

IGPN Knowledge Sharing Webinar

History and Latest Activities of Green Purchase Networks (Japan) and Potential of GPN Measurement Methodology

June 13, 2024

Green Purchasing Network (GPN)
Secretariat general Gakuji Fukatsu



Today's Presentation

1. Introduction of GPN Japan
2. Experience for GPN setting and operating
3. Impression and insights for the Methodology and the pilot testing (after filled the questionnaire)
4. Advice for the GPN model replication by using the Methodology

1. Introduction of GPN Japan

Green Purchase Networks (Japan)



- **Foundation:** February 1996
- **Purpose:** By promoting green purchasing activities, we contribute to the creation of a market for environmentally friendly products and services and a sustainable social economy.
- **National network/partnership organization of purchasers**
 - We are the network in which businesses, consumers, and government agencies all participate. We also collaborate from the same “purchaser” standpoint.
 - Member: 1,309 organizations (1,069 companies, 104 local governments, and 136 private organizations) as of March 2024
 - We have 7 bases in local networks (Hokkaido, Miyagi, Saitama, Yokohama, Mie, Osaka, and Kyusyu)
- **Directors・・・47 people**
 - Breakdown : 2 academic or scientific experts, 20 companies, 5 local governments, 11 private organizations, 7 local networks, 2 secretariat
- **Advisors・・・22 people** (Local Network Representative and academic or scientific expert)

Development of Public Green Procurement in Japan and the Role and Positioning of GPN-1



■Before GPN was established

- Eco Mark was launched in 1989.
- The Earth Summit was held in 1992, which increased interest in global environmental issues. The development of environmentally friendly products was advanced, but sales of Eco Mark products and other environmentally friendly products have been slow.
 - ←The biggest challenge was that **consumer awareness and willingness to buy were low.**
- Under the initiative of the Ministry of the Environment, a national movement-like network organization will be established by companies, governments, consumer groups, environmental NPOs, academics, and others who **support the purchase of environmentally friendly products.**

■Establishment of GPN

- **Because there were no term “green purchasing,” or the law,** it was just a grassroots movement by businesses, government, consumer groups, environmental NPOs, academics, and others.
- The term “green purchasing” is created as a simple expression that can be used for individuals as well as for organizations.
- At the time of its establishment, we started with 74 organizations. **In two years after its establishment, the number of members exceeded 1,000 organizations,** because companies and governments joined one after another to obtain information on the new movement of “green purchasing” at a time when the Internet was not yet sufficiently widespread.

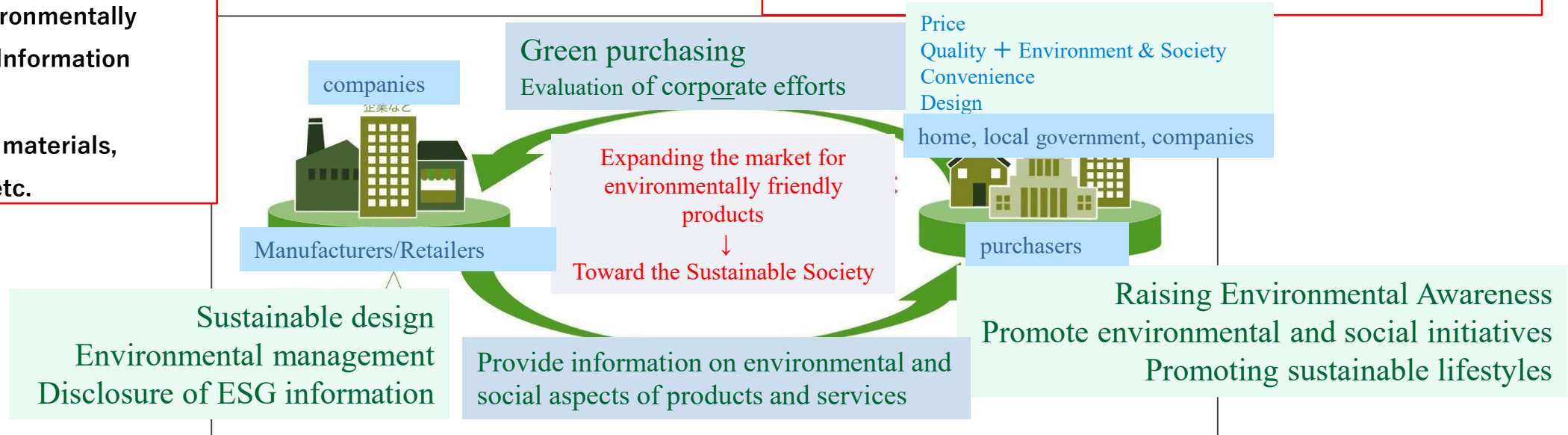
Challenges and the Role of Each Sector in Promoting Green Purchasing

