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# PROMOTING YOUR ENVIRONMENTAL CHOICE CREDENTIALS

A Promotional Kit for Environmental Choice  
New Zealand Licensees

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Prepared by Wright Communications

## INTRODUCTION

Gaining an Environmental Choice New Zealand licence is a significant and valuable achievement in today's commercial marketplace, which is increasingly seeking evidence from companies that they are acting ethically and responsibly in respect of the environment.

As a Licensee, you have worked hard and committed a great deal of resource to meeting the stringent, robust Environmental Choice New Zealand criteria for the ecolabel, which is only awarded to the most environmentally preferable products and services.

It's an achievement to be proud of – and should be part of the story you tell to your key stakeholders.

This Promotional Kit was developed to provide collateral material to help you tell that story – through all your promotional channels. Hopefully it will give you some practical tools, promotional suggestions and appropriate words to shine the light on the good work you've done.

Over to you.

**Francesca Lipscombe**  
**General Manager**  
**Environmental Choice New Zealand**

## BENEFITS OF HAVING THE ENVIRONMENTAL CHOICE ECOLABEL

### Benefits to you as the service or product provider

- » a point of differentiation between you and your competitors
- » confidence that your products have less negative impact on the environment across their entire life-cycle
- » customer recognition that you are acting responsibly in preparing your product or service and delivering it to them
- » greater employee engagement arising from the strong positive environmental and sustainability stance you have taken
- » recruitment and retention benefits because of that good environmental reputation
- » community recognition that you are an environmentally aware and responsible organisation
- » kudos arising from your adherence to environmental regulations
- » economic benefits arising from more efficient processes and thoughtful sustainability initiatives
- » keeping up with environmental regulatory change – all specifications are reviewed five-yearly and updated if necessary
- » mutual recognition of the Environmental Choice New Zealand ecolabel through the Global Ecolabel Network (GEN), making it easier for companies to use the ecolabel in other relevant countries.

### Benefits to your customers

- » increased sell-through with end-consumers looking for sustainability credentials on products
- » increased buyer loyalty with eco-conscious end-consumers
- » transferred credibility arising from the fact that your customers benefit from the reflected glory of your environmental strengths
- » meeting environmental or sustainability pre-requisites for many business-to-business tendering processes
- » pride in your customers' employees as a result of their purchase.

### Benefits to the Community

- » reduced environmental impacts from improved processes
- » reduced environmental impacts from reduced waste and increased recycling
- » increased awareness of environmentally responsible activities
- » reduction of effort and cost required by consumers to get sustainability information – the label tells the story
- » a reputable, Government-backed environmental benchmark to give proof to environmental claims and help assess other environmental credentialing against.

## LICENSEE ADVERTISING / EMAIL TAGLINE

### Advertising

[Company name] is proud to be a part of the Environmental Choice New Zealand family of products and services bearing the Environmental Choice ecolabel.

Our Environmental Choice ecolabel tells our customers and users that we have successfully passed a rigorous, scientific, third-party-verified set of specifications for environmental preferability, covering the life-cycle of our products/services including raw materials sourcing, manufacturing, usage and disposal.

It is your reassurance that you are purchasing products/services that have minimal effect on the environment.

### Tagline for email signatures

Your environmentally preferable choice - as assessed by Environmental Choice New Zealand.

To assist our licensees, Environmental Choice New Zealand has prepared a short presentation on the organisation, the ecolabel and the licensing process. This can be accessed on the Environmental Choice New Zealand website at [environmentalchoice.org.nz](http://environmentalchoice.org.nz) under the "Get Licensed" tab.

Please feel free to use these slides in your own presentations.

