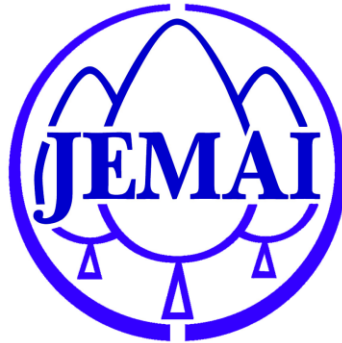


For Environmental Seminar in EiMAS

New current of Ideas and Methodologies for Environmental Preservation Activities



March 15, 2011

**Japan Environmental Management Association for Industry
(JEMAI)**

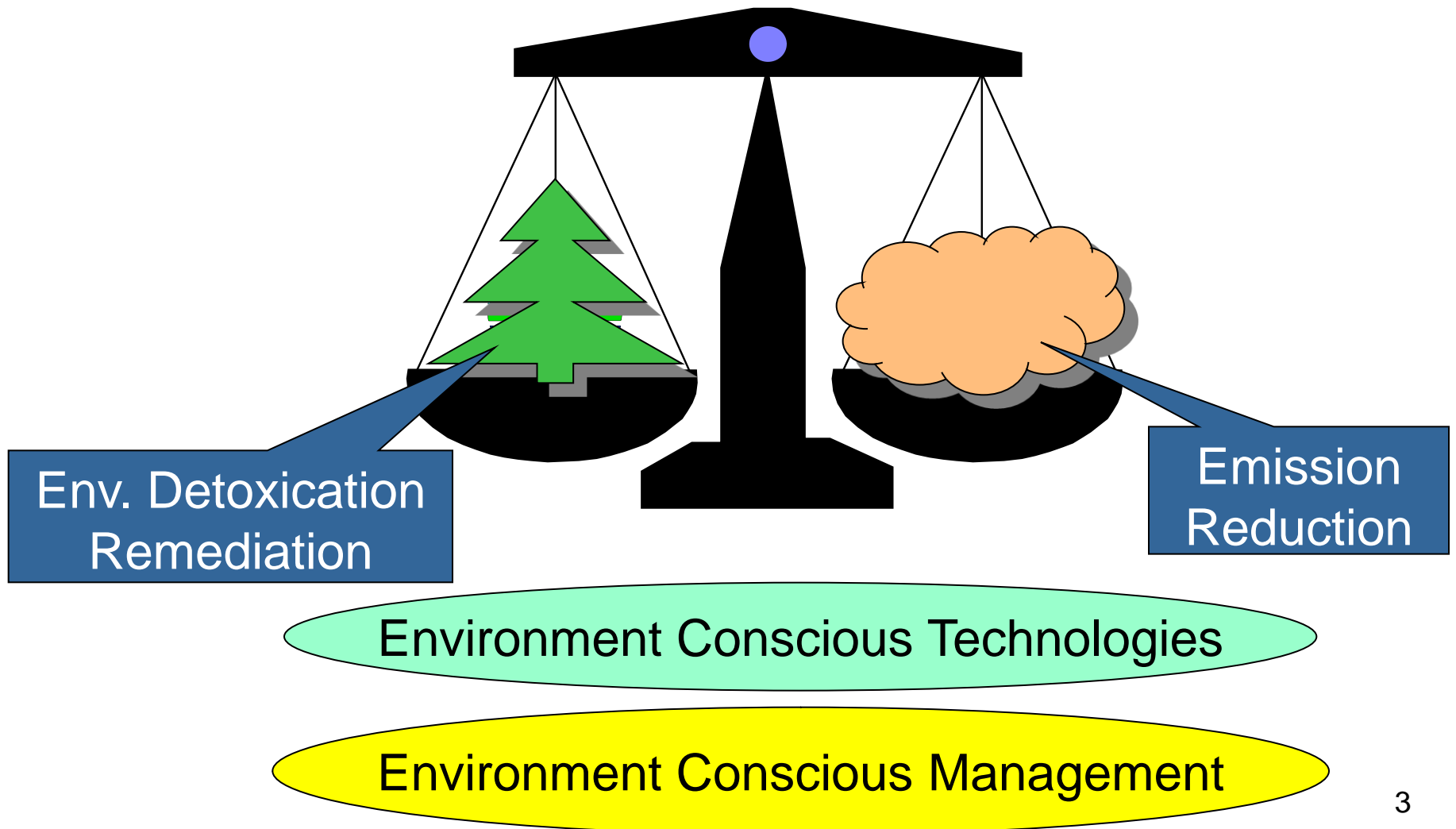
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2. History of Pollution caused by industrial activities in Japan and countermeasures to overcome them
3. Pollution control manager system and continual education
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5. Corporate responsibility for environmental preservation
6. New initiative and new technology

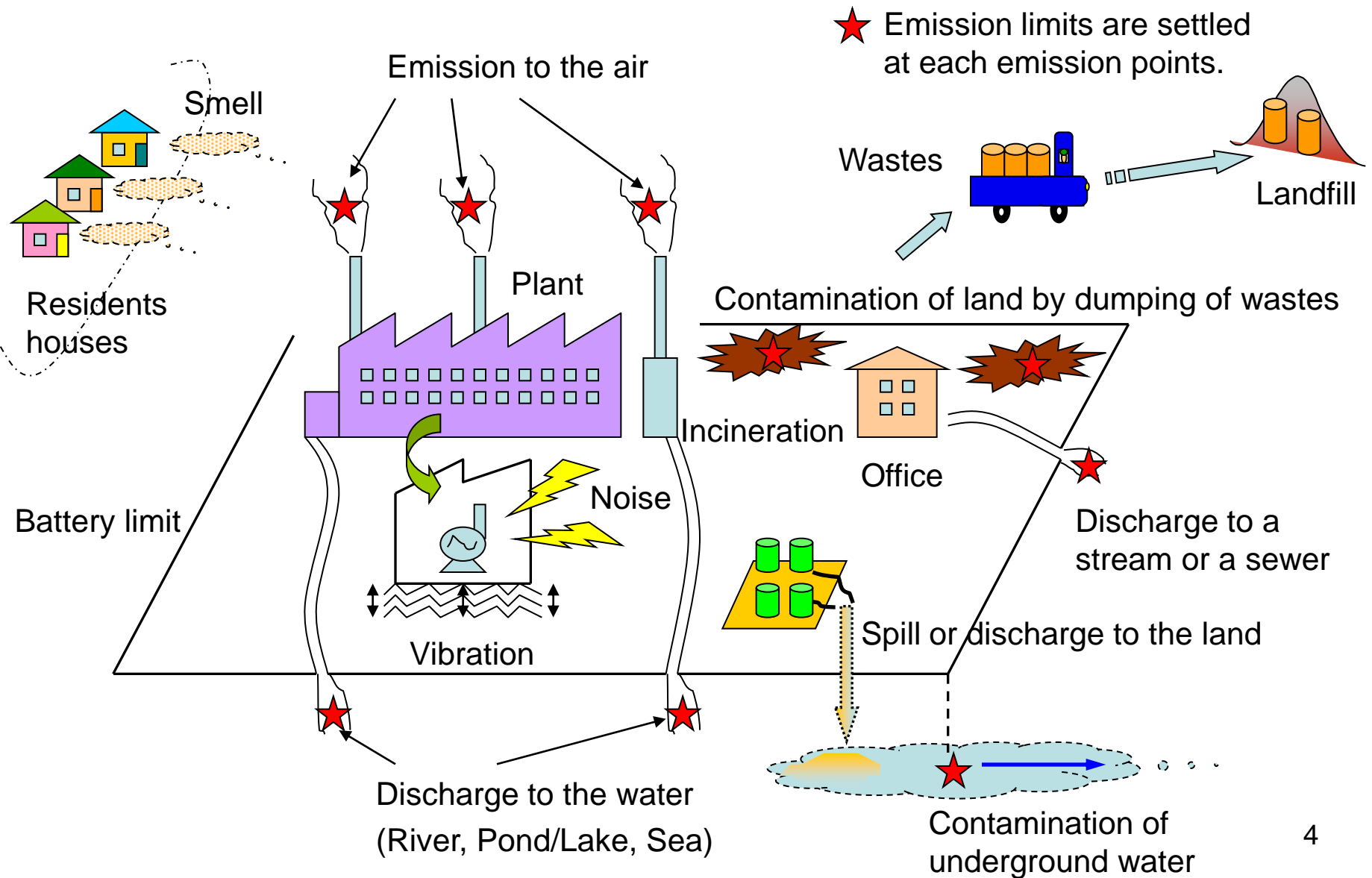
Balance of Environmental Preservation

Capacity of Environment

Amount of Pollutants



Environmental Aspects caused by Production Activities

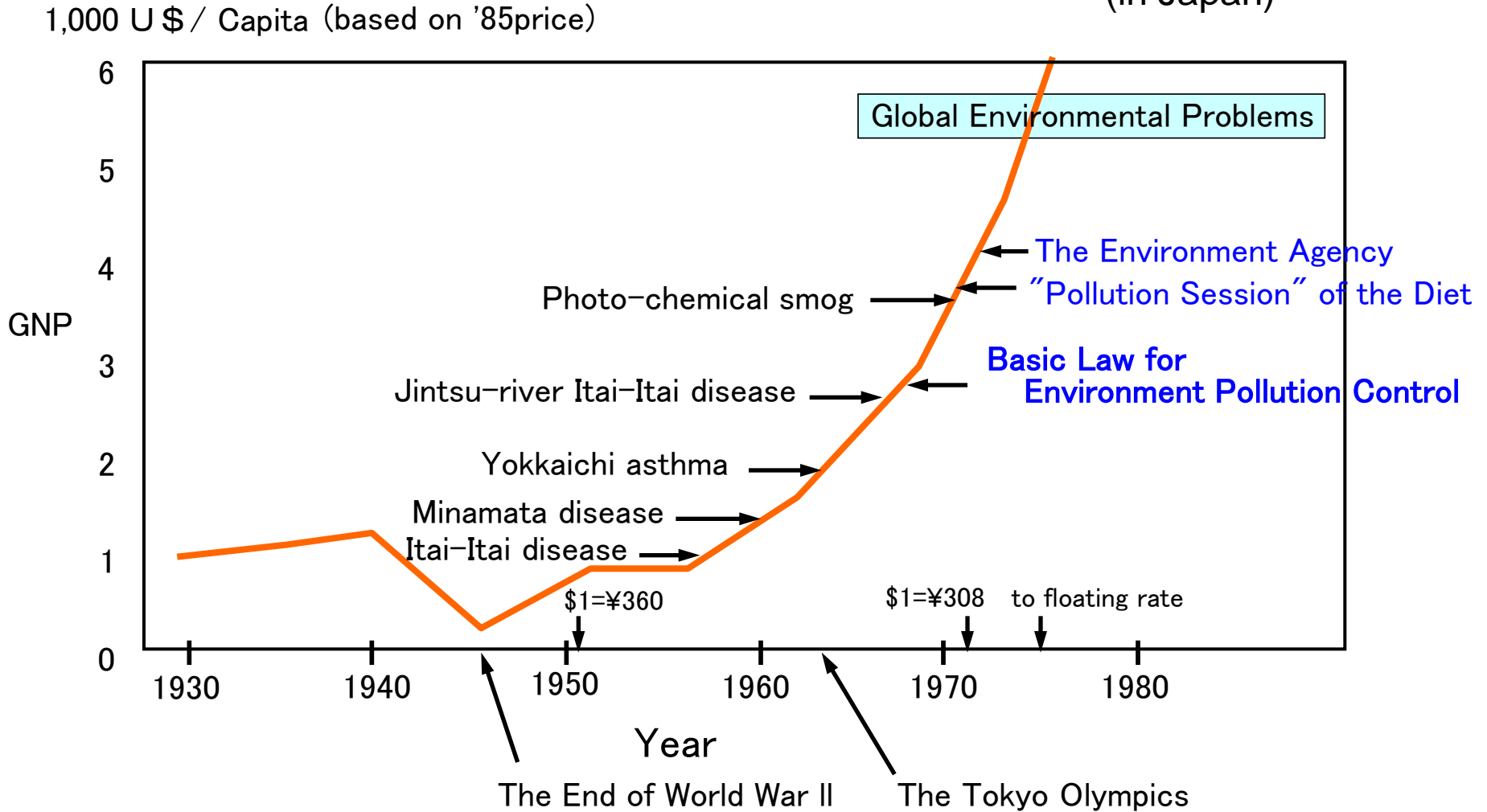


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ECONOMIC GROWTH AND ENVIRONMENTAL PROBLEMS

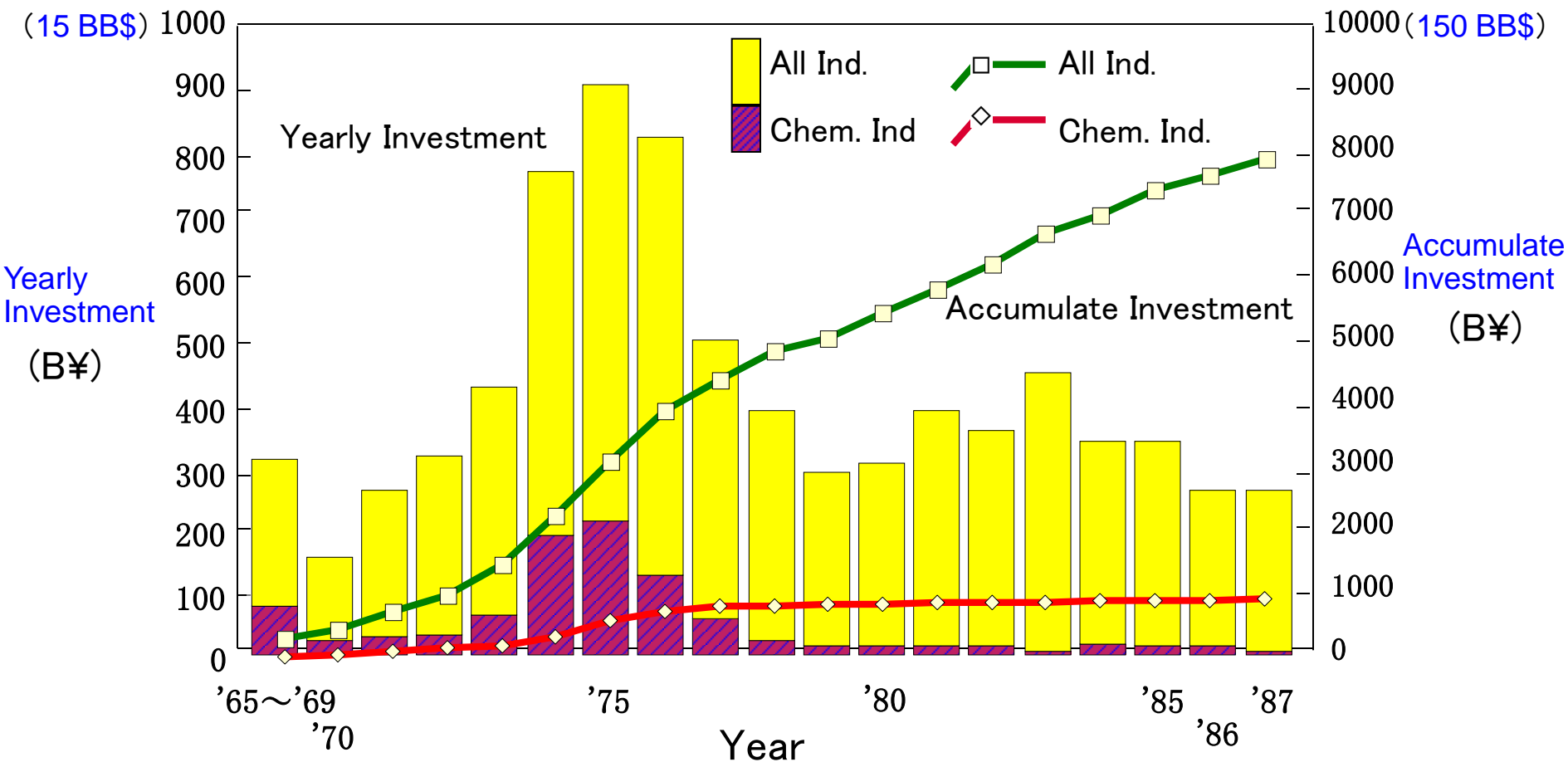
(in Japan)



Main Environmental Laws and Regulations

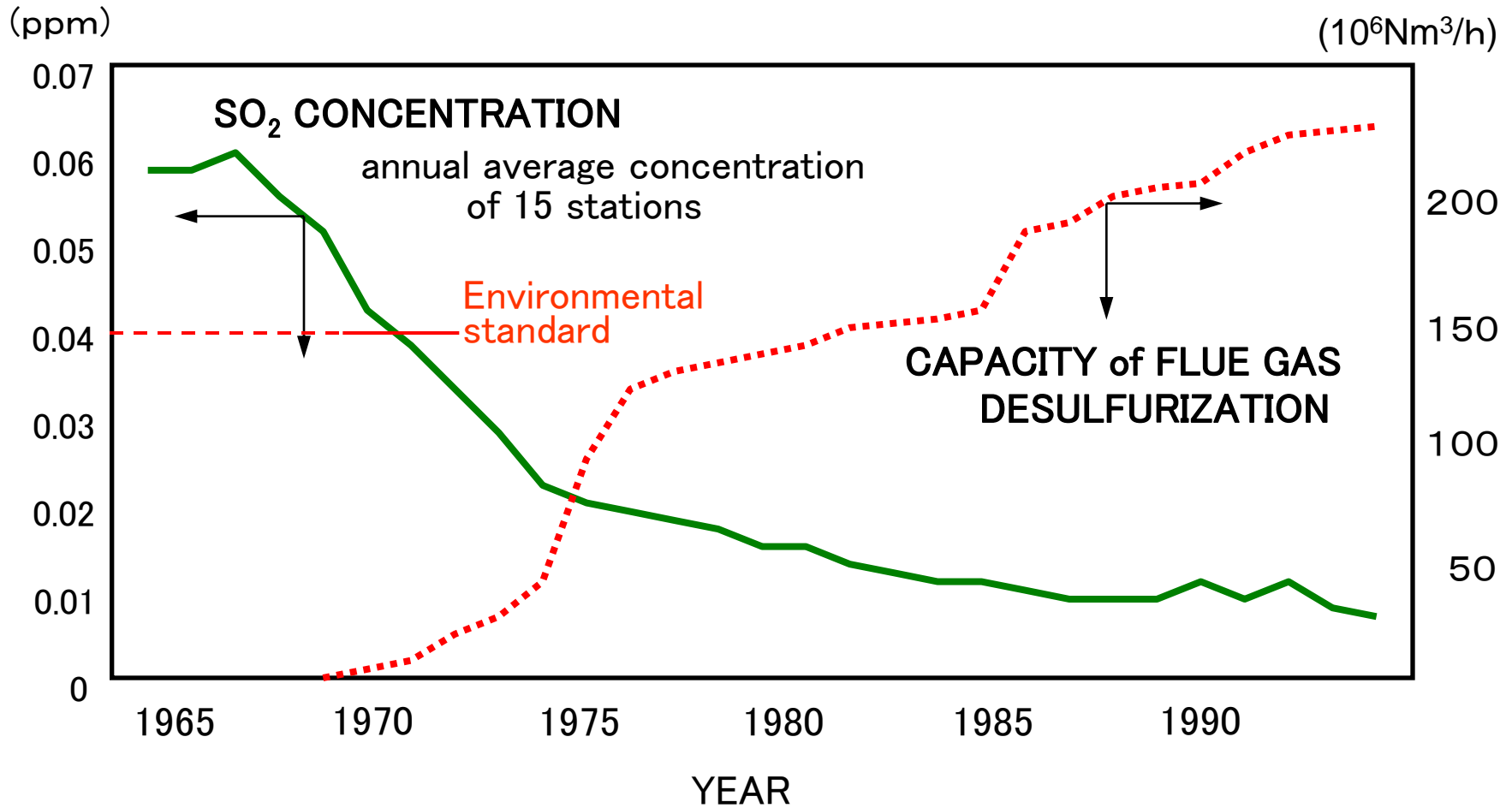
- 1967 **Basic Law for Pollution Control**
- 1968 **Air Pollution Control Law**
Noise Regulation Law
Revised Waste Management Law
- 1970 (National Diet for Pollution Prevention)
Water Pollution Control Law
- 1971 (**Environmental Agency**)
Law for the Establishment of **Organization for Pollution Control in Specific Factories**
- 1976 **Vibration Regulation Law**
- 1993 **The Basic Environmental Law** ←
- 1999 Law Concerning Special Measures against **Dioxins**
- 2001 (**Ministry of Environment**) ←

