

Japanese Carbon Footprint **Communication Program** and SME case studies





(JEMAI) Ken Yamagishi

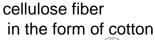
Japan Environmental Management Association for Industry Contact: yamagishi@jemai.or.jp

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(2) Cellulose fiber insulation: **DECOS** corporation

- Company over view
 - Foundation: 1974
 - Employees: 28 persons
 - branches and offices: Yamaguchi , Tokyo, Hiroshima
 - Production and construction of thermal insulation material
- Main products
 - Thermal insulation material for construction made of cellulose fiber
- Characteristic of cellulose fiber
 - B to B
 - Made of used news paper or chip from news paper printing factory.
 - Lower energy amount in production stage than other insulation material





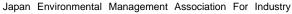




★Award-winning

2nd Carbon offset Award "Award for Excellence". Etc.

Construction work Product package



(2) Cellulose fiber insulation: DECOS corporation

• Motivation for participating the CFP program

DECOS

- Approval by public organization.
 - Certifying that cellulose fiber is less CO2 emissions than other insulation materials though life cycle.
- Being the <u>first</u> company in the industry
- Getting <u>conditions</u> to perform an aggressive product promotion using "eco" as a key word.
 - Knowledge
 - Human network
 - CFP mark etc..
- Social background in Japan
 - Cellulose fiber is not major insulation material in Japan but in USA.
 - <u>LCCM(Life Cycle Carbon Minus) policy</u> has been studied by MLIT(Ministry of Land, Infrastructure, Transport and Tourism)



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(2) Cellulose fiber insulation: DECOS corporation

Approach in the use of CFP



- Product promotion
 - Press release & published in over 40 medias
 - Training about CFP quantification not only in DECOS but also in group companies
 - Advertising on architectural portal site & mail magazine
 - Exhibiting at ECO-products exhibition etc...
 - Explaining to authorities(governments, local governments, banks, assembly members)
 - And more actions(using CFP on Business card, website contents, brochure, package and directions with product)

Newspaper articles









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(2) Cellulose fiber insulation: DECOS corporation

Advantages of CFP (as a result of participation)



- Re-realized "Strengths of their products and corporate attitude by public numerical verification"
- Increasing awareness
- Value-added (not price)
- Differentiation

unexpected

- Utilized from other activity
 - local government project
 - preferential treatment system for financing by regional banks
- Attracting Stakeholder's interest

beyond expectation!



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4