

Implementation of Energy Star Program in Japan

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Outline

- Tasks of ECCJ
- Public activities
 - Ads (brochures, magazines, etc.)
 - Exhibition
- Registered Statistic
- Survey on labeling and recognition
 - Field Survey
 - Targeting partners
 - Targeting consumers
- Another program
 - Top runner program and Labeling program

Tasks of ECCJ

A. Public Activities

- Accepting manufacturers' registration and publishing the list of company names and their products through internet.
- Dissemination and promotion of the Energy Star logo utilizing brochures, posters, newspapers and magazines.

B. Surveys

- Field survey on labeling for products and brochure.
- Various surveys aiming at expanding the program to include energy-efficient guidelines for more products besides office equipment.

C. Collecting Information and Analyzing

- Collecting and analyzing information on labeling programs and technologies in countries abroad.

Public Activities

Dissemination and promotion of Energy Star program.

e.g. achievement for year 2004

- ◆ Distributing 10,000 brochures and 5,000 posters to 5,000 sites, including public offices, schools and companies.
- ◆ Advertising in 2 newspapers, 10 magazines.

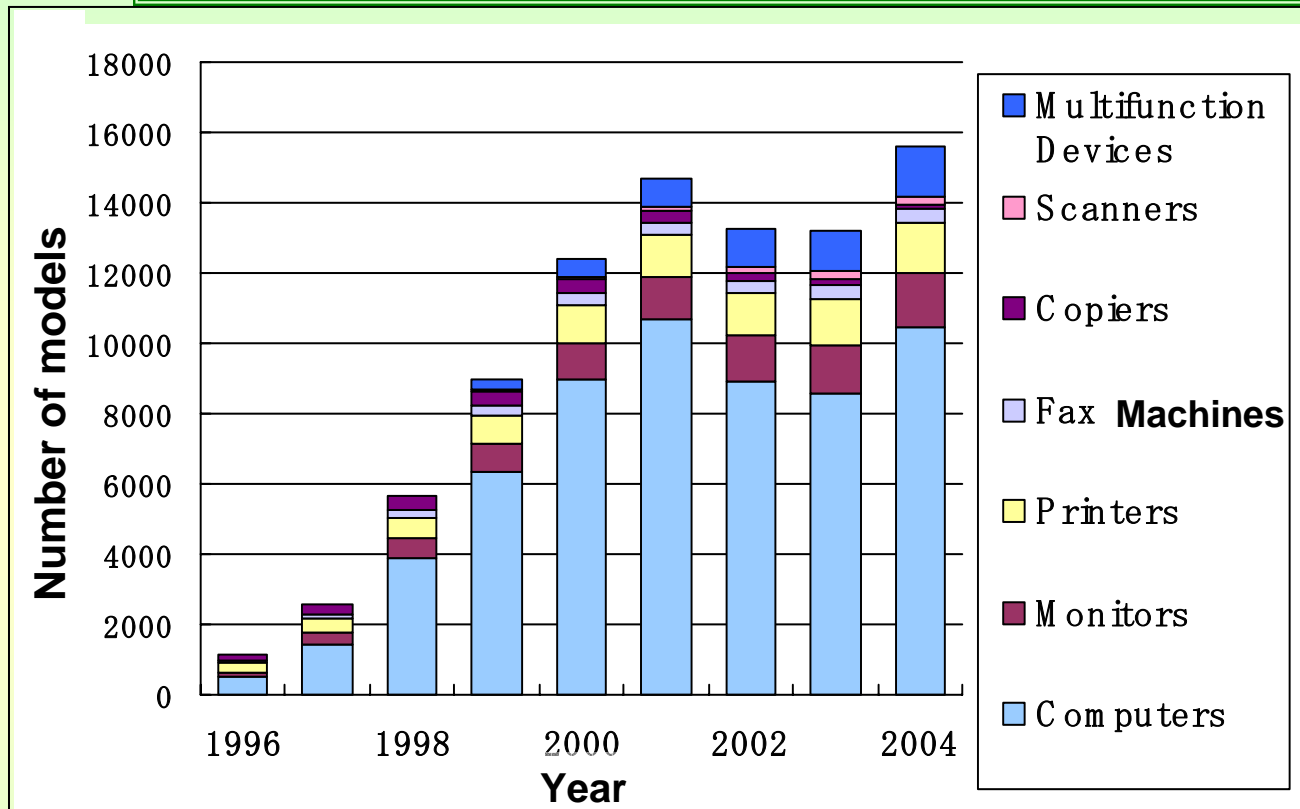


This Year's New Poster

Public Activities (Exhibition)

