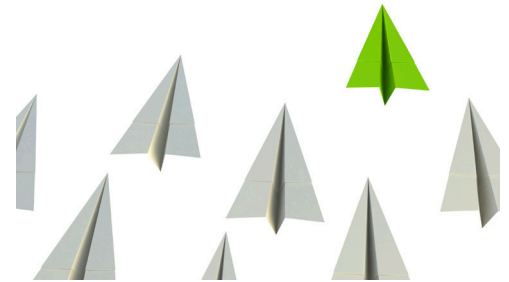




Success Story: Environmental Choice New Zealand

Ecolabelling – the key to achieving responsible consumption and production

Environmental Choice New Zealand (ECNZ) is the Government’s ecolabel. Owned and endorsed by the Ministry for the Environment, the ECNZ label is a vital marker to tell consumers, customers and employees that an ecolabelled product or service is “environmentally preferable”; that it has met a robust, scientific, independently verified set of standards around sustainability and environmental impacts.



The United Nations’ Sustainable Development Goals (SDGs) are visionary and challenging and achieving the goals requires bold plans, programmes and policies – and ecolabels like Environmental Choice New Zealand have an important role to play particularly in the area of responsible consumption and production (SDG 12).

The good news is that work in this area has already begun. Over 50 New Zealand businesses have demonstrated their commitment to responsible production by gaining an ECNZ licence for their products/services. The flipside to this is that there are now 1500 products across a wide range of product and service categories available to support organisations to meet their sustainable procurement goals.

All products and services that carry the ECNZ label have been independently audited and are environmentally preferable across their whole life-cycle - from responsible sourcing of raw materials, through the environmental impacts of the manufacturing process, product usage, and eventual end-of-life disposal or reuse.

Ecolabels are also an important tool for tackling the growing issue of greenwashing. New Zealand consumers are increasingly committed to living more sustainable lifestyles (according to Colmar Bruton Better Futures 2018 42% rate themselves as highly committed) and there is an increasing demand for “green” products. Ecolabels like ECNZ are a tool to debunk unsubstantiated marketing claims and provide genuine assurance of environmental preferability.

Part of ECNZ’s mission in New Zealand is to raise awareness of the lingering prevalence of greenwashing and the importance of markers like Environmental Choice New Zealand to provide evidence of progress towards SDGs like Goal 12.

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Most relevant SDGs:

