

## VI Other Activities



## Toyota Stakeholder Dialogue

The "Fourth Toyota Stakeholder Dialogue" was held in January 2005, and IGES once again served as the Secretariat, as it has done since the first dialogue.

Stakeholder dialogues bring together interested and concerned parties with different interests, under a theme that presents various values and opinions. After presenting the theme, the dialogues are broadened under fixed rules, and the discussion topics are clarified so that points of consensus and contention, and their backgrounds, can be identified and understood, and agreement reached wherever possible. These kinds of "participatory conferences" are an effective tool to reinforce existing decision-making mechanisms, and have become a part of environmental policy formulation.

The Fourth Toyota Stakeholder Dialogue carried on from last year and highlighted the theme of environmentally sustainable transportation as a major issue for carmakers concerned with future management visions. The realisation of a society that adopts environmentally sustainable transportation is not simply needed as an answer to the present Kyoto Protocol requirements. It is also something to be aimed for, in view of the long-term need to make bold cuts in greenhouse gases, as emphasised by the IPCC report, and as part of the medium and long-term international policy development envisaged by the EST project of OECD, and the Mobility Project of WBCSD. The goal of an "environmentally sustainable transportation" is to bring about sweeping and consistent changes in transportation, and create a transportation system that can overcome environmental

restraints. The dialogue, which dealt with this theme, allowed various stakeholders to discuss social problems produced by the services that businesses provide, and to extract topics to be addressed by related enterprises. It was classed as a challenging attempt to open up new possibilities for stakeholder dialogues hosted by businesses.

Based on the discussions in the previous round, the objective of this dialogue was to search for measures to facilitate "environmentally sustainable transportation". Thirty stakeholders from government, business and NGOs participated in the 2-day conference, and following the provision of the basic information by specialists in lectures, they engaged in active debate. The participants appreciated our efforts to provide adequate information and maintain the quality of discussion. The dialogue also received general approval for dealing with these kinds of social themes at a stakeholder dialogue hosted by businesses. The participants further commented on the usefulness of these kinds of "participatory conferences" that are aimed at realising environmentally sustainable transportation.

Multi-stakeholder dialogues with participatory conferences are one of the approaches for IGES to transfer its strategic research into practice. These techniques are also important as research subjects. IGES will use what it has learnt at this dialogue and associate it with the development of effective techniques.

## Exchange with Affiliate Members: Hosting "Seminars for Affiliate Members"

To reflect various opinions on its research activities and to ensure more practical research, IGES routinely promotes the establishment of collaborative and cooperative relations with governments, local authorities, the private sector, NGOs and other public bodies. The affiliate membership system is one part of this.

Affiliate members get priority invitations to IGES-sponsored symposiums and other events, and receive free publications and other materials. In addition, they

are able to participate in the "Seminars for Affiliate Members".

The aim of these seminars, which are completely open to the public, is to widely publicise the details of IGES activities and encourage registration of affiliate members.

In FY 2004, participants addressed today's most relevant global environmental issues, considering appropriate measures from the various standpoints of gov-

ernments, businesses, and local citizens. Both the 1st and 2nd seminars were held jointly with the Kanagawa Foundation for Academic and Cultural Exchange (K-FACE) and at both seminars there were a large number of participants who engaged in extensive discussions.

As of 31 March 2005, the number of affiliate members stood at 22 corporate members, 2 NGOs, 86 individual members (of which 2 were associate members), and 4 student members, meaning we saw a small increase in membership this year.

	Date	Theme/Programme	Lecturer/Presenter		Venue
1st Seminar	10 Feb. Thurs.	Mechanisms and Merits of Eco Action 21 Certifications and Registration			Landmark Tower, 13th Floor, Forum Yokohama Meeting Room 1
		Report on "Eco Action Certification and Registration System"	Tsuneo Takeuchi	IGES Centre for Sustainability Eco Action Secretary General	
		Case Study Report "State of Kanagawa"	Shigekazu Kotake	Kanagawa Association of Environmental Counsellors, Executive Director	
		Questions and discussion			
2nd Seminar	22 March Tues.	Clean Development Mechanisms (CDM) and Integrated Capacity Strengthening (ICS-CDM) in developing countries			
		Report 1: Global Warming and CDM	Shinichi Iioka	IGES CDM Programme Manager	
		Report 2: Summary of Integrated Capacity Strengthening for CDM Programme(ICS-CDM)	Jun Ichihara	IGES CDM Programme Country Officer	
		Report 3: ICS-CDM country studies	Kazuhisa Koakutsu	IGES CDM Programme Country Officer	
		Questions and discussion			



