

# THIRD ANNUAL JAT CONTEST FOR NEW TRANSLATORS

## Japanese-to-English Division Winners and Reviews

There were 29 eligible entrants in the Japanese-to-English division. We thank all for their effort.

Entrants were numbered from 1 to 29 to retain anonymity. Of those, the following seven advanced to the final round and the winners were chosen as follows:

First place: ---Steven Fraser Smith (Portsmouth, UK) No. 27

Second place:--Madelein Shimizu (岐阜県岐阜市) No.19

Other Finalists:

Homer Reid(No.10), Laura Silver(No.18), Avery Fischer Udagawa(No.4),

Catherine Nakamichi (No.5) and Harold Booker (No. 8)

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## 日英部門課題文

### Judges' comment

It is important to bear in mind that the purpose of this document is to announce that these designs are available free of charge for public use as well as to explain the conditions of that use.

原文は[こちら](#)

### 環境にやさしい買い物キャンペーン

ーマイバッグプリントデザインコンテスト受賞作品使用承認基準ー

はじめに

環境省では、マイバッグに対する関心を高め、マイバッグ利用の促進や、ごみの削減、地球温暖化防止を始めとした環境保全活動への参加意識を向上させることを目的とし、平成16年度に愛・地球博(The official title is "Expo 2005 Aichi ,Japan") 記念『私が持ちたいマイバッグプリントデザインコンテスト』を実施し、マイバッグのプリントデザインを広く募集し、小・中学生部門(フルカラーデザイン)、高校生・一般の部(2色のデザイン)のそれぞれにおいて、環境大臣賞及びその他受賞作品を決定しています。(The awards have already been decided. Some applicants thought that they "will be.")

This long and complicated sentence can be divided into three parts:

1. 環境省は、平成16年度に愛・地球博を記念して『私が持ちたいマイバッグプリントデザインコンテスト』を実施した。
2. (コンテストは)以下を目的として実施された。 a) マイバッグに対する関心を高める、b) マイバッグの利用を促進する、  
c) 環境保全活動(ごみの削減、地球温暖化防止など)への参加意識を向上させる。
3. (そのコンテストでは) 小・中学生(フルカラーデザイン)、高校生・一般(2色のデザイン)の2つの部門で、マイバッグのプリントデザインを一般から募集し、環境大臣賞及びその他受賞作品を選んだ。

この度「環境にやさしい買い物キャンペーン」の一環として、上記コンテストの環境大臣賞を

始めとする受賞作品のデザインを、皆様もったいないバッグ(マイバッグ)を製作する際に無料でご使用いただくことができるように、使用する際の手続き・使用方法を以下のとおり定めました。本企画の趣旨をご理解いただき、ご協力くださいますようお願い申し上げます。使用いただけるデザインは別紙のとおりです。

## 1. 使用認証の基準

環境にやさしい買い物キャンペーンに賛同する、もしくは「環境保全活動」・「環境保全活動の普及啓発」等を目的として、自治体(prefectures and municipalities, or local governments)・事業者(because the word has “者” at the end some thought it means “employees” but actually it means “businesses”)・民間団体等がもったいないバッグ(マイバッグ)を作成する場合は、別添様式の申請書を環境省環境教育推進室に提出し、受賞作品デザインの使用承認を受けることにより、受賞作品デザインを無料で使用することができます。有償・無償配布等の配付方法、配布数は問いません。

ただし、次の各号のいずれかに該当する場合は(“if any of the following apply”)承認を致しません。

1. 主として特定の政治、思想、宗教等の活動の目的に利用されるおそれがある場合
2. 不当な利益をあげるために利用されるおそれがある場合
3. 廃棄物の減量化等の「買い物袋持参者」の推進のコンセプトや環境保全への取組の推進にそぐわない場合、環境にやさしい買い物キャンペーンの品位を傷つけ、または正しい理解の妨げとなるおそれがある場合
4. 受賞作品を正しい使用条件(2.参照)に従って使用しないおそれがある場合
5. 法令や公序良俗に反するおそれがある場合
6. その他、環境省が受賞作品等の使用について不相当と認める場合

## 2. 使用条件

1. 作成するもったいないバッグ(マイバッグ)へは、受賞作品デザインと合わせ以下のいずれかの文言  
もしくはロゴを入れることにより、環境省の行うキャンペーンの広報に協力することとする。

1. 環境にやさしい買い物キャンペーン という文言
2. 「もったいないバッグを持ち歩こう」「マイバッグを持ち歩こう」「もったいないバッグを持って  
買い物へいこう」等、「もったいないバッグ」もしくは「マイバッグ」持参のよびかけとなる文言
3. 環境省マイバッグコンテスト受賞作品 という文言(デザイン画の説明として)
4. チームマイナス6%のロゴ(この場合はチームマイナス6%ロゴ使用規約に別途了承得ること)
5. その他、環境省が認めるもの