Manufacturers

- Manufacture of environmentally friendly products and Information dissemination
- Procurement of raw materials, supplies, equipment, etc.

Retailers

- Purchase and sale of environmentally friendly products
- PR to consumers on the sales floor
- Procurement of consumables, fixtures, equipment, etc.



Local governments

- Greening their own procurement
- Supporting producers and retailers
- Consumer awareness raising

Consumers (individuals/organizations)

- Purchase environmentally friendly products

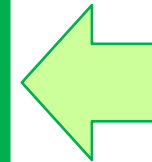
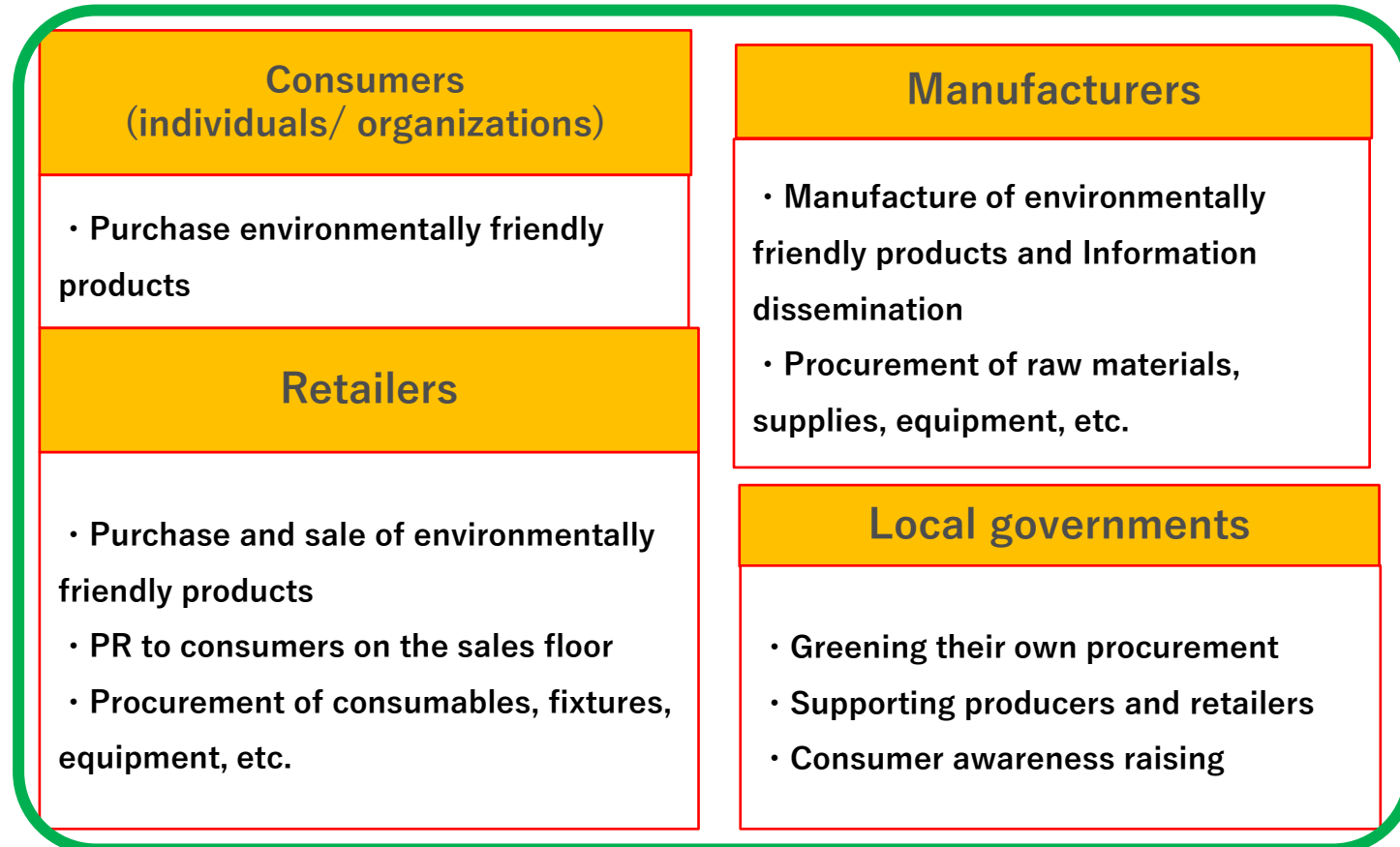
Development of Public Green Procurement in Japan and the Role and Positioning of GPN-2

