

Environmental Choice New Zealand – Public Relations and Stakeholder Engagement



The brief

Environmental Choice New Zealand (ECNZ) is a government-owned environmental labeling programme operated independently by the New Zealand Ecolabelling Trust, a registered charitable trust.

The Environmental Choice label is New Zealand's official environmental label and only Type I eco-label. It evaluates the lifecycle impact of a product, service or process using a multi-criteria assessment and independent third party verification. The rigorous audit gives businesses and their customers the confidence of having met the highest environmental standard.

With increasing demand for sustainable products and services, ECNZ sought advice from Wright Communications to develop a strategic communications plan and implement a tactical plan that would build on its existing brand awareness and would continue engagement with its licensees.

ECNZ aimed to bolster its environmental label as a trusted, credible voice in the ecolabelling space and to grow its ecolabelling scheme.

The Wright approach

Wright communications developed a comprehensive communications strategy that provided a sophisticated strategic framework and outlined tactical initiatives to increase ECNZ's profile and position the GM as a thought leader.

To raise the client's industry profile, Wright Communications provided significant support to secure a speaking opportunity and develop materials for the WasteMINZ Roundup Sustainable Economies - Building a better industry. Wright communications in collaboration with ECNZ and Croxley Recycling, submitted an application for the WasteMINZ Awards for Excellence, Best project or initiative in the commercial or public sectors.

Outcomes

Wright Communications gained significant media coverage for ECNZ in the *National Business Review*, *NZ Herald Element* magazine, *Waikato Times Business News*, *NZ Business* magazine, *Revolve WasteMINZ* magazine and *Green Ideas* magazine and other publications.

Wright Communications developed a quarterly e-newsletter for and about ECNZ licensees to share case studies and news and provides relevant content for the ECNZ LinkedIn page.

Client Satisfaction

"Since engaging Wright Communications we have received professional quality deliverables. Leola delivered a thoughtfully considered communications strategy and a detailed e-Guide for licensees to enable our licensees to better leverage the Environmental Choice label for business benefit. Her media releases have resulted in solid media coverage. She consistently delivers well-written outputs and she works well with our team. We are happy with the progress in our developing relationship with Wright Communications."

Robin Taylor – General Manager, The New Zealand Ecolabelling Trust