2. 受賞作品及び上記文言・ロゴの大きさは、プリントされた場合、そのデザイン及び文字が認識できる大きさとして下さい
3. 受賞作品自体への加工等は縦横同倍率の伸縮以外は一切認めません
4. 作成したバッグ2部を無償で環境省総合環境政策局環境教育推進室へ提出して下さい

## 3. その他

1. 受賞作品デザインの使用承認を受けた場合、申請内容以外の方法・目的等でデザインを使用することは一切認めません
2. 受賞作品デザインの使用承認を受けた団体は、受賞作品デザインの使用に関する権利を第三者に譲渡、担保提供もしくは転貸し、又は代理使用を許諾することはできません

3. バッグ作成にあたり、デザイン・文言等の誤った使用に関するクレーム等には、環境省は一切責任を負いかねます
4. この使用承認基準は環境にやさしい買い物キャンペーン終了後も引き続き適用します

使用申請書 PDFファイル [12KB] / WORDファイル [82KB] <略>  
申請フロー <略>

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## Judges' Comments

### General comments:

- It was a difficult decision. Each of the final entries had some pretty strong features but all had critical errors. While I agree that just because the English reads nicely doesn't mean it's a good translation, none of them demonstrated comprehension of the source text that could be characterized as significantly better than the others. Perhaps that is an indication that this year's text was slightly too difficult for our purposes.
- There are several skills involved, obviously: source language comprehension, target language writing ability, research skills, attention to detail (following directions, proofreading). It seems to me that a person could eventually develop any of these skills, even if they had a deficit in that skill at the time of the test. So, I don't know how the lack of a particular skill, of the several involved, at the time of the test would necessarily indicate a person lacked potential.
- I have employed a lot of translators, so have a lot of experience in evaluating "potential" and seeing how it plays out. In my experience, people who can't follow instructions or spell-check in a first translation, sample translation, or resume never learn to follow instructions or spell-check. People who don't realise the importance of reading references and working out the function of a document rarely make that leap.

### Specific comments on the final translations:

- I was sorely tempted to immediately discount any translation containing either the phrase "environmentally friendly" (especially if it was hyphenated) or "My Bag," but this proved unfeasible.
- Personally, I rather liked that No. 8 was able to avoid slavish rendition of many of the noun phrases, and anyone who can write "Let's take a tote along!" gets at least a knowing nod from me. Unfortunately, it's otherwise too poorly written for serious consideration.
- With the purpose of the document stated above in mind, I think that I came away with the clearest understanding of that purpose after reading 10. I also think that 27 and 8 convey the message rather well, but the other finalists much less so. Unfortunately, 10, 27, and 8 all have some major problems that prevent me from giving an unqualified endorsement to any of them.
- <In this contest> we're picking the best candidate, not the best entry, which changes things a little.
- No. 4 had some mistakes but was pleasant to read.
- About No. 10, I was just lamenting the fact that it sounded so good, but had so many inaccuracies.

My guess is that No.10 simply didn't bother to follow the links and work out what the translation is supposed to be about. That's why he/she got the title wrong. That's why he/she seems to think the contest hasn't happened yet. That's why he/she seems to think that our document describes the procedures for using the entries (it doesn't – the press release does). And that's why he/she says the designs are "described" in a separate document.

- No.8 fails on spelling: Enviroment / desings / enlargments / colateral / critera would have been picked up if he/she'd bothered to spell check. Other things like spaces before apostrophes and "third part" instead of "third party" would continue to be a problem.
- People who misinterpret the Japanese at first do understand more as time goes on. For example, only No.4 and No.19 (and maybe No.10) properly reconciled 平成16年度 with Expo 2005, but I guess that all the finalists would eventually work that one out as they gain experience.
- As for writing good English – some learn and some never do. It's difficult to guess, so people who can write well from the start are the best bet. The danger is that good writing conceals translation errors, and sometimes the translator never realizes there's a problem. No.10 looks like one of those cases to me.
- My first impression of No. 19 was that it suffered from poor word choice, and there were several places that I thought were rendered quite poorly, such as "commemorating" (in 2004, no less) the 2005 World Expo as well as what he (she) called "efforts to raise awareness of public participation in environmental preservation activities," which really ought to have been "enhance public awareness of and increase participation in," nicht war? Also, the unnecessary capitalization of things that weren't proper nouns was another turn off.
- No. 19 was one of my top three picks, but I was bothered by the opening statement, to wit: "... held the 'Design Your Own Eco-Bag Contest ...'" Design your own bag seemed like an error almost on the order of thinking the contest wasn't over yet. Designing a bag would include the include the fabric, shape, cut, stitching, not just the picture on the bag. It's inconsistent with the rest of the piece and could be solved by research. The prose of 27 was a little plodding compared to 19. But sometimes when I dig out one of my translations from the early years, the prose seems a little dreary, so hopefully this person will put a little more polish on his or her writing as he or she gets more experience.
- I considered No. 27 to have the best combination of Japanese comprehension and English writing.