■ National movement by industry, government, academia, and the private sector (prior to the enforcement of the Green Purchasing Law)

- Nationwide events to promote green purchasing
(supported by the Ministry of the Environment)



Raising awareness of green purchasing



- Developing the guide for selecting environmentally friendly products (Green Purchasing Guidelines)
- Development of product information database

The point at which GPN grew

- Green purchasing is a concrete and routine action (easy to tackle)
- Working voluntarily and independently, rather than working on what was required by law.
- Instead of an antagonistic structure of companies and consumers, companies, government, and consumers are connected on an equal footing, “from the standpoint of the same purchaser”.
- Consensus building with thorough and honest discussion

2. Experience for GPN setting and operating

Green Purchasing Network (GPN)

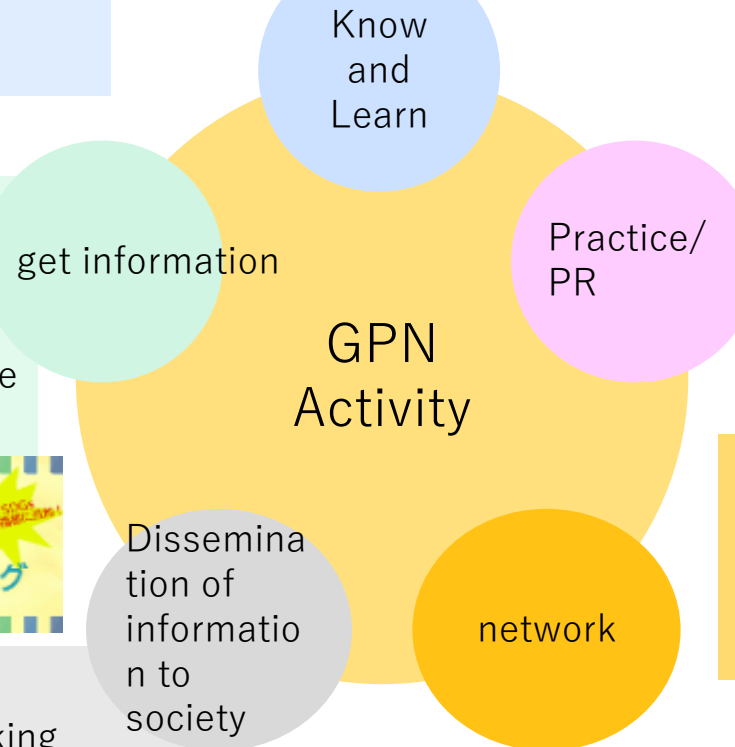
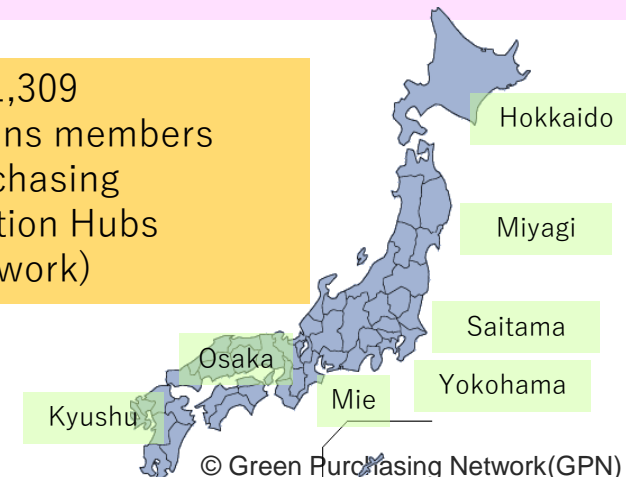
A national network of purchasers and others contributing to the realization of Carbon Zero, SDGs, and the Circular Economy through the promotion of sustainable procurement (consumption and production).

