

SGHN091

Kansai SOKA Senior High School

Attractive Energy Efficiency Label on Internet Shopping

SDGs7. Ensure access to
affordable, reliable, sustainable
and modern energy for all

Background

To achieve eco-friendly society

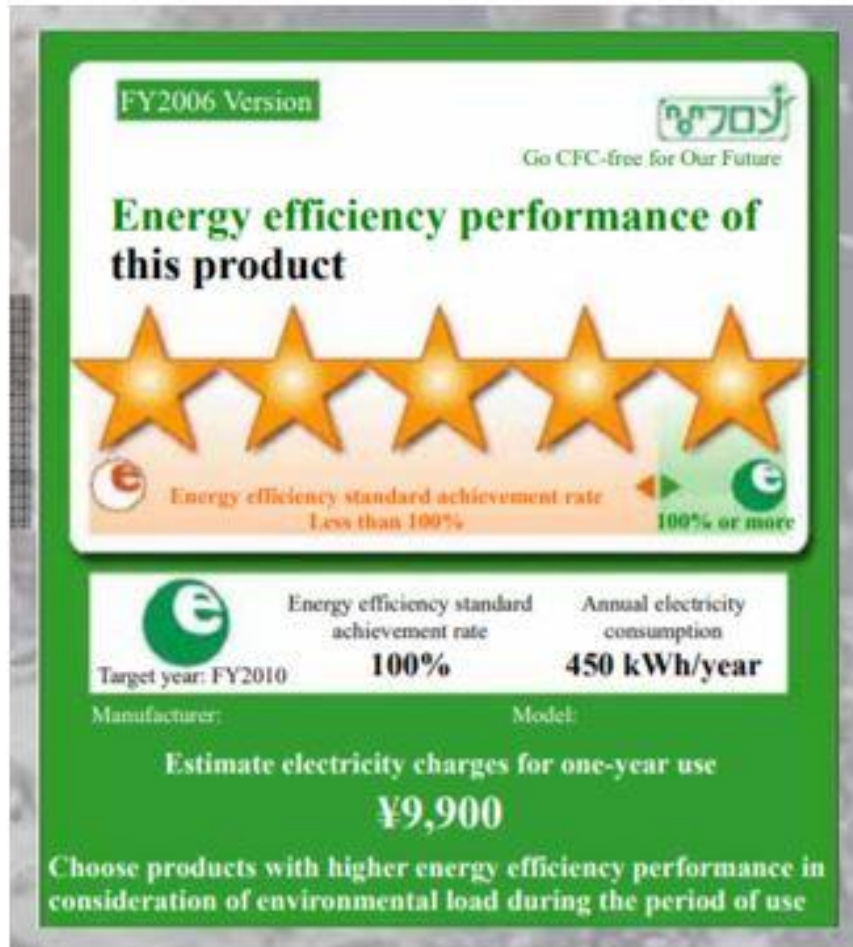
**Realization of society many people buying
eco-friendly products**



Marking

The following information have to be shown in the energy efficiency label

- Product's name
- Model
- Energy Consumption efficiency ratio
- Power/Fuel consumption

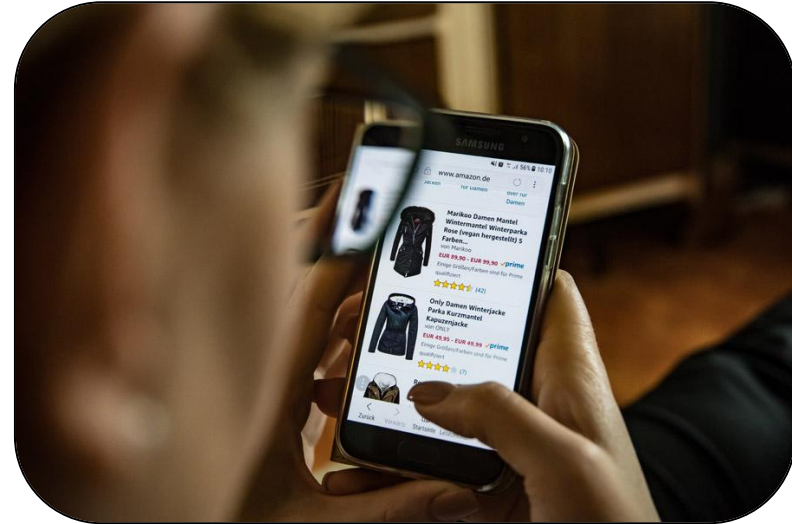


【Multi-stage rating system】

- Energy-saving performance is indicated from 1 to 5 stars in the market.
- Stars indication will be reviewed yearly.

【Estimated annual electricity cost】

Increasing use of online shopping



When shopping online

Q. Is there an indicator that makes it easy to select energy-efficient products?

Rakuten

YAHOO!