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## Translated texts of seven finalists

Homer Reid  
[Laura Silver](#)  
[Avery Fischer Udagawa](#)  
[Catherine Nakamichi](#)  
[Harold Booker](#)  
[Madelein Shimizu](#)  
[Steven Fraser Smith](#)

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[Homer Reid](#)

Eco-Friendly Shopping Campaign  
Design Your Own Personal Shopping Bag! Contest  
Conditions for Approved Uses of Award-Winning Designs

## Overview

In an effort to heighten awareness of reusable shopping bags, to encourage shoppers to use reusable bags, to reduce waste, and to enhance shoppers' sense of helping to protect the environment – including preventing global warming – the Ministry of the Environment is sponsoring the Design Your Own Personal Shopping Bag! Contest. Timed to commemorate the 2005 World Exposition in Aichi, the contest solicits print designs for reusable bags, and hopes to receive responses from a wide range of applicants. Selected entries in each category – Elementary / Middle School (full-color designs) and High School / General (two-color designs) – will receive the Minister of the Environment Award and other awards.

As part of our Eco-Friendly Shopping Campaign, we have developed procedures to ensure that manufacturers may use the winning contest entries, including the Minister of the Environment Award-winning entries, free of charge to manufacture reusable bags. These procedures, and some guidelines for using the designs, are described below. We hope this helps you to understand our goals, and we look forward to working with you on this project. The actual designs that you may use are described in a separate document.

## 1. Conditions For Approved Uses

Businesses, municipalities, private organizations, and other groups wishing to manufacture reusable shopping bags (personal shopping bags) either to assist the Eco-Friendly Shopping Campaign, or simply to promote environmental protection activities and popular awareness of environmental protection activities – may obtain approval to use award-winning bag designs, free of charge, by completing the attached Application Form and submitting it to the Office of Environmental Education in the Ministry of the Environment. There are no restrictions on the number of bags that may be manufactured, nor on how they are delivered to shoppers; the bags may be sold or distributed free of charge.

However, approval will not be granted under any of the following circumstances.

1. If there is reason to believe the design may be used primarily to advance any specific political, religious, or philosophical agenda.
2. If there is reason to believe the design may be used to generate inappropriate profits.
3. If there is reason to believe the proposed use of the design (a) does not comport with the general goals of promoting active engagement in environmental protection and promoting waste reduction through the use of reusable shopping bags, (b) will tarnish the image of the Eco-Friendly Shopping Campaign, or (c) will impede proper understanding of the goals of the Campaign.
4. If there is reason to believe the design will not be used in accordance with the Terms of Use for award-winning designs (see Section 2 below).
5. If there is reason to believe the design will be used in a way that violates any law or common standard of public decency.
6. If, for any other reason, the Ministry of the Environment deems the proposal an inappropriate use of an award-winning design.

## 2. Terms of Use

1. To assist in publicizing the various campaigns of the Ministry of the Environment, all manufactured reusable bags (personal shopping bags) must incorporate one of the following slogans or logos in addition to the award-winning design.

- a. The phrase “Eco-Friendly Shopping Campaign.”

b. A phrase that encourages shoppers to carry reusable shopping bags or personal shopping bags on their shopping trips. Some possibilities are:

Take your reusable shopping bags with you!

Take your personal shopping bags with you!

Take your reusable shopping bags with you when you shop!

c. The phrase “Ministry of the Environment Design Your Own Personal Shopping Bag! Contest Winner” (as an explanation of the print design).

d. The Team -6% logo. (In this case, separate approval must be granted, in accordance with the Rules for Use of the Team -6% logo.)

e. Any other slogan or logo approved by the Ministry of the Environment.

2. The printed size of the award-winning design, and of any slogan or logo included per the previous item, must be large enough that all images and text are clearly recognizable.

3. Other than enlargement or compression at a fixed aspect ratio, the award-winning design itself must not be modified in any way.

4. Two of the manufactured bags must be provided, free of charge, to the Ministry of the Environment, Environmental Policy Bureau, Office of Environmental Education.

### **3. Additional Terms And Conditions**

1. Once approval to use an award-winning design has been granted, the design may not be used in any way or for any purpose other than as specified in the original application.

2. The organization to which approval to use an award-winning design is granted may not transfer or lend the rights associated with use of the design to any third party, may not pledge these rights as collateral to any third party, and may not authorize any third party to act as an agent in the use of the design.