- Every year, ECCJ runs a booth at large-scale environmental exhibitions in Japan.
 - In 2004, the exhibitions were held in 5 cities:
Sapporo, Sendai, Toyota, Nagahama, Kitakyushu
 - 200,000 people in total visited these exhibitions,
we had 10,000 visitors to Energy Star booth
- **ENEX** “Energy and Environment Exhibition” is held,
that is hosted by ECCJ once a year.
 - The 29th ENEX was held in Feb 2005 in Tokyo and Osaka.
We had 86,000 visitors over six days.
 - Energy Star compliant products are exhibited for promotion
of Energy Star.

Number of Energy Star Product Models Registered in Japan (As of February 2005)

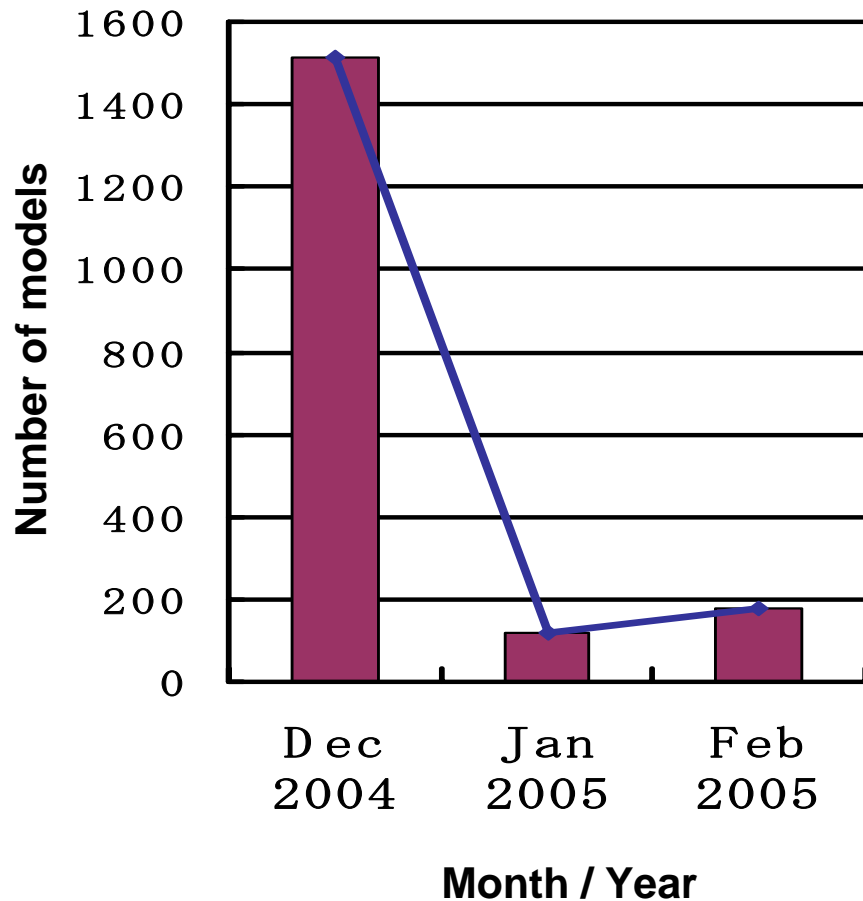


Current Number of Registered Companies	
Computers	44
Monitors	56
Printers	59
Fax Machines	22
Copiers	12
Scanners	24
MFDs	25

- The together number of registered models of 7 products is over 15,000.
- The program currently has 123 registered companies.
- Old models which no longer exist in the market are removed from registered website list since 2002.



The Transition of the Number of Registered Monitors in Japan (Dec 2004 - Feb 2005)



Because of the effect of new monitor specification ver. 4.0, the number of registered monitors dropped down in January.

Now, we are in the process of registering the qualified monitors. The number is on the way to recover.

