

Pilot course on “Environmental labelling in circular economy”
Poland, Rzeszów 04.02.2021



Environmental Choice

Marzena Jankowska-Mihułowicz, PhD, Eng., Assistant Prof.,

e-mail: mjanko@prz.edu.pl

website: <https://mjanko.v.prz.edu.pl/en/>



The project is co-financed by the Governments of Czechia, Hungary, Poland and Slovakia through Visegrad Grants from International Visegrad Fund. The mission of the fund is to advance ideas for sustainable regional cooperation in Central Europe.

History and development of the program

There are three popular certification symbols in the world that contain the phrase: ***Environmental Choice*** and they are:

- Environmental Choice Canada
- Good Environmental Choice Australia (GECA)
- Environmental Choice New Zealand (ECNZ)

Environmental Choice New Zealand (ECNZ)

- has been applied in New Zealand since 1990
- Environmental Choice New Zealand™ is the official environmental label in New Zealand and type I ecolabel and guaranties the highest independent accreditation across other environmental labels in New Zealand
- The vision statement of ECNZ is: *„Support the New Zealand Government, businesses and consumers to transition to a sustainable and low-emissions economy by recognizing sustainably preferable products and services”*
- The mission statement of ECNZ is *“To be the most trusted, recognized and sought-after ecolabel in New Zealand”*
- Values of the brand ECNZ are: *“trusted, independent, robust, transparent and verifiable”*

Source: <https://www.environmentalchoice.org.nz>

Specifications of the Environmental Choice New Zealand

Source: <https://www.environmentalchoice.org.nz/specifications/published-specifications/>

EC-04-11 Wool and wool-rich pile carpets
EC-06-19 Reusable Plastic Products
EC-07-18 Paints
EC-10-14 Packaging and Paperboard Products
EC-12-14 Newsprint and Derived products
EC-13-15 Sanitary Paper Products
EC-18-17 Recycled rubber products
EC-19-15 Gypsum plasterboard products
EC-24-17 Printers, copiers, faxes and consumables
EC-25-17 Building Insulants
EC-26-15 Office Paper and Stationery
EC-29-20 Toiletry Products
EC-31-12 Textiles, skins and leather
EC-32-17 Furniture, Fittings & Flooring; Furniture, Fittings & Flooring supplementary
EC-33-14 Synthetic carpets

EC-34-14 Environmental Leadership Products and Services
EC-41-15 Flat & Long Steel Products
EC-42-19 Portland Cement and Portland Cement Blend
EC-43-18 Concrete: Ready Mixed Concrete, Pre-Cast Concrete, Concrete Products and Dry Bagged Mortars
EC-45-18 Cleaning Services
EC-47-11 Wool Scouring Services
EC-52-12 Fitness Centre Services
EC-53-12 Chemicals
EC-54-13 Office activities
EC-55-12 Recycling for imaging consumables
EC-56-14 End of Life Services for ITT Equipment
EC-57-16 Pre-painted and Resin Coated Steel Products
EC-58-19 Detergents and cleaning products; Detergents and cleaning products supplementary
EC-59-19 Construction & Demolition Waste Services

Requirements and methodology of impact assessment

- **1st step** is to apply for the Environmental Choice New Zealand licence on the application form
- **2nd step** is to establish the schedule for servicing the licence certificate. The schedule will include: contact details, licence number, licence issue date, information on product or service specifications and a list of them
- **3rd step** is to define the licence supervision plan. The licensee agrees to conduct an inspection and must keep documentation confirming compliance with the relevant specification and licence conditions
- **4th step** is to use the label on the packaging of the licensed product or a service

Costs of participation in the program

From 1 July 2019, the following prices were applicable to all new licensees using the ECNZ label, as follow:

- **Application fee:** \$750 + Goods and Services Tax (GST) – with the exception of EC-34-14. In New Zealand it's 15% and it applies to all products and services
- **Application fee for products** under EC-34-14: \$1500 + GST
- **Initial verification fees**
- **Supervision fee** (once per year): cost of the control and administration charge – extra 5%
- **Annual licence fee, to use ECNZ label:** from \$1000 to \$36000 – depending on declared total annual net sales for all licensed products: from 1 to more than 300000001 products
- **Annual licence fee schedule office size:** from \$1000 to \$36000 – depending on declared office activities (EC-54) - from 5 to more than 500 head count

Source: <https://www.environmentalchoice.org.nz/get-licensed/our-fees/>

Benefits of participation in the program (1)

- the labelling raises the company's credibility, prestige, gives it a good environmental reputation, and guarantees that its products are Government-backed environmental, and throughout their entire life cycle, have a less negative impact on the environment than non-labeled products
- the company is perceived as socially responsible in the environment
- the company gains recognition of the ecologically conscious end-consumers, who are more likely to buy its products or use the services
- ecolabelling is the reason for the loyalty of buyers
- employees willingly engage in their duties and it is relatively easier to achieve and retain new employees. They can be proud that their company cares about natural resources
- the constant and rigorous compliance with environmental regulations by producers also earns the recognition of the community

Source: <https://www.environmentalchoice.org.nz/get-licensed/licence-benefits>

Benefits of participation in the program (2)

Environmental Choice New Zealand program of products or service accreditation brings a range of benefits to stakeholders, such as:

**licensee organizations,
their customers,
consumers
and entire community**

Responsibility for the environment

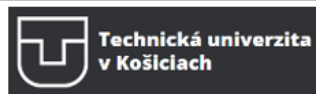
**Every company
that strives to label its own products or services
with ecological labels,
uses ecological programs
and following a circular economy approach
– is in line with the current, important and very fashionable
trend in the market**

Thank you for attention



Project website: <https://ecolabelling.prz.edu.pl/en/>

The International Visegrad Fund website: <https://www.visegradfund.org/>



ECOLABELLING project
Innovations in circular economy – environmental labels and declarations