3. The Ministry of the Environment bears no liability for any damages or other claims arising from incorrect use of designs, slogans, or other material in the manufacture of bags.

4. The terms and conditions specified in this document will remain in place after the termination of the Eco-Friendly Shopping Campaign.

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## **Laura Silver**

Campaign for Environmentally Friendly Shopping  
Rules for use of winning designs from the Shopping Bag Design Contest

### **INTRODUCTION**

In an effort to raise interest in carrying eco-friendly shopping bags and increase participation in environment conservation activities such as use of reusable bags, reduction in the amount of trash and prevention of global warming, the Ministry of the Environment held the “Shopping Bag Design” Contest at the 2005 Aichi World Exposition. Participants were widely recruited and winning designs were selected for the Minister’s Award and other awards in each of the Elementary / Junior High School Student category (full color design) and High School Student / General Participant category (two-color design).

As part of the campaign for Environmentally Friendly Shopping, the Ministry of the Environment encourages free use of the winning designs of the Minister's Award and other awards in fabricating Mottainai bags (eco-friendly bags), subject to the procedure and the terms and conditions below. Your cooperation and adherence to the purpose of this project is greatly appreciated. Please refer to the enclosed bag designs.

## 1. REQUIREMENTS FOR AUTHORIZATION OF USE

Municipal governments, private enterprises, private organizations, etc who agree with the aims of the campaign for Environmentally Friendly Shopping or have goals such as 'Involvement in Environmental Conservation' or 'Increasing Awareness of and Participation in Environmental Conservation', are given the right to free use of winning designs in fabrication of Mottainai bags (eco-friendly bags) only after receiving authorization from the Office of Environmental Education of the Ministry of the Environment following submission of the attached application. There is no limit regarding the number of articles for distribution or whether distribution is profit or non-profit based. However, use of the designs is prohibited in the following cases.

1. Use with the main objective of promoting specific political, ideological or religious activities.
2. Use with the objective of excessive profit.
3. Use which does not encourage efforts towards environmental conservation or is inappropriate for the concept of encouragement of shopping bag carriers leading to reduction of waste, thereby harming the integrity of the campaign for Environmentally Friendly Shopping or interfering with the sound understanding of its aims.
4. Use of winning designs that does not abide by the Terms and Conditions for Use (ref. 2).
5. Use that is against the law or offends public order and morality.
6. Other uses of the winning design, etc. deemed unsuitable by the Ministry of the Environment.

## 2. TERMS AND CONDITIONS FOR USE

1. In an effort to cooperate with the publicity of the campaign conducted by the Ministry of the Environment a phrase or logo described below must be inserted into one of the winning designs to be used in the fabrication of Mottainai bags (eco-friendly bags).
  1. The phrase 'Campaign for Environmentally Friendly Shopping'.
  2. 'We carry Mottainai bags', 'we carry eco-friendly bags', 'we shop with Mottainai bags' or other phrases encouraging the use of a 'Mottainai bag' or an 'eco-friendly bag'.
  3. The phrase 'Winning Design of the Shopping Bag Design Contest conducted by the Ministry of the Environment' (clarification of the significance of the design).
  4. The TEAM -6% logo (must receive additional approval according to separate terms and conditions for its use).
  5. Others deemed acceptable by the Ministry of the Environment.
2. The size of the winning design, phrase or logo should be such that the design or letters are clearly visible when printed.
3. No processing of the winning design itself is permitted, with the exception of shrinking or enlarging the design while keeping the horizontal to vertical ratio constant.
4. Two fabricated bags must be submitted free of cost to the Office of Environmental Education of the Integrated Environmental Policy Bureau, Ministry of the Environment.

### 3. OTHER

1. Even after use of winning designs has been approved, uses of the designs other than those specified in the submitted application are not permitted.
2. Organizations which have received authorization to use winning designs are not permitted to transfer rights of use to a third party, offer rights as collateral, sublease rights, or use a proxy.
3. The Ministry of the Environment is not liable for complaints raised against inaccurate use of the designs or logos on fabricated bags.
4. The requirements for authorization of use will continue to be applicable following completion of the campaign for Environmentally Friendly Shopping.

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### Avery Fischer Udagawa

Campaign for Environmentally Friendly Shopping:  
Rules for Use of Prizewinning Entries in the Reusable Shopping Bag Design Contest

#### Introduction

The Ministry of the Environment has been working to heighten interest in reusable shopping bags and promote use of these bags, while boosting a spirit of participation in efforts to reduce waste, prevent global warming, and otherwise preserve our environment. In 2004 –2005, to commemorate the 2005 World Expo in Aichi that focused on the environment, the Ministry organized the “My Bag” Reusable Shopping Bag Design Contest. The Ministry advertised widely for designs that could be printed on reusable shopping bags, created an elementary/middle school division (full-color design) and high school/adult division (two-color design), and awarded a Minister of the Environment Prize and other distinctions in both divisions.

