



ECO-PRODUCTS DIRECTORY 2006

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The world economy has been growing at a steady rate of 3% annually, while that in some parts of Asia, most notably China and India, has significantly exceeded that rate. The middle class in many parts of Asia is burgeoning, and the planet's sustainable future could depend on whether middle-class consumers engage in green purchasing. At the same time, many enterprises including SMEs would like to green their purchasing and supply chains but lack the information on how to do so, on which products offer which benefits at which stages of the life cycle, and on the availability of eco-services. In addition, many are unsure what constitutes an eco-product or eco-service.

With its first Eco-products International Fair (EPIF) in Malaysia in 2004, the APO debuted its *Eco-products Directory* series, published under the auspices of the Green Productivity Advisory Committee (GPAC), comprising representatives of leading Japanese corporations with sterling experience in environmental management, in cooperation with the Society of Non-Traditional Technology. As each succeeding EPIF has grown in scope and scale, so has the *Eco-products Directory*. The 2006 edition, published to coincide with the EPIF 2006 in Singapore, 31 October–2 November, contains listings for 591 eco-products, eco-components, and eco-services available in the Asia-Pacific region.

In addition to the listings, the directory includes an introduction by Professor Ryoichi Yamamoto, Institute of Industrial Science, University of Tokyo, and Chairperson of the Subcommittee on the Eco-products Database of the GPAC, who believes that because “Human beings are currently facing an environmental struggle of life-or-death proportions,” enterprises and individual consumers alike must make the switch to eco-products and -services whenever possible. A concise but clear explanation of the data, divided into product type, product field, product/service name with features, company contact details, product details, product name and related code, category, photograph, and explanation of photograph, make the *Eco-products Directory 2006* user-friendly, even for those contemplating green purchasing for the first time.



Prof. Yamamoto (L) presenting the directory to Minister Ibrahim
(photo courtesy of the Kankyo Shimbun)

A new feature in the 2006 edition is an illustration accompanying each listing indicating the life cycle stage at which each product, component, or service incorporates green features: resource use; material; design; production; use/repair; and end-of-life disposal, reuse, or recycling. This allows users to determine at a glance the specific stage at which the product or service is most friendly to the environment.

The *Eco-products Directory 2006* is useful in homes, schools, and enterprises of all types to support environment-conscious purchasing and sustainable consumption. The print and CD-ROM versions are available free of charge, although postage must be paid by recipients.

For order and inquiry on APO publications and videos, please contact the Asian Productivity Organization, Hirakawa-cho Dai-ichi Seimei Bldg. 2F, 1-2-10 Hirakawa-cho, Chiyoda-ku, Tokyo 102-0093, Japan. Phone number: (81-3) 5226-3920, Fax: (81-3) 5226-3950, e-Mail: apo@apo-tokyo.org