Logo Use Monitoring

Field Survey on Labeling of Energy Star Compliant Products

- **Random in-store survey (Jan 2002)**

- Research on the Energy Star Compliant products with
 - logo labeled on the product body
 - logo displayed in brochure (print advertisements)
 - logo statement
- Selected are 7 stores in the busiest shopping district for electric appliances in Tokyo.

- **The Number of Manufactures and Models Surveyed**

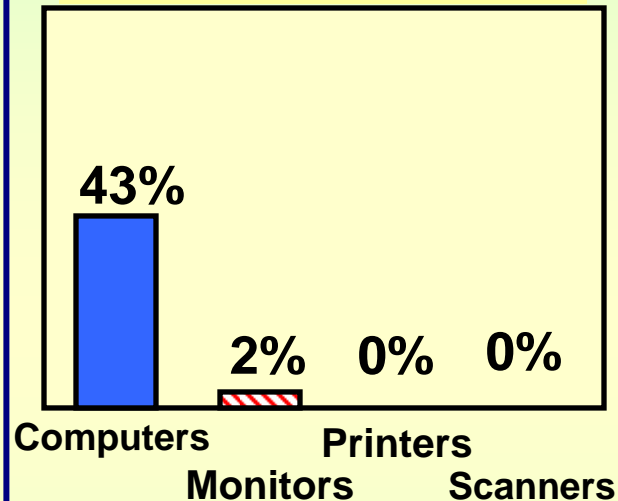
Product	Manufactures	Models
Computers	12	77
Monitors	14	53
Printers	8	47
Scanners	3	8
Total	37	185

logo statement

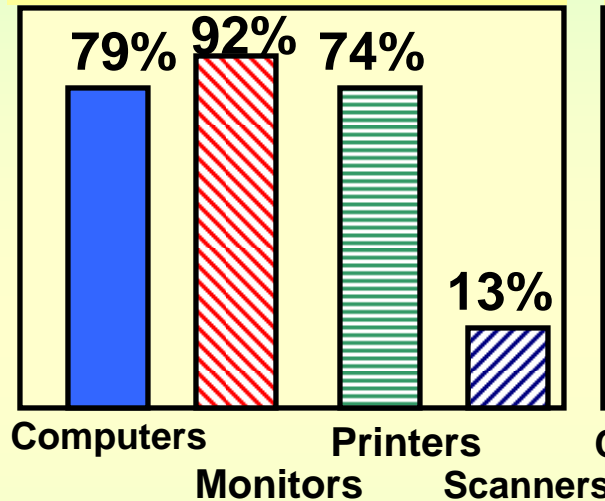
“As an Energy Star Partner, (company name) has determined that this product meets the Energy Star guidelines for energy efficiency.”

Logo Use Monitoring <Survey Result>

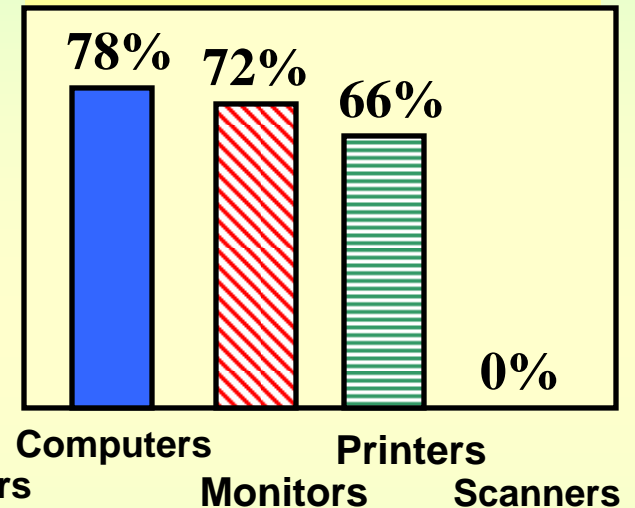
Logo Labeled on Product Body



Logo displayed in Brochure



Logo Statement in Brochure



Logo Labeled on Product Body

- Almost half the computers are labeled, but other products are unlabeled.

Logo displayed in Brochure

- Most products except scanners have the logo in their brochures.

Logo Statement in Brochure

- Most products except scanners have the logo statement when the logo is displayed in Brochure.