- Seminars
- Green Purchasing and Environmentally Conscious Contracts Workshop
- GPN News, GPN Column

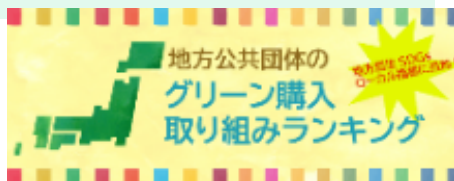


- Green Purchasing Awards
- Sustainable Procurement Action Program
- Supply Chain Assessment
- Individual consultation, procurement policy development and review
- Promotion of renewable electricity

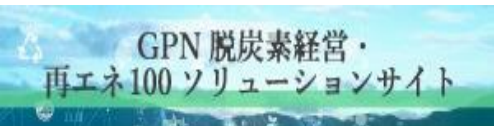
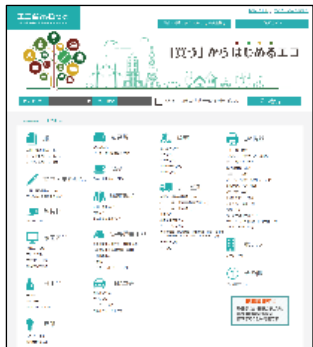
- Members 1,309 organizations members
- Green Purchasing Dissemination Hubs (local Network)



- Purchasing Guidelines for 23 Sectors
- Eco Products Database,
- Sustainable Products website



- Policy advocacy
- Municipality Ranking
- Lectures and External Committee Activities



What we keep in mind for developing our activities

1. Communicate that green purchasing and sustainable procurement are effective means to improve social issues, such as combating climate change and promoting resource recycling.
2. The program will cover a wide range of topics of interest to society and its members.
3. Expand the scope of information delivered by working not only with GPN member organizations, but also with organizations (industry associations and initiatives) and prefectures that have members.
4. Through seminars and awards, the participants can share case studies and know-how, and gain experience success, like “I got the information because I got involved in GPN”.

Business Plan for FY2024

NO	section	Business name	Main target audience		
			business	administration	community
1	Opportunities to know and learn	Seminar	○	○	
2		Green Purchasing and Environmentally Conscious Contracts Workshop		○	
3		GPN News and GPN Column	○	○	
4	Opportunities for practice and PR	Green Purchasing Awards	○	○	○
5		Sustainable Procurement Action Program	○		
6		Production and dissemination of sustainability workbooks for sustainable management	○		
7		Green Purchasing Initiative Support Plan		○	
8	Opportunities for information	Formulate and revise green purchasing guidelines	○	○	
9		Enhancement of information provision on eco products and services	○	○	
10		Providing information on sustainable products and services	○	○	○
11		Seminar on promotion of renewable electricity and support for decarbonized management	○	○	
12	Information dissemination and proposals to society, etc.	policy advocacy			○
13		Municipality Ranking		○	○
14		Lectures and External Committee Activities	○	○	○
15		Disseminating information overseas			○
16	Toward further enhancement of activities	Promote new membership (target 1,350 organizations)	○	○	○
17		Considerations for the 30th Anniversary	○	○	○
18		Advisor Roundtable			○

Seminars and Workshops

- Themes in various categories will be covered and the latest trends will be delivered, leading to sustainable procurement practices.
- Through the 12 partner organizations, non-members will be invited to participate in order to expand the network.

Date	Theme
Apr	Explanation of the Basic Policy of the Green Purchasing Law for FY2023
Apr	How to calculate and verify carbon footprint toward carbon neutrality throughout the supply chain
May	Green Purchasing Workshop for Municipal Officials
May	How to use Eco Products Net
May	Learning about Global Warming from the Ground Up for a Decarbonized Society / LCA and CFP
Jun	Explanation of key points for formulating/revising the Basic Environmental Plan and the Action Plan for Global Warming Countermeasures
Jun	Sustainable Agriculture , Forestry and Fisheries from the perspective of "Green Food System Strategy"
Jul	Environmental Consideration Contracts (Electricity) Training Seminar for Municipal Officials
Jul	Importance of human rights considerations throughout the supply chain

Date	Theme
Jul	Utilization of platforms to promote resource recycling that consumers can engage in
Aug	Challenges and Future of Type II Environmental Labels
Aug	EcoVadis Sustainability Assessment
Sep	Disclosure of sustainability information to enhance corporate value
Sep	Dissemination of sustainability information based on mutual recognition with overseas labels
Oct	Trends in ESG investment and sustainability information disclosure
Nov	How to register environmentally friendly designed containers and packaging in the food database
Nov	Explanation of Proposed Revisions to the Basic Policy of the Green Purchasing Law

The 24th Green Purchasing Awards

- Through the awarding of advanced initiatives that contribute to the resolution of social issues, the program aims to disseminate examples of sustainable procurement practices.
- A special category, "Agriculture, Forestry and Fisheries (AFF)," was established as a special category. Awards were presented to 13 organizations in all categories.

award	Organizations (Application Category)	Themes to be addressed
Grand Prize, Minister of the Environment Award	Japan Consumers' Co-operative Union (Government and Private Organizations Sector)	Sustainable Raw Materials Procurement and Stakeholder Communication
Grand Prize, Minister of Economy, Trade and Industry Award	Seiko Epson (Large Company Division)	
Grand Prize, Minister of Agriculture, Forestry and Fisheries Award	Sugimoto Shoten (AFF Special Section)	Achieve sustainable agriculture and economic development through forestry and welfare linkages
first prize	Mie University (Government and Private Organization Division)	Program for co-creation and development of scientific local environmental human resources for local and environmental transformation
	Akikawa Bokuen (AFF Special Section))	Sustainable agriculture with a focus on livestock production
	Aeon Topvalu (AFF Special Section)	Sales and promotion of animal welfare-raised chicken eggs
	Yamanashi Prefecture (AFF Special Section)	Yamanashi Animal Welfare Certification System
Award of Excellence	Super Bag (Large Company Division)	Development of resource-recycling products using waste stretch film
	Daito Kentaku (Large Company Division)	Strengthening Sustainability with EcoVadis
	LCOM (SME Division)	Clean Ocean Project to encourage the reduction and utilization of plastic waste
	Sustainable Story (SME Division)	Fair Trade Coins, a mechanism for economic circulation
	Orikane (AFF Special Section)	Implementation of environmentally friendly initiatives using bagasse
	Mos Food Service (AFF Special Section)	Environmental activities of the Mos Burger chain guided by the founding philosophy "The Heart of Mos"

Eco Products Database “Eco-Products net”

Features of "Eco Products Net"

(reference)

- Environmental information on **about 13,000** products
- Approximately 800,000 page views per year
- Updated information posted four times a year
- Can be **compared with other products from** major manufacturers
- **Search for products compliant with the Green Purchasing Law.**
- Shows acquisition status of environmental labels
- **90% of** prefectures and ordinance-designated cities, **400 organizations*** use as reference information
- Linkage with mail-order catalogs and sales websites



Launched a website to introduce sustainable products



■CONCEPT

森林があるべき姿を保ち続けるには、森林で育ち、間伐された木材をできる限り、無駄なく活用する取り組みが求められます。

この考えから家具ブランド「yuimori」を立ちあげました。

木材をはじめとする国産素材の活用と同時に素材ごとにできる限り分解できる製品設計を行い、リサイクルや適切な廃棄につなげます。「yuimori」を通じて、自然共生社会への貢献を目指します。



■Website Overview

Name: Sustainable Products and Services

Launch: September 2023

URL: <https://gpsustainable.com>

Purpose: To introduce products that are not only environmentally friendly but also socially conscious and seek sustainability.