Investment for Pollution Control in Japan



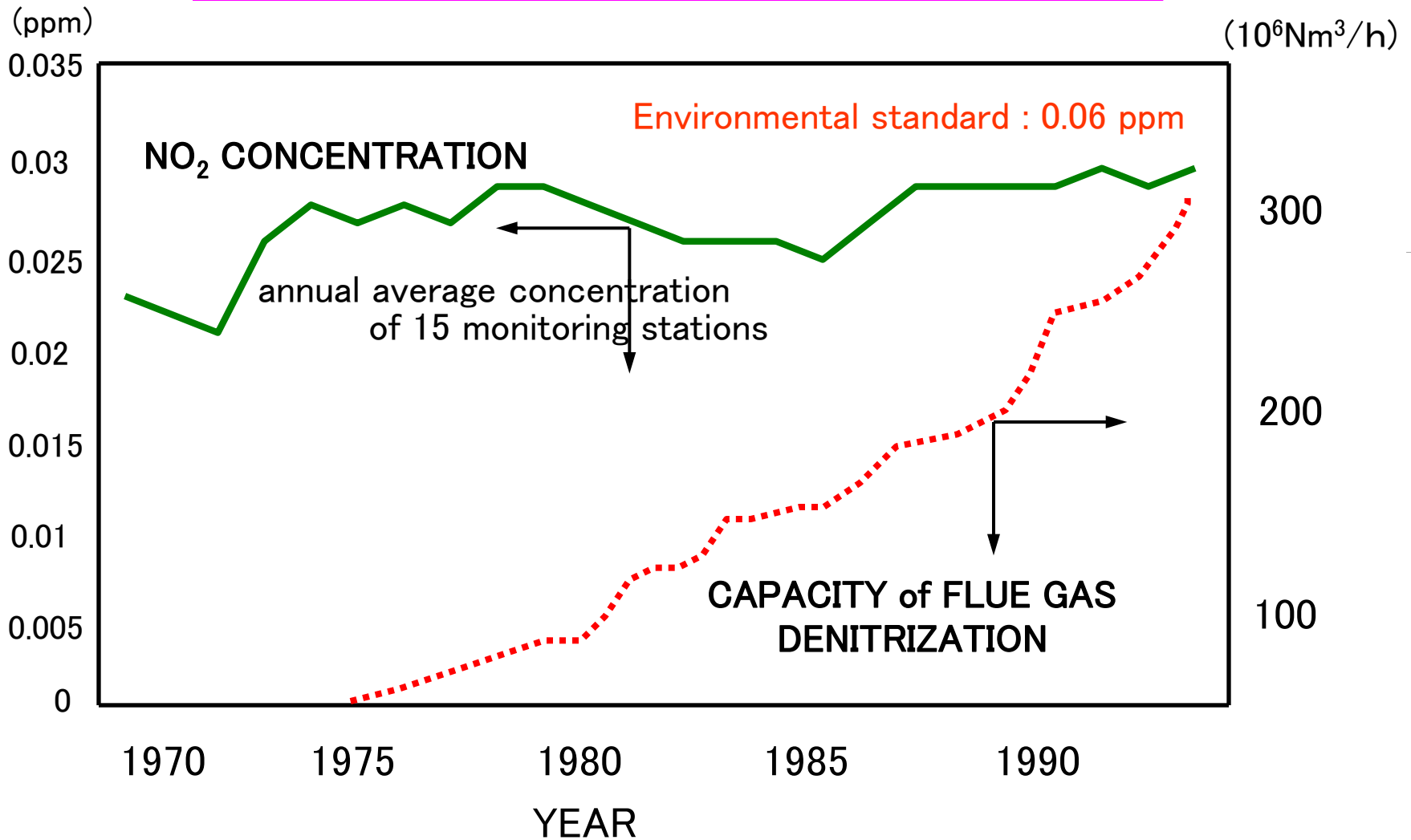
Source : Industrial Pollution Control Association of Japan.(1991)

SO₂ CONCENTRATION in JAPAN



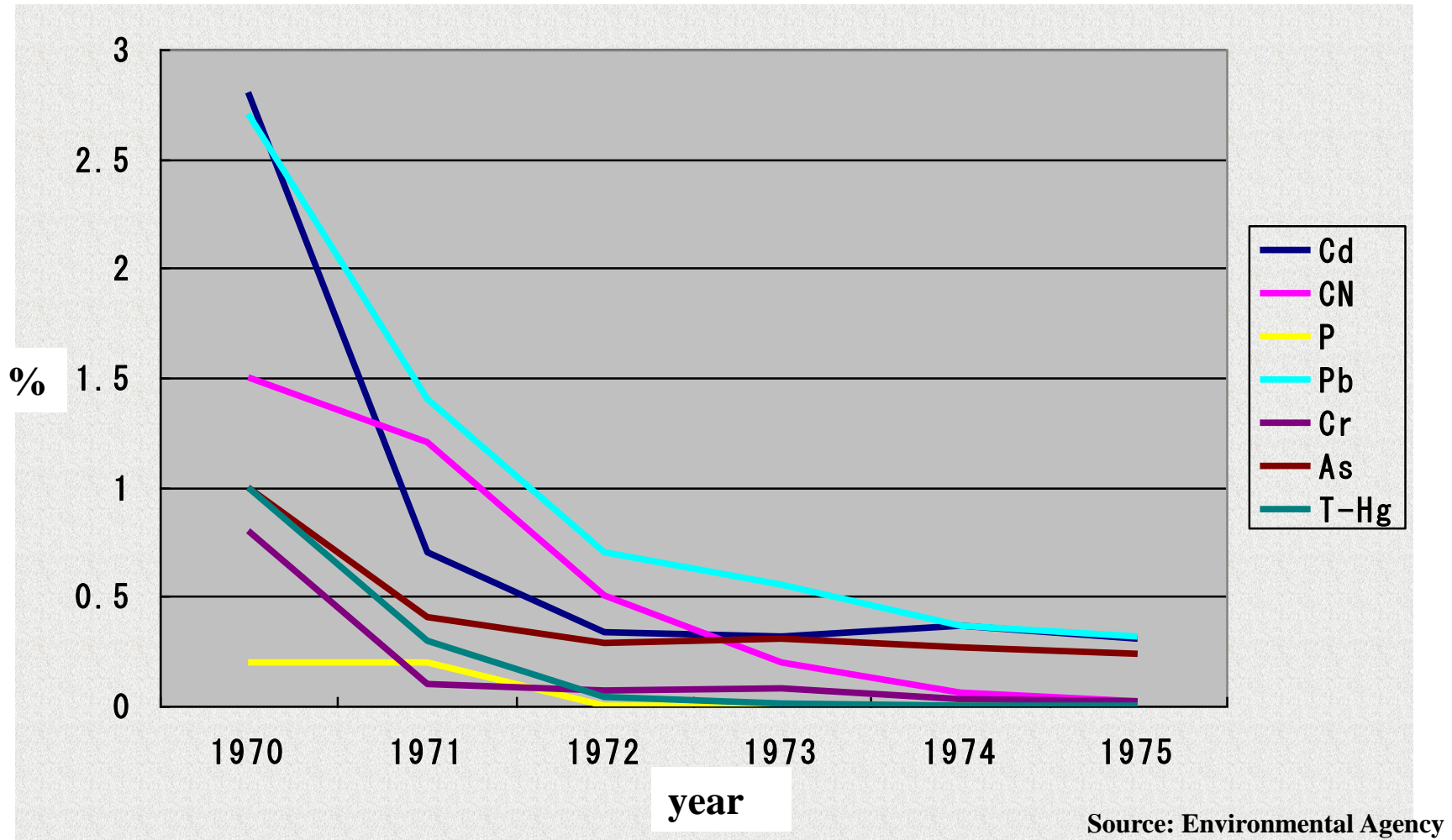
Source : Industrial Pollution Control Association of Japan.(1991)

NO₂ CONCENTRATION in JAPAN



Source : Industrial Pollution Control Association of Japan.(1991)

The rate of monitoring points where their data exceeded environmental standards of water (in Japan)

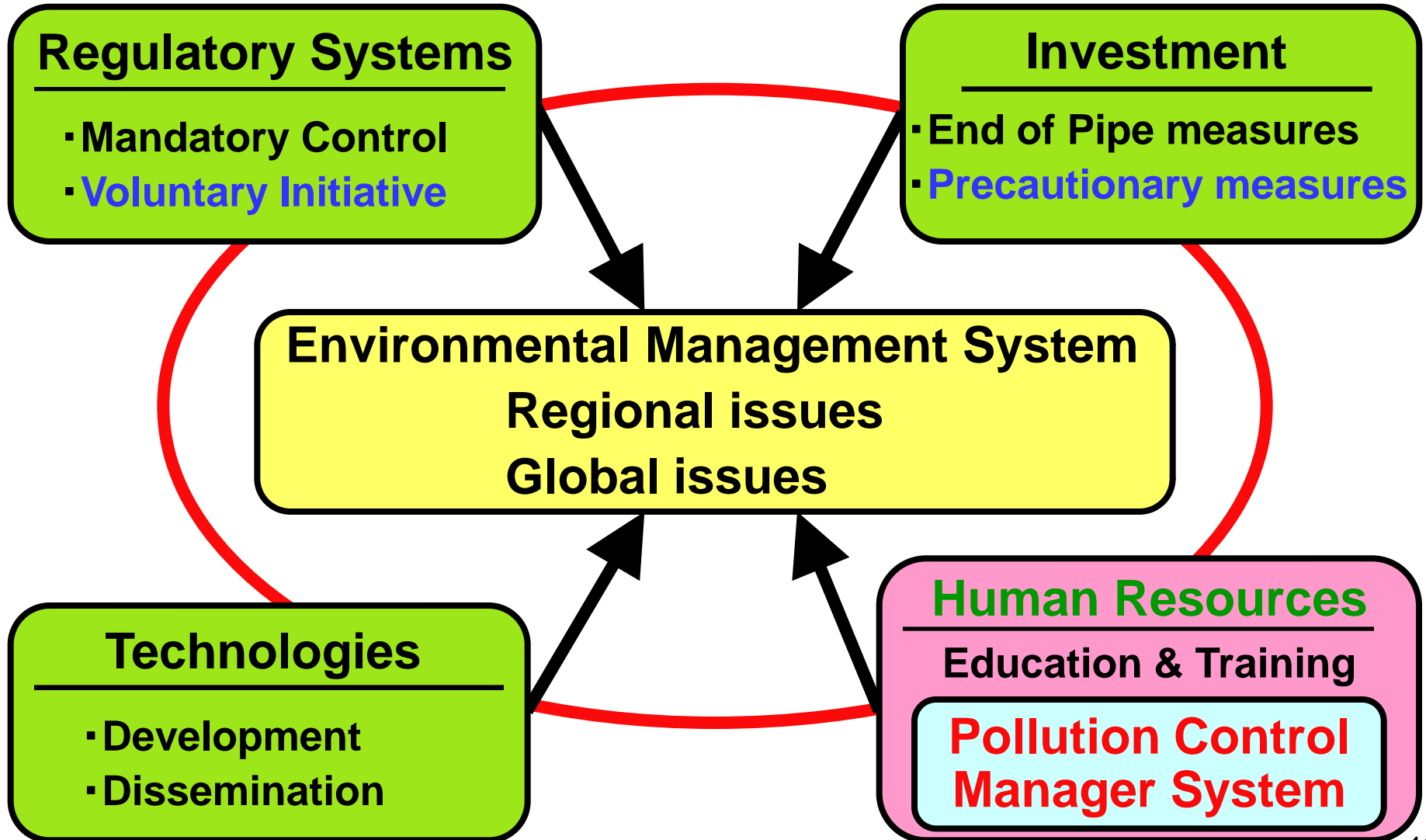


Source: Environmental Agency

... CONTENTS ...

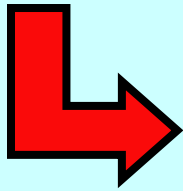
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Four Essential Factors to Preserve Environment

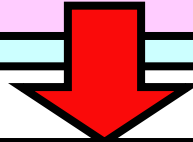


Pollution Control Manager (PCM) System

1971 : “ Law for the Establishment of Organization for Pollution Control in Specified Factories”



To establish organization for management
To designate pollution control managers



- **General Manager** : who has the responsibility of pollution prevention in a factory and oversees PCMs.
- **Chief Pollution Control Manager** : who is **required the license of PCM** and oversees and/or coordinates the works between PCMs at large factories.
- **Pollution Control Manager** : who is **required the license of PCM** and supervises the operation of pollution prevention facilities and checks their data.

Pollution Control Organization

Large Size Specified Factory
(Emission to the air and discharge to the water)

General Manager of Pollution Control

Chief Pollution Control Manager

in case of large amount of emission to the air and the water

Pollution Control Manager

Air

Pollution Control Manager

Water
(River, Lake, Sea)

