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An open letter to Govt³ members and associates

Dear Colleague

The Environmental Choice New Zealand ecolabel

The search for products that offer a genuine reduction in environmental impacts can seem a daunting prospect in the face of competing claims from suppliers. Accordingly, the Ministry for the Environment recommends that procurement officers use ecolabels where possible to simplify their selection of environmentally preferable products.

The Environmental Choice New Zealand ecolabel has been Government owned and supported since inception in 1992 and is the only ecolabel in New Zealand which is an active member of the Global Ecolabelling Network (GEN).

Environmental Choice certifies products that are independently assessed against published specifications. The label is the only one in New Zealand which uses specifications developed using an environmental life cycle approach. The specifications are based on international standards adapted for New Zealand circumstances and are designed to distinguish environmentally preferable products based on lifecycle environmental effects. Environmental Choice has product specifications across a wide range of product areas including detergents and cleaners, photocopiers, building insulation, paint, recycled plastic and paper products and carpets. There are 350 products certified under these standards.

Environmental Choice NZ is the consumers' confirmation that the product they are purchasing is environmentally preferable over other products which do not meet such specifications.

Regards,

Bill Bayfield
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