

# Eco-Products 2010 (1)

**Theme: "Learning about CFP is the first step toward changing our lifestyles and future"**

- "Eco-Products 2010" was held at the Tokyo Big Sight from December 9 to 11, 2010. CFP exhibition booth by the Secretariat of CFP Pilot Program was highly successful.
  - Visitors to CFP booths: about 8,000 (people)
  - Participants in CFP lectures: about 200 (people)
  - Child participants in a children's learning corner: 536 (people)
  - Respondents to questionnaires: 1,114 (people)



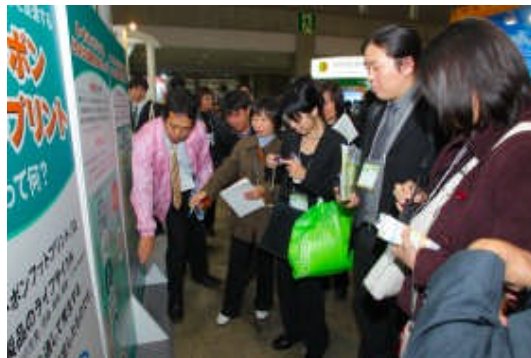
Our booth



Exhibition of CFP products

## Eco-Products 2010 (2)

- Under our theme, we set up our booth like school and neighboring supermarket, exhibited various domestic/foreign CFP-labeled products. Also we set a children's learning corner, business lecture corner and conducted questionnaires.



Explanation of the CFP system



Lessons in classroom



Former Miyazaki Governor Higashikokubaru



Former Prime Minister Hatoyama

# Eco-Products 2010 (3)

- Exhibition of CFP products in Supermarket section



Supermarket (left side)



Supermarket (right side)



Supermarket (street side)

# Eco-Products 2010 (4)

- CFP products around the world



World map of efforts of  
“Visualization of Carbon Footprint of Products”



CFP products overseas (1)

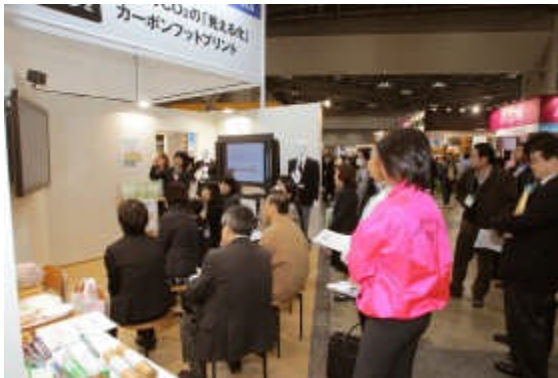


CFP products overseas (2)

# Eco-Products 2010 (5)

- Lecture of CFP:

In classroom of school, lectures were given to CFP experts and the businesses involved. Every lectures attracted many people and were great success.



# Eco-Products 2010 (6)

- Children's eco-learning corner:

We conducted a game named "Let's complete entire life cycle of a product by using puzzle!".

- (1) Pieces of a puzzle, a pie chart comprised by each stage's CO2 emissions of individual product (permanent marker, detergent, jacket, and Viennese sausage), were set on desk separately.
- (2) Children saw the rate of each stage of the product by checking tapestry, and fitted pieces together.
- (3) Through this game, they studied that there are differences of CO2 emissions in each product.



Children's eco-learning corner



Listening explanations from a teacher



Fitting pieces together...is this a different piece?



Which piece is correct?



Answered all the questions correctly!



Junior high-school student also tried it!

# Eco-Products 2010 (7)

- **Junior Green School:**

In Junior Green school, we gave lessons to 158 students about “Entire life cycle of a product & Carbon Footprint of Products.

<Program Outline>

- “Do you know Carbon Footprint of Products?”  
Students studied CFP from video.
- Group working: “Entire life cycle of a product”  
Through a game, student thought the spots where CO2 are emitted in entire life cycle of a product.
- Speech: “The company that displays the CFP mark”  
Hearing stories from the person in the company that actually displays the CFP mark. (“hotspots of CO2 emissions,” etc.)
- Quiz: “Meaning of Carbon Footprint of Products”  
Through this quiz, enhancing students understanding of CFP
- Conclusion  
Finally, they listened the meaning of CFP and considered what they can do for CO2 reduction.



Group working “entire life cycle of a product”



Speech by the person in the company displaying CFP mark