



Thursday, 12 March 2009

Embargoed until 10pm, 22 March 2009

Green directory is world first

Ever wanted to find the best offers on the most sustainable, healthiest and safest products or services in New Zealand?

The Sustainable Business Network, in collaboration with green living site Ecobob.co.nz, make it easy at **Greenlist.co.nz** - the world's first online directory of green products and services where listings are compared against basic principles of sustainability.

Sustainable Business Network Founder and Chief Executive, Rachel Brown, was inspired to be part of creating this new resource for people because "There are already a significant and growing number of consumers who care. They have been asking for one place to go where they can find and compare the incredible range of green products and services already available here in New Zealand."

Carthew Neal, creator of environmental TV series WASTED! and Ecobob director adds; "Every New Zealander wants to make the best decisions for themselves and the environment, but with so many choices, its often hard to tell which is the best decision. Not only does Greenlist help us compare products, it provides people with great deals."

Suppliers provide special offers when they list their products or services. They then rate themselves against six principles of sustainability: cyclic, solar, mega-efficient, safe, social, and certified.

Users of the site have the opportunity to share their thoughts about the product or service by commenting on the listings. This results in a full 360-degree view of the listings and keeps suppliers honest: as claims are endorsed, refuted, questioned, or discussed.

The beta version of the site is already up and running and will be officially launched to consumers in Auckland at Occam Café on Tuesday March 24th between 5 and 7pm. The site is available at: www.greenlist.co.nz.

Sponsors NZI and EECA are thrilled to support a website that aligns with their own commitment to sustainability.

- Ends -





For an invitation to the launch event please email rsvp@greenlist.co.nz

For further information please contact:

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Editors' notes

1. About the sustainability attributes

Greenlist.co.nz is designed to highlight the positive attributes of products and services by allowing people to make simple comparisons against a set of six principles of sustainability.

This methodology is based on UK sustainability consultant and author Edwin Datschefski's "Cyclic, Solar, Safe" criteria and represents all aspects of a sustainable approach.

Suppliers grade their own listings through a series of multi-choice questions. They can also add an explanation of the sustainable features which appears when you roll over the icons.

The six attributes are defined as follows:

CYCLIC - Comes from renewable materials, creates no waste, is compostable, repairable, reusable, or recyclable.

SOLAR - Has low embodied energy as it is made from, or runs on renewable energy e.g. solar, hydro, wind.

MEGA-EFFICIENT - Uses less resources; either through locally sourcing of materials, in its design and manufacture, packaging or distribution, includes kiwi made, long life products, & website sales.

SAFE - Safe to use and dispose of. Does not contain or generate hazardous materials or by-products for humans or nature, or enhances biodiversity.

SOCIAL - Cares for people & the environment. Made locally, or with fair trade practices with staff and community wellbeing in mind, and/or encourages sustainability behaviours.





CERTIFIED - Has a recognised third party, environmental or social management system or product label.

2. About the Sustainable Business Network

Nationally, the Sustainable Business Network represents more than 800 businesses from SMEs, consultants, research and academic staff, through to large businesses and corporations.

The members-based Network has six regional offices and promotes sustainable business practice through networking, practical advice and support, research, and programmes such as the Get Sustainable Challenge and GreenFleet.

It focuses on leading, promoting and facilitating practices and procedures that enhance economic prosperity, environmental quality, social equity and business ethics.

The SBN has designed Greenlist.co.nz to help suppliers showcase their products and services' sustainable qualities and increase their sales.

3. About Ecobob

Ecobob.co.nz is New Zealand's leading environmental web site; providing relevant, practical information on sustainable living.

The site holds New Zealand's most extensive collection of eco-homes, an active eco-forum, eco-business directory and shop full of eco-products including books and gifts.

The site provides users with an easy way of accessing information on green building, recycling, composting, rainwater collection and home heating. It also contains a list of upcoming eco events nationwide.

Ecobob has developed Greenlist.co.nz to extend its eco-business directory to provide graded listings for its users.





4. About NZI

NZI is one of New Zealand's largest and longest-serving fire and general insurance brands, with a broad range of business, personal and rural insurance services. It is the first insurer in New Zealand to offer sustainable insurance products to customers.

NZI is a foundation sponsor of the Sustainable Business Network and proud supporter of Greenlist.co.nz.

www.nzi.co.nz

5. About EECA

The Energy Efficiency and Conservation Authority (EECA) encourages, supports, and promotes energy efficiency, energy conservation, and the use of renewable sources of energy.

EECA's focus is on delivering the significant energy savings available to New Zealanders and making wise use of our abundant renewable energy resources. Our programmes target energy use in our homes, our businesses, and on our roads.

EECA provides businesses and individuals with the information, tools, and support to make changes. And our monitoring, research, and policy work help New Zealanders manage the way we supply and use our energy into the future.

www.eeca.govt.nz