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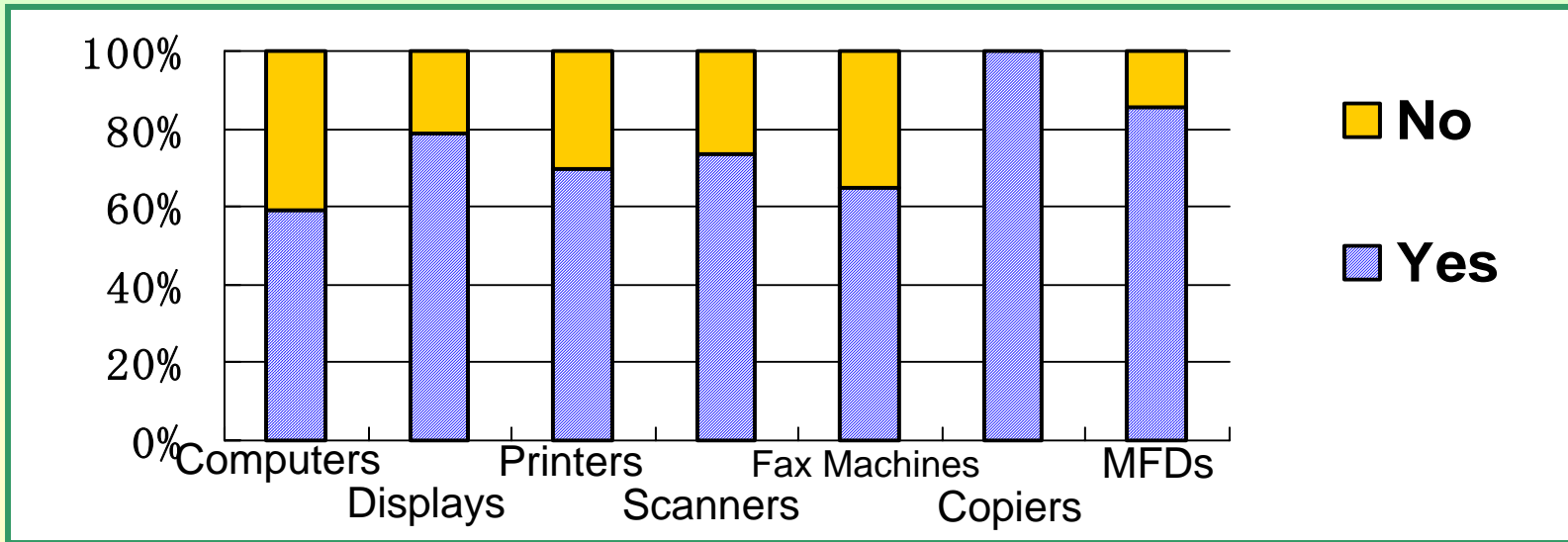
Survey on Energy Star Logo Use by ES Partners in Japan (Jan 2003)

- **Subjects:**
 - (1) Labeling Energy Star Logo on product body
 - (2) Displaying Energy Star Logo in product literature
- **Subject products:**

Energy Star qualified office equipment (Computers/ Monitors/ Printers/ Scanners/ Fax Machines/ Copiers/ MFDs) shipped or sold in 2002.
- **Respondents:** 84 registered manufacturers
- **Survey Method:** Questionnaire (distribute and collect by e-mail or fax)
- **Valid Responses:**

Products	Computers	Monitors	Printers	Scanners	Fax Machines	Copiers	MFDs
Valid Responses	27	34	45	15	20	14	14