Pollution Control Manager

Noise & Vibration

Pollution Control Manager

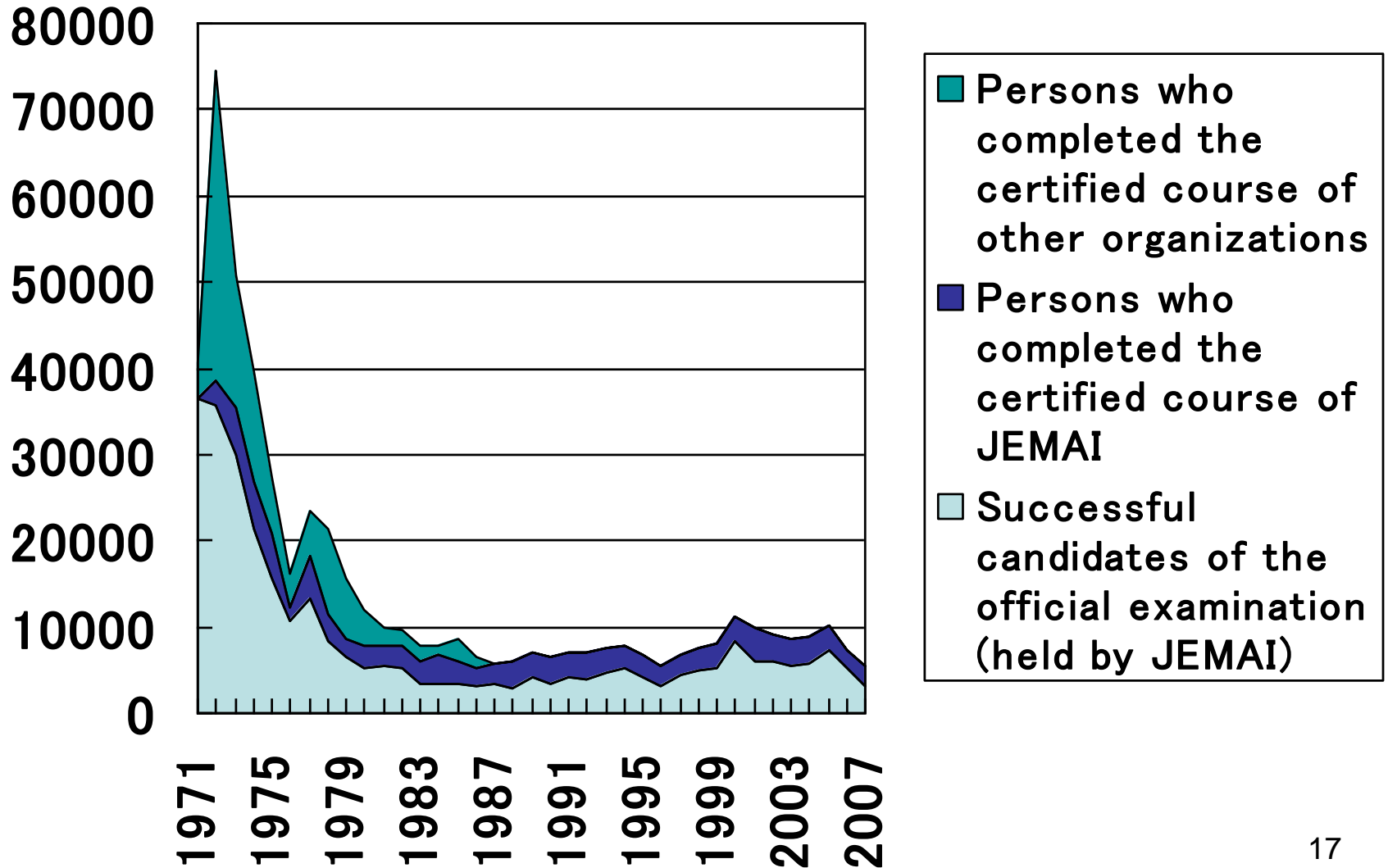
Dioxins

Required knowledge for PCM of **Water**

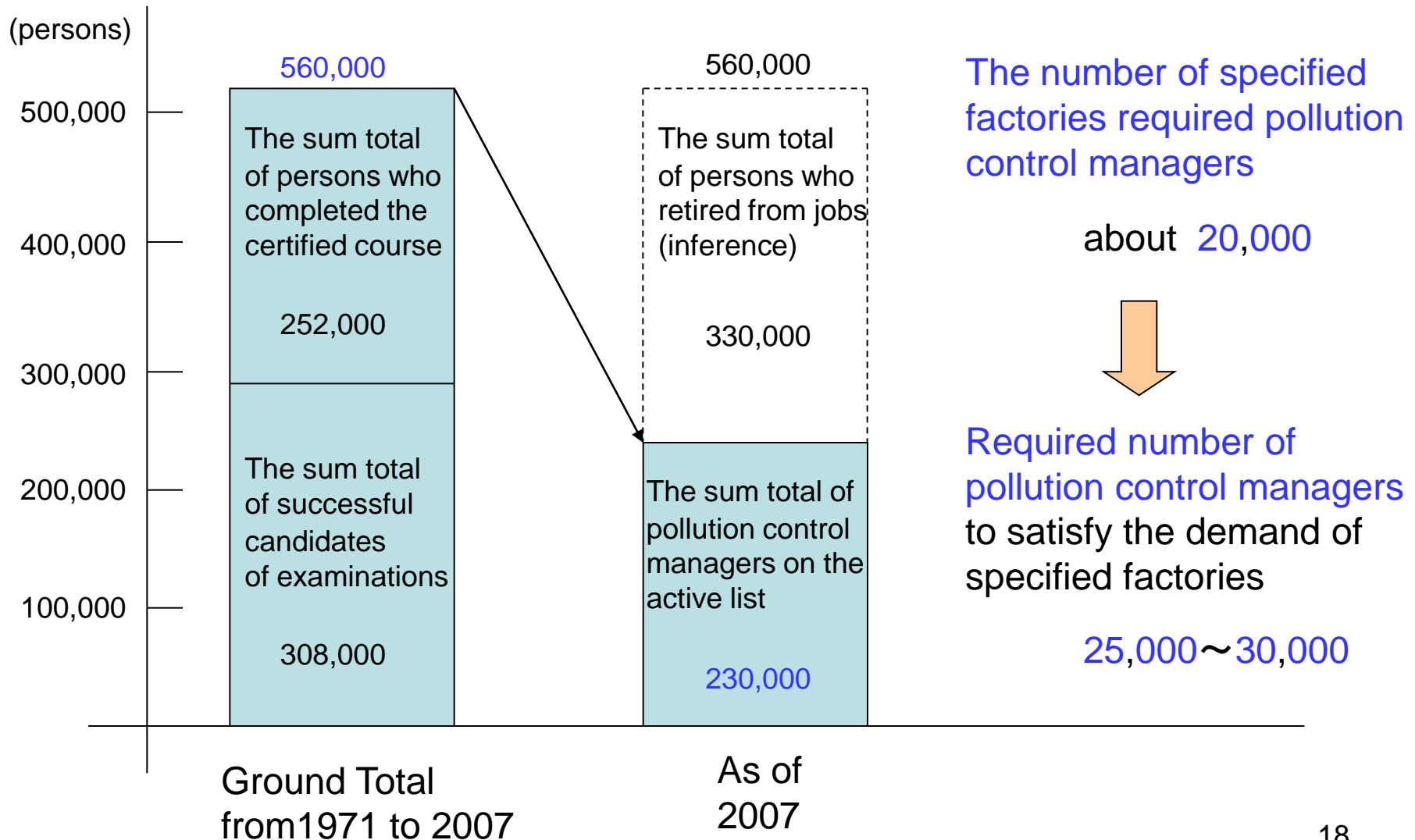
Subjects	Contents
General knowledge about environmental pollution , laws and regulations	Basic Environmental Law, PCM Law, General Environmental Issues (history) , Environmental Management System, International Cooperation
Specified knowledge about water pollution , laws and regulations	Water Pollution Control Law, Water Environmental Quality Standards, Requirement of PCM Law, Current situation of water pollution , Source of pollutants, Environmental impacts of pollutants
Wastewater Treatment Technology	Waste water treatment planning, Treatment Technology (Biological method, Physicochemical method etc) , Maintenance of equipment, Measuring technology of water quality
Specified knowledge about harmful and toxic substances in the water	Characteristics of harmful substances, Removal and detoxication technology of pollutants , Maintenance of equipment, Measuring technology
Industrial water management at a large-scale factory	Behavior of pollutants in water, Reuse of wastewater, Alternative methods to reduce water consumption , Water recycling system,

The Number of Pollution Control Managers

(persons)



The Number of Pollution Control Managers



Continual Education for Pollution Control Managers

1. Background

- The PCM license is valid forever.
- No periodical education and/or examination
→to lose the chance to catch up new regulations and technology
- Violation of emission standards because of insufficient management
- Manipulation of monitoring records and/or reports to authorities



Continual Education for Pollution Control Managers

2. Pollution prevention guideline

- 2006/6 “The committee of making the guideline” was organized by METI (Ministry of Economy, Trade and Industry) and MOEN (Ministry of the Environment).
- ~2007/3 The committee was held seven times.
- 2007/3/15 “The report on the environmental management procedure to prevent pollution from factories” was published.

3. Agenda of continual education and training

(1) **Laws and Regulations** (2.5 hr)

- Recently established environmental laws and regulations
- Revised and/or new environmental laws and emission standards
- Regional environmental regulations and emission standards

(2) **Real examples of violation and false records/reports** (3.0 hr)

- Violation against emission standards
- Manipulated (False) monitoring records/reports to authorities



Causes and Countermeasures to prevent returns

(3) **Mini Quiz or mini examination** (0.5 hr)

- To measure understanding level of participants

4. Textbook and distribution materials

- Textbook
- Pocket diary with **tables of environmental and emission standards**
- **Certificate of attendance**

6. Continual education

(1) Yearly “Continual education for pollution control manager”

- Active PCMs : 25000~30000 persons
- Attendant of '08 seminar : 2000 persons (presumption)
- Nation-wide seminars

(2) Yearly “Skill up education of recent pollution prevention technology”

- Registration to the list of PCMs who finished continual education
- Specific Seminars according to the kinds of PCMs (air, water, etc)

(3) Follow up service for registered PCMs

- Periodical e-mail of recent EMS information (all members)
- Periodical e-mail of recent information of regional regulations and standards (members relevant to the region)

Pollution Control Manager(PCM) System in Asia

Philippines

Pollution Control Officer System (PCO) (Already established, but...)

Thailand

Environmental Supervisor System

(Established in 2002; water, air, solid waste)

National Examination (22 times): Applicants; 12,000, Certified; 3,000

China

Industrial Environmental Manager System (trial at two industry sectors)

Indonesia

Environmental Pollution Control Manager Program (EPCM)

(Established in West Java in 2004; wastewater (prep. air, waste, noise))

Provincial Examination (two times): December '05 and '06 (water)0

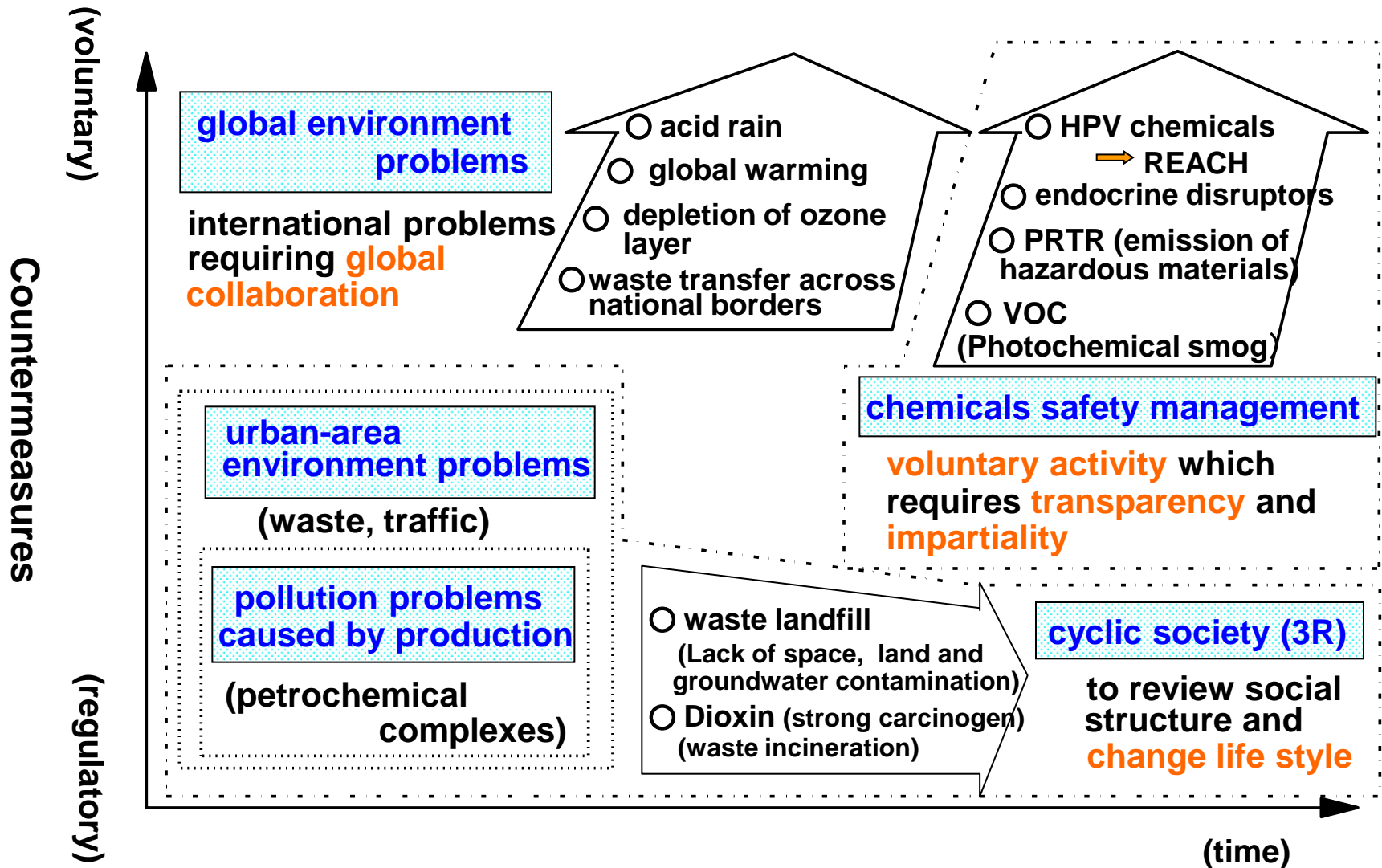
Vietnam

Pollution Control Manager System (in consideration)

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Diversification of recent environment problems and their features



Environmental Problems Confronting the Earth Today

1) Expansion of problems

Global Warming (CO₂), Ozone-layer depletion : **Global** Environmental Problems

Acid rain, Health damage caused by air and water pollution : **Interregional** Problems

Industrial Waste (Illegal disposal, Waste Treatment) : **Regional** Problems

2) New Environmental problems

The recent environmental problems could affect the very people who cause such problems. (**Sustainable Development**)

New risks of health damage may be caused by a very small quantity of chemicals such as endocrine disruptors. (**Precautionary Principal**)

To **preserve Biodiversity** from the damage caused by human activity.

Changes in the Attitude toward Environmental Problems

1. Past Attitude

Countermeasures were devised only **after environmental problems had occurred.**

2. Recent Attitude

Prevent damage beforehand.

(1) Employing Scientific methods to analyze problems and facts.

(2) Take countermeasures to prevent damage.



Voluntary initiatives based on the principal of corporate ethics.

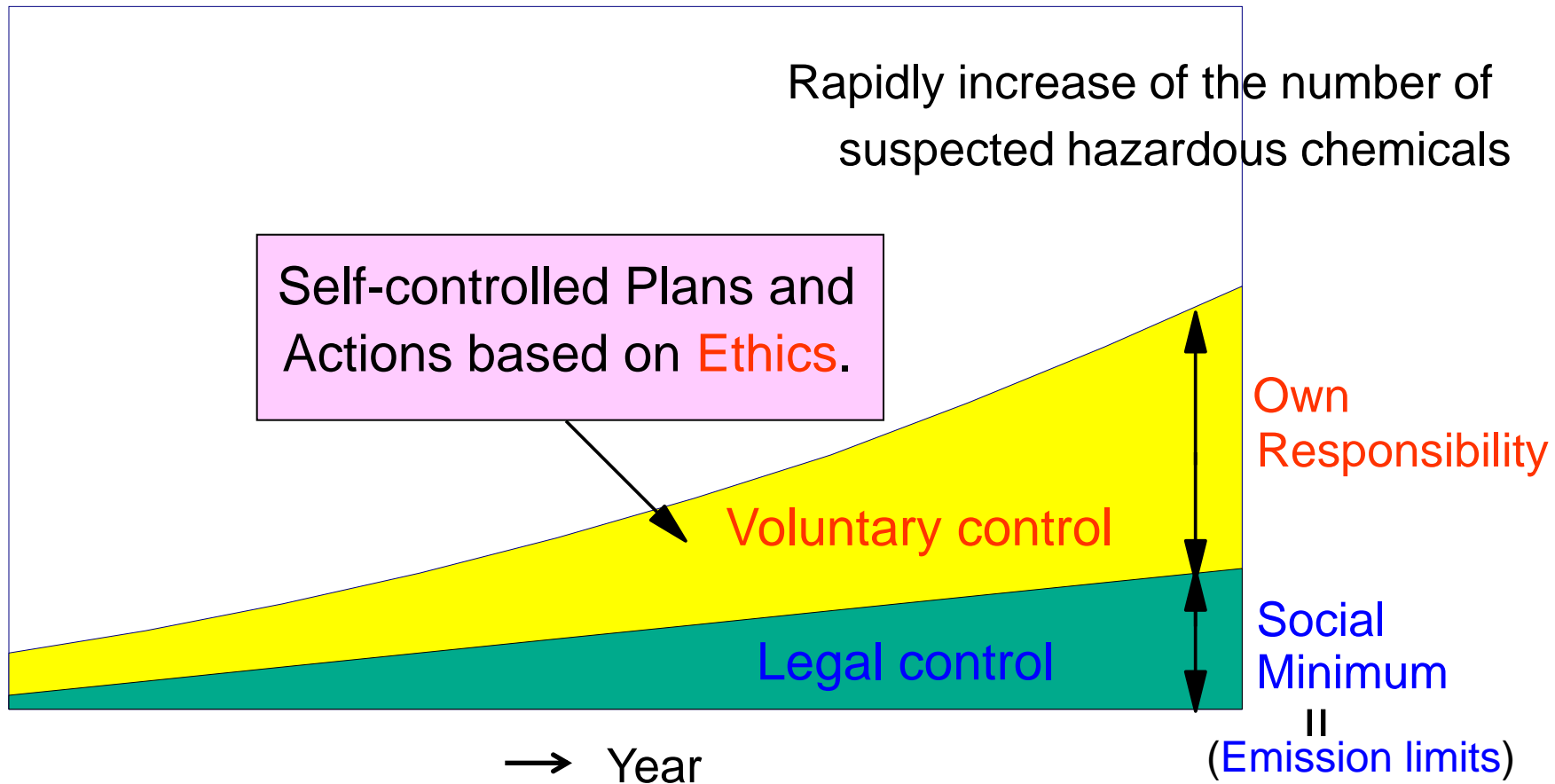
In case of Endocrine disruptors **world-wide cooperation** of chemical industries had been done and some chemicals were identified as it.

Many restrictions were placed **regally and/or voluntary** on the point of children's health.

How to overcome "Recent Environmental Problems"

(Example : image of Chemicals safety)

Number of chemical substances which require counter-measures.