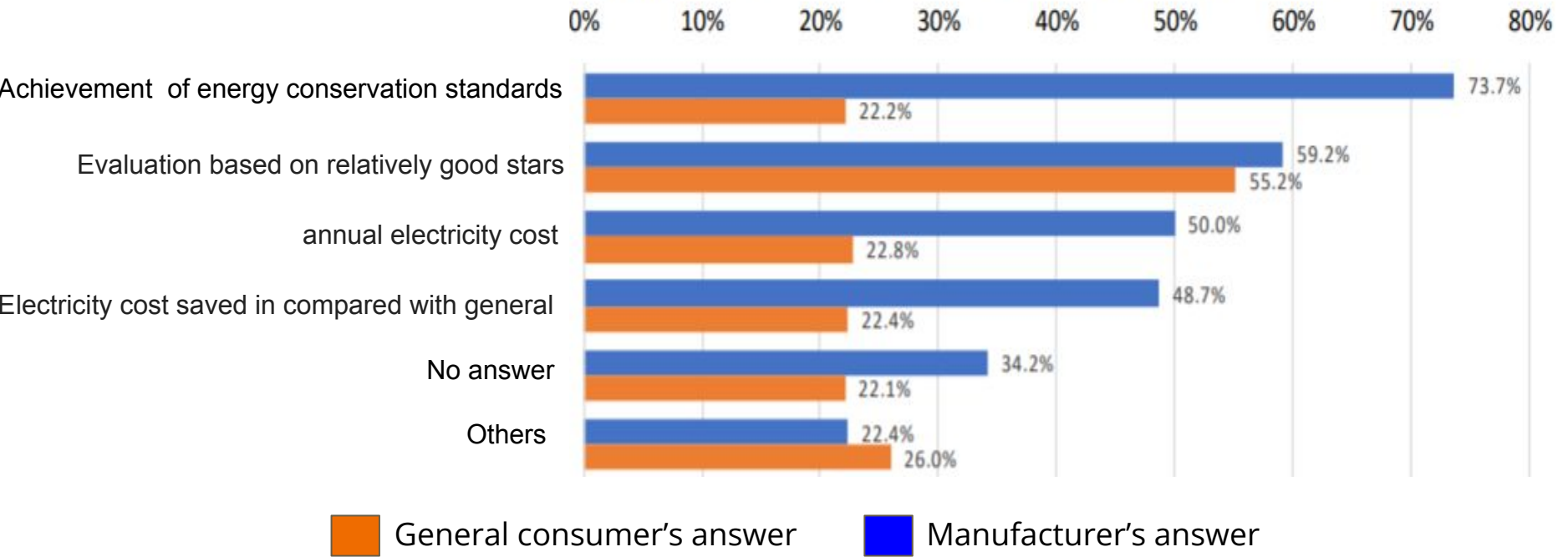
メルカリ



Hypothesis

**By displaying energy-saving labels on shopping site,
it may facilitate consumers buy more eco-friendly products**

Q. What is consumer's reason for wanting products with labels



Conclusion

when energy-saving label is used, consumers will be likely buy eco-friendly products



So why don't Internet shopping websites use the energy efficiency



The reasons why Energy Efficiency Label isn't used on e-commerce
are answered by

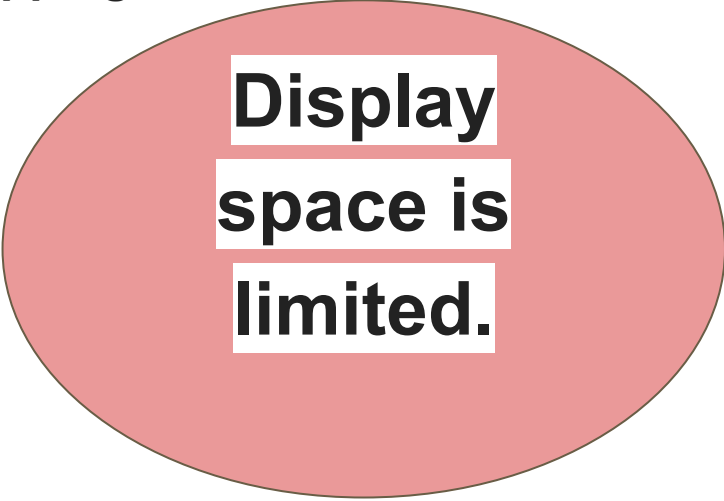
① Agency for Natural Resources and Energy



Mr. Suzuki's answer, belong to Agency for Natural Resources and Energy

Q. Why is it that energy-saving eco-labels are not used very often on online shopping sites?

A.



**Display
space is
limited.**



**Data capacity
problem**

Solutions to limited display space and data capacity

▪ **Perspective from administrator of shopping website**

Installation of hyperlinks tied to energy-saving labels

▪ **Perspective from national government**

Obligation to post unified energy-saving labels on mail-order websites

Impose subsidies on companies that use and display the unified energy efficiency and conservation label.



ECO FRIENDLY ITEMS

Thank you for
listening