### Presentations to employees and customers

Environmental Choice New Zealand is happy to present to Licensees' employees or customers on the ecolabel and environmental labelling in general. If you would like to take up this offer, please contact Keeli Gregory at Environmental Choice New Zealand; tel. +64 9 845 3330 or email [keeli@environmentalchoice.org.nz](mailto:keeli@environmentalchoice.org.nz)

Environmental Choice New Zealand has developed a poster which can be used at trade shows, exhibitions and in any other displays where you wish to draw attention to the fact that your products and/or services have met Environmental Choice New Zealand's criteria for environmental preferability.

An electronic version of the poster is available on the Environmental Choice New Zealand website under the "Get Licensed" tab; licensees can add their own company logo to the poster and print it off in the size they prefer.

## PRESENTATION SLIDES

## POSTER FOR TRADE SHOWS

## CONTENT FOR PROMOTIONAL MATERIALS

### About Environmental Choice

Environmental Choice New Zealand (ECNZ) is New Zealand's official environmental label and the only Type 1 ecolabel in the country.

ENCZ has more than 50 Licensees, with around 1500 Licensed products and services, across a wide range of industries.

Governed by the New Zealand Ecolabelling Trust, ECNZ is also a member of the Global Ecolabel Network (GEN) an international consortium of ecolabelling programmes.

### About the Environmental Choice licensing process

To gain the Environmental Choice New Zealand ecolabel, organisations undergo rigorous multiple-criteria, third-party verification of their products and/or services against environmental standards through the life-cycle of the product/service, from raw materials sourcing through manufacturing and packaging, to usage and eventual disposal or recycling.

The licensing process is subject to an annual review and audit and the requirements may be modified in line with any new developments in the product area from time to time.

### Environmental Choice compared with other ecolabels

Environmental Choice New Zealand provides the strongest environmental guarantee of the well-known ecolabels in New Zealand: more than 30% of respondents to a July 2017 ConsumerLink Panel survey rated Environmental Choice as providing consumers with the strongest environmental guarantee.

Environmental Choice also rated highly for trustworthiness (32%) behind Energy Star and Fairtrade, and polled well for having high standards (23%).

Recognition of the label was just under 70%, ahead of all but Energy Star and Fairtrade again, which have a much more public profile.

More than 50% of respondents said Environmental Choice denoted “environmentally friendly” while almost 40% said it indicated the product or service was “less harmful to the environment”.

Asked whether the Environmental Choice logo would influence respondents to buy products from the various product ranges licensed by the ecolabel, more than half of the buyers of cleaning products said yes, and the response for DIY products, Hygiene Products, Office Products and Toiletry Products ranged from 47% to 49% saying yes. Given a little more information on the Environmental Choice ecolabel and asked if that would change their view on buying a product in those categories with the logo on it, 68-71% said yes across the five categories.

#### Colmar Brunton “Better Futures” Survey findings (2019)

Among other sustainability findings, the 2019 Colmar Brunton “Better Futures” Survey found that:

- » 90% of New Zealanders would stop buying a company’s products if they heard it was acting irresponsibly or unethically
- » 86% of employees said it was important to work for a socially and environmentally responsible company
- » However, 83% of people said the way businesses talk about their social and environmental commitments is confusing.

#### About our products/services

[Company name] has achieved an Environmental Choice New Zealand licence for its [description of products/services]. To achieve this, we underwent rigorous multiple-criteria, third-party verification of the products and/or services against environmental standards through the life-cycle of the product/service, from raw materials sourcing through manufacturing and packaging, to usage and eventual disposal or recycling. The licensing process is subject to an annual review and audit and the requirements may be modified in line with any new developments in the product area from time to time.

## NEWS ANGLES

The following news angles would provide a potential media release for Licensees:

- » Environmental Choice New Zealand licence achievement (for the first time)
  - + Possibly first in the class of products/services
  - + Following breakthrough work to ensure our products/services have minimal environmental impact
  - + Development of new technology to support the achievement of a licence (to assist in meeting specifications)
  - + Time and people/cost resources involved
  - + Training of staff required to meet ongoing standard requirements
- » Licence renewals
  - + May involve significant additional work following changes to standard
- » Extensions of Licences to cover additional areas or products
- » Anniversaries of your time as an Environmental Choice New Zealand ecolabel Licensee, eg five years, 10 years, 20 years.