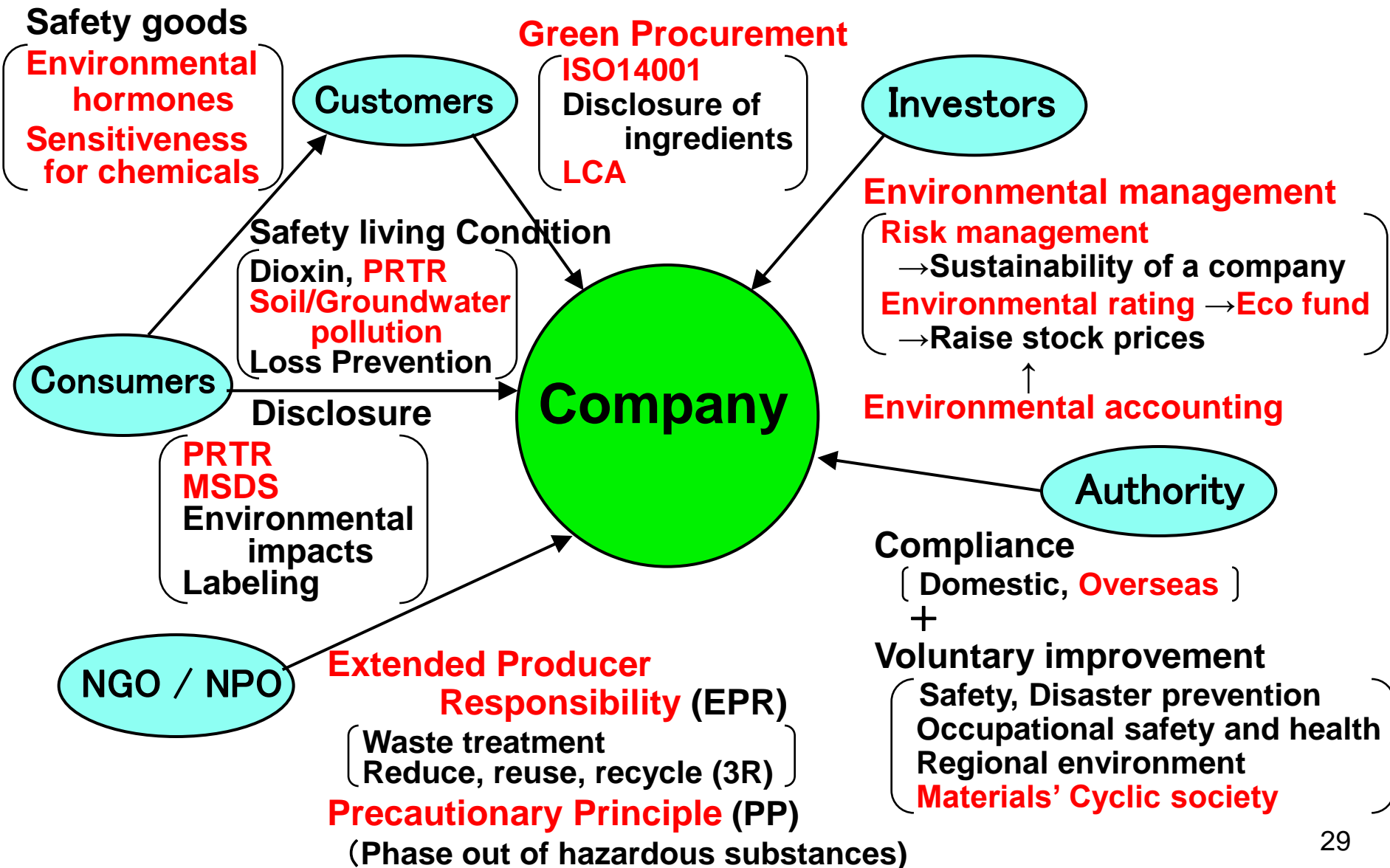


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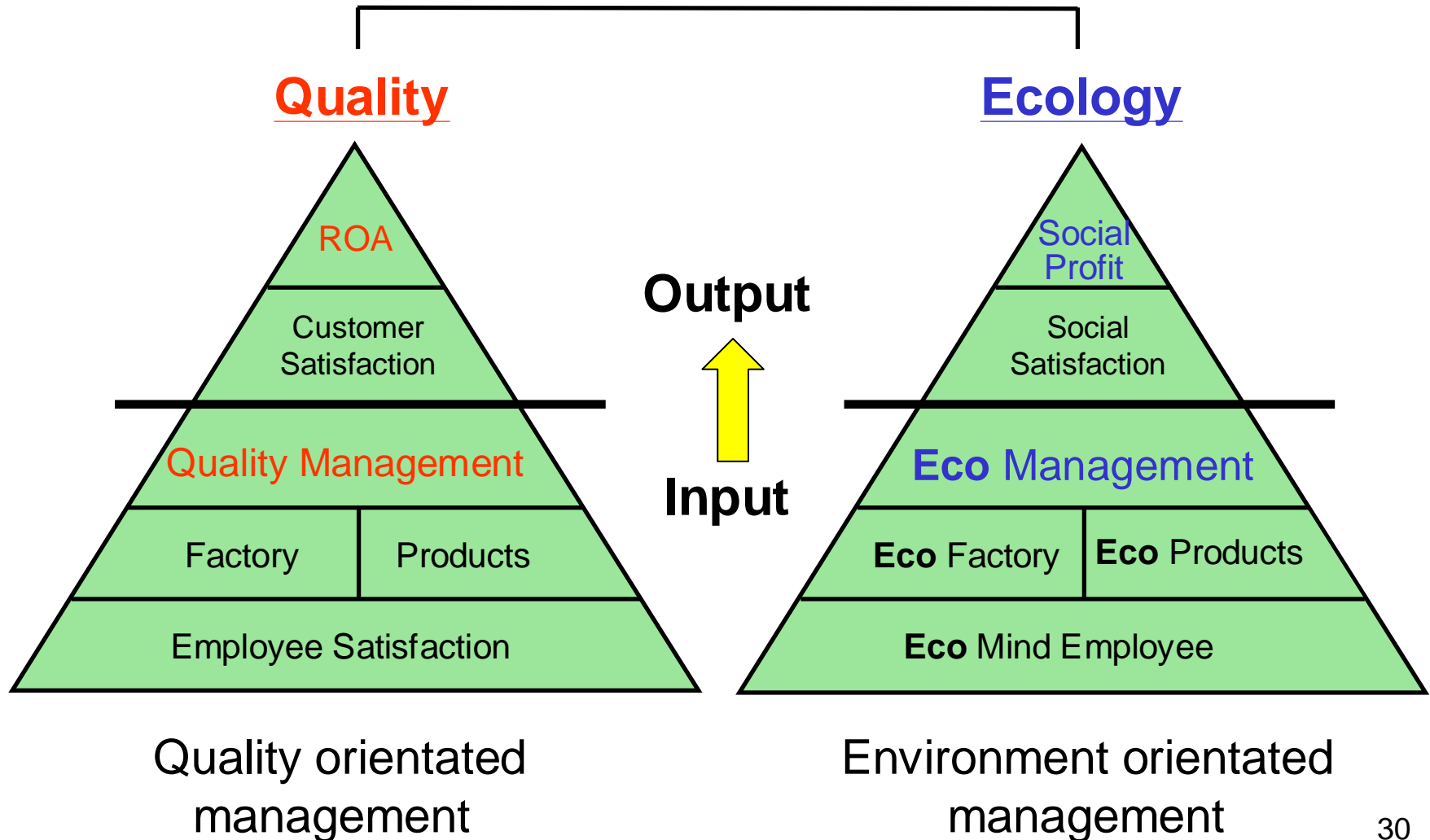
Demands from Society

(CSR : Corporate Social responsibility)

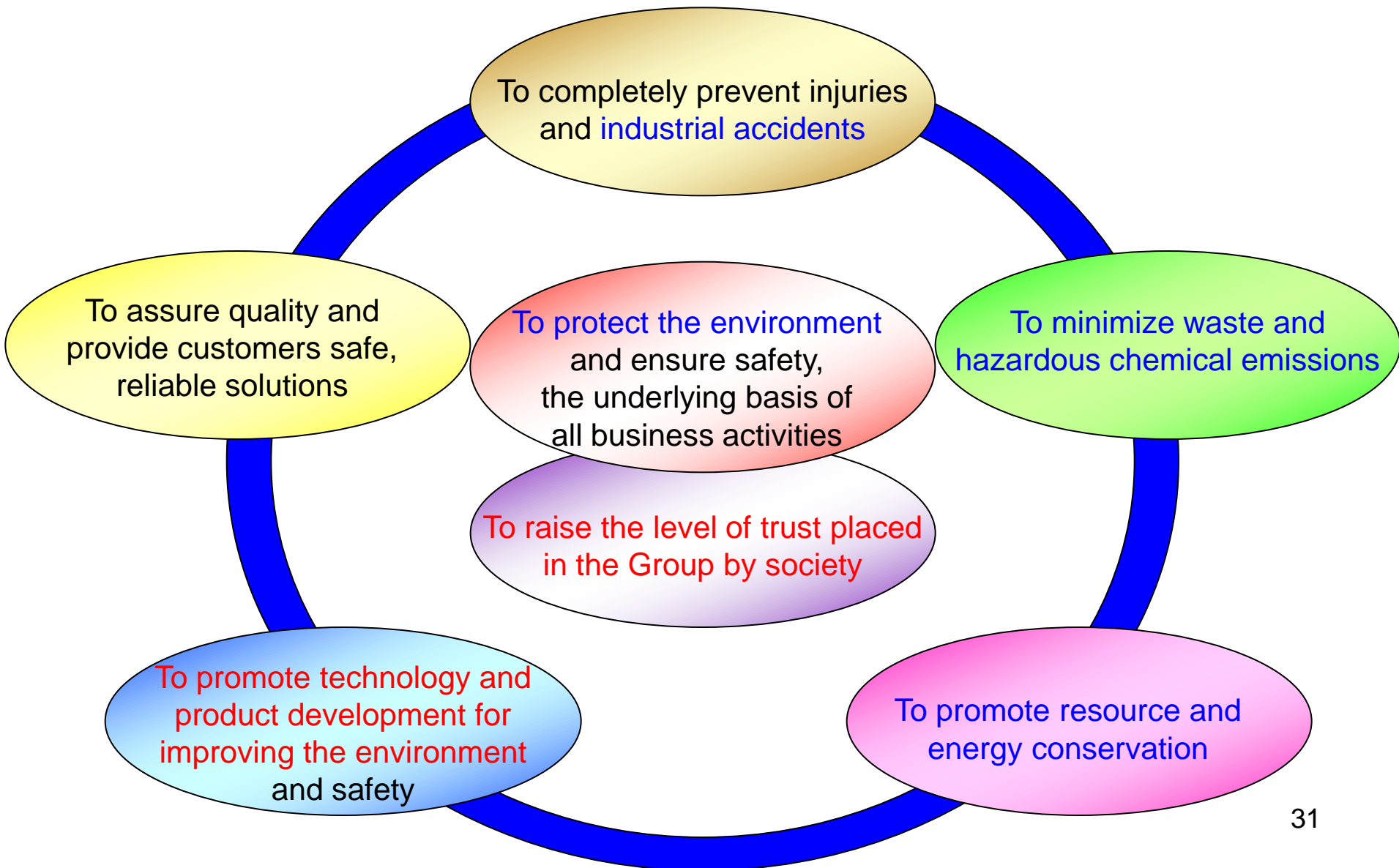


Expected company by the society

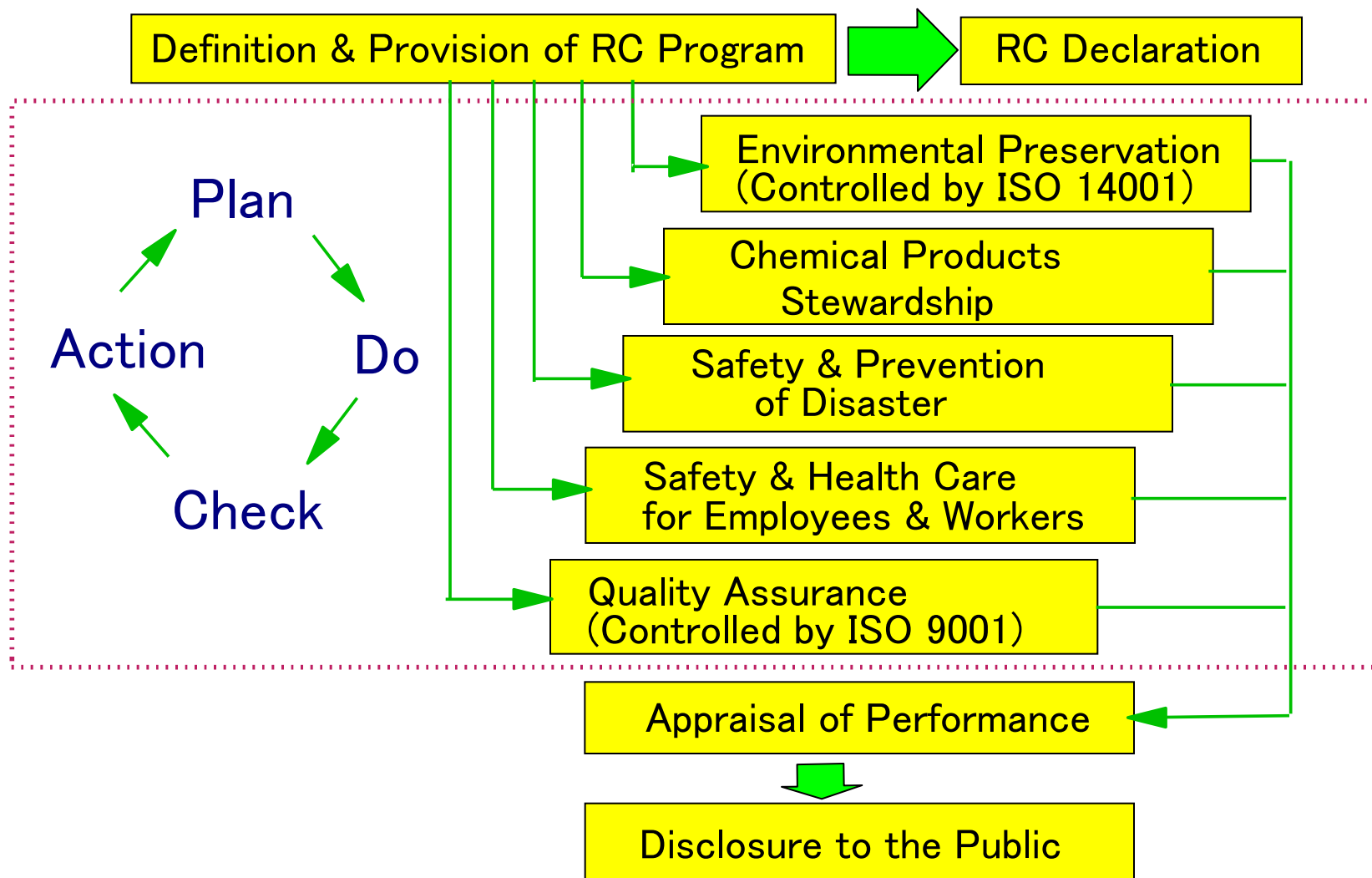
Eco-conscious Company



Example of corporate EHS philosophy



Responsible Care (RC) initiative in chemical industry



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New trend of Environmental Management

1. Key words

Precautionary Principal

Sustainable development / Eco-products

Global warming

2. New initiatives and technology

★ New regulations

PRTR (Pollutant Release and Transfer Register)

ELV (End-of life vehicle)

WEEE (Waste Electrical and Electronic Equipment)

RoHS (Restriction of Hazardous Substances)

REACH (Registration, Evaluation and Authorization of Chemical substances)

EuP (Directive for eco-design of energy-using products)

★ New tools of Eco-design

LCA (Life Cycle Assessment)

QFDE (Quality Function Deployment for Environment)

★ Labeling of eco-conscious products (for Transparency and Impartiality)

Environmental Label (Type III)

Carbon Footprint / Carbon Offset

The PRTR Scheme

What is PRTR (Pollutant Release and Transfer Register)?

For chemicals which may be **harmful** to human health and the ecosystem, this scheme requires businesses to **report how much of these chemicals are released to the environment** and how much of them are **transferred**, as a part of wastes, to outside of corporate premises, so that the government will prepare and **publish the statistics**.

The scheme aims at facilitating businesses to **improve their chemical management practices** and preventing problems against environmental conservation.

History

1992: Earth Summit “**Agenda 21**” gave a framework for the PRTR Scheme.

1996: **OECD** initiated efforts to promote the PRTR Scheme.

2000: The PRTR Law was introduced in Japan.

The PRTR Law has been introduced in the U.S.A, Canada, Australia, United Kingdom, Holland and Korea among other.

Brief explanation of new regulations

ELV

Reduction and proper treatment of waste from End-of-Life Vehicle.
Restriction on the use of four hazardous metals in new Vehicles.

WEEE

Regulation on the recycling of electrical and electronic equipment with recycling quotas and designation of responsibility for collection, treatment, recovery and disposal.

RoHS

Restriction on the use of certain six hazardous materials in new electrical and electronic equipment.

REACH

All products containing chemical substances which are produced and/or introduced in EU should be registered with safety data.

EuP

Eco-design directive on energy-using products.
Sets eco-design requirements for the whole life cycle of energy-using products.

Outline of EuP Directive (2005/32/EC)

- Product-related environmental assessment
- Focus on energy efficiency, **life cycle perspective**, accountability for environmental actions and assessments. → LCA***
- Environmental effects of all products **throughout their life cycles** should be known and documented in a **quantitative way** (i.e. more than just energy consumption). → LCA, Labeling
- Voluntary commitments are welcomed, however, work had commenced on “**specific implementing measures**”, which will provide a basis for legislative regulations.
- Continual environmental improvement of products and actors is the goal (IPP*, **eco-design**, emissions trading or EMS** provide the frameworks and tools) → LCA, DfE****

IPP* : Integrated Product Policy, EMS** : Environmental Management System
LCA***: Life Cycle Assessment, DfE****: Design for Environment

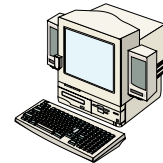
Chemicals' Management through Supply Chain

Substances

Preparation

Article

Finished products

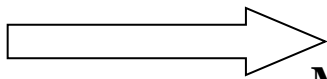


Materials' production
Chemical industry

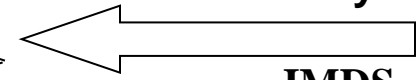
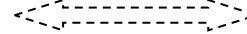
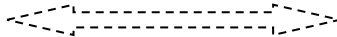
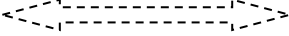
Resin pellet, ink, paint etc

Parts manufacturing

Assembly
Electric/electronic
industry



MSDS



IMDS



JGPSSI

Producing and trading of
chemical substances

Processing of materials and/or
making of semi-manufactured goods

Making and trading
of finished goods

Established **JAMP consortium** (Japan Article Management Promotion-consortium)
September, 2009

Foundation member companies :

旭化成 花王 住友化学
大日本インキ化学工業
三菱化学 ライオン

TDK
村田製作所 富士写真フィルム

セイコーエプソン 東芝
日立製作所 富士通 松下電器
三菱電機 リコー



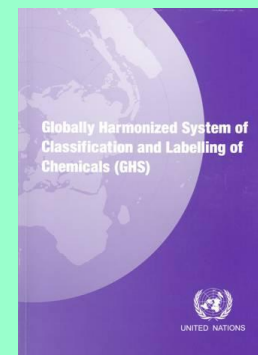
What is GHS ?





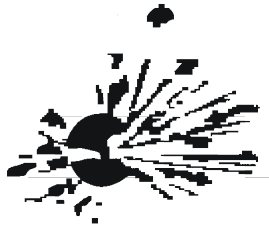




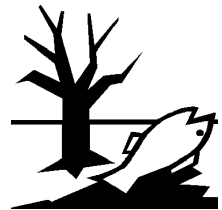
To use same label for substances of same category

Globally Harmonized System (GHS) for
Classification and Labeling of Chemicals

- An internationally agreed system for standardizing and harmonizing the classification of chemicals and communication of those hazards.
- The same hazards will be described and labeled in the same way all around the world.
(The GHS was agreed by UN CETDG/GHS)
- Published in July, 2003. *(Purple Book)*
- Date of Introduction : by the end of 2008



GHS Symbol Mark

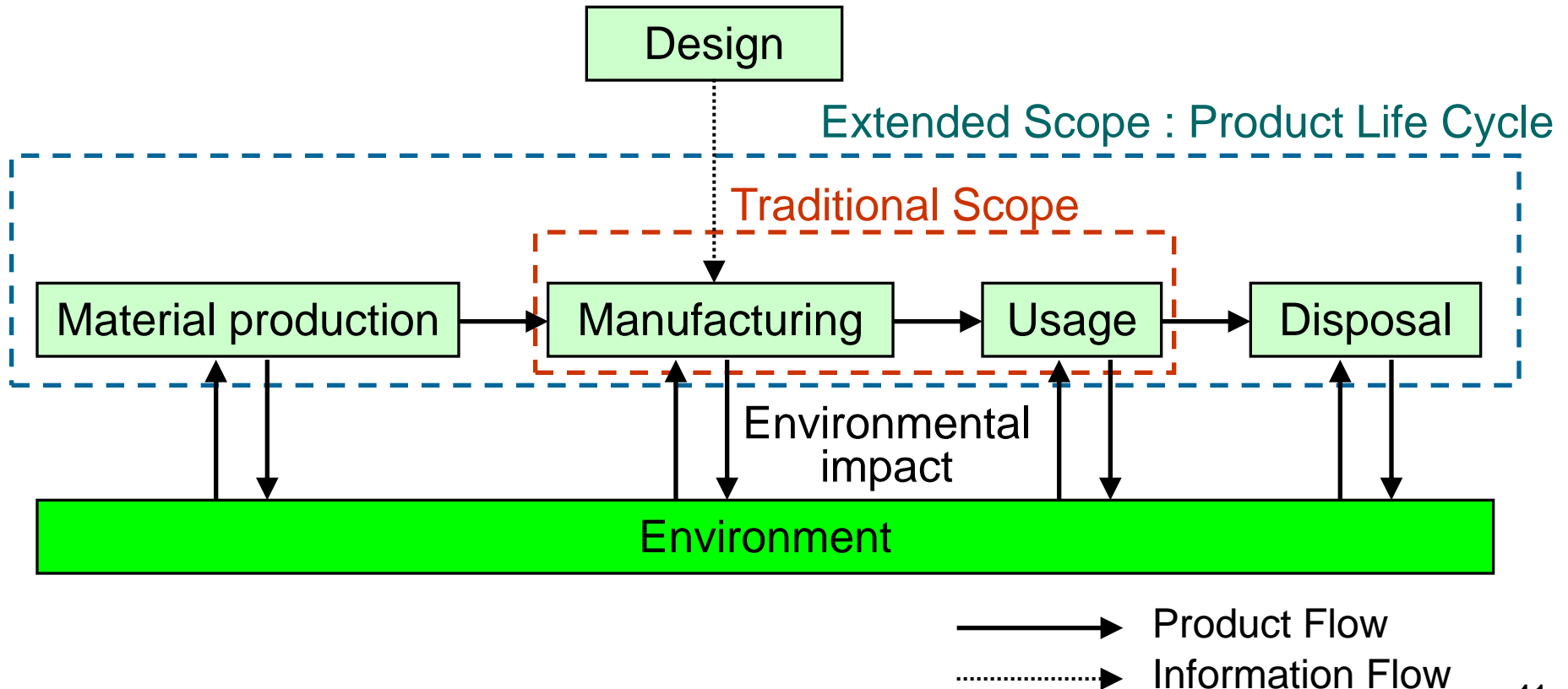
<p>Flame (Flammable/ Self-reactive/ etc.)</p>	<p>Flame over circle (Oxidizing/ Organic peroxide)</p>	<p>Exploding bomb (Explosives/ Self-reactive/ etc.)</p>	<p>Corrosion</p>
<p>引火性／可燃性</p> 	<p>酸化性／有機過酸化物</p> 	<p>爆発性／自己反応性</p> 	<p>腐食性</p> 
<p>Gas cylinder (Compressed gases)</p>	<p>Skull and crossbones (Acute toxicity)</p>	<p>Exclamation Mark (Acute: lower level) Double Exclamation (Chronic: higher lev)</p>	<p>Environment (Aquatic toxicity)</p>
	<p>急性毒性</p> 	<p>急性毒性(低レベル)</p> 	<p>水生環境有害性</p> 



