	204.1	有 R000a	なし	シクロペンタン	n	あり	600 × 630 × 1720	95	71	オープン
<input checked="" type="checkbox"/>		SJ-PV67K	シャープ	365	○	570	215.5	有 R000a	なし	シクロペンタン	y	ギョウシュクキカパー 冷蔵庫と冷凍室の仕切り部	600 × 627 × 1798	105/105	72	オープン
<input checked="" type="checkbox"/>		SLM085 R-S37MMV (SS) クリアステンレス	日立アプライアンス	365	○	590	223	有 R000a	なし	シクロペンタン	y	ドアスイッチケース等	590 × 615 × 1,798	122/122	72	オープン
<input checked="" type="checkbox"/>		三菱冷蔵庫 MR-C138L	三菱電機	384	○	600	226.8	有 R000a	なし	シクロペンタン	y	キャスター、基板ケース、蒸気皿、扉面外	600 × 699 × 1770	128/143	75	オープン

インターネット

3. Market Creation & Catalyst

IGPN Data Base on Environmental Regulations



3. Market Creation & Catalyses

Eco-labels Synergy with GP



- Eco-label product criteria used as procurement **technical specifications (precise, quantitative and certified)**
- Eco-labeling and eco-labeled products flourish due to mandatory green procurement (**obvious and solid incentive**)
- Green procurement helps to **select product categories** for eco-labeling (e.g. office equipment)
- **Type I:** multiple criteria and life cycle considerations (LCC), most popular.

Green Purchasing Network (GPN) and its Activities



4. NETWORKING:

International Green Purchasing Network (IGPN)



Launched in April 2005

International organizations, local authorities and NGOs

Missions

- To **PROMOTE** development of environmentally friendly products and services and Green Purchasing activities around the world
- To **COLLECT AND SHARE** information on global Green Purchasing activities (best practices, purchasing policies and recent trends)
- To **HARMONIZE EFFORTS** of Green Purchasing and the development of environmentally friendly products and services from the global viewpoint

4. Networking

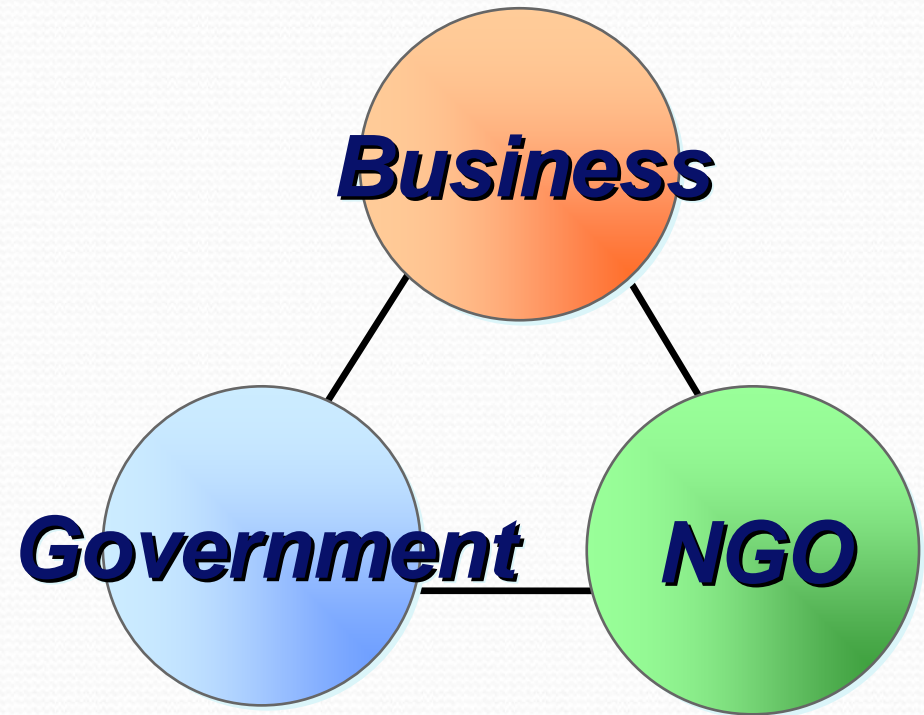
Green Purchasing Networks in Asia



Singapore, Vietnam, Philippines, & Hong Kong

GPN, Japan

- Independent non-profit organization
- From 74 (1996) to 3,000 members (Feb 2008)
 - 2,400 corporations
 - 300 governments
 - 300 NGOs, NPOs
- Executive Committee
 - 50 members