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First Seminar



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Second Seminar

## Establishment of EcoAction 21 Registration System (Centre for Sustainability: CfS)

- (1) The Rio Declaration of the 1992 Earth Summit stated that “developed countries must promote the realisation of sustainable industry and consumption patterns” and so from the 1990s, global companies started to make autonomous efforts towards “environmental efficiency” in such areas as energy and resources. With concepts such as “Factor 10”, “Zero Emission” and “Factor 4”, the integration of environment and economy was pursued. Furthermore, from the mid 1990s, progress was made in efforts towards sustainable consumption by such methods as “environmental labels” and “green procurement” for goods. Recently, against the background of the quantitative expansion of developing economies, “the realisation of sustainable production and consumption patterns” has become a topic equally applicable to developing nations.
- (2) As an international standard for autonomous efforts by industry, the ISO14001 was issued in the mid 1990s and has spread world wide as a kind of “green passport” for international commerce. There are over 15,000 companies certified with ISO in Japan, the largest number in the world. However, the ISO standard is requested only for building and maintaining in-house systems regarding the environment, such as structure within the company, report preparation, internal environmental education, and carrying out internal company inspections of these aspects. There are no demands made regarding “performance” in reducing environmental burdens, nor are any requests made to publish environmental reports on the details of these activities. Consequently, some people ironically say that ISO certification means “we use so much paper compiling such a large number of reports, it is surely environmentally unfriendly” . In addition, it can cost millions of yen to carry out external inspections to make sure the company complies with the standard, and then be certified and registered. Companies carrying out inspections and certification too are part of the “environmental business” but if the environment is not actually improved, then such work has no meaning. In particular, ways are being explored in places like Europe to support the environmental efforts of small and medium size businesses (SMEs) with few finances and small workforces. On the other hand, there have been no new developments to realise sustainable consumption and there has been a sense of stagnation in the international community.
- (3) At IGES, we carry out research and development into innovative policy methods for sustainable development aiming to turn various key policy decisions into tangible forms, and in October 2004, we set up the “Centre for Sustainability”(CfS) to work towards “sustainable production and consumption”.
- (4) The first job for the Centre for Sustainability was to establish the “Eco Action 21 - Certification Registration System” from October 2004. This system supports even small and medium sized enterprises (SMEs) in their efforts to deal more easily with environmental issues such as reducing amounts of carbon dioxide and waste and cutting back on water use. The results are examined by inspectors, who are environmental specialists, and IGES registers the certification. Recently, large corporations and government organisations have begun to demand proof of environmentally friendly management from companies that deliver their goods and services (the so-called “greening” of the supply chain). The Eco Action 21 certification registration system can meet that need. Eco Action 21 is not an in-house company system that carries with it heavy responsibilities like ISO. It simply requests a reduction of the environmental burden, and because an environmental activity report is made and published, it encourages environmental communication with the company. In particular, Eco Action 21 aims directly for a reduction in energy and water consumption as well as in waste product emissions, so if such reductions are realised, there will be definite reductions in fuel, light and water charges, reduced costs for waste disposal and for the costs of raw materials. In this way,

progress is made in both the environment and the economy. From April 2005, IGES gave authorisation to a further 340 inspectors and approved a total of 23 regional offices, meaning there is a framework in place to support, inspect and approve efforts on a local level.

- (5) As of the end of March 2005, 155 companies have been registered with certification. The fee for registering certification is between ¥50,000 and ¥100,000, depending on the type and size of the company, and since the system was set up in October 2004, about ¥13 million has been collected in fee revenues. In addition, each of the 340 inspectors is charged a ¥30,000 fee for approval and registration for a 3-year period, meaning there was revenue of about ¥10 million for these fees. Outgoings came to about ¥20 million, including fees for the Eco Action 21 governing board, the cost of the interview/examination hall for the inspectors' exam and other staff costs. The balance of ¥3 million will be carried over to the next term and used for the development of the activities outlines in (6) below.
- (6) Based on experience of Eco Profit, which has been implemented since the late 1990s in cities in such countries as Austria and Germany, it has been found that rather than individual SMEs implementing environmental and cost cutting measures, it is

more effective for a large number of businesses to implement such measures simultaneously. Up to now, Eco Action 21 has distributed "pinpoint" advice to individual company managers, and opened "lines" between companies through the greening of the supply chain. Now, it hopes to develop "multi-faceted" local authority initiatives through the "Eco Action 21 Local Initiative Programme".

- (7) At the request of the Ministry of the Environment, IGES is also embarking on preparations to have Japan, China and Korea work with a joint system for the Eco Action certification as one of the major projects by the Tripartite Environment Ministers Meeting. We are hoping to coordinate efforts and gain agreement from all three countries by summer 2005. If this is achieved, then we shall see the greening of companies, especially SMEs in three countries linked by some of the world's important supply chains. We also hope to widen the scheme to other countries in Asia.
- (8) Meanwhile, in order to create sustainable industry and consumption patterns, the CfS is using the revenue from the Eco Action 21 certification system to carry out research, development and implementation of new ways to make sustainable consumption patterns a reality in 2005.