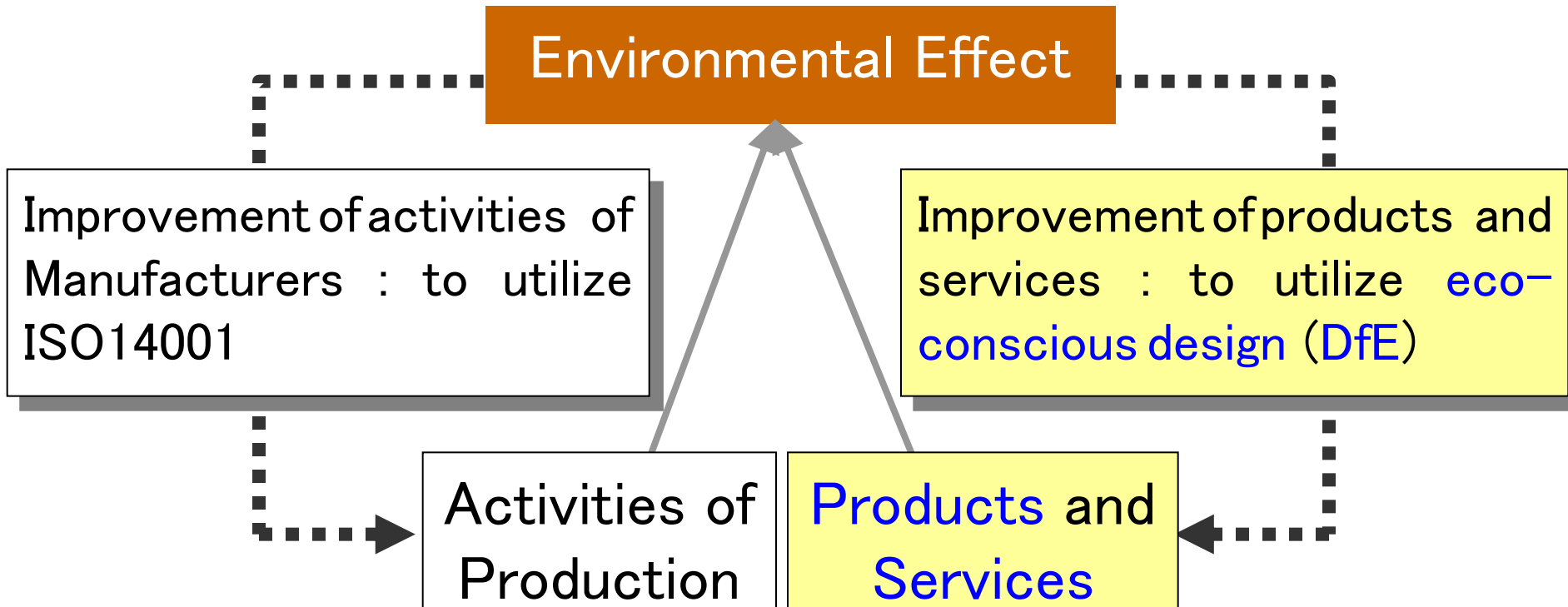
感作性
変異原性
発がん性
生殖毒性
特定標的
臓器/全
身毒性

Extended Producer Responsibility (EPR)

- ★ Avoiding “Elsewhere Emission”
- ★ Manufacturers’ EPR proposed by OECD in 1994



How to minimize environmental damage

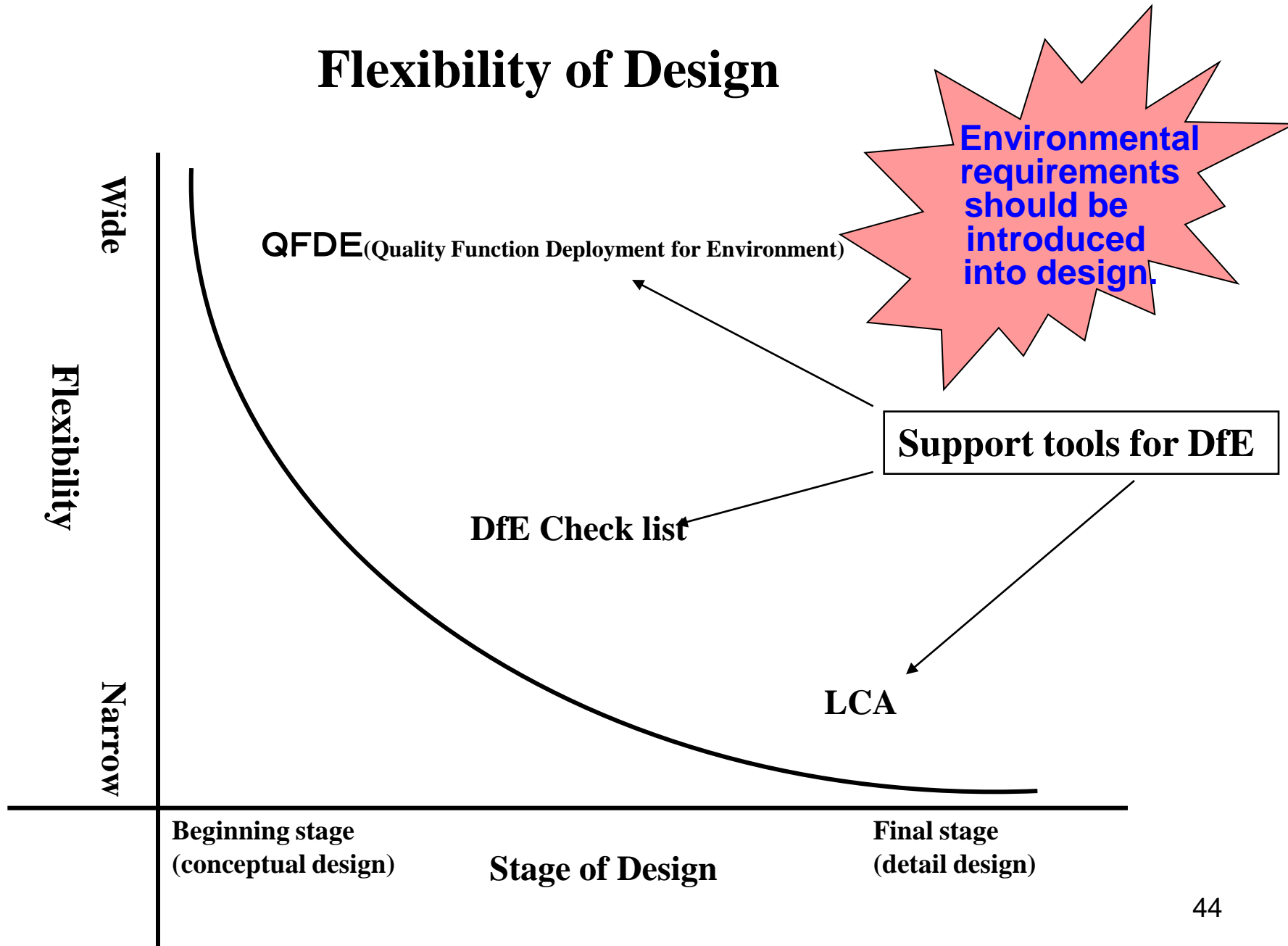


How to find improvement points to be considered?

Stage of life cycle Point of view	Production	Transportation	Use	Waste
Effective use of materials	<ul style="list-style-type: none"> ・使用材料の低減 ・希少材料使用低減 ・再生材料の利用 	<ul style="list-style-type: none"> ・梱包材の削減 	<ul style="list-style-type: none"> ・廃液、排水の削減 	<ul style="list-style-type: none"> ・分解性が高い ・材料の分別が容易 ・材料の劣化が少ない(再生容易)
To save energy consumption	<ul style="list-style-type: none"> ・ユーティリティ(水、電気、ガス)の削減 	<ul style="list-style-type: none"> ・積載効率の向上 	<ul style="list-style-type: none"> ・消費電力の削減 	<ul style="list-style-type: none"> ・分解が容易 ・部品の再利用
Reduction of Hazardous substances	<ul style="list-style-type: none"> ・工程内での有害物質の使用削減 ・有害物質を含まない材料の利用 	<ul style="list-style-type: none"> ・クリーンな輸送手段の選択 	<ul style="list-style-type: none"> ・排気、排水がきれい ・廃液が少ない 	<ul style="list-style-type: none"> ・焼却時に有害物質が発生しない ・有害物質の分離回収が容易

Examples of countermeasures

Flexibility of Design

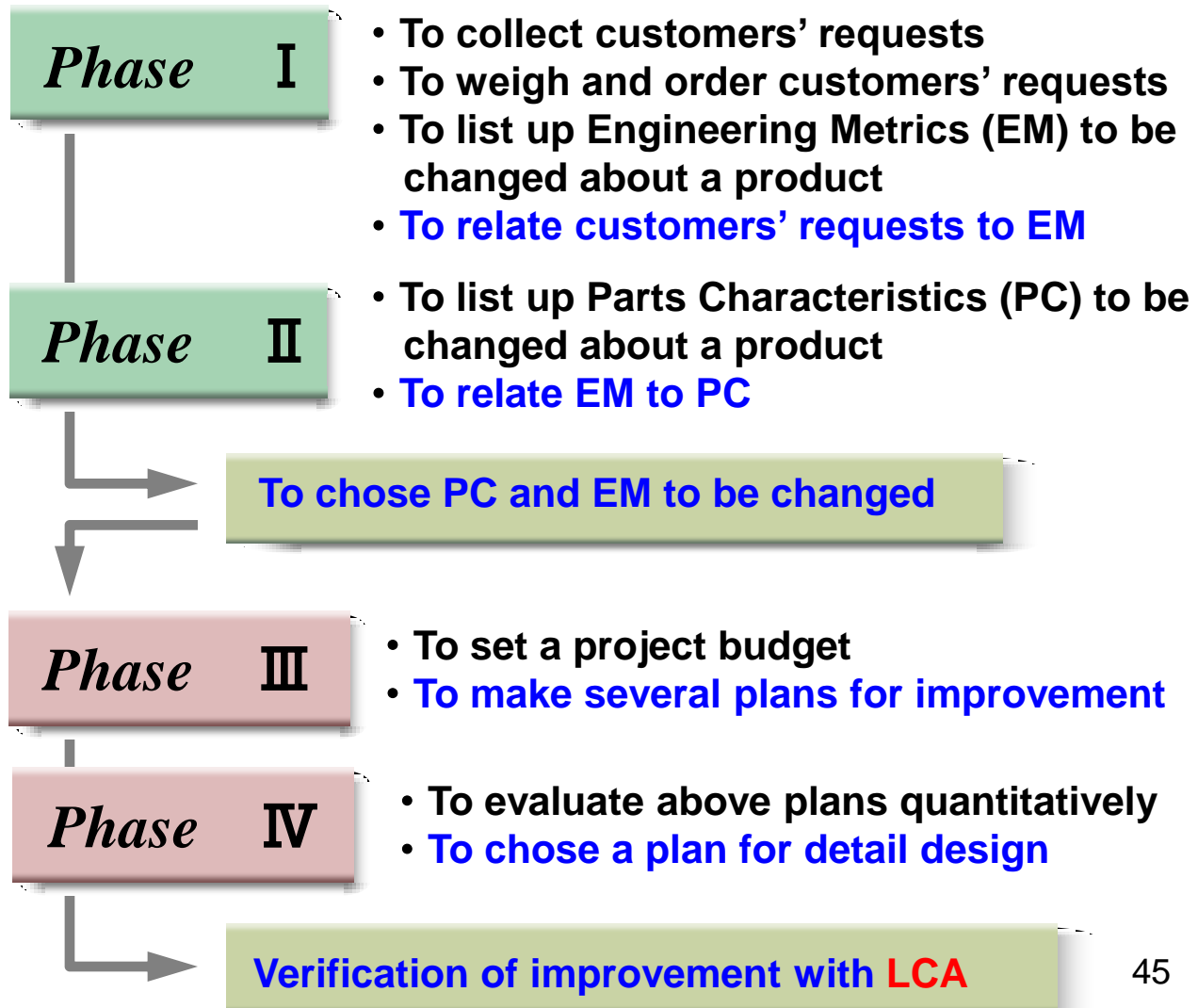


Four steps of QFDE

(Quality Function Deployment for Environment)

QFD considering
Environmental Aspects
(Quality Function Deployment)

Evaluation of
improvement level of
changes of design



QFDE tool

Engineering Metrics (EM)

- ★ QFDE: Quality Function Deployment for Environment
- ★ QFDE is a tool that is developed to support designers at early stages of DfE for assembled products by modifying QFD.
- ★ MS-Excel based software.
- ★ Simple
- ★ Free of charge
- ★ Easy to add Customers' requests (Voice of Customers : VOC)

Customers' Requests

		工学的尺度													
Q F D E Phase I		顧客重要度	形状	素材	温度	質量、重量	体積	部品点数	材料種別数	硬度	機械的寿命	消費エネルギー量	リサイクル材の使用率	騒音・振動・電磁波	有害物質
3	早く冷える	3	3	3	9							9	1	9	3
4	音が静か	9	9	1						3	3	3	1	1	
5	中身が見える	9	3	9		3	3		3	1	3	3	1	1	
6	冷凍庫が大きい	3	9		3	9	9			3		9		3	
7	出し入れがしやすい	3	3	1			3								
8	野菜がそのまま入れられる	9	9	1		3	3			1	3				
9	コンパクトである	9	3	3		3	9	3	1		3				
10	顧客要求														
11	素材使用を低減したい	9	3	9	3	9	9		1		3				1
12	加工・組み立てをし易くしたい	1	9	3				9	3				3		
13	製造時排出物を処理しやすくしたい	3		3					3						3
14	簡単に運搬・保管したい	3	9			9	9								
15	使用時の生活環境を守りたい	9												3	
16	壊れ難くしたい	1	1	3				3	3	1	9		1		
17	再利用し易くしたい	3	3	9				9	9		9		3		9
18	分解・部品の選別をし易くしたい	3		3				3	3				9		3
19	破碎・素材の選別をし易くしたい	9				1	3								1
20	有害物質を発生させない製品にしたい	1													3
21		9			9							9	3		
21		総 簿 点	253	270	144	225	360	75	86	19	153	243	79	72	84
21		相 対 時 間	0.12	0.13	0.07	0.11	0.17	0.04	0.05	0.01	0.07	0.12	0.04	0.03	0.04

Example

Weight of Customers' Requests

Engineering Metrics (EM)

Phase I		Engineering Metrics (EM)													
		EM1	EM2	EM3	EM4	EM5	EM6	EM7	EM8	EM9	EM10	EM11	EM12		
Customers' Requests	Req1	9	9	9								9		9	
	Req2	3	9									9		9	
	Req3	3	1	9	3					3	9			9	
	Req4	1			3	1								1	
	Req5	9		1	9	9	9			9	3			1	
	Req6	3	1	1				3	3		9	1		1	
	Req7	1				3	9								
	Req8	1				9	9	1	3				9		
	Req9	3										9			
	Req10	1				9						3		9	
	Req11	1				9						3			
	Req12	9	9	9										9	
	Req13	9								9	9				
	Req14	1									9				
	Req15	3						9	9			3			
Req16	3								9		9				
Req17	3							3					9		
Req18	9	9	9								9				
			276	282	93	112	117	64	48	225	171	261	9	229	36
Relative weight of EM			0.14	0.15	0.05	0.06	0.06	0.03	0.02	0.12	0.09	0.14	0.00	0.12	0.02

Customers' Requests

Relative weight of EM

Example

Parts Characteristics (PC)

		Parts Characteristics (PC)					
		□□□□□□□	□□□□□□□	□□□□□□□	□□□□□□□	□□□□□□□	
Phase II		□□□□□□□	□□□□□□□	□□□□□□□	□□□□□□□	□□□□□□□	
□	□□□□	0.14	9	1	1	1	
□	□□□□□	0.15	3	3	9	1	
□	□□□□ (□□□□)	0.05	9	3		9	
□	□□□□□	0.06	9	3	3	1	
□	□□□□	0.06	9	3	1	1	
□	□□□□□	0.03	1	1		1	
□	□□□□□	0.02					
□	□□□□	0.12					
□	□□□□□	0.09					
□	□□□□□□□□□	0.14	9	1	9		
□	□□□□□□□□□□	0.00					
□	□□□□□□□□□□	0.12	9	3			
□	□□□□□	0.02	9			3	
			6.56	1.73	3.72	0.79	5.31
Relative weight of PC			0.36	0.10	0.21	0.04	0.29

Engineering Metrics (EM)

Relative values

Phase III Initial condition

Parts Characteristics (PC)

Improvement rate of EM

Engineering Metrics (EM)

Q F D E Phase III		コンポーネント						工学的尺度の改善率
		モーター	ファン	ヒーター	スイッチ / ワイヤハーハーネス	ハウジング		
工学的尺度	空気流量	9	1	1	1	1	13	1.00
	空気の温度	3	3	9	1	1	17	1.00
	バランス(トルク)	9	3			9	21	1.00
	質量、重量	9	3	3	1	9	25	1.00
	体積	9	3	1	1	9	23	1.00
	部品点数	1	1		1	9	12	1.00
	材料種別数	1	1		1	9	12	1.00
	硬度					9	9	1.00
	機械的寿命	9	1	9	3	9	31	1.00
	消費エネルギー量	9	1	9			19	1.00
	リサイクル材の使用率					9	9	1.00
	騒音・振動・電磁波	9	3			9	21	1.00
	有害物質	9			3	1	13	1.00

Improving points
of Plan 1

Phase III

After input of plan 1

Parts Characteristics (PC)