One of the largest environmental organizations in Japan

Combined Effort of Green Purchasing Activities in Japan



Green Purchasing Law

- Target: Public Sector
- Started in 2000
- 17 categories 214 items (Jan '08)

- The two activities started before Green Purchasing Law was enacted
- Green products promoted to private sector and stimulated the expansion of green markets



Eco Mark

- Type I eco-labeling (ISO14024)
- Started in 1989
- Top runner standard
- 4,400 certified products within 48 categories (Jan '09)



Green Purchasing Network

- Leading role in promoting GP in Japan
- Started in 1996
- 2,920 members (2,381 companies, 268 governments, 300 NGOs)

Green Public Procurement in Japan



Green Purchasing Law, Japan

Enacted May 2000, enforced May 2001

All state institutions obligated to purchase designated procurement items (200 products in 18 categories)

- All central government ministries, 47 prefecture governments, 12 designated cities and 68% of 700 cities practicing green purchasing.

For designated items → 95% green products

- Labels referenced by government purchasers:

Eco-mark 94.4% ; Energy Star 37.3% ; GPN Data Base and others 28.4%.



GGP in Japan (cont.)



- **Green Contract Law (enacted 2007)**
 - Promote public sector contracts' consideration of GHG reductions
 - Governs contracts :

Examples:

- **Electric power:** evaluate power companies' carbon emission factors and environmental load reductions
- **Automobiles:** evaluate both fuel efficiency and price
- **Building designs:** include eco-friendly technology as criteria for designer competence evaluation

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**.
- Green Purchasing Network (GPN) succeeded in **INVOLVING** wide range of businesses, public and NGOs'.
- GPN and its members succeeded to make it a large **NATION-WIDE** social trend.
- The Ministry of the Environment (MoE) **SUPPORTED** the voluntary movements and GPN.
- **SUCCESS STORIES** were introduced through awards and seminars by MoE and GPN.
- Businesses made considerable efforts to **DEVELOP ECO-PRODUCTS**.

Key Factors for success in Japan -2



- **EASY** to get a product's environmental information from GPN Data Base, Eco-mark, suppliers catalog, etc.
- The movement success is due to the popular trend of companies getting **ISO14001** certification.

[Second stage (2001-)]

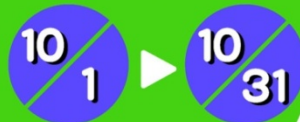
- The mandatory **GREEN PURCHASING LAW** dramatically disseminated the activities among governmental sectors.
- EU **RoHS** directive accelerated corporate green procurement activities through supply chain.

GPP green purchasing campaigns with the participation of 5 million people



GPN500万人グリーン購入一斉行動 「レジ袋、いりません」

行動期間



ごみを減らそう!



ぼっくん



温暖化防止だね!



がまこ

私たちすべての従業員が一斉行動 買い物レジ袋削減に取り組もう!

