

[REDACTED]

9 December 2021

Kia Ora [REDACTED]

**Re: Official Information Act request – Gen Less ShopPack**

Thank you for your email of 11 November 2021 in which you requested information about EECA's Gen Less ShopPack bags under the Official Information Act 1982. Specifically, you requested:

1. *What was the total cost to produce the Bags? Please break the costs down as follows:*
  - a. *Total costs paid to design agencies for the bag design; ad campaign, and associated media?*
  - b. *Total costs paid to the company/s who manufactured the Bags?*
2. *What country/s were the Bags manufactured in?*
3. *If the Bags were not manufactured in New Zealand, why were they not manufactured in New Zealand?*
4. *Were the people who manufactured the Bags paid at least the living wage? If not, why not?*
5. *If the Bags were not manufactured in New Zealand:*
  - a. *What was the total cost to ship the Bags to New Zealand?*
  - b. *How were the Bags shipped to New Zealand (by air or sea)? If they were shipping by air, why, given the higher carbon footprint of air travel on a per ton basis to sea?*
  - c. *What was the total cost to ship the Bags to New Zealand? If they were shipped by different means (by air, or sea) please provide a breakdown by the different shipping means?*
6. *What was the carbon footprint to manufacture the Bags?*
7. *What was the carbon footprint to ship the Bags to New Zealand? If they were shipped by different means (by air or sea) please provide a breakdown by shipping means?*
8. *It is noted on your website the Bags are manufactured from eco-friendly cotton but are the Bags Bio-degradable? If not, why not?*

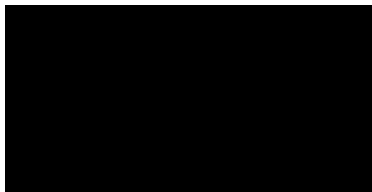
I have provided responses to each of your questions in Appendix One, where possible.

Gen Less was established to engage and inform New Zealanders on how their energy use relates to climate change, using public campaigns to achieve emissions reductions by improving energy use or the source of energy throughout all levels of society more effectively. The ShopPack bags were part of the Gen Less ‘Say No to Short Car Trips’ campaign which ran from March to October 2021.

We didn’t take the decision lightly to produce a physical product, knowing it would inevitably create a carbon footprint. However, we evaluated that the benefit of producing something genuinely useful but novel, in its messaging, would help us to spread a crucial message around transport emissions in New Zealand – most Kiwis don’t realise the impact their car’s energy use has on carbon emissions. We welcome your interest in the ShopPack, and if you missed out on getting yourself a bag, we would be more than happy to send you one.

You have the right, by way of complaint to the Ombudsman, to seek an investigation and review of the Energy Efficiency and Conservation Authority’s response to your information request. You can do this by email to [info@ombudsman.parliament.nz](mailto:info@ombudsman.parliament.nz) or by writing to the Office of the Ombudsman, PO Box 10152, Wellington 6143.

Yours sincerely



Andrew Caseley  
**Chief Executive**

## Appendix One: Response to Official Act Request

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1. ***What was the total cost to produce