Q F D E		コンポーネント					Improvement rate of EM	
		モーター	ファン	ヒーター	スイッチ / ワイヤハーネス	ハウジング	工学的尺度の改善率	
工学的尺度	空気流量						0	0.00
	空気の温度						0	0.00
	バランス(トルク)						0	0.00
	質量、重量						0	0.00
	体積						0	0.00
	部品点数						0	0.00
	材料種別数						0	0.00
	硬度						0	0.00
	機械的寿命						0	0.00
	消費エネルギー量		9		9		18	0.95
	リサイクル材の使用率						0	0.00
	騒音・振動・電磁波		9				9	0.43
	有害物質						0	0.00

To remain values of improving points of Plan 1 and delete all other values

Engineering Metrics (EM)

Remain Improving points of Plan 1

残した関連度

To calculate improving rate of EM by the same way of Phase II

Phase IV Evaluation result of plan 1

Parts Characteristics (PC)

Improvement rate of Customers' Requests

Improvement score considering weights of Customers' requests

Customers' Requests

Weight of customers' request

工学的尺度

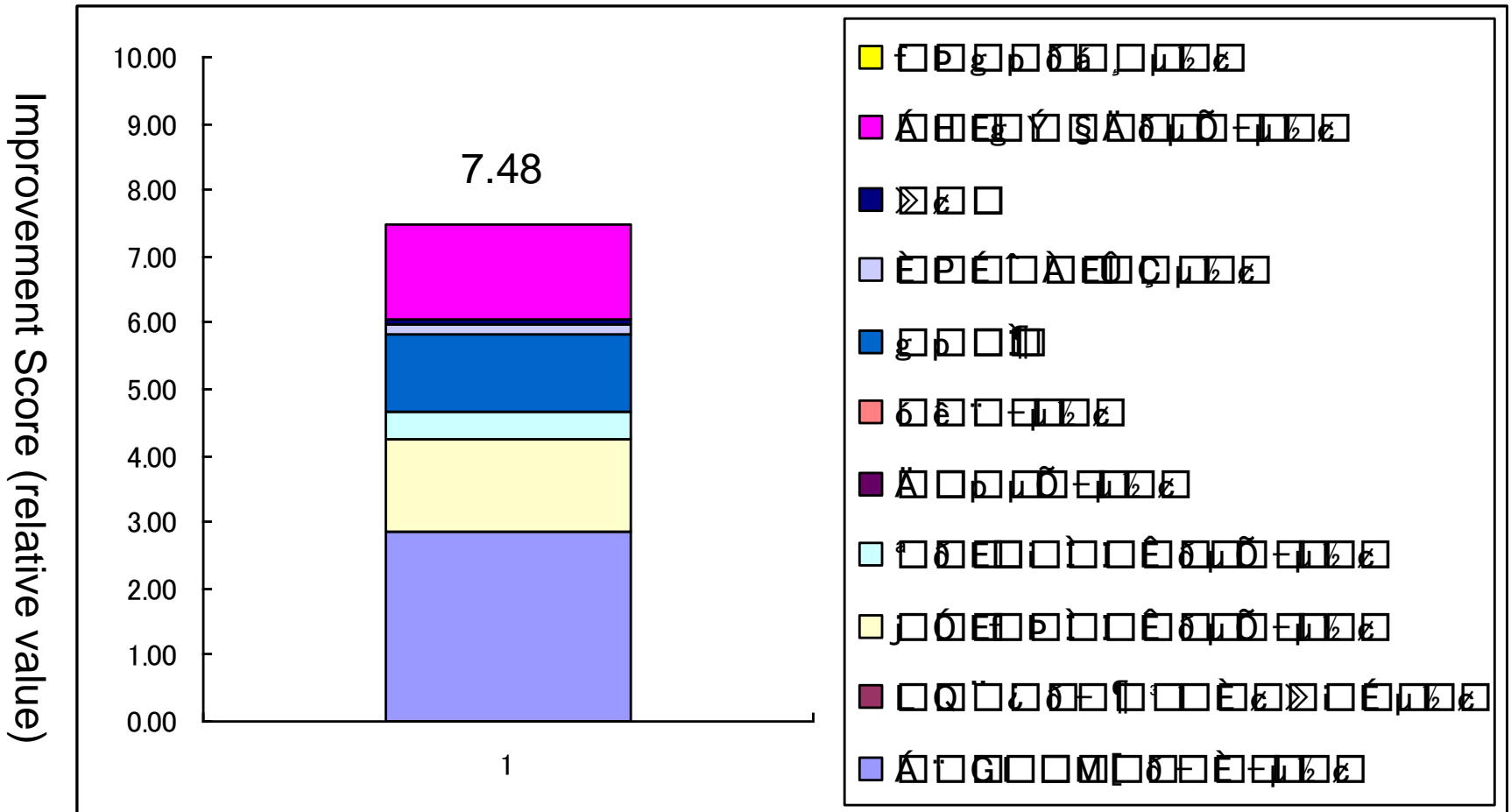
Q F D E
フェーズ IV

顧客要求	顧客重要度	工学的尺度													顧客要求に対する改善率	顧客要求に対する改善効果	
		空気流量	空気の温度	バランス(トルク)	質量、重量	体積	部品点数	材料種別数	硬度	機械的寿命	消費エネルギー量	リサイクル材の使用率	騒音・振動・電磁波	有害物質			
早く乾かせる	9	9	9								9	9					
静かに動作	3	9									9	9					
安全に操作できる	3	1	9	3					3	9		9					
操作が簡単	1			3	1							1					
持ちやすい	9		1	9	9	9			9	3		1					
信頼性が高い	3	1	1					3	3		9	1		1			
ポータブルである	1				3	9											
素材使用を低減したい	1				9	9	1	3				9				0.00	0.00
加工・組み立てをし易くしたい	3							9				9				0.47	1.42
製造時排出物を処理しやすくしたい	1				9	9						3			9	0.09	0.09
簡単に運搬・保管したい	1				9	9						3				0.14	0.14
使用時の生活環境を守りたい	9	9	9						3				9			0.13	1.16
壊れ難くしたい	9								9	9						0.00	0.00
再利用し易くしたい	1									9						0.00	0.00
分解・部品の選別をし易くしたい	3							9	9			3				0.14	0.41
破碎・素材の選別をし易くしたい	3								9	9						0.47	1.42
有害物質を発生させない製品にしたい	3									3				9		0.00	0.00
消費エネルギーを少なくしたい	9	9	9									9				0.32	2.84
工学的尺度の改善率		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.95	0.00	0.43	0.00			
合計値																1.76	7.48

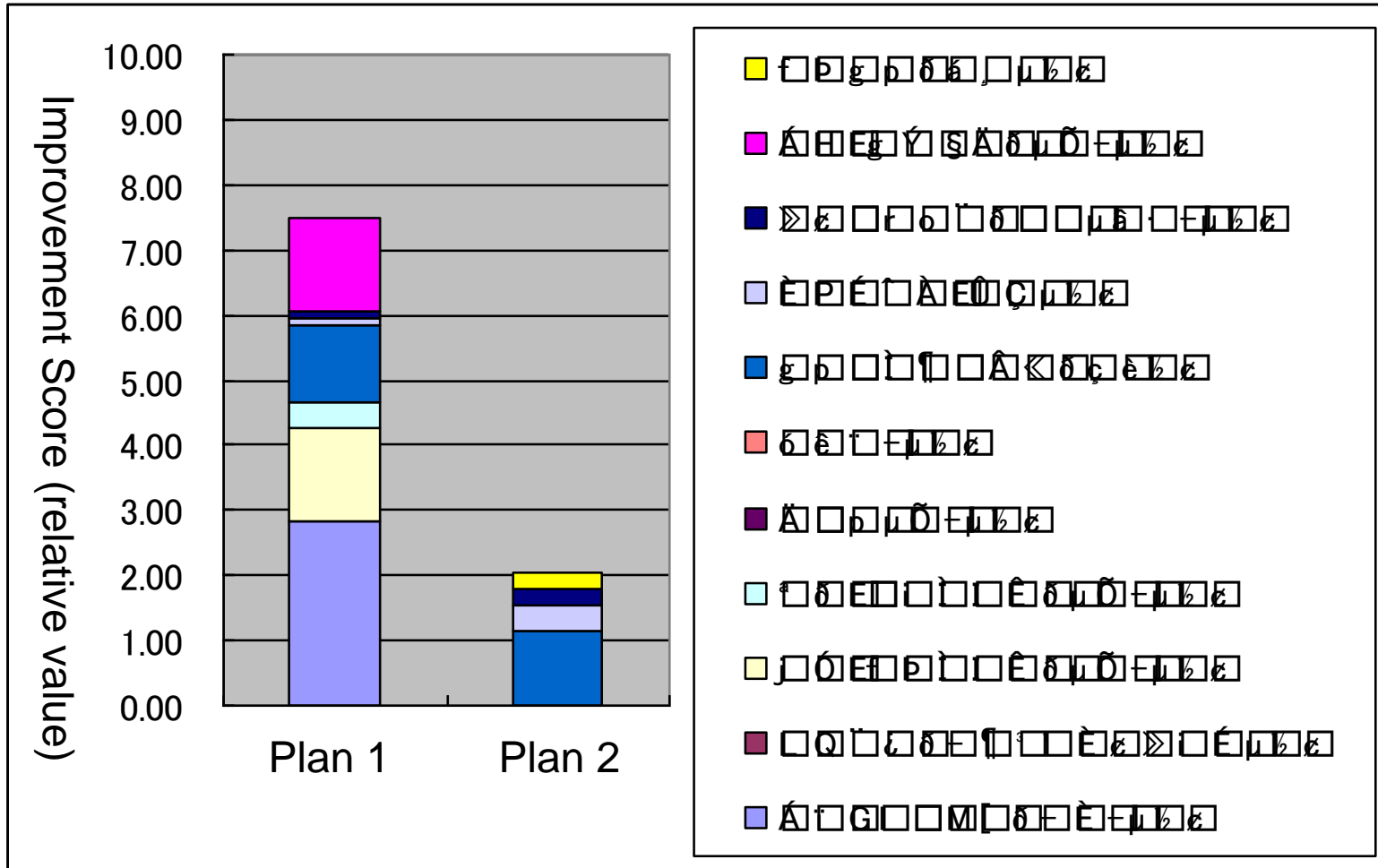
Improvement rate of EM

Grand total

Improvement score of Plan 1 considering weights of customers' requests for environment



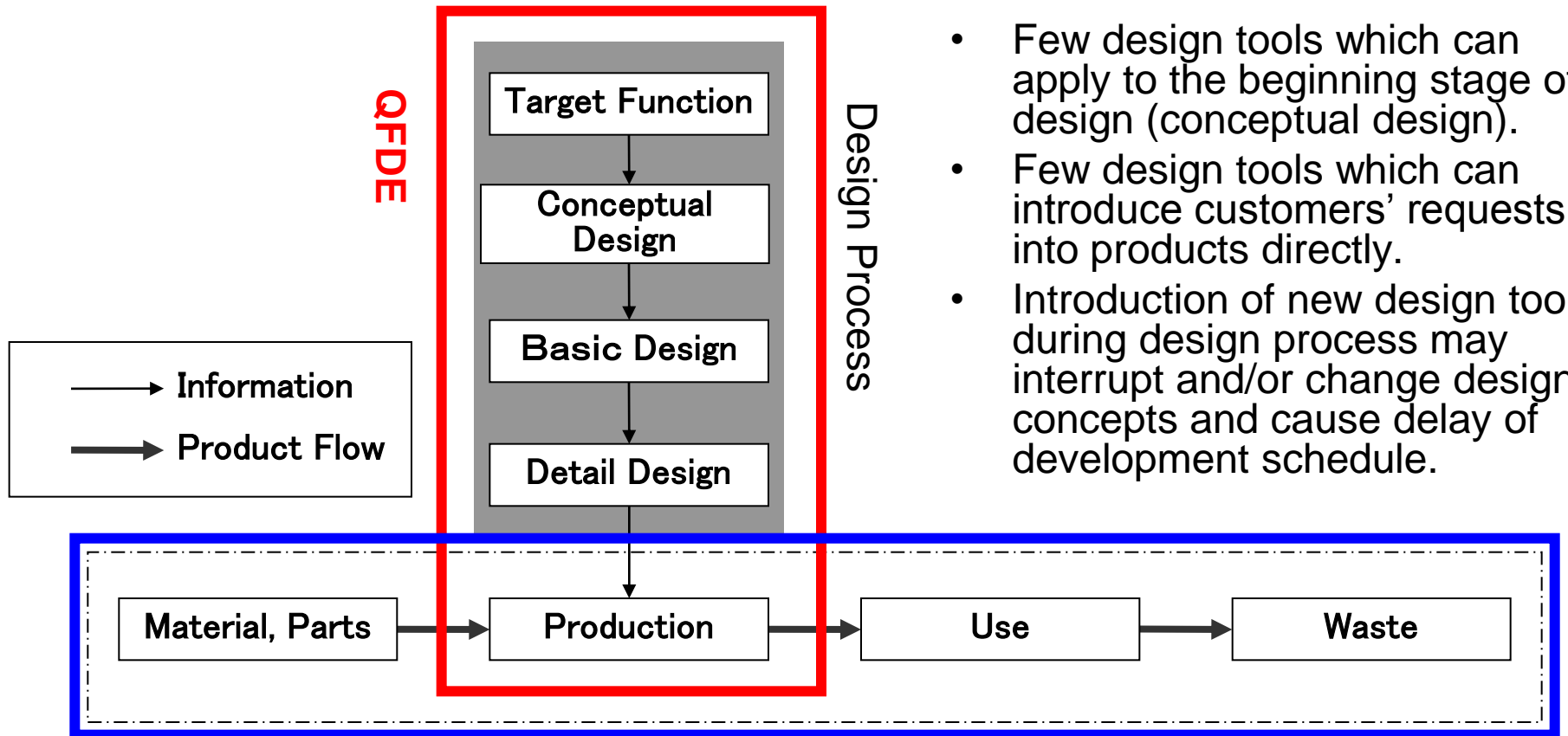
Comparison of improvement scores between Plan 1 and Plan 2



New Design Tools for Eco-Product

Battery Limit of Producer

Feature of Existing Design Tools



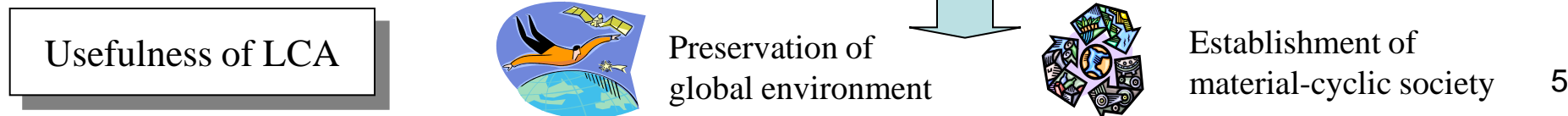
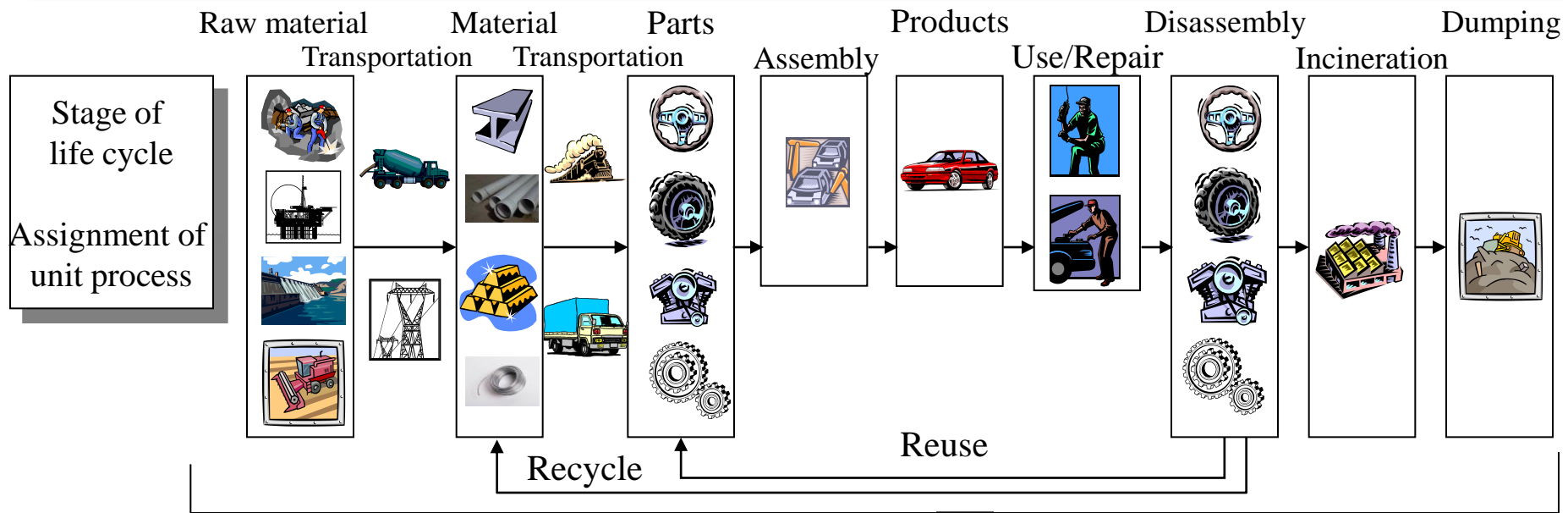
- Few design tools which can apply to the beginning stage of design (conceptual design).
- Few design tools which can introduce customers' requests into products directly.
- Introduction of new design tools during design process may interrupt and/or change design concepts and cause delay of development schedule.