GPN500万人グリーン購入一斉行動 「レジ袋、いりません」

行動期間 10/1 ▶ 10/31



グリーン購入ネットワーク GPN Green Purchasing Network

- 滋賀グリーン購入ネットワーク ■ みえ・グリーン購入倶楽部 ■ みやぎグリーン購入ネットワーク
- 京都グリーン購入ネットワーク ■ 九州グリーン購入ネットワーク・福岡 ■ 埼玉グリーン購入ネットワーク

Activities of Japanese Corporations to Prevent Climate Change



- (1) Reduction of GHGs through Voluntary Programs of the Industrial Sectors
- (2) Promotion of Environmental Management
- (3) Promotion of Eco-Innovation
- (4) Promotion of the Eco-Products Exhibition
- (5) Promotion of 3R and Eco-design
- (6) Greening of the Supply Chain
- (7) Tackling the Conservation of Biodiversity

Actions of Japanese Companies to Prevent Global Warming

TOYOTA

CO₂ emissions: 1.6 million ton(2006)

• Achieve the Europe JAMA voluntary agreement(CO₂140g/km by 2009)
 〈The target by 2010〉

Manufacturing: Reduce emissions per sales in the world 20% compared to 2001

Distribution: Reduce emissions 10% in Japan compared to 1990
 (Totally, emissions are decreasing, though, emissions from non-manufacturing part such as distribution are increasing)

MITSUBISHI HEAVY INDUSTRIES

CO₂ emissions: 0.527 million ton (2006)

Try to reduce CO₂ emissions from factories and achieve 6% reduction compared to1990 by 2010

Emissions: 0.472 million ton-CO₂ (1990) 0.443 million ton-CO₂ (2010)

NIPPON STEEL

CO₂ emissions: 67 million ton (2006)

Target: Reduce energy consumptions 10% compared to 1990 by 2010

Emissions: 74 million ton-CO₂ (1990) 66.6 million ton-CO₂ (2010)

The Tokyo Electric Power Company

CO₂ emissions: 97.6 million ton (2006)

Emission Intensity: 0.380kg-CO₂/kwh(1990) 0.339kg-CO₂/kwh(2006)

Reduce the average CO₂ emission intensity from 2008 to 2012 20% compared to 1990

Eco-components

EC-5-003

Automobile parts

tires for trucks and buses

Fuel economy Truck and Bus Tires ECOPIA M891II

It is necessary to develop the new generation tire for fuel saving and preserving environment of the earth. Especially, it is useful for truck and bus which are gas-guzzling cars to reduce the rolling resistance of its tires.

Bridgestone corporation has developed the low rolling resistance truck and bus tires, and has already launched to the market, dubbed ECOPIA line. ECOPIA has superior low rolling resistance for a long haul users keeping basic tire performances.

ECOPAI M891II has launched to the market as successor of ECOPIA M881.



