

# HISTORY

In September 1998, the Japan Environmental Management Association for Industry (JEMAI), with support from the Japanese Ministry of Economy, Trade and Industry (METI), began developing a program for Type III environmental declarations.

It studied the feasibility of this new type of label by introducing trial programs in May 1999 and June 2000. The trial phase was completed in June 2001, and the full-scale ECOLEAF program started.

The Diet enacted a basic law in 2000 to promote a recycling-oriented economy and society.

One aim of the new law is to promote an eco-conscious lifestyle among the populace through the proliferation of environment-friendly products and services. The ECOLEAF program is one strategy for achieving this.

Eco Leaf guidelines form the basis of this program. They set forth procedures for obtaining and verifying useful quantitative environmental data for manufacturers and distributors who register an ECOLEAF label.

JEMAI is continually improving and developing the ECOLEAF program. It plans to introduce eco-efficiency indicators on labels and to implement mutual recognition with other countries so as to ensure international conformity. The ECOLEAF program will thus benefit those who are striving to develop environment-friendly products and service.