Criteria of LCA

Life Cycle of Product

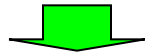
Basic Concept of LCA

Quantitative method to calculate consumption of natural resources and emission amount of pollutants and to evaluate environmental impacts to the earth and ecosystems through the life cycles of products



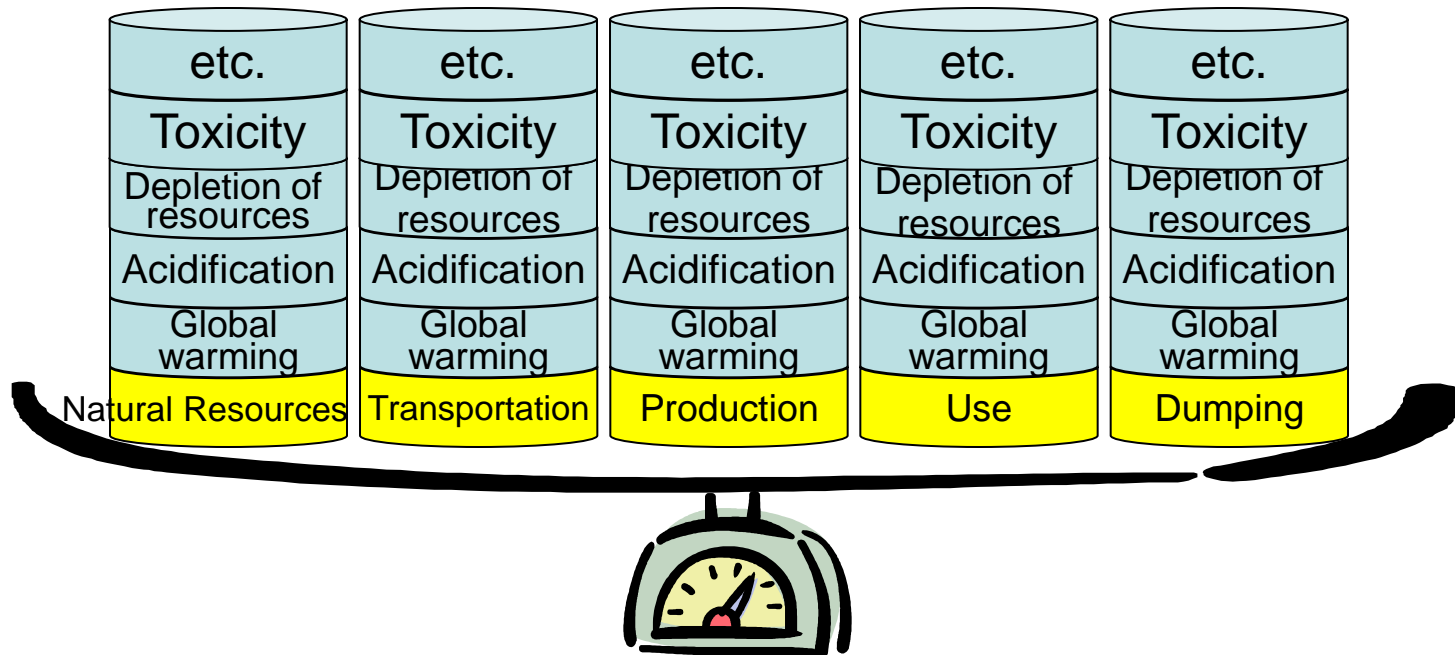
What is Life Cycle Assessment

LCA (Life Cycle Assessment) is the method to evaluate environmental impacts of products and services through their life cycle (from the cradle to the grave).

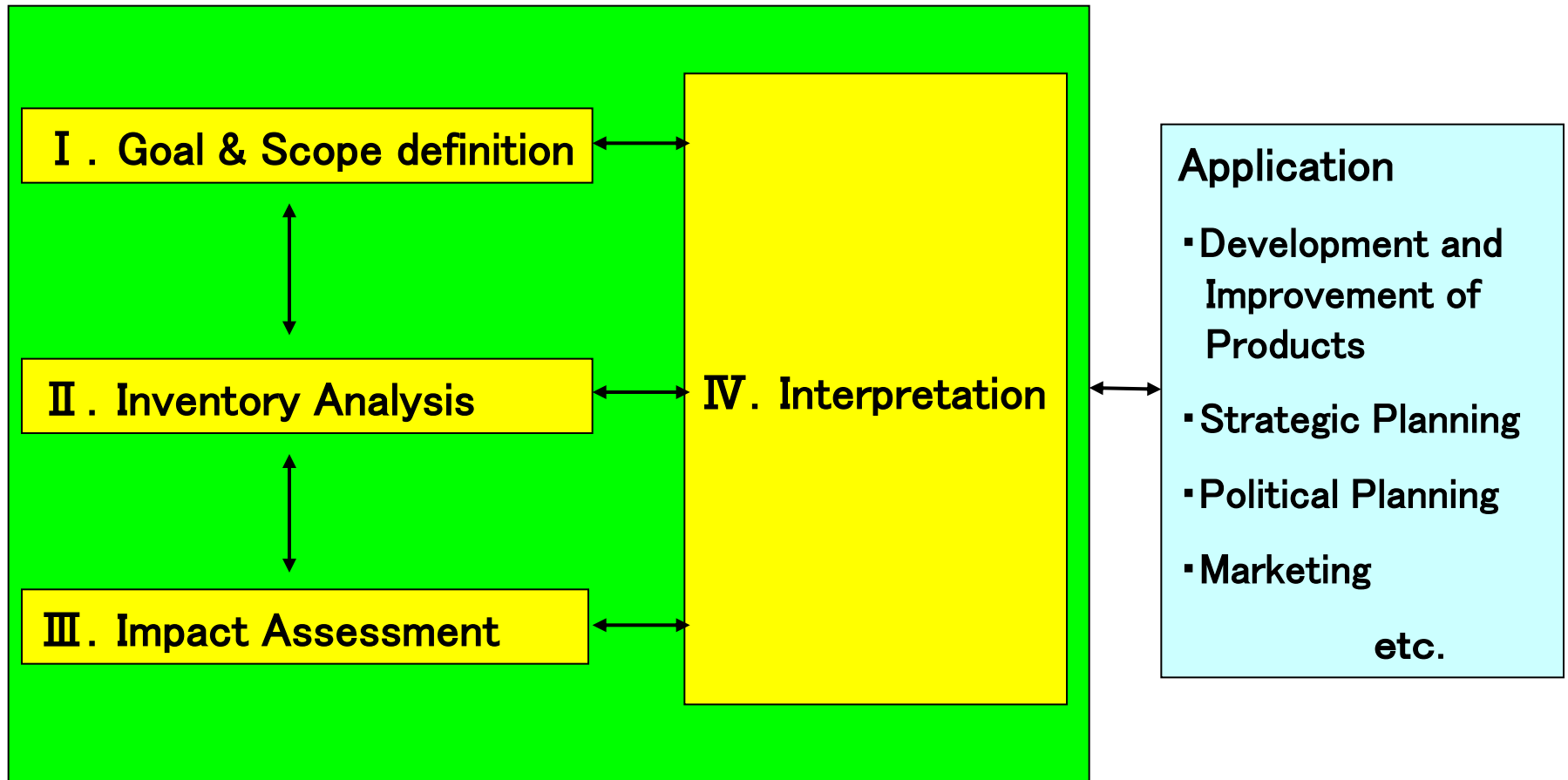


Support the sustainable development of the society

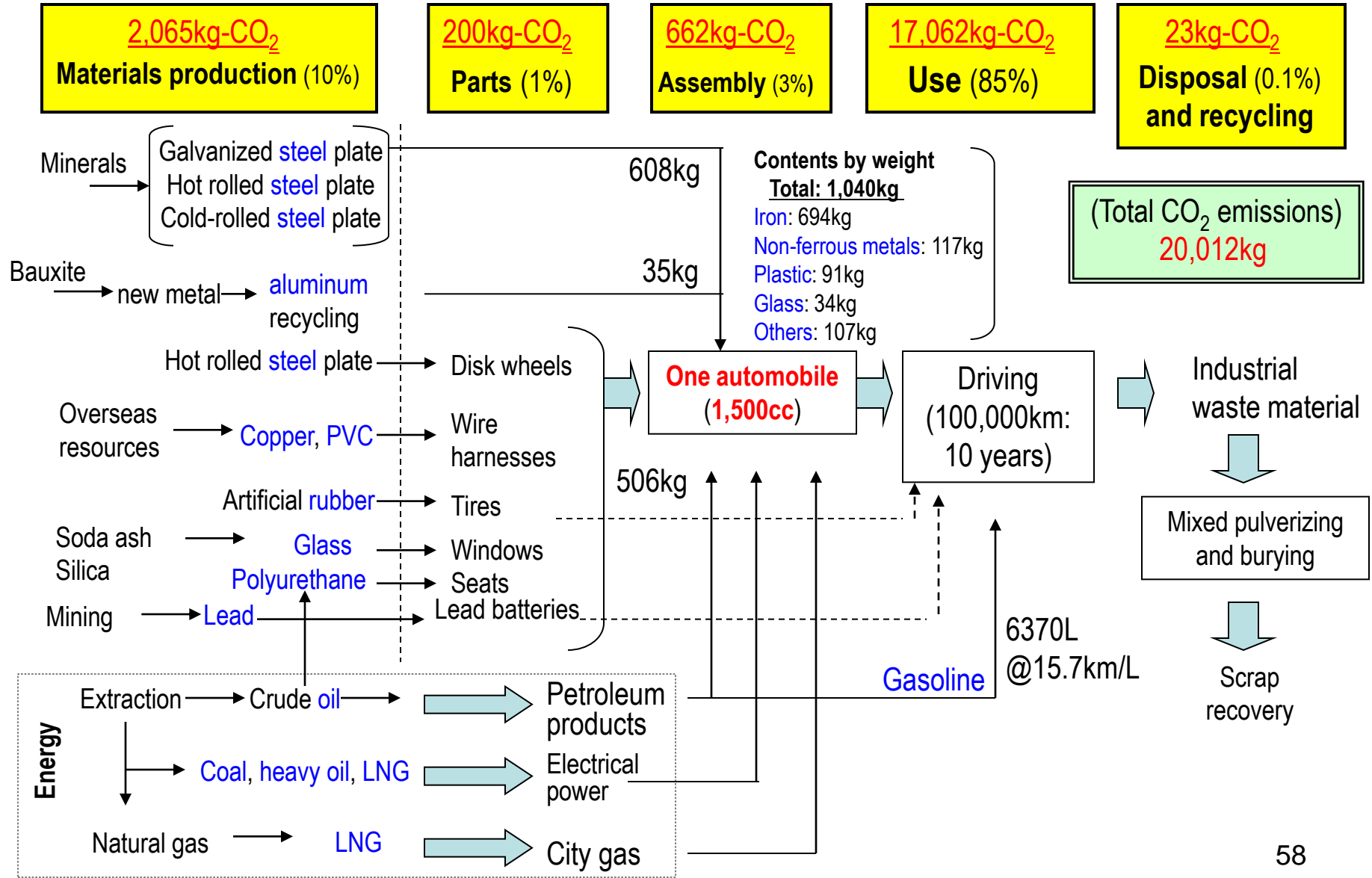
What is to evaluate life cycle,



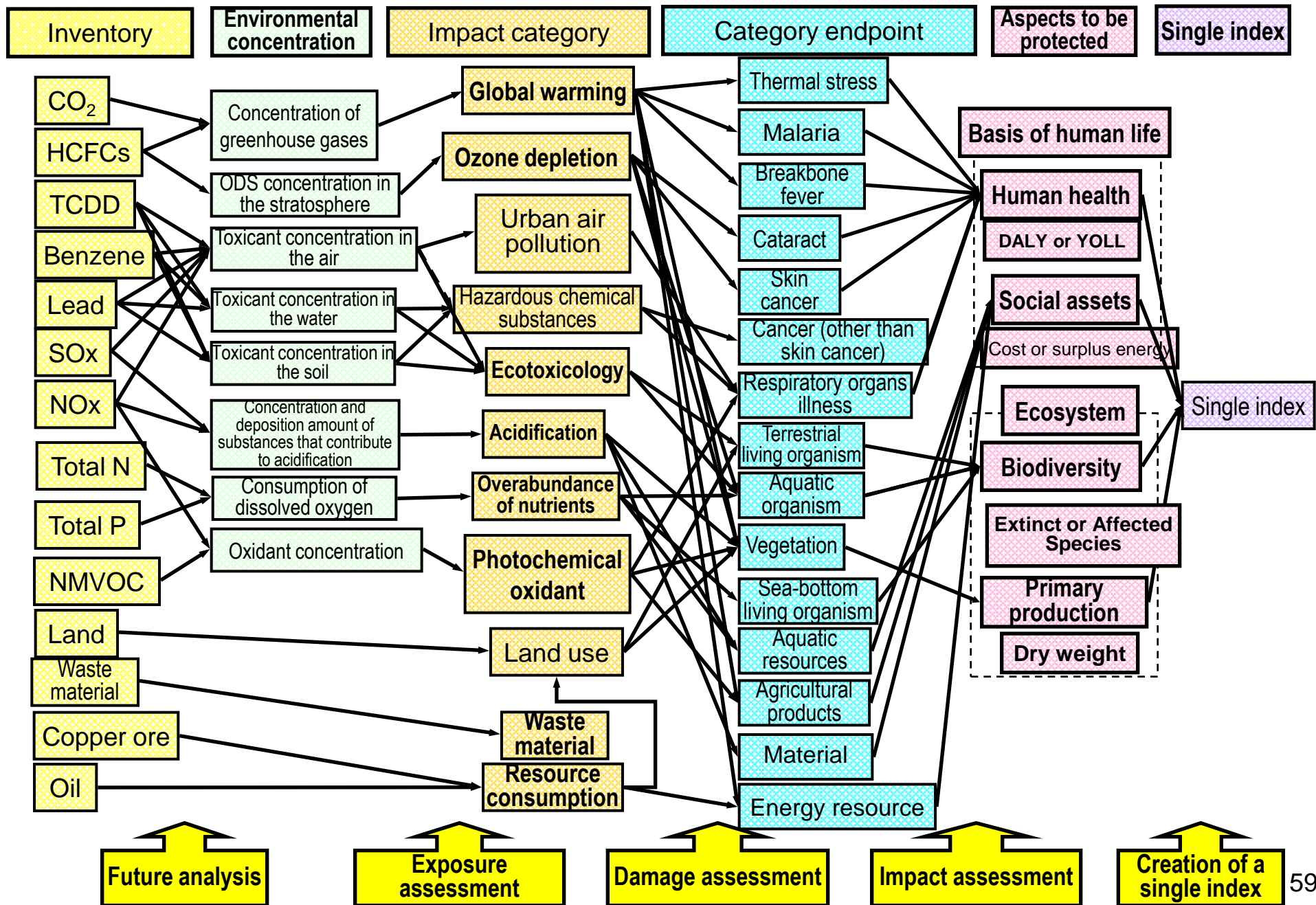
Basic Way of Thinking on LCA Methodology (ISO14040)



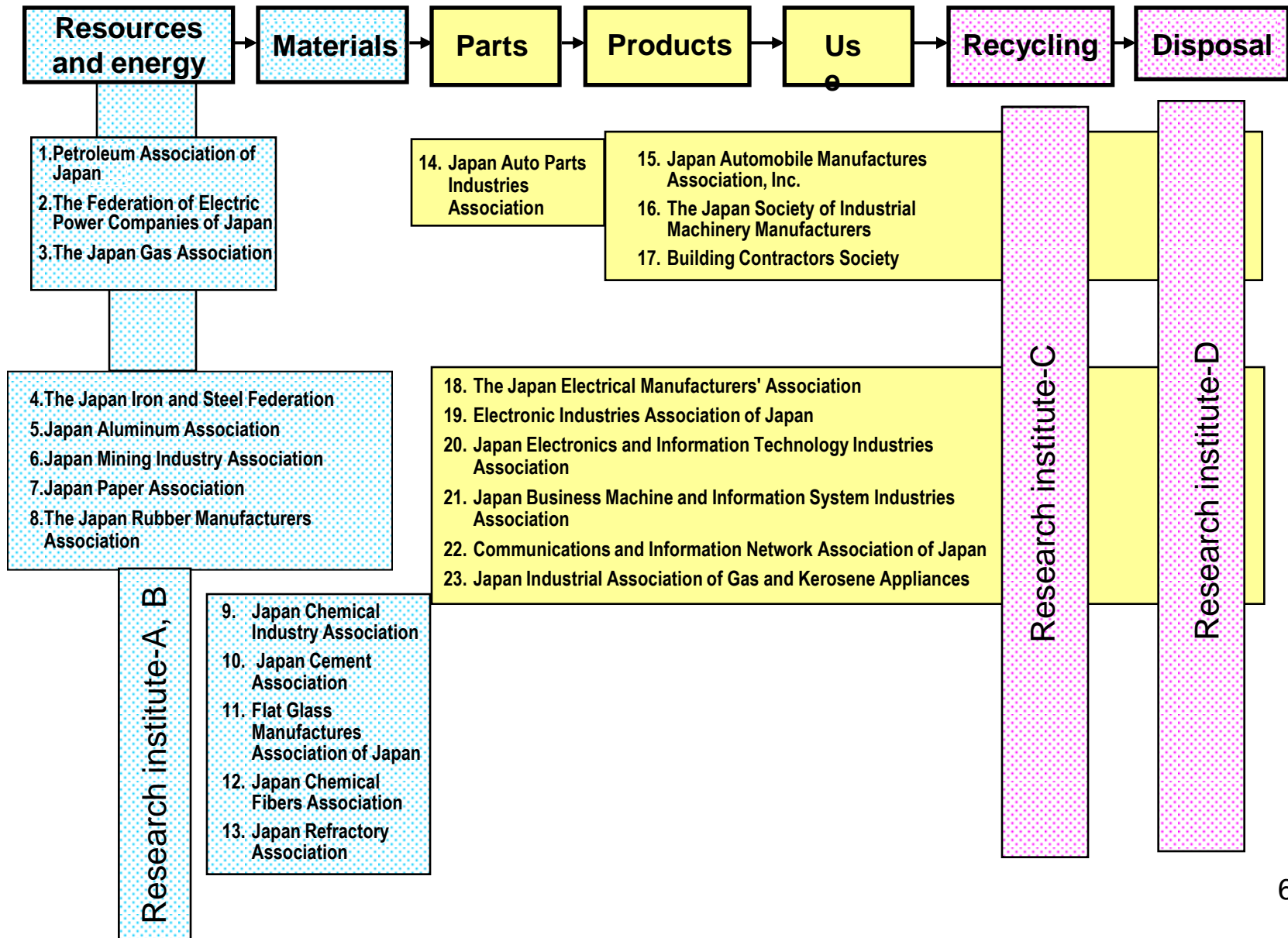
Example: Linkage of automobile inventory data and quantities of CO₂ emissions at various stages (Rough Estimation)



