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## **The first audited paper products based on the WWF Japan's Responsible Purchasing Checklist**

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TOKYO, JAPAN – For the first time, third party audit to the results of the WWF Japan's Responsible Purchasing Checklist (the Checklist) was conducted. The Checklist enables any companies to confirm impacts of wood or paper products on forest environment and local society. Companies fulfil the Checklist by themselves or ask their suppliers to complete it. In addition, companies can ask third party audit to the result of the Checklist to ensure their environmental consciousness. WWF Japan expects that more wood products audited under this scheme become available.

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WWF Japan developed the Checklist in December 2008 and its audit rule in July 2009. The audit rule authorizes following organizations to conduct audit; organizations accredited as an auditor of international certification schemes (e.g. ISO, FSC) and organizations currently conducting audit of corporate environmental reports, etc.

The first audit case is five products of Mitsubishi Paper Mills Limited (MPM). MPM is also known as an ordinary member of WWF Sanshoukai. By using this WWF Japan's scheme it brought the world's first paper products that apply both the Checklist and audit. Amita Corporation conducted this audit.

In addition, these five products also received separate independent audit to compliance with Green Purchasing Network's (GPN) database, apart from audit to the Checklist. This application could happen because mandatory confirmation points of GPN's database are similar with the Checklist's criteria. Based on Amita's audit to GPN's database, MPM also clarifies environmental consciousness of their five products.

“MPM is selling environmentally conscious paper, mainly FSC certified products. However, we have not been able to objectively evaluate impacts of non-certified paper products on forest environment and local society. This time, we evaluate our non-certified products and score was “B”\*. The score was also confirmed by third party audit. We would like to make an effort to increase score hereafter,” said Dr. Toru Katsura, CSR Promotion Office manager of MPM.

\* (Score: S=100pts, A=99-80pts, B=79-60pts, C=59-40pts, D=39-20pts, and E=19-0pts)

In order to prevent damage and negative impacts to biodiversity of forests and local society, it will be a big challenge for companies to enhance “Responsible Purchasing of Wood Products”, by tracing origin of forests and checking forest management.

Internationally, there are credible labelling schemes, such as FSC (Forest Stewardship Council). However, if third party audit to products that do not hold existing certifications is conducted like this time, it provides companies with option to actualize environmentally conscious practices.

WWF Japan welcomes this pioneering example by MPM and expects that more wood products audited under this scheme become available.

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### **Note to the editor**

- Mitsubishi Paper Mills Limited (MPM) Press Release (in Japanese):  
[http://www.mpm.co.jp/cnews/cnews\\_list.php?year=2009](http://www.mpm.co.jp/cnews/cnews_list.php?year=2009)

- Amita Corporation Web: <http://www.amita-net.co.jp>

- WWF Japan will host a seminar regarding the Checklist including this audit case on February 26, 2010 afternoon at Yotsuya Kumin Hall, Shinjuku CITY. Please contact to WWF Japan for further details.

- **About WWF Japan's "Responsible Purchasing Checklist"**: <http://www.wwf.or.jp/rpc/e/>  
Forest Products, such as paper and timber, have own origin(s) of forest. WWF Japan's "Responsible Purchasing Checklist" defines points to be confirmed regarding economic, environmental, social aspects in the forests of origin, as well as provides "how to confirm" the state of forest management. Evaluation of a forest product by this Checklist consists of "traceability" which confirms the forest(s) of origin and "appropriateness of forest management" of each specified forest. WWF Japan's Checklist uses 12 principles for appropriate forest management. The 12 standards are of economic, environmental, and social aspects. For each principle, the Checklist gives score based on "credibility" of evidences that justify compliance with the standard. Finally total score is shown as "Grade".

### **- About third party audit of "the Checklist"**

Though a company or its suppliers firstly fill in the Checklist, the results of inscription could be audited by third party. The audit rule authorizes following organizations to conduct audit; organizations accredited as an auditor of international certification schemes (e.g. ISO, FSC) and partner organizations, organizations currently conducting audit of environmental or CSR reports, and other organizations with experiences of environmental audit, etc.

The audit should be conducted based on "the Draft Audit Manual Ver.1 for the WWF Japan's Responsible Purchasing Checklist". Auditor assures accuracy of the result by checking used evidences to fill in the Checklist by first or second party. Though the Checklist provides assessment results by one of six "Grade", audit can be conducted despite the given "Grade" as audit is designed to confirm accuracy.

### **- About WWF Sanshoukai**: <http://www.wwfsanshoukai.jp>

WWF Sanshoukai, which has principle of conservation of world's forests, consists of WWF Japan and companies/organizations. In order to realize its principle, members actively promote production, distribution, sales, and/or consumption of wood products originated from appropriately managed forests. In addition, members are implementing "Responsible Purchasing of Wood Products" by publishing policies on materials/products to purchase and asking their stakeholders to make the best efforts.

### **- About The Green Purchasing Network (GPN)** : <http://www.gpn.jp/English/index.html>

The Green Purchasing Network (GPN) was established in February 1996 to promote green purchasing among consumers, businesses and governmental organizations in Japan. As of April 2004,



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it has about 2,800 member organizations, including corporations, local governments, consumer groups, environmental NGOs, and cooperative associations. GPN promotes the ideas and practices of green purchasing by holding seminars and exhibitions throughout the country, draws up purchasing guidelines for each category of products and services, publishes environmental Data Base on products, surveys the status quo, and awards commendations to organizations that have shown remarkable performance in implementing green purchasing.

The GPN members consist of major big businesses, small-and-medium-sized enterprises, Ministry of the Environment, local governments, consumer organizations, and environmental NGOs; including NEC, Panasonic, Sony, Fuji Xerox, Toyota, Honda, Nippon Steel, Canon, Japan IBM, Tokyo Gas, Nissan, Ricoh, Mitsubishi corporation, NKK, Oji paper, Suntory, all the prefectural governments, municipal governments of Tokyo, Osaka, Yokohama, Kobe, Nagoya; Sapporo, Kyoto, Fukuoka, WWF-J, and Japanese Consumers' Co-operative Union.

**- About "GPN Data Base" to help purchasers compare and select products**

<http://www.gpn.jp/English/index.html>

The GPN has developed "GPN Data Base for Green Purchasing", which provides purchasers with quantitative/qualitative environmental information on each product in accordance with the Purchasing Guidelines. GPN has published data base on Copying and printing paper, Copiers, printers, facsimile machines, PCs, Stationery and office supplies, Toilet and tissue paper, Lighting apparatus and lamps, Motorcars, Refrigerators, Washing machines, TV sets, Uniforms and work wear, and Hotels and Inns.

In the "PC" version, environmental information on about 800 products is presented regarding the efficiency of energy consumption, compliance with international Energy Star standards, two-side copying functions, the use of reusable parts and recycled plastic, etc. The data base covers most major products of its kind in current Japanese market. GPN provides this information on the website. Now GPN has more than 11,000 products data of 16 categories on the Data Base on the website, and update them 4 times per year.

According to GPN's hearings to relevant companies, GPN guidelines and Data Base have influenced the industries not a little so far, not only because many purchasers uses GPN guidelines and data books for their decision, but also because it is the first time for companies to be compared with competitors products from environmental points of view.

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