Recently, as part of its Campaign for Environmentally Friendly Shopping, the Ministry created (1) an application process and (2) usage guidelines to enable widespread use of prizewinning designs from the contest for no charge on mottainai bags –any reusable shopping bags intended to reduce waste (also known as “my bag”). The Ministry encourages careful observation of the application process and usage guidelines (below) in keeping with the spirit of the Campaign. The designs available for use are printed on the attachment.

#### 1. Application Process

Public and private initiatives to produce mottainai bags in affirmation of the Campaign for Environmentally Friendly Shopping, or for promotion of environmental preservation or environmental education, may incorporate prizewinning designs from the Reusable Shopping Bag Design Contest at no charge. To use a design, submit the application form included with this document to the Office of Environmental Education, Ministry of the Environment, and receive approval from this Office. The Office will not restrict usage of prizewinning designs based on the number of bags to be produced or the proposed method of distribution, such as whether the bags are to be sold or distributed free of charge.

The Office will, however, deny approval if any of the following apply:

1. The prizewinning design is likely to be used chiefly to advance a particular political, philosophical, or religious agenda.



2. The design is likely to be used to obtain an unwarranted profit.
3. The proposed scheme for incorporating the design undermines the concept of carrying reusable bags to reduce waste or the encouragement of environmental preservation, or is likely to harm the image of the Campaign for Environmentally Friendly Shopping or the proper understanding thereof.
4. The design is likely to be used in disregard of the usage guidelines (see section 2 below).
5. The proposed scheme is likely to violate laws or ordinances or to violate standards of public order and decency.
6. The Ministry of the Environment deems any other aspect of the proposal unfit.

## **2. Usage Guidelines**

1. The approved mottainai bags are to provide publicity for the Ministry of the Environment's Campaign by combining a prizewinning design from the Contest with one or more of the following:
  1. The phrase "Campaign for Environmentally Friendly Shopping".
  2. The phrase "Carry a Mottainai Bag", "My Bag is Reusable", "Shop with a Mottainai Bag", or another phrase that promotes the use of a mottainai bag or "my bag".
  3. The phrase "Prizewinner, Ministry of the Environment Reusable Shopping Bag Design Contest" (as an explanation of the design).
  4. The Team Minus 6% logo (separate approval according to the Team Minus 6% logo usage regulations required).
  5. Other elements as approved by the Ministry of the Environment.
2. The size of the prizewinning design and the accompanying phrase and/or logo must be large enough to be legible when printed.
3. Adjustment of the prizewinning design other than proportional resizing will not be permitted under any circumstances.
4. Two (2) bags created according to the approved proposal must be submitted at the sender's expense to the Office of Environmental Education, in the Environmental Policy Bureau of the Ministry of the Environment.

## **3. Other Notes**

1. Once approval for use of a prizewinning design has been granted, use of the design according to methods or for purposes not included in the proposal will not be permitted under any circumstances.
2. The party that receives approval to use a prizewinning design may not transfer its rights with regard to use of the design to a third party, pledge these rights as a guarantee, loan these rights, or consent to the exercise of these rights by a proxy.
3. The Ministry of the Environment assumes no responsibility for claims resulting from inappropriate use of the prizewinning designs, suggested phrases, or other elements due to faulty production.
4. The usage guidelines will continue to apply after the conclusion of the Campaign for Environmentally Friendly Shopping.

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## Catherine Nakamichi

### Green Shopping Campaign

Approval guidelines to use winning designs from the Green Shopping Bag print design Competition.

### Preamble

The Ministry of the Environment held a “My Dream Shopping Bag print design Competition” at Expo 2005 Aichi Japan with the aim of improving involvement in environmental preservation activities such as prevention of global warming, waste reduction, and promoting interest in and encouraging the use of Green Shopping Bags (reusable shopping bags). Several shopping bag print designs were submitted and the Minister of the Environment Prize and other prize winning designs have been decided in both the elementary and middle-school division (full-color design), and the high-school and general public division (two-color design).

As part of the Green Shopping campaign, the Minister of the Environment Prize design and other prize winning designs from the aforementioned competition will be made available to be used free of charge when producing Green Shopping Bags, subject to the conditions for procedures and manner of use as set out below. Your understanding and cooperation with the ideals of this project are greatly appreciated. Please see the accompanying page for the winning designs.