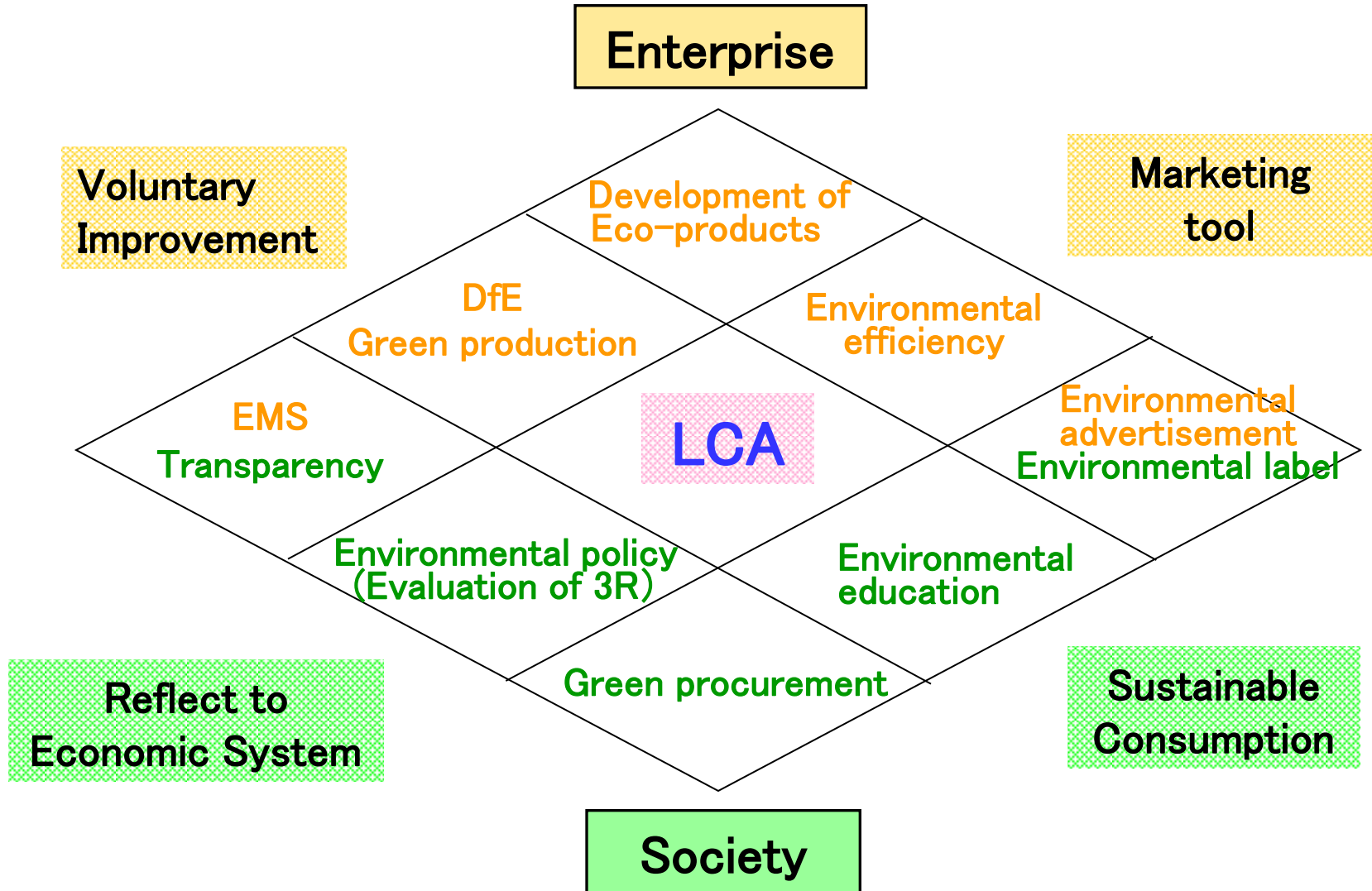
Overview of the damage-calculation type impact assessment system



Main industrial associations participated in the LCA project



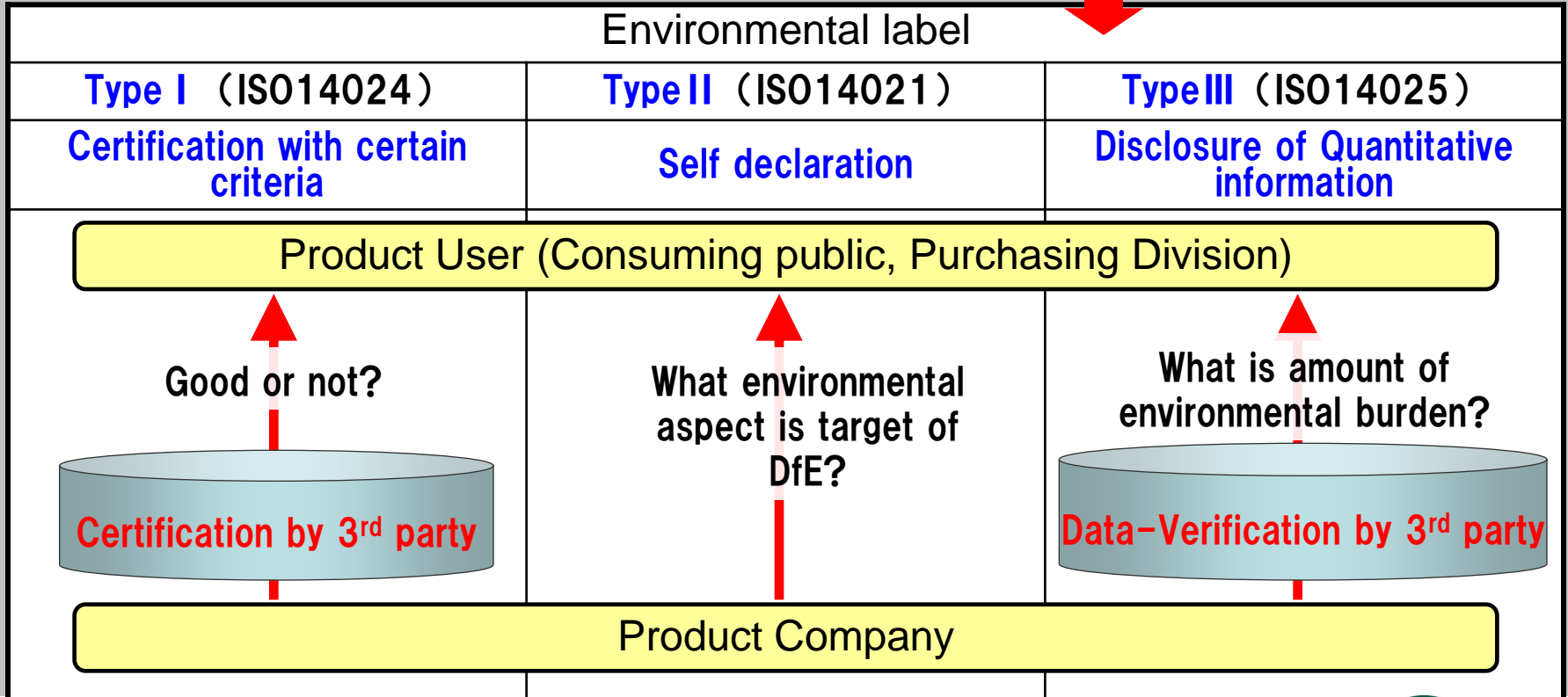
Utilization of LCA



Environmental Labels

Index of product choice

Performance + Price + Function + Design + **Environmental information** +



Eco Mark
(Japan)



Blue angel
(Germany)



Canon
(Japan)



Hitachi
(Japan)



SWE-EPD
(Sweden)



Eco-Leaf
(Japan)

Examples of Environmental Label (Type I)



**Thai Green Label
(Thailand)**



**Ecomark
Scheme (India)**



**Green Mark
Program (Taiwan)**

**Eco-label
(Japan)**



**Green seal
(U.S)**



**EU ecolabel
(EU)**



**Environmental
Label (S. Korea)**



**Blue Angel
(Germany)**



**Environmental
Choice (Canada)**



Nordic Swan

EcoLeaf Label

EcoLeaf

- ✓ Japanese ISO-Type III environmental label
- ✓ Quantitative LCA data of a product
- ✓ Based on a Product Category Rule (PCR)

Product Environmental Aspects Declaration

Telephone (PSC No.AY-03)

Panasonic
ideas for life

<http://panasonic.jp/phone/>
Panasonic Communications Co., Ltd.
Corporate Environmental Affairs Division
TEL 81-92-477-1860 FAX 81-92-477-3285

VE-GP31D

Product Specification

- Personal use
- Base Unit 1set 600g



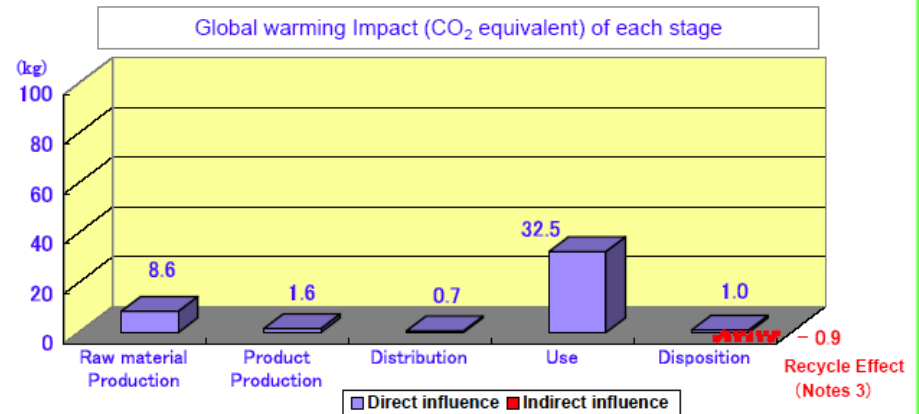
No. AY-06-024



Life Cycle Impacts

	Total, all stage
Global warming(CO ₂ equivalent)	44.4 kg(43.5 kg)
Acidification(SO ₂ equivalent)	0.057 kg(0.056 kg)
Energy Consumption	927 MJ(915 MJ)

* The inside of a parenthesis shows the environmental load containing Recycle Effect. (Notes 3)



The main part of telephone, manuals, accessories, packing material, and the set box are contained in the range for public presentation.
The calculation conditions of a use stage are usable-years five years, are telephone call time 30 minutes per day, and are ring time 1 minute per day.

Notes:

Examples of EcoLeaf Label Indication (To raise up corporate image)

Visiting card



Invoice of electric power consumption

ご家庭のCO2排出量をチェック

地球温暖化の原因とされているCO₂は、ご家庭で電気やガスなどを使うと排出されます。私たちの暮らしからどのくらいのCO₂が出ているか計算してみましょう。

電気(関西電力)	係数 ^{注1)}	CO ₂ 排出量
() kWh	× 0.26	= kg
都市ガス		
() m ³	× 2.11 ^{注2)}	= kg
LPガス		
() m ³	× 6.29 ^{注2)}	= kg
灯油		
() L	× 2.51 ^{注2)}	= kg
ガソリン		
() L	× 2.31 ^{注2)}	= kg
合計		kg

()内にご使用量をご記入ください。
 注1) 関西電力「地球環境アクションレポート2003」から引用
 注2) 環境省「温室効果ガス排出量算定に関する検討結果(平成14年8月)」などから当社が算出したもの
 ※電気のCO₂排出量は、お客さまが使用になった電気をつくる時に発電所から発生した量を表しています。
 ※係数の単位は、電気がkg-CO₂/kWh、都市ガスとLPガスがkg-CO₂/m³、灯油とガソリンがkg-CO₂/Lとなっています。

エネルギーを上手に使い、身近なところからCO₂削減を!
 より詳しい情報は、関西電力のホームページに掲載しています。
<http://www.kepco.co.jp>

ECO LEAF
ATP-0001
当社の電力は「エコリーフ環境ラベル」の認定を取得しております。

ニセ社員・不審電話にご注意ください!
 関西電力

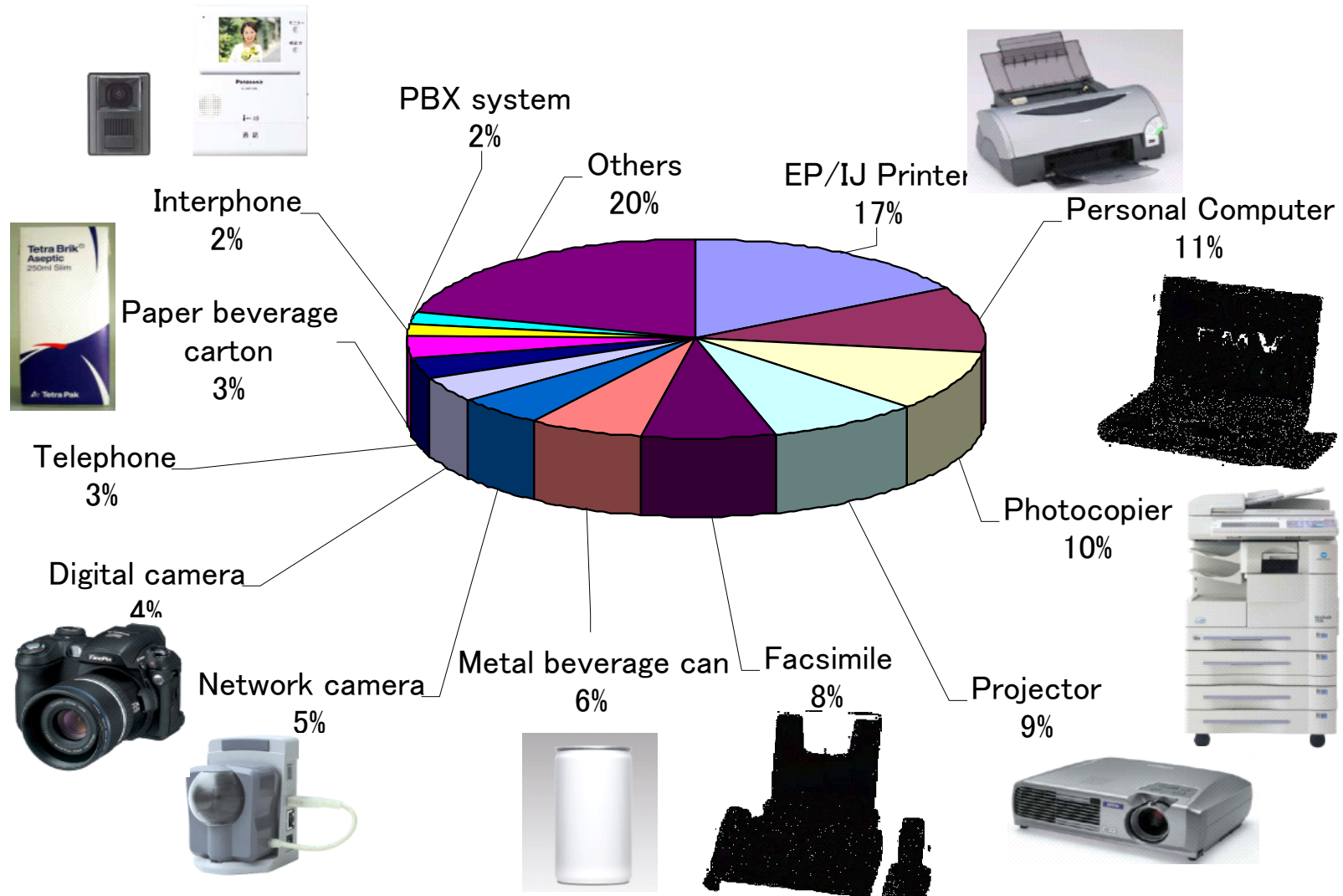
Menu board at a taking-out food shop



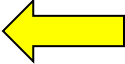
Current status of EcoLeaf

- Current ratio by product category-

As of Oct. 2007



Carbon Foot-Print

- ★ To estimate **total global warming gas emission through the life cycle of a product**, from the cradle to the grave, and convert it into the amount of CO₂  **LCA**
- ★ To **represent by weight of CO₂** on a product and/or on a packaging in order to be easily understood the effort of a producer against global warming.
- ★ To be utilized by consumers to **chose more environmental friendly product** among those having same function and price
- ★ To promote the effort of CO₂ emission reduction by producers **through the supply chain of business**
- ★ To **apply to carbon offset initiative** as an exact emission amount of CO₂

Example

Carbon Foot-Print



working with the Carbon Trust

75g CO2

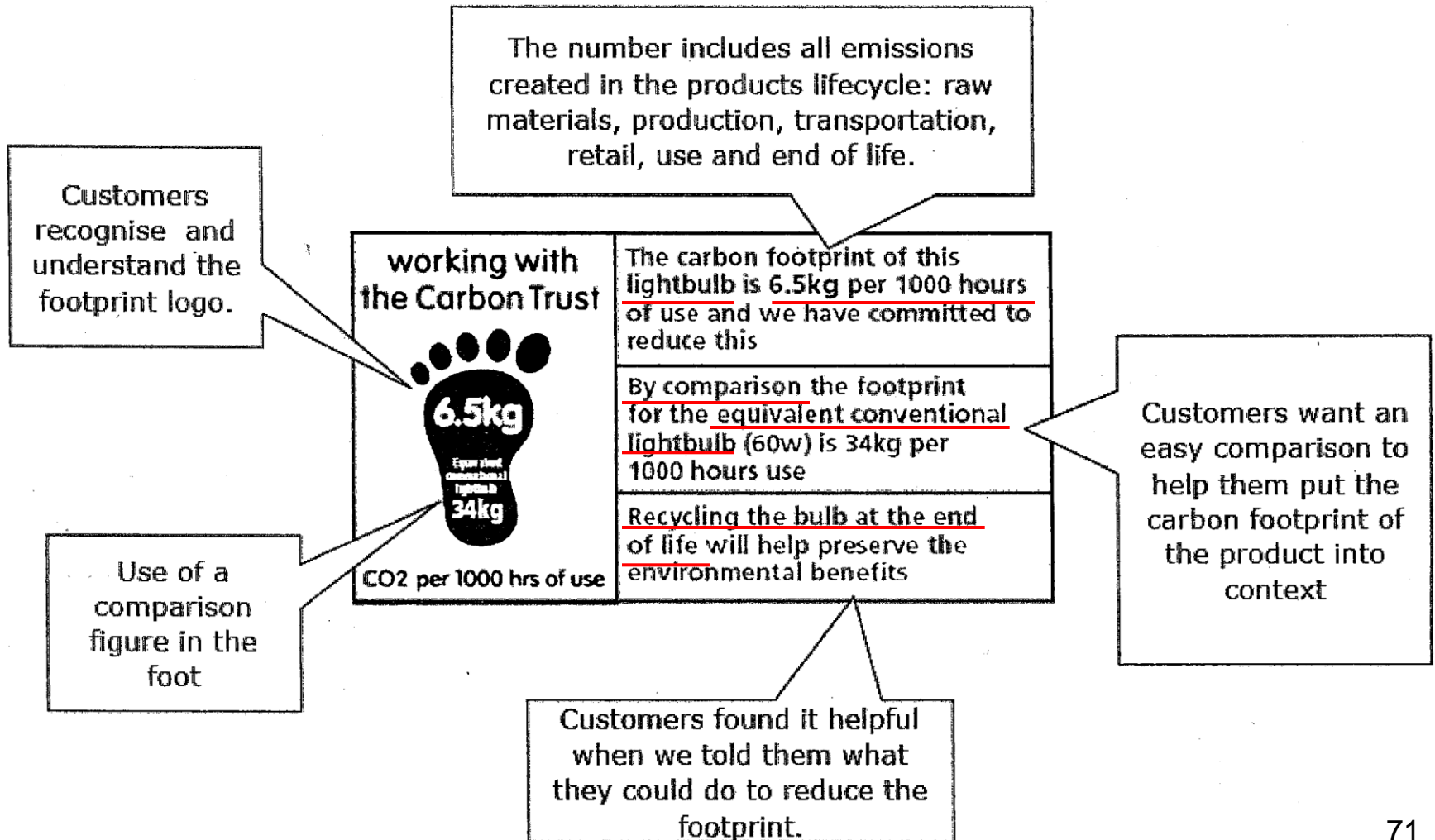
*We at Walkers have been working with the Carbon Trust since 2005 to understand the carbon footprint of our products and are actively working to reduce it over time.

75g of Carbon emissions calculated per pack



- Breakdown of 75g- CO2
- Cultivation of potato: 44%
 - Production : 30%
 - Packaging : 15%
 - Transportation : 9%
 - Waste : 2%

Example : CFP mark of The Carbon Trust (UK)



Environmental Exhibition

No. of Exhibitors and No. of Guests								
	1999	2000	2001	2002	2003	2004	2005	2006
No. of Exhibitors	288	305	350	370	416	453	502	572
No. of Guests	47,449	67,838	88,604	100,483	114,060	124,829	140,461	152,966



Scene of Exhibition



Opening Ceremony



Symposium



Environmental Communication



Environmental Education for School Children



Thank you for your attention !!