(1) Labeling Energy Star Logo on Product Body <Survey Result>



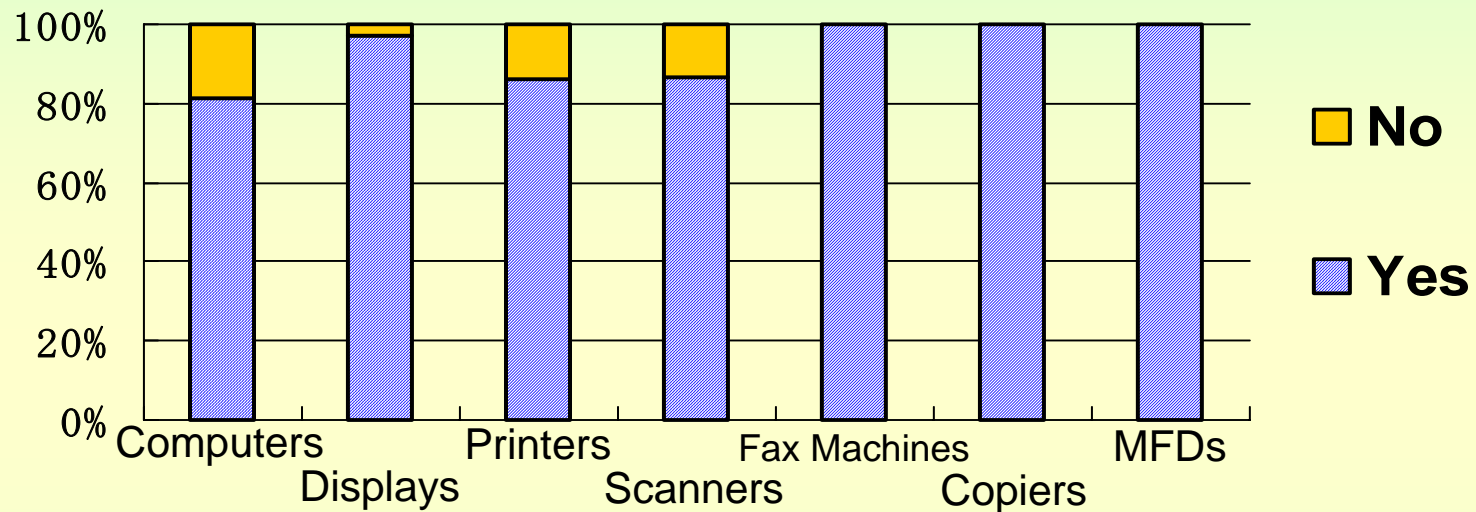
Major Reasons for Not Labeling the Logo on Product Body

Labeling on product body is;

- Unnecessary, because the logo is displayed on other location. (e.g. product package, product brochure)
- Costly.
- A drawback when recycling.
- Less important in differentiation, due to high penetration of qualified products.
- Unsuitable for product design (no space on product body, etc).



(2) Displaying Energy Star Logo in Product Brochure < Survey Result >



Major Reasons for Not Displaying the Logo in Product Brochure

- Individual brochure for each product model is not prepared.
- Product was not registered yet, when the product brochure was made.

Survey on Consumers' Recognition of Energy Star Program in Japan (Aug 2003 - Feb 2004)

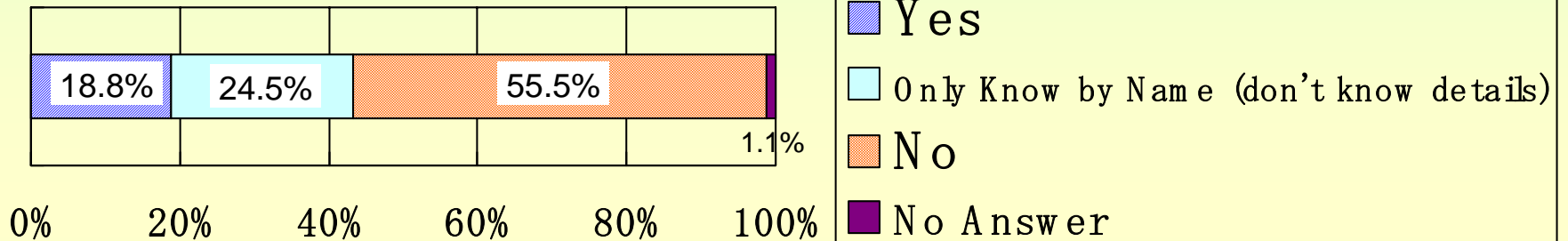
- **Subjects:**
 - (1) Consumers' recognition of Energy Star Program.
 - (2) Consumers' preferences when purchasing office equipment.
- **Survey Method:** Questionnaire
- **Respondents:** 6,500 visitors to 7 exhibitions* held in major cities.