### 1. Guidelines for Approval

When producing Green Shopping Bags to support the Green Shopping Campaign, environmental preservation or to cultivate environmental preservation activities, the winning designs may be used free of charge once a municipality, business, or private group has submitted the separate accompanying form to the Environment Education Promotion Office and received approval to use the winning designs. Any distribution method such as whether the bags are distributed free or for a price is acceptable and any number of bags may be distributed.

However, in the event of any of the following approval will not be given.

1. If the designs are to be used primarily for activities with a specific political, ideological, or religious intent.
2. If the designs are to be used to gain unreasonable profit.
3. If the designs are to be used in a manner inappropriate to the concept of promotion of environmental preservation and waste reduction by bringing your own shopping bag, or if the designs are to be used in a way that damages the validity of the Green Shopping Campaign, or in any way that prevents proper understanding of the campaign.
4. If the designs are not to be used in a correctly according to the conditions of use. (See 2.)
5. If the designs are to be used in a manner that violates a law, or public order and decency.
6. If the designs are to be used in a manner that the Ministry of the Environment considers inappropriate.

### 2. Conditions of use.

1. When producing Green Shopping Bags, cooperation with the Ministry of Environment's advertising campaign is required by adding any of the following slogans or logo to the winning design.

1. The slogan "Green shopping campaign."

2. A slogan that appeals for the use of Green Shopping Bags such as "Green Shopping Bag, always together," "Let's take our Green Shopping Bags shopping," or "Green Shopping Bag."

3. As an explanation of the design, the slogan, "A Ministry of the Environment Green Shopping Bag print design Competition winner."

4. The logo for Team-6% (in this case permission from Team-6% must be obtained separately.)

5. Any other slogan approved by the Ministry of the Environment.

2. The winning designs as well as the logo or slogans stated above must be of a size that is easily recognizable.

3. No adjustment may be made to the winning designs beyond proportional enlargement or reduction in size.

4. Two of the bags produced must be submitted free of charge to the Ministry of the Environment Environmental Policy Bureau Office of Environmental Education.

### **3. Other conditions.**

1. The winning designs may not be used for any purpose or in any way other than that for which approval was given.

2. Once approval has been gained by a group to use the winning designs, the right may not be passed to another, used as security, or transferred to a substitute agent.

3. The Ministry of the Environment will not take any responsibility for claims concerning discrepancies in use of slogans or designs when bags are produced.

4. These Guidelines for Approval and conditions will continue to be applicable even once the Green Shopping Campaign is completed.

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## **Harold Booker**

Environmentally-Friendly Campaign

-- Criteria for Approving the Use of Winning Entries from the Personal Tote Bag Print Design Contest

### **Introduction**

To increase awareness of personal tote bags and to heighten a sense of involvement in environmental preservation, starting with steps to halt global warming such as carrying personal tote bag and reducing garbage, the Ministry of the Environment held "The 2004 Aichi Earth Expo Personal Tote Bag Print Design Contest". The contest was publicized widely, awarding the Minister of the Environment and other prizes in both the Elementary/Junior High School Division (full-color designs) and the High School/Open Division (two-color designs).

The contest was designed as a part of the larger "Environmentally-Friendly Shopping Campaign". As such, we would like to enable everyone to be able to use the designs that won the Minister of the Environment and other prizes free of charge to make their own personal

tote bags. To end, we have specified below the usage procedures for the designs and the manner in which they may be used. We hope that you find the spirit of this project acceptable and act in accordance with it. Designs approved for use will be discussed on a separate page.

## **1. Criteria for Granting Permission to use Designs**

Local governments, employers and private organizations that assent to the Environmentally-Friendly Shopping Campaign or that make "Waste not, want not" bags "to support environmental conservation" or "to further promote environmental conservation" may apply by submitting the separate application form to the Ministry of the Environment's Office of Environmental Education. Upon approval, they may use the winning designs free of charge, irrespective of whether the designs are to be used for profit or non-profit, distribution methods or distribution volume.

However, approval will not be granted if any of the following conditions are met:

1. The principal use of the designs lends itself to the support the activities of a specific political agenda, ideology, religion, etc.
2. The use of the designs may give rise to the prospect of improper profits.
3. Use of the prize winning designs would be inconsistent with the concept behind promoting "Shopping bag totes" to encourage waste reduction and seek ways to get active in environmental conservation, taints the virtue of the Environmentally-Friendly Shopping Campaign or hinders the sound understanding thereof.
4. There is significant reason for concern that the designs will not be used in accordance with the Conditions of Use (See Section 2).
5. Use of the designs would infringe on legal statutes or offend public decency.
6. Other conditions that the Ministry of the Environment deems granting use of the designs improper.

## **2. Conditions of Use**

1. "Waste-not/Want-not Bag" (personal tote bags) must bear one of the following phrases or logos in combination with the prize winning design in order to help advertise the Ministry of the Environment's campaign.