Bridgestone Corporation

10-1, Kyobashi 1-chome Chuo-ku, Tokyo 104-8340, Japan

Tel 81-3-3563-6972 Fax 81-3-3563-1165

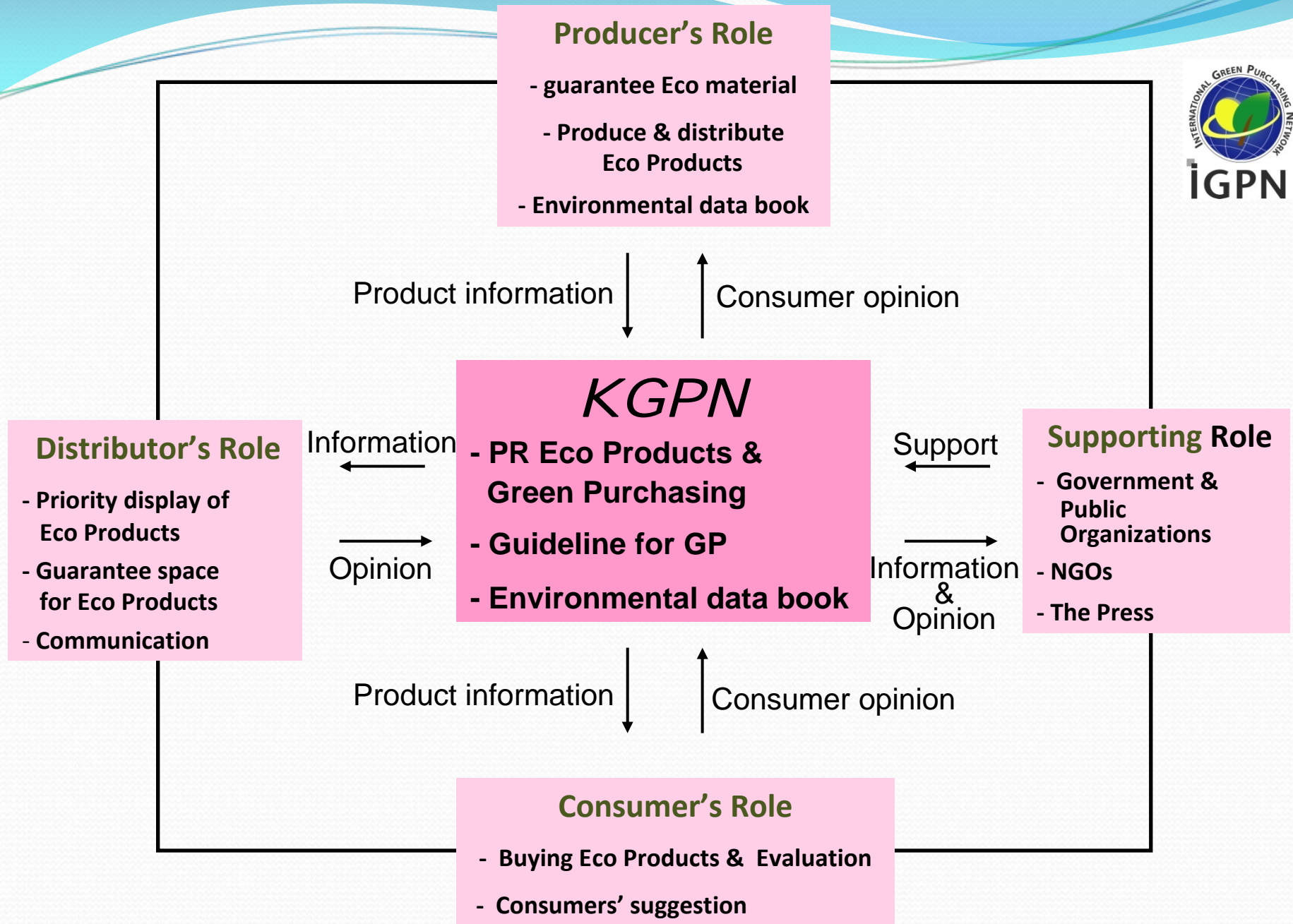
E-mail

URL <http://www.bridgestone.co.jp/english/index.html>



TBR ECOPIA M891 II
11R22.5 16PR 0611

ECOPIA M891II 11R225 for Truck





GPP in Korea



Act on the Promotion of the Purchase of Environment - Friendly Products , Korea

- Since July 2005
- MoE annually sets up Purchasing Guidelines of Eco-Products
Public agencies shall announce purchasing plans, practice, and report annually

Government Spending on Green Products million USD

FY	2002	2003	2004	2005	2006
	120	160	155	570	650
	90	100	100	200	200
Total	210	260	255	770	850

GPP in China

Government Procurement Guidelines, China



- Since 2003
- “Government Procurement List on Environmental Labeling Products” released in January 2007
- 10,239 products within 33 categories under Energy Saving Label
- 2,823 products within 14 categories under Type I Label
- GGP amounted to 3.5 billion US in 2007



GPP in Taiwan

Article 96 of Government Procurement Act (1999)

- **may** purchase Green Mark products or equivalents preferentially

Plan for Implementing Green Procurement by Government Agencies (2001)

- **44 designated product categories** (2008) include:
 - office equipments and utilities, home electrical appliances, water saving toilets, products made from recycled material and cleaning products, etc.

