

NZI NATIONAL SUSTAINABLE BUSINESS NETWORK AWARDS 2009 proudly sponsored by:



## ecostore named 'NZI Sustainable Business of the Year'

ecostore was recognised as New Zealand's Sustainable Business of the Year at the 2009 NZI National Sustainable Business Network Awards in Auckland.

Based in Auckland's Freemans Bay, the manufacturer, wholesale distributor and retailer of sustainable household and personal care products also took home the Trailblazer Large and Corporate award.

Auckland Central MP Nikki Kaye, National MP Nicky Wagner, Labour leader Phil Goff, Green party co-leaders Metiria Turei and Russel Norman, Green MP David Clendon and Waitakere City Council Mayor deputy Mayor Penny Hulse were present at St Matthew in the City to celebrate the achievements of ecostore along with six other category winners:

Category	Judges' commendation	Winner
NZI Sustainable Business of the Year		ecostore
Emerging <i>Small and Medium Business Award</i>		The Conference Centre
Emerging <i>Large and Corporate Business Award</i>		Kiwibank
Trailblazer <i>Small and Medium Business Award</i>		the herb farm
Trailblazer <i>Large and Corporate Business Award</i>	Landcare Research (Manaaki Whenua)	ecostore
Trailblazer <i>Not for Profit Award</i>	Wellington Zoo Trust  Framework	No winner <i>NB: As the standard of entries was so high, judges chose to award the two strongest contenders a Judges' Commendation.</i>
Sustainable Design and Innovation Award		Lanzatech
People's Choice Award		Wellington Zoo Trust

Judges were particularly impressed by ecostore's commitment to the environment and its social practices and it was also commended for its lifecycle tracking processes that follow each product from design and manufacturing, to use and disposal.

Founded in 1993, the ecostore range is produced at their Enviro-Mark<sup>®</sup>NZ-Diamond certified manufacturing plant in Auckland using sustainably-sourced plant and mineral-based ingredients. Its products are sold through supermarkets and health food stores in Australia, New Zealand, the US, Hong Kong, Singapore, South Korea and Taiwan.

Rachel Brown, chief executive of the Sustainable Business Network (SBN) was impressed with the company's efforts to minimise and mitigate the impact of their business activities.

"The theme of this year's awards is Reinvent to Thrive, which is apt when you consider that the supreme winner, ecostore, thrives by producing safer, healthier alternatives to everyday products.

“Founder Malcolm Rands and CEO Mitch Cuevas must also be commended for their absolute commitment to sustainability,” says Ms Brown.

The SBN represents more than 700 New Zealand organisations that recognise the importance of using resources efficiently and reducing waste in their day-to-day operations.

NZI is one of the SBN’s foundation partners and is the primary sponsor of the national awards for the third consecutive year.

Executive general manager Karl Armstrong says NZI places a lot of emphasis on sustainability and involvement in the awards is a way to recognise and support other companies that have ranked sustainability highly on their agenda.

“We’re thrilled that ecostore has been named the 2009 NZI Sustainable Business of the Year and offer our congratulations to all the winners,” says Mr Armstrong.

Businesses can enter the awards in two ways:

1. By participation in the SBN’s ‘Get Sustainable Challenge’, which helps businesses to identify, measure and improve their sustainable development;
2. Or they can enter the Sustainable Design and Innovation Award, which recognises businesses that create an exceptional sustainable product, service or building.

**Ends**

**For further information please contact**

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***Wright Communications is proud to provide pro bono public relations services to the Sustainable Business Network.***

**Editors’ notes**

The NZI National Sustainable Business Network Awards celebrate New Zealand businesses that are actively integrating principles of sustainability into their daily business operations.

<b>Judges</b>	
<b>Name</b>	<b>Credentials</b>
Rod Oram	Journalist, author and business commentator
Peter Nielsen	Head of the NZ Business Council for Sustainable Development
Alice Wilson	Senior Operator Ministry for the Environment Sustainable Industry Team
Helen Tregidga	Lecturer, AUT Business School
Andrew Withell	Programme Leader Design and Business, AUT
Tom Newitt	Head of Corporate Responsibility, Vodafone
Sarah Holden	Sustainability Manger, IAG/NZI
Murray Bell	Business Manager, EECA (Energy Efficiency and Conservation Authority)

**About the Sustainable Business Network**

Nationally, the Sustainable Business Network represents more than 700 businesses from SMEs, consultants, research and academic staff through to large businesses and corporations. The Network has five regional offices and promotes sustainable business practice through networking, practical advice and support, research and policy. It focuses on leading, promoting and facilitating practices and procedures that enhance economic prosperity, environmental quality, social equity and business ethics.

- ‘Trailblazers’ are those organisations that have been implementing sustainability measures for two years or more

- 'Emerging' organisations have been on the journey for two years or less
- Trailblazers and emerging finalists participated in the Get Sustainable Challenge
- The Sustainable Design and Innovation Award category covers products, services and buildings
- All finalists were winners in their regional awards held in August and September of this year.

### **About NZI**

NZI has been in business for 150 years, making it the oldest insurance brand in New Zealand. Through its national network of qualified brokers, NZI offers a variety of flexible and comprehensive insurance services for people and businesses in New Zealand. NZI is a proud supporter of the Sustainable Business Network and are the main sponsor of the National Sustainable Business Network Awards.