1. The phrase "Environmentally-Friendly Shopping Campaign"
2. Phrases like "Don't forget your 'Waste-not/Want-not Bag!", "Let's take a tote along!", "Take your 'Waste-not/Want-not Bag' shopping!" "Waste-not/Want-not Bag" or "Personal Tote Bag" that encourage use of such terms.
3. The phrase "Ministry of the Environment Personal Tote Bag Contest Winning Entry" (used to denote the design).
4. The Team -6% logo (This requires a Team -6% logo usage agreement approved through a separate process).
5. Other methods as approved by the Ministry of the Environment.

2. In the event that the prize winning entry and abovementioned phrases/logo are printed, the printed article be large enough to be clearly distinguish.

3. With the exception of enlargements or reductions that maintain the original proportions, the prize winning entry itself may not be altered in any way whatsoever.

4. Two specimens of the produced bags are to be submitted free of charge to the Office of Environment Education, Environment Policy Bureau, Ministry of the Environment.

### 3. Miscellaneous

1. In the event of approval, prize winning entry designs may not be used in any manner or for any purpose save those stated on the application form submitted to obtain approval.

2. Under no conditions whatsoever may the entity receiving approval to use prize winning entry designs transfer its usage right to a third party, produce it as collateral, lease it or consent to any type of proxy use.

3. The Ministry of the Environment is released from any and all liability in claims concerning mistaken or improper use of the designs, phrases, etc., arising from the productions of bags.

4. These usage approval criteria will remain in effect after the end of the Environmentally-Friendly Shopping Campaign.

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### Madelein Shimizu (2nd place)

Eco-Friendly Shopping Campaign – Terms of Use for the Winning Designs from the Eco-Bag Print Design Contest

#### Introduction

In FY2004, the Ministry of the Environment held the “Design Your Own Eco-Bag Contest” in commemoration of Expo 2005 Aichi Japan to increase awareness and use of reusable shopping bags, reduce waste, and prevent global warming. The Contest was held as part of the Ministry’s wider efforts to raise awareness of public participation in environmental preservation activities. Eco-Bag print design entries were sent in from all over Japan and prize winners, including the winners of the Minister’s Award, have now been selected from each of the contest categories: Elementary/Junior High (full color design), and High School/Adults (two-color design).

As part of its Eco-Friendly Shopping Campaign, the Ministry wishes to make the winning designs, including those selected for the Minister’s Award, available to the public free of charge for use on reusable shopping bags (Eco-Bags). The Ministry has compiled the following guidelines to explain application procedures and terms of use for Eco-Bags printed with the winning designs. The Ministry encourages members of the public be conscious of the aim of this project when participating in the Campaign. Designs available for use are shown in the attached document.

#### 1. Approval Standards

Contest designs may be used by local government authorities, businesses, private organizations, etc. for the production of reusable shopping bags (Eco-Bags) intended for purposes that reflect the ideals of the Eco-Friendly Shopping Campaign or involve environmental preservation and related awareness-raising activities. The Application Form below should be submitted to the Office of Environmental Education at the Ministry of the Environment for approval. Applicants may use the winning designs free of charge once approval has been granted by the Ministry. Eco-Bags may be either sold or distributed free of charge and there are no restrictions regarding the method of distribution or the number of bags produced.

Please note that the Ministry cannot approve applications if the bags concerned have the potential to be used for any of the following purposes:

1. Any purposes intended primarily to promote specific political, ideological or religious activities.
2. Profiteering from the production of Eco-Bags.
3. Any purposes incompatible with promoting the use of reusable shopping bags to reduce waste, etc. and/or the promotion of environmental preservation activities. Any purposes that undermine the integrity of the Eco-Friendly Shopping Campaign or prevent proper understanding of the Campaign.
4. Purposes that are not in keeping with the Terms of Use provided for the winning designs (see 2.).
5. Purposes that violate laws and/or public order and morals.
6. Any other uses of the winning designs that the Ministry deems to be inappropriate.

## **2. Terms of Use**

1. In addition to the winning design, reusable shopping bags (Eco-Bags) must also contain one of the following phrases or logos as part of the Ministry's publicity campaign.

- (i) The phrase "Eco-Friendly Shopping Campaign".
- (ii) A phrase encouraging the use of reusable shopping bags or Eco-Bags such as "Make your shopping eco-friendly.", "Carry an Eco-Bag." or "Take your Eco-Bag shopping."
- (iii) The phrase "Ministry of the Environment Eco-Bag Design Contest Winner" (as a caption to the image).
- (iv) The Team -6% logo (permission to use the Team -6% logo must be acquired separately in accordance with the relevant Terms and Conditions).
- (v) Any other phrases or logos permitted by the Ministry.