Requirements for listing:

- The listed business must be a GPN member.
- The committee determines that the product is suitable for publication.

Publication fee: Free of charge in FY2023. (A fee will be charged from FY2024 onward.)

Launch of the Renewable Energy 100 Solution website

■Outline of the website

Name: GPN Decarbonization Management and Renewable Energy 100 Solution Website

Launch: November 2023

URL: <https://gpn-datsutanso.jp/>

Purpose: To introduce solutions that help promote decarbonization management to companies and organizations that promote decarbonization management.

Target solutions to be listed:

- (1) Energy saving related
- (2) Private power generation and consumption of renewable energy
- (3) Re-energy power generation/consumption
- (4) Others



3. Impression and insights for the Methodology and the pilot testing (after filled the questionnaire)

Impressions and insights on the methodology and pilot test (after filling out the questionnaire)

1. It is effective in understanding the consistency of the organization's activity purposes and current initiatives, as well as their challenges, etc.
2. Self-checking enables us to monitor the status of our own efforts.
3. Establishment of goals and indicators to improve efforts and periodic reviews are effective.
4. Some items are difficult to determine if we were able to answer as intended by the question.
5. Environmental, social, and economic indicators cannot be evaluated solely by GPN activities and are difficult to quantify.
6. It is important for each GPN to check and share issues and know-how.
7. Since each GPN was established under different process and works in different circumstances, it is difficult to compare the results of the answers.

Our Answers (excerpts)

Items that we were able to answered (excerpts)

A.4 Does the policy, initiative, or action plan designed to consider the sustainable procurement principles (ISO 20400 4.2), include any of following core subject for green purchasing:

- ☐ Purchasing focus on need
- ☐ Sustainable/green purchasing in public sector
- ☐ Sustainable/green purchasing in business sector
- ☐ Sustainable/green purchasing in consumer sector
- ☐ Information disclosure of sustainable/green product/service

For example, principle buy only what is needed and seek more sustainable alternatives; require transparency disclosure; ensure the sustainability is integrated into all existing procurement practices etc.

10

■ Yes ☐ No

■ Yes ☐ No

■ Yes ☐ No

■ Yes ☐ No

■ Yes ☐ No

(Each item score is 2)

Please provide details and illustration

- We position a consideration of necessity as the first principle of the Principles of Green Purchasing.
<https://www.gpn.jp/about/rule/>
- We provide workshops, seminars, individual consultations, and support for initiatives for local governments regularly.
<https://www.gpn.jp/eco.html>
- We provide seminars, create tools for sustainable procurement, and conducts supplier surveys for companies.
Seminars:
<https://www.gpn.jp/info/gpn/12a89a2b-6163-437b-b487-eb3148465ea0>
Tool Creation:
<https://gpn2030.wixsite.com/action-program>
Supplier Surveys : <https://www.gpn.jp/info/gpn/c4321e7c-0dee-4be4-a110-e07b07cd9df5>
<https://www.gpn.jp/info/gpn/f2a58a0b-fec8-4068-b3fa-b825011709c0>
- For promoting awareness to consumers, we conducted the Simultaneous Action Campaign for Green Purchasing and other activities (currently suspended).
<https://www.gpn.jp/event/campaign/history/>
- Disclosure on Sustainable/Green Product:
Eco-products Database: <https://www.gpn.jp/econet/>
Sustainable Products/Services: <https://gpnsustainable.com/>
Renewable Energy 100 Solution Site: <https://gpn-datsutanso.jp/>
Environmentally and Socially Conscious Products Using Palm Oil: <https://www.gpn.jp/project/palm/>

Our Answers (excerpts)