Cities	Sapporo	Sendai	Toyota	Nagahama	Kitakyushu	Tokyo	Osaka	Total
Responses	615	655	1,073	1,200	930	1,130	900	6,503

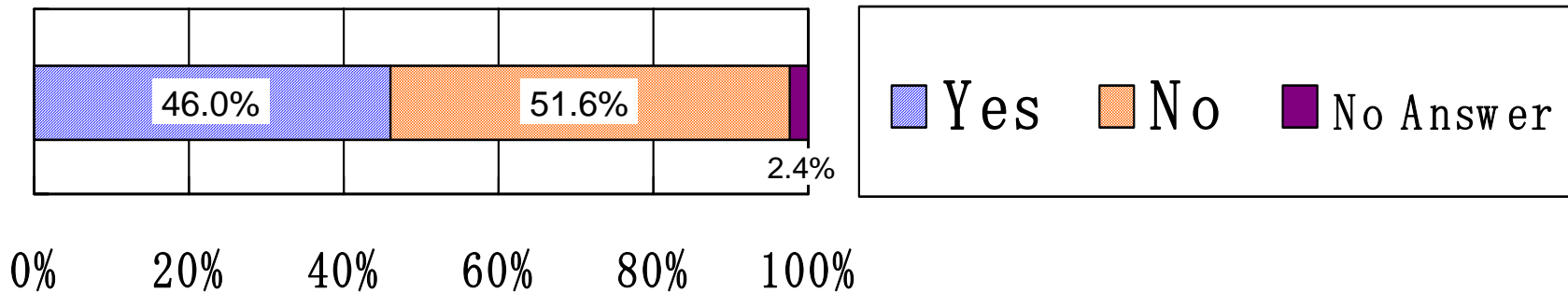
* Exhibitions on environmental protection and energy saving.

(1) Consumers' recognition of Energy Star Program <Result 1-1>

Do you know Energy Star Program?