Environmental Choice New Zealand is also more than happy to work with you to develop a case study on your company, a news story or response to developments in the news, to draw attention to the role and importance of ecolabels like Environmental Choice New Zealand to your industry, the community and the environment in general.

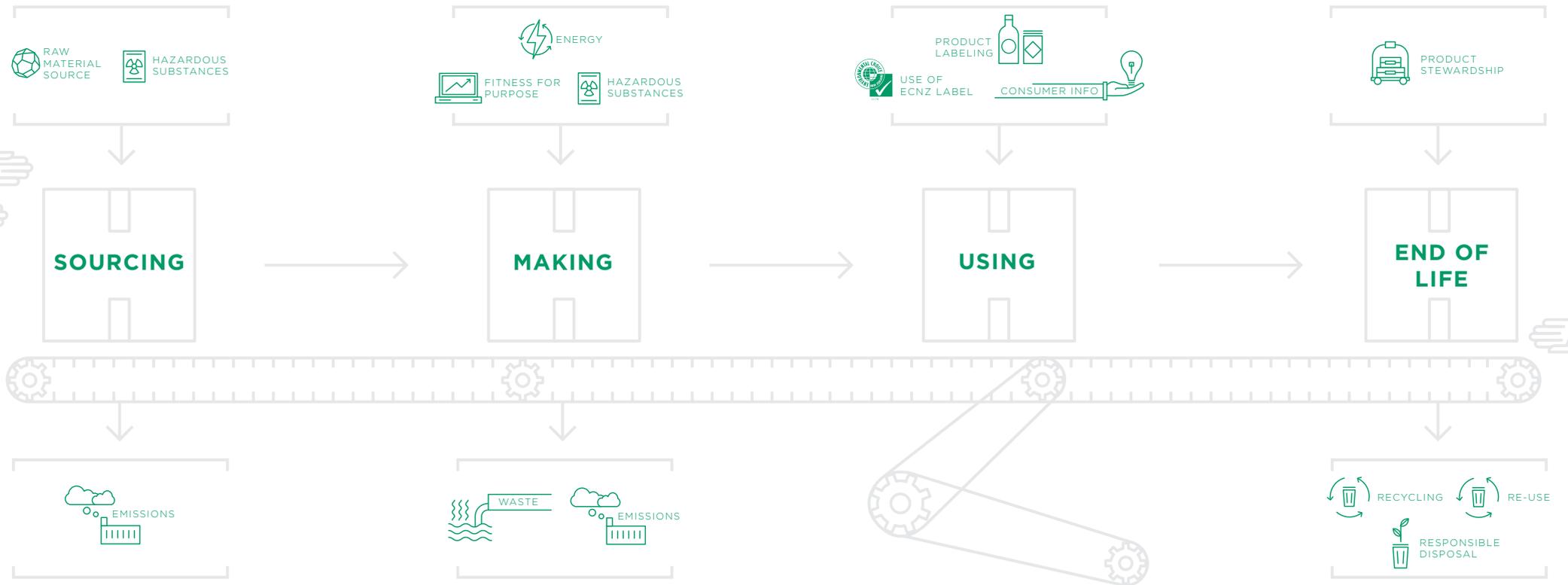
If you would like to explore a news story or case study involving your Environmental Choice credentials, please contact Anita Winterstein at Wright Communications, tel. **[09] 366 2456**, mobile **022 317 2852** or email [anita@wrightcommunications.co.nz](mailto:anita@wrightcommunications.co.nz)

INFOGRAPHIC

# ENVIRONMENTAL CHOICE NEW ZEALAND - PRODUCT LIFE CYCLE ASSESSMENT PROCESS



## LEGAL OVERVIEW





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