

Eco Premium Club

Eco Premium Charter (Provisional)

Eco Premium Club is committed to the ideals and practices of environmental sustainability and recognizes its most important mission to conserve, protect and restore the health and integrity of the global environment for future generations. At the same time, it reaffirms the need to ensure a balance between economic development and environmental protection as interdependent and mutually reinforcing components of sustainable development. Eco Premium Club:

1. Practices economic activities which reconsider the overuse of resources and redundant materials. Especially, it aims to promote economic activities which implement efficient use of natural resources and energies.
2. Reaffirms to change unsustainable patterns of mass consumption and colossal waste disposal by bringing in highly improved environmental performance. Especially, it will work for the reduction of ultimate waste disposal.
3. Attaches importance to “the value of knowledge and technical skills”, and also respects justice as an important value. Activities which relate to such values are as follows:

(1). Eco Premium Club attaches high importance to efficient recycling, and it supports necessary technological development for its realization.

(2). Eco Premium Club promotes the change for highly valued goods with high intellectual satisfaction.

(3). Eco Premium Club aims for society with people getting their highest satisfaction from minimizing consumption.

(4). Eco Premium Club evaluates and implements the value of renewable resources and energies.

(5). Eco Premium Club encourages introducing of long life cycle and high value goods.

(6). Eco Premium Club claims to companies and local authorities for their further strengthening of Corporate Social Responsibility.

(7). Eco Premium Club reaffirms that coexistence with nature does not imply zero risk to human society and that achievement of zero risk is not recognized as the value.

4. Individual members of Eco Premium Club are encouraged to be proud of their life styles, complied with that of the charter.