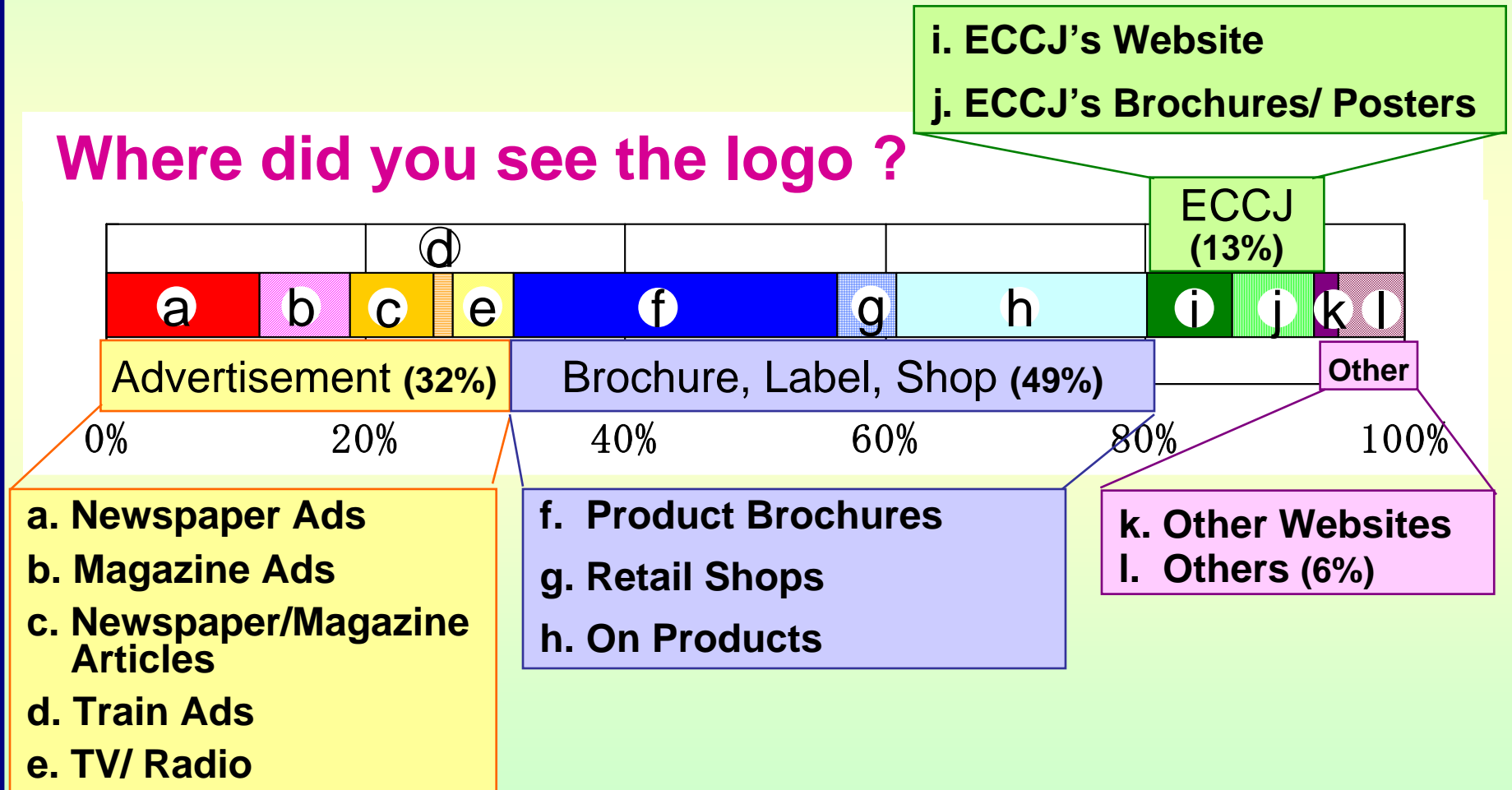


Have you seen Energy Star Logo?



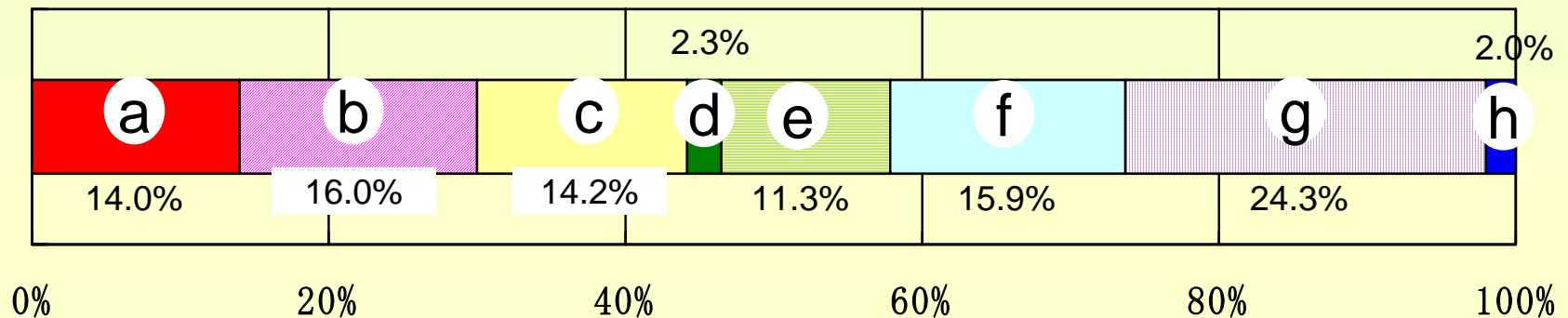
(1) Consumers' recognition of Energy Star Program <Result 1-2>

Where did you see the logo ?



(2) Consumers' preferences when purchasing office equipment <Result 2-1>

Which advertising media do you refer to?



