



# Japanese Carbon Footprint Communication Program and SME case studies



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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



cellulose fiber  
in the form of cotton



Construction work



Product package

★Award-winning

2nd Carbon offset  
Award “Award for  
Excellence”. Etc.



## (2) Cellulose fiber insulation: DECOS corporation



- Motivation for participating the CFP program
  - Approval by public organization.
    - Certifying that cellulose fiber is less CO2 emissions than other insulation materials though life cycle.
  - Being the first company in the industry
  - Getting conditions 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.
  - LCCM(Life Cycle Carbon Minus) policy has been studied by MLIT(Ministry of Land, Infrastructure, Transport and Tourism)



## (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

information



## (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
  - Utilized from other activity
  - Attracting Stakeholder’s interest

unexpected

- local government project
- preferential treatment system for financing by regional banks

beyond  
expectation!