Items that we were able to answered (excerpts)

<p>B.1 Does it have the management rules, regulations, by-laws?</p> <p>For example, by-laws of the organization, regulation</p>	2	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<p>Please provide the name of the document, and the overall introduction</p> <ul style="list-style-type: none"> • Constitution: https://www.gpn.jp/organization/rule/ • Privacy Policy: https://www.gpn.jp/assets/pdf/kojinjoho.pdf • Rules for the operation of the regional network • Rules on travel expenses • Rules for Gratuities • Provisions for the development of Green Purchasing Guidelines
<p>C.5 Are members' number stable or increased for an appropriate rate?</p> <p>For example, the available members' number in past 2 years</p>	2	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<p>Please illustrate in detail</p> <p>It has declined to less than half its peak, but has leveled off over the past few years.</p> <p>March 2022: Total 1,304 organizations (companies 1,072, government 103, private organizations 129)</p> <p>March 2023: Total 1,283 organizations (companies 1,050, government 102, private organizations 131)</p> <p>March 2024: 1,309 organizations (1,069 companies, 104 government, 136 private organizations)</p>
<p>E.10 Are knowledge promotion activities taken via any of following:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Seminar and workshop <input type="checkbox"/> Training and capacity building <input type="checkbox"/> Policy research and recommendations <input type="checkbox"/> Others <p>For example, case study report, webinar or training session etc.</p>	2	<p> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No </p> <p>(Each item score is 0.5)</p>	<p>Please illustrate in detail</p> <ul style="list-style-type: none"> • Seminars / Workshops https://www.gpn.jp/info/gpn/12a89a2b-6163-437b-b487-eb3148465ea0 • Recommendation https://www.gpn.jp/info/gpn/dae8b837-e11b-4a63-8286-c7feb95612ac https://www.gpn.jp/info/gpn/2cdaac4e-1c0d-42d0-a986-512cd69b4c44 https://www.gpn.jp/info/gpn/ca1872fa-6058-4305-94d3-05818bc41df0 <p>What is the difference between seminars and workshops and training/capacity building?</p>

Our Answers (excerpts)

Items that we were uncertain to answer correctly (excerpts)

Basic Requirement			
The legality statue of the organization or initiative organization			Please provide more details to support your answer and kindly include links to relevant documents
<p>Please describe Whether the Green Purchasing Network (GPN) is an initiative or an organization? What kind of level does GPN represent: national(regional), local, city or industry?</p>			
<p><input type="checkbox"/> If the GPN is an organization, does it legally compliance with the relevant requirements at the country(region)?</p> <p>For example, these can be any of the following:</p> <ul style="list-style-type: none"> — The GPN itself is legally established in compliance with the relevant requirements — Promote green or sustainable purchasing scheme is one of its main activities 	--	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<p>Please provide details on the documents as attachments</p> <p>We are not sure what is referring to the relevant requirements. There is Green Purchasing Legislation, but we feel that the Green Purchasing Legislation is not the basis for the existence of GPN as an organization and does not apply to related requirements.</p>

Our Answers (excerpts)

Items that we were uncertain to answer correctly (excerpts)

<p>B.8 Are continuous information communication for the policy/initiative/action plan (A.1) implementation?</p> <p>For example, the information communication frequency and plan</p>	2	<p>■ Yes □ No</p>	<p>Please illustrate in detail and provide the web link if have</p> <p>The secretariat holds regular meetings to review the progress of projects and share issues. The progress of the projects is also reviewed at committee and Board of Directors.</p>
<p>B.10 Does information content cover any of the following:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Members updates <input type="checkbox"/> Stakeholder updates <input type="checkbox"/> Knowledge on sustainable/green purchasing, sustainable consumption and production, sustainable development <input type="checkbox"/> Other 	2	<p>■ Yes □ No ■ Yes □ No ■ Yes □ No ■ Yes □ No</p> <p>(Each item score is 0.5)</p>	<p>Please illustrate in detail and provide the web link if have</p> <ul style="list-style-type: none"> • What is the difference between members and stakeholders? • Our seminars provide information on sustainable consumption and production, examples of initiatives, etc., so we think that they may be all applicable.

