

Session B (Procurement of Goho-wood and wood products in Japanese market and its marketing)

Gist of presentation: Report 1: “Promotion of the development of goho-wood supply system, using the procurement results of goho-wood in Japan and the Goho-wood navigation page ”

Time and date of presentation : 9:30-10:00, Tuesday, December 4, 2007

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Overview of the presentation

(1) Revision of the Green Purchasing Law and supply of wood with verified legality through the authorizing association method

The Basic Policy of the Green Purchasing Law (Law Concerning the Promotion of Procurement of Eco-friendly Goods and Services by the State and Other Entities) was revised in March 2006 and it is newly required to verify the legality of wood and wood products delivered to national and other public sector entities. Moreover, the legality needs to be verified according to the Guideline for Verification on Legality and Sustainability of Wood and Wood Products made public by the Forestry Agency. For the establishment of the verification system based on the authorization method of suppliers of legal wood by associations in the industry, as stated in the above guideline, unified efforts have been made in the Japanese wood industry to establish the above system and, as a result, more than 6,500 companies have been authorized as legal wood suppliers by about 130 authorizing associations.

The Japan Federation of Wood-Industry Associations conducted a questionnaire survey of associations that authorize suppliers of legal wood and wood products in October 2007 (for fiscal 2006) and the responses revealed that 10% plus of the processed wood products processed by the authorized producers were with verified legality and that 2% of processed wood products imported by the authorized importers were with verified legality.

(2) Procurement results of legal wood and activities of private companies in Japan

The results of the procurement of wood and wood products with verified legality by the Ministry of Agriculture, Forestry and Fisheries of Japan in fiscal 2006 have been announced, which shows that the results of the procurement of products categorized in lumber and plywood etc. total wood products of about 36 thousand m³, is from wood with verified legality. The results of procurement by the entire Japanese government are currently compiled by the Ministry of the Environment (as of the end of October 2007).

Not only the public sector but also some of the companies in the private sector have specifically stated to procure wood and wood products with verified legality (Goho-wood) in their procurement policy of raw materials. Thus, activities for the procurement of Goho-wood by the private sector are gradually but steadily spreading.

(3) Provision of information on the promotion of supply of goho-wood, using the website

The unified efforts by the wood industry resulted in the successful development of the supply system, as stated above. From now on, we need to improve the supply system to meet the demand of companies and consumers for legal wood in order to make goho-wood widely known and positively used by private companies and consumers in general. Accordingly, we have developed a system and set up the “webpage to present case examples of goho-wood products” at <http://www.goho-wood.jp>, which is the Goho-Wood Navigation Page managed by the Japan Federation of Wood-Industry Associations and the Council for Tackling Illegal Logging Issue. The system enables the use of the page by companies to advertise their goho-wood and wood products. Moreover, it is one of the objectives of this site to provide useful information to serve as a reference in purchasing goho-wood products for use by persons in charge of procurement who work in the government, other public offices, or private companies. We hope that many companies in the private sector will use this site for the increased supply and procurement of goho-wood and wood products.

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