

# Ecolabelling in New Zealand

There are an increasing number of guidelines, programmes and certifications in New Zealand to indicate environmental preferability, many of which have their own ecolabels or logos. The table below summarises a number of those in an effort to clarify how they differ from each other, and to ensure a greater understanding of what they do or do not offer. Overleaf is further explanation of the types of labels and a glossary of terms to assist with establishing which best suits your organisation, service or product.



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## Environmental preferability options

NAME	TYPE	DESCRIPTION
	1	New Zealand's only Type 1 Government-owned ecolabelling programme, Environmental Choice deals specifically with products and services, not organisations. Its licensing process is against rigorous, transparent, independently developed specifications that take into account the lifecycle impact of the product or service. It meets the ISO 14020/24 principles.
	EMS	Enviro-Mark is an environmental management system certification programme (not a product certification programme). The EMS covers how organisations manage their environmental impacts. Organisations can achieve one of five levels of certification. The final step meets the requirements of ISO 14001.
	LCA	Life Cycle Assessment considers the environmental aspects and potential impacts throughout a product's life - from raw material acquisition through to production, use and disposal. An internationally accepted framework for LCA methodology is defined in ISO standards 14040 and 14044.
	Single issue	The Forest Stewardship Council provides two types of certification: Forest Management Certification for sustainable forest management practices and Chain of Custody certification for tracking forest products in the supply chain.
	Single issue	Programme for the Endorsement of Forest Certification provides two types of certification: Forest Management Certification for sustainable forest management practices and Chain of Custody certification for tracking forest products in the supply chain.
	2	Declare is a 'nutrition-label' for building products, developed to assist those going through the Living Building Certification process. It includes a product database to streamline the material specification and certification process. This is based on manufacturers' self-declaration.
	CMS	carboNZero is for organisations, products, services or events to offset their carbon emissions. Certified against ISO 14064-1 for organisations or PAS 2050 for products or services.
	Single issue	The Energy Efficiency and Conservation Authority (EECA) awards the Energy Star mark to products and appliances with superior energy efficiency within their category. It is a voluntary programme where industry partners identify and promote superior energy efficient products.
	CMS	The Certified Emissions Management and Reduction Scheme is for organisations, products or services to make a measurement and reduction claims about their carbon footprints. Certified against ISO 14064-1 for organisations or PAS 2050 for products or services.
	EPD	EPD's are independently verified public declarations of environmental performance of products for all or parts of the lifecycle. Based on ISO 14025 (2006) and LCA.
	EMS	An internationally accepted standard that sets requirements for environmental management systems for organisations.

Note: The table is meant as a guide, and is by no means an exhaustive list. More information about each programme can be found on their individual websites.

ISO 14000-series standards on environmental labelling define three types, as outlined in the chart below.

<b>TYPE I</b>	A voluntary, multiple-criteria based, third-party programme that awards a licence that authorises the use of environmental labels on products or services. The label indicates overall environmental preferability of a product or service within a particular product category based on life cycle considerations.	Others listed in the chart which can assist in establishing environmental preferability include Environmental Management System, Carbon Management System, Environmental Product Declaration and Single Issue. These are further defined in the glossary below.
<b>TYPE II</b>	Informative environmental self-declaration claims.	
<b>TYPE III</b>	Voluntary programmes that provide quantified environmental data about a product, under pre-set categories or parameters. These are set by a qualified third-party, are based on life cycle assessment, and verified by that or another qualified third party.	

## Glossary

Environmental Management System (EMS)	An EMS establishes the processes or frameworks that effectively manage environmental impact and risk for an organisation.
Carbon Management System (CMS)	A CMS puts in place processes to measure an organisation's, products' or services' carbon footprints in an effort to offset them.
Environmental Product Declaration (EPD)	EPDs are independently verified public declarations of environmental performance of products for all or parts of the lifecycle.
Single Issue	Single Issue is an environmental declaration that looks at only one aspect of an organisation, service or product.

## About Environmental Choice

This comparison sheet has been developed by Environmental Choice New Zealand, New Zealand's official environmental label, Government-owned and independently operated by the New Zealand Ecolabelling Trust. As New Zealand's only Type 1 ecolabel, Environmental Choice operates to internationally recognised standards and principles, and is a member of GEN, the Global Ecolabelling Network, which links programmes providing independent assurance to a world of environmentally preferable products and services.

Environmental Choice provides a credible and independent guide for people who want to purchase and use products and services that are proven to be better for the environment.

[www.environmentalchoice.org.nz](http://www.environmentalchoice.org.nz)

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