**Category 7: Environmental Product Template**  **600 Words Total**

**Company Name**

**Contact person**

**Entry Name**

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| **Environmental Product Category** |
| Products that assist the consumer to be more environmentally aware, resource efficient, reduce waste and increase recycling. |

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| All individual components that make up the product and a complete finished product is required to be submitted. In the event that you cannot supply all of the individual components, relevant diagrams, drawings and photos must be submitted.**Please use the following as the template for your responses.**Written information should include responses to each of the following criteria (if applicable) and in the same order as these criteria. Please attach diagrams, drawings, photos or other relevant information if appropriate.**Please Note: If nothing to say in a section then leaving it blank is still valid.****If more room is required for any section, please add at the end and clearly show the section it relates to.** |

**(1) Environmental Achievement (75%)**

 *This section will be judged on the following areas*

 *Please refer to Plastics New Zealand Design for the Environment Guidelines*

**1.1 Quantification of improvement in the product’s environmental performance**

**1.2 Material reduction per unit**

**1.3 Energy reduction per unit (during manufacture and/or during use)**

**1.4 CO2 reduction per unit (during manufacture and/or during use)**

**1.5Water reduction per unit (during manufacture and/or during use)**

**1.6 Reduction in hazardous materials used**

**1.7 Extended life expectancy – improved durability**

**1.8 Improved distribution efficiency**

**1.9 Improved recyclability**

**1.10 Increased use of renewable resources**

**1.11 Recognition through ecolabelling, e.g. EnviroChoice**

**1.12 Labelling of all plastic components with Plastics Identification Code**

**1.13 End of life options**

**(2) Commercial Performance (10%)**

 *This section will be judged on the following areas*

**2.1 Sales Appeal**

**2.2 Commercial Success**

**2.3 Marketing**.

**(3) New Zealand Design & Development Content (15%)**

 *This section will be judged on the following areas*

**3.1 Concept**

**3.2 Design**

**3.3 Tooling**

The declaration submitted with the entry **MUST** include ;

* Details verifying all claims on New Zealand content
* Authorisation from the owner of the intellectual property.