a. Newspaper Ads

b. Magazine Ads

c. Newspaper/ Magazine Articles

d. Train Ads

e. TV/ Radio

f. Websites

g. Retailers' Handbills

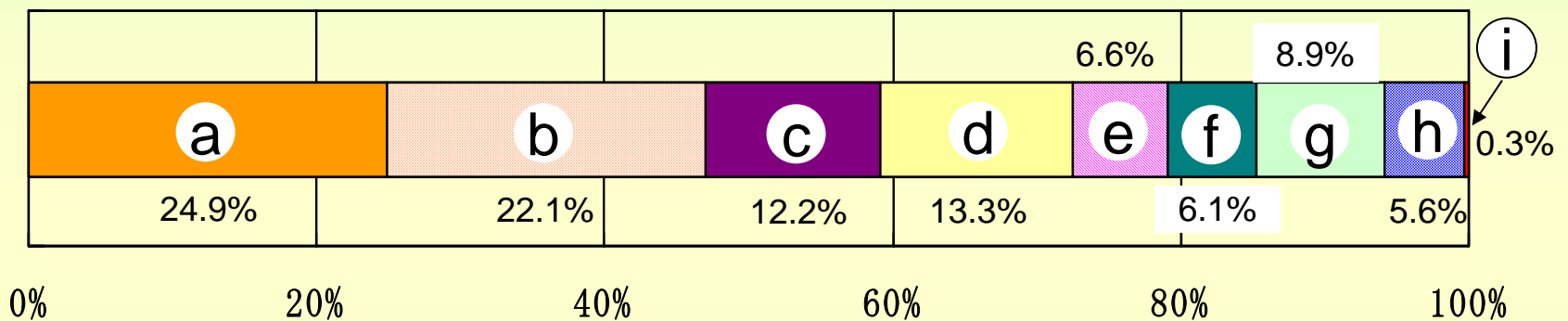
h. Others



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(2) Consumers' preferences when purchasing office equipment <Result 2-2>

Which aspects of a product do you prioritize?



a. Price

b. Usability

c. Multifunctionality

d. Energy Saving

e. Environmental-friendliness

f. Brandname

g. After-the-sale Service

h. Design

i. Others



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Various programs related to energy efficiency in electrical appliances and office equipment in Japan

Energy Conservation Law

This law obligates those involved in the manufacture and import of energy-consuming equipment to improve the equipment's energy efficiency.

The target products

<18 products specified by the Energy Conservation Law>

Air conditioners, Refrigerators/ Freezers, Fluorescent lights, Televisions, VCRs, Space heaters, Gas cooking appliances, Gas/ Oil water heaters, Electric toilet seats, Computers, Magnetic disk units, Copiers, Vending machines, Transformers, Passenger vehicles, Freight vehicles

Energy Saving-Labeling Program

This is a program that displays on labels the degree to which home electric appliances have reached energy saving standards stipulated by the "Energy Conservation Law."

The target products

<13 products of electric home appliances ,heaters, etc.>

Air conditioners, Refrigerators/ Freezers, Fluorescent lights, Televisions, Space heaters, Gas cooking appliances, Gas/ Oil water heaters, Electric toilet seats, Computers, Magnetic disk units, Transformers



International Energy Star Program

The target products

<7 office products>

Computers, Monitors, Printers, Fax machines, Scanners, Copiers, Multifunction Devices



Law on Promoting Green Purchasing

This law stipulates basic items for encouraging the national government and independent administrative organizations to purchase products (eco-friendly goods) that are beneficial in reducing the burden on our environment.

The target products

<Specified items for purchase> (176 products in total of 15 items)

Items	Specified products for purchase
Papers	Data paper, Printing paper, Hygiene paper (toilet paper)
Office equipment	Computers, Printers, Fax machines, Copiers, etc.
Home appliances	Refrigerators, Air conditioners, Televisions, VCRs
Illumination	Fluorescent lamp luminaries, Fluorescent light bulbs
Automobiles	Natural gas vehicles, Hybrid vehicles, etc.

10 other items in addition to the above.

Eco Mark Program

The Japan Environment Association, under the direction of Japanese Ministry of the Environment, is conducting this project in order to achieve the diffusion and education of products that protect the environment. The mark is labeled on products recognized as being environment-friendly.

The target products

<Number and varieties of products> (59 items)

In addition to office equipment (computers (including monitors), printers, copiers), there are 56 other recognized products varieties (home appliances are not included in this category)



Additional products of Top Runner Program

Top Runner Program is regulated under Japan's Energy Conservation Law.

Initially covered **11** products
Effective from Mar 1999

Air conditioners *
Refrigerators *
Freezers *
Fluorescent lights *
Televisions *
VCRs
Computers *
Magnetic disk units *
Copiers
Passenger vehicles
Freight vehicles

Additionally covered **7** products
Effective from Dec 2002

Space heaters *
Gas cooking appliances *
Gas water heaters *
Oil water heaters *
Electric toilet seats *
Vending machines
Transformers *

+

* Voluntary labeling program (13 products)

Saving crude oil by Top Runner program
will amount to 12Mkl at year 2010.
(including 8Mkl for vehicles)

Energy-Saving Labeling Program

- The objective is to help consumers readily compare and choose energy efficient products when purchasing.
- Energy efficiency standard is base on the standard of Top Runner Program.

Labeling