2. The winning design, phrases and logos must be printed at a size that renders the design recognizable and the characters legible.

3. Any reduction or enlargement of the design must maintain the proportions of the original. No other alterations are permitted.

4. Two sample bags should be sent free of charge to the Office of Environmental Education at the Ministry of the Environment.

## **3. Other**

1. Once permission has been granted, the winning design may only be used for the purposes and methods stipulated in the application.

2. Organizations that receive approval to use a winning design are not permitted to transfer, loan or provide rights associated with the use of the winning design as collateral to a third party, or authorize use of the design by a third party on their behalf.

3. The Ministry shall bear no liability whatsoever for any complaints regarding the production of Eco-Bags, including the improper use of designs or phrases.

4. The Approval Standards shall remain in effect even after the conclusion of the Eco-Friendly Shopping Campaign.

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## Steven Fraser Smith (1st place)

Campaign for Environmentally Friendly Shopping

Approval criteria for use of prize-winning designs in the 'My Bag' Print Design Competition

### Introduction

The Japanese Environment Ministry launched the 'My Bag' Print Design Competition to commemorate the 2005 World Expo in Aichi, which celebrated the theme of 'Nature's Wisdom.' By raising interest in the 'My Bag' concept of a personal, reusable shopping bag, the competition sought to promote the use of such bags, and to encourage people to actively participate in protecting the environment by reducing waste and helping to prevent global warming. The two categories of entry – primary/junior high school students (full-colour design) and high-school students/general public (two-colour design) – invited designs from a wide range of contestants, and judging for the Environment Minister's Prize and all other prizes is now completed.

As part of the Campaign for Environmentally Friendly Shopping, all prize-winning designs are available for use free of charge by anyone making reusable shopping bags. The procedures and rules for using the prize-winning designs are detailed below. Please read them carefully before applying. The designs are printed on a separate sheet.

### 1. Approval Criteria

Local authorities, businesses, private sector organizations and other bodies wishing to make reusable shopping bags, either in support of the Campaign For Environmentally Friendly Shopping or for use in environmental protection and awareness raising activities, should complete the attached application form and send it to the Environment Ministry's Office of Environmental Education. If approval is granted, applicants may use their chosen designs free of charge. The approval decision will not be influenced by the number of bags to be made or whether they are to be sold or freely distributed. However, if any of the following conditions apply, approval will be refused:

- 1) There is concern that the designs will be used primarily for specific political, ideological or religious purposes.
- 2) There is concern that the designs will be used to make excessive profits.
- 3) a. The applicant's aims are not consistent with the concept of encouraging people to reduce waste by using their own personal shopping bag, nor with the promotion of efforts to protect the environment.  
b. There is concern that the applicant's activities will damage the reputation of the Campaign for Environmentally Friendly Shopping, or will hinder correct understanding of that campaign.
- 4) There is concern that the designs will not be used in accordance with the Conditions of Use specified in section 2, below.
- 5) There is concern that acts contrary to law or public order and decency will take place.
- 6) The designs will be used in any other way deemed by the Environment Ministry to be inappropriate.

### 2. Conditions of Use

1. Reusable shopping bags incorporating one of the prize-winning designs should help to publicise the Environment Ministry's campaign by including any of the following slogans or logos:

- a. Campaign for Environmentally Friendly Shopping
- b. Slogans which urge people to take a reusable shopping bag with them, e.g.:

Going shopping? Don't forget your bag  
I always take 'My Bag' with me  
Take your own bag to the shops

- c. Environment Ministry 'My Bag' Competition – prize-winning design
- d. 'Team Minus 6%' logo (The 'Team Minus 6%' project is a national campaign led by the Japanese Government to prevent global warming. Approval to use this logo must be obtained separately)
- e. Other items approved by the Environment Ministry

2. Prize-winning designs, slogans and logos appearing on the printed bags should be of a size sufficient to be recognizable.

3. Prize-winning designs may be reduced or enlarged for printing. However, the original proportions must be maintained, and no other alterations are permitted.

4. Two finished bags should be sent gratis to the Environment Ministry's Policy Bureau and Office of Environmental Education.

### 3. Further Points

1. Applicants granted approval to use the prize-winning designs are not permitted to use them in ways or for purposes other than those specified on the application form.

2. Applicants granted approval to use the prize-winning designs may not transfer, offer as collateral or loan those rights of use to a third party, nor may they give permission to any representative or proxy to use those designs.

3. The Environment Ministry cannot accept any liability for claims relating to misuse of the design, text or logos appearing on the finished bags.

4. The approval criteria described above will remain effective after the Campaign for Environmentally Friendly Shopping has ended.

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コンテスト実行委員  
佐藤綾子 (Emily Shibata-Sato)