Common supply contracts through Bank of Taiwan,

- Lower price
- Less administrative cost

Mandatory for all levels of government agencies, institutions and state enterprises **to report** results

Green Mark labelled products enjoy top priority procurement

GPP in Thailand



Green Public Procurement Policy, Thailand

- “Governmental Management Plan” in March 2005 required all agencies to buy green products within 4 years
- All governmental agencies (departmental level) must purchase green products within 2011 (starting from 25% of agencies in 2008 to 100% in 2011).
- Purchasing amount in each target product and services will be 25%, 30%, 40% and 60% of each product group in 2008, 2009, 2010 and 2011, respectively

GPP in Malaysia

Green Public Procurement Policy

- **Establishment of GPN Malaysia Year 2003**
- **Awareness and Promotion programs : Seminars and Meetings and involved in government budget dialogue.**
- **Eco Products Fair (EPIF) 2004**
- **Ministry of Energy, GREEN TECHNOLOGY, Water established Year 2009**
- **Announcement by PM, Malaysia on the importance of Green Technology and the holding of a large scale Exhibition and Conference 14-17 Oct. 2010. GPNM is a Joint Partner to the Ministry.**

Glimpse of Activities in Asia



Eco-products International Fairs (EPIFs)



Objectives of EPIFs

- To **EDUCATE AND ENGAGE** the public to protect environment by utilizing eco-products.
- To provide a **MARKETING PLATFORM** for companies and industry players to showcase the latest eco-technologies and eco-products to the government, industry, public and interested parties.
- To encourage the local as well as international industry players to **PRODUCE MORE** environmentally friendly products in the region.
- To provide a platform to explore **BUSINESS COLLABORATION**, joint ventures amongst the local/international industries.

Eco Product Exhibition, Japan

Aim:

To accelerate the expansion of green markets.

Theme:

We can do it! Eco-lifestyle with a 50% CO2 reduction

**No of visitors and exhibitors:
over 750 companies /and organisations,
and over 170,000 visitors.**



Eco Product 2008, Korea



2007 Green Living Expo, Taiwan



- As part of the Energy, Environment and Water Technology Show
- Attracted a total of 80,000 visitors



EPIF2004 in Malaysia



GPAC Chairperson Mr. Yoichi Morishita



TOYOTA Booth



Prof. Yamamoto handed over the Eco-products Directory to Minister of International Trade and Industry Malaysia

ECOEX 2010 Malaysia

Joint Organizers



Ministry of Energy,
Green Technology and Water



Green Purchasing Network
Malaysia (GPNM)

Co-organizers



Expomal International Sdn Bhd

International Collaborating Organizations

- ICLEI – Local Government For Sustainability (Europe)
- United Nations Department Of Economic & Social Affairs (Undesa)
- United Nations Economic & Social Commission For Asia & Pacific (Unesap)
- Green Purchasing Network Japan
- Swedish Environmental Management Council
- China Green Purchasing Network
- Green Purchasing Network India
- Green Purchasing Alliance Taiwan
- Green Purchasing Network Vietnam
- Hong Kong Green Council
- Korean Green Purchasing Network
- North America Green Purchasing Network
- Thai Green Purchasing Network
- Adelphi Consult, Germany
- Entraid, Italy

In collaboration with



Malaysia Productivity
Corporation (MPC)



Federation of Manufacturers
Malaysia (FMM)



International Green
Purchasing Network (IGPN)

MUTARA SIGMA Mutiara Sigma (M) Sdn Bhd



Techtrans Advanced Sdn Bhd

Supporting Organizations



Asian Productivity Organization



United Nations Environmental
Programme (UNEP)



Japan External Trade Organization
(Jetro)



Japan – Malaysia Economic
Association (JAMECA) invited



Malaysia – Japan Economic
Association (MAJECA) invited



SME International Cooperation
Association of Malaysia

Official Trade Portal

TRADEMAL.COM Trademal.com

Official Media



Business & Financial Magazine

www.ecoex.com.my

International Advisory Council for ECOEX2010

- Professor Ryoichi Yamamoto, International Green Purchasing Network, Japan (IGPN)
- Konrad Otto-Zimmermann, ICLEI World Secretariat
- Peter Nohrstedt, Swedish Environmental Management Council
- Scot Case, North America Green Purchasing Initiative
- Duk Seung Lee, Korea Green Purchasing Network
- Chen Yanping, China Green Purchasing Network
- Tan Sri Mustafa Mansur, Federation of Malaysian Manufacturers