Our Answers (excerpts)

Items that we did not know how to answer(excerpts)

<p>C.4 Are the ratio between members and personnel appropriate?</p>	2	<input type="checkbox"/> Yes <input type="checkbox"/> No	<p>Please illustrate in detail</p> <p>What is the assumed expert on?</p>
<p>C.6 Are the present technology adequate to support the capacity?</p> <p>For example, the available tool used to support the technical capacity</p>	2	<input type="checkbox"/> Yes <input type="checkbox"/> No	<p>Please illustrate in detail</p> <p>What do you mean by “technology” and “the capacity”?</p>
<p>D.5 Are appropriate products or service category available being enacted guidelines?</p> <p>For example, the product/service category list; the product/service item list</p>	1	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<p>Please illustrate in detail</p> <p>We are not sure what “appropriate products or service category” refers to.</p>
<p>F.9 Use any form of benefit calculator to measure</p> <ul style="list-style-type: none"> <input type="checkbox"/> Environmental economic performance <input type="checkbox"/> Social economic performance <p>For example, Any method, tools, standard used to calculate the benefit</p>	2	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No (Each item score is 0.5)	<p>Please illustrate in detail</p> <p>We are not sure how to answer this question.</p>

Our Answers (excerpts)

Items that was difficult to grasp or difficult to tackle GPN Japan alone (excerpts)

<p>F.68 Actual economic performance result:</p> <p><input type="checkbox"/> Green products application annual increase rate [(Current year green products procurement scale-Previous year green products procurement scale)/ Previous year green products procurement scale×100%], OR;</p>	2	<p><input type="checkbox"/>Yes <input checked="" type="checkbox"/>No <input type="checkbox"/>Yes <input checked="" type="checkbox"/>No (Each item score is 1)</p>	<p>Please illustrate in detail</p> <p>We do not monitor.</p>
<p>F.7 Actual environmental performance result for the green products application:</p> <p><input type="checkbox"/> GHG emission reduction <input type="checkbox"/> Pollution reduction <input type="checkbox"/> Resources efficiency <input type="checkbox"/> Others</p>	2	<p><input type="checkbox"/>Yes <input checked="" type="checkbox"/>No <input type="checkbox"/>Yes <input checked="" type="checkbox"/>No <input type="checkbox"/>Yes <input checked="" type="checkbox"/>No (Each item score is 0.5)</p>	<p>Please illustrate in detail</p> <p>We do not monitor.</p>
<p>F.8 Actual social performance</p> <p><input type="checkbox"/> Influence capacity: Adoption rate for policy recommendation; <input type="checkbox"/> Credibility: Number of positive reported by media, endorsed or acceptance by international organizations or third party; <input type="checkbox"/> Traceability and chain of custody: social performance based on supply chain <input type="checkbox"/> Compliance with ILO or national labor regulation, promote SMEs</p>	2	<p><input checked="" type="checkbox"/>Yes <input type="checkbox"/>No <input type="checkbox"/>Yes <input checked="" type="checkbox"/>No <input type="checkbox"/>Yes <input checked="" type="checkbox"/>No <input type="checkbox"/>Yes <input checked="" type="checkbox"/>No (Each item score is 0.5)</p>	<p>Please illustrate in detail</p> <p>We can monitor the number of policy recommendations, but we cannot monitor the performance of other item.</p>

4. Advice for the GPN model replication by using the Methodology

To develop the GPN Measurement Methodology

1. Identify items that were difficult to answer or unclear in intent when each country of GPN answered the questions, and improve the checklist.
2. GPNs in each country, as well as organizations separate from and similar to GPNs in each country, will be asked to respond to the survey to identify challenges, expertise, and what points and support are needed to improve their efforts.
3. Communicate the results of the responses and know-how, etc. to countries, regions, and organizations that willing to establish GPN organizations.
4. Share the results of the responses along with the status of green purchasing and sustainable procurement in each country, and seek support from national governments, the United Nations, and others.

Thank you for your attention.

Green Purchasing Network (GPN)
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