

## Eco Choice Aotearoa

Eco Choice Aotearoa (formerly ECNZ) has been the country's official ecolabel for more than 30 years. Trademarked by the Ministry for the Environment, it takes a rigorous, life-cycle approach to certifying products and services. The ecolabel is earned, not bought, and only awarded to organisations able to demonstrate environmental leadership and continuous improvement.

As one of the world's first ecolabels, Eco Choice Aotearoa helped establish the Global Ecolabelling Network; an organisation committed to best-practice, transparency and international cooperation.

## Unmatched assurance

Eco Choice Aotearoa empowers architects, designers, specifiers and consumers to make informed choices that minimise environmental impact and promote human well-being.

To earn the ecolabel, businesses must:

- Ensure ingredients/ materials, including wood-based products, are environmentally-preferable, sustainably & ethically sourced & pose no risk to human health (e.g. low VOCs);
- Prove production does not harm surrounding communities in any way (e.g. pollution);
- Implement a robust reduction plan to tackle carbon emissions at their source;
- Demonstrate resource efficiency (e.g. water, energy);
- Have effective waste minimisation and product stewardship initiatives in place;
- Commit to continuous improvement;
- Prove the product or service is durable and fit-for purpose;
- Pass regular onsite audits across the supply chain;

Recognising the inextricable link between planetary and human wellbeing, Eco Choice Aotearoa has begun phasing in criteria around modern slavery and social accountability too.

Requirements for each product/ service category are freely available on [Eco Choice Aotearoa's website](#).

## Green Building

Eco Choice Aotearoa is regarded as a 'Level A' certification by the Green Building Council, with ecolabeled products eligible for maximum materials credits under Greenstar (3) and Homestar (2). In addition, the ecolabel is recognised by the Infrastructure Sustainability Council, US Environmental Protection Agency & B Corp (yielding businesses additional points under its environmental pillar).