Date / Time

14 – 15 October 2010	10.30 am – 6.00 pm	Trade Visitors Only
16 October 2010	10.30 am – 6.00 pm	Trade & Public Visitors
17 October 2010	10.30 am – 5.00 pm	Trade & Public Visitors

Admission Terms

- FREE admission for trade visitors only but by invitation and business card registration for trade days. Invitation is valid for entry into trade fair only.
- Proper business attire is required during trade days. The organizers reserve the right to refuse entry to any person/s at their discretion.

World Class Venue

Kuala Lumpur Convention Centre, Kuala Lumpur, Malaysia



The Kuala Lumpur Convention Centre, in the heart of Kuala Lumpur's business, shopping and recreation district, is a state-of-the-art exhibition, conference and events facility that sits on the edge of the leafy Kuala Lumpur City Centre (KLCC) Park. Within walking distance to the KLCC Towers, 5-star business hotels and linked by tunnel to the Suria KLCC shopping mall and entertainment complex, it is the ideal location for an exhibition.

Participation Details

Standard Booth / Corner Booth

Size: 9 sq.meter (3m x 3m)

MYR 8,800.00 per booth / MYR 9,300.00 per booth

USD 2,600.00 per booth / USD 2,800.00 per booth

* For corner lot space, minimum booking of two booths.

Includes fascia board with exhibitor name and booth number, needle punch carpet, 2 nos. spotlights, 1 no. information desk, 2 no. chairs.



Bare Space

Minimum size: 18sq. meter

MYR 930.00 per sq. meter / USD 280.00 per sq. meter

Bare space refers to rental of SPACE ONLY and the Exhibitor will be responsible for their own designs, construction and furnishings. Exhibitors should note that all electrical requirements and installation must be undertaken by the official contractor appointed by the organiser.

For more information / participation, please contact:

Project Secretariat

Expomal International Sdn Bhd
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Jalan USJ 9/S/3, 47620 Subang Jaya,
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ecoex

THE INTERNATIONAL ECO-PRODUCTS AND GREEN TECHNOLOGY EXHIBITION 2010
October 14 -17, 2010 • KL Convention Centre, Malaysia

Invitation to
200 International
ECO SMEs for
Business Matching
Sessions and Business
Opportunities.

EPIF 2005 in Thailand



Mr. Koichi Hirata, Parliamentary Secretary of
METI, Government of Japan



VIP Tour



TOYOTA Booth

EPIF2006 in Singapore



TOYOTA Booth



VIP Tour (Minister of Environment and Water Resources, Government of Singapore)

EPIF2008 in Vietnam

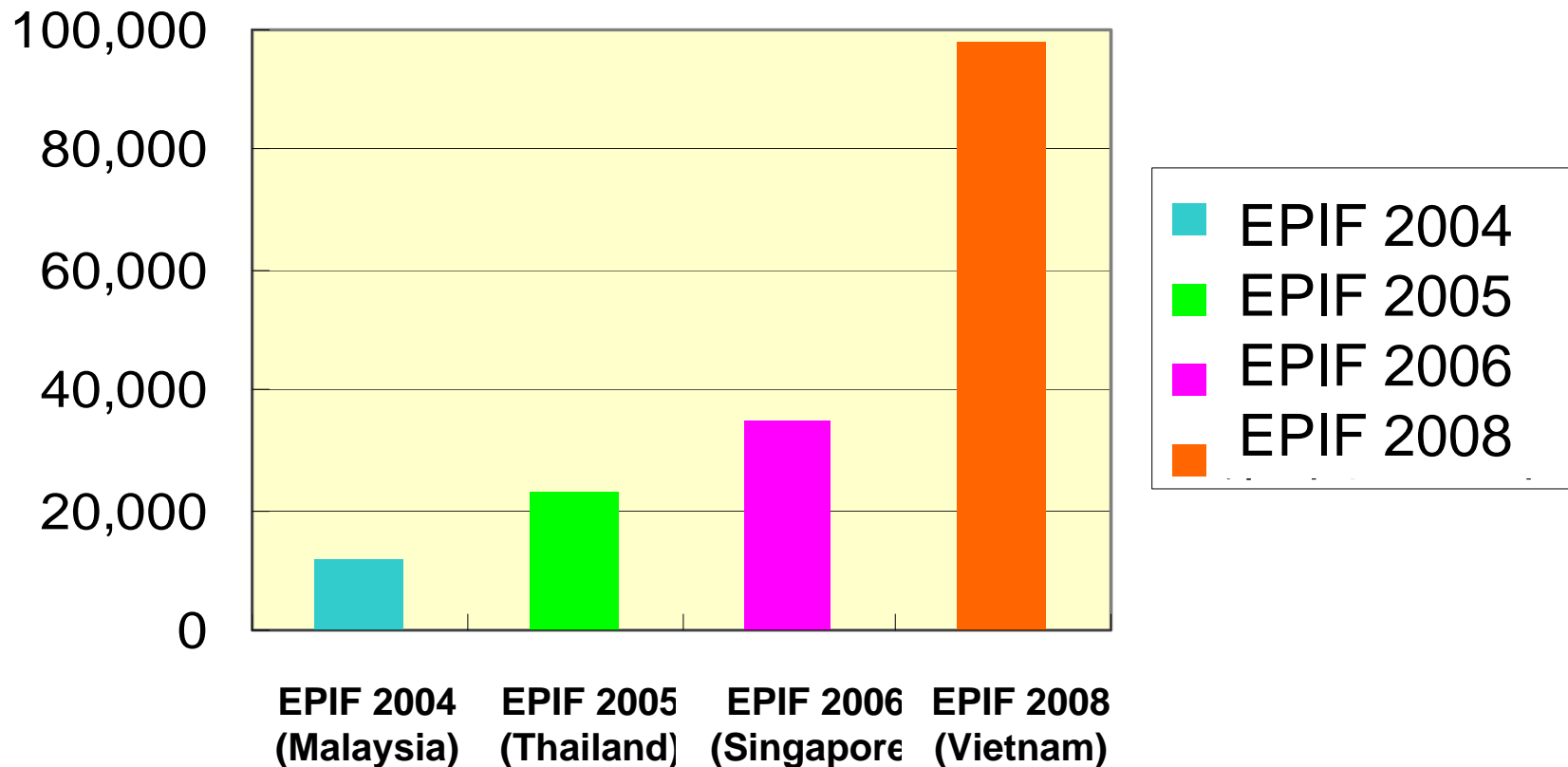


Manila, 2009



Eco-products International Fairs (2004-2008)

Trends in No. of Visitors



International Collaboration

- Europe/North America are largest consumer.
- Asia: Largest Manufacturing Location
- Europe/North America: Ecoprocure
- Asia: Green Purchasing and Eco Products Exhibition
- Need for Europe/N America and Asia to synergize in Asia Pacific for Global Impact?
- Proposed Areas:
- Database for eco-products & regulations/Green Supply Chain, Europe/America/Asia Eco-Products Exhibition, Information sharing

Way Forward

IGPN's Goal for Each Country

1. **Promotion & Awareness:**
To regularly organize an Eco-Products exhibition, Web site
2. **Institutional Building:**
Regulations: to enact Green Purchasing Law
3. **Market Creation and Catalyst - Systems Development:**
to establish database of environmentally friendly products, and environmental Legislation.
4. **Networking and Capacity Building –**
to have in-place an organization to promote Green Purchasing



THANK YOU.

Acknowledgement

IGPN would like to record our sincere appreciations and thanks to the Government of the Republic of Korea for making this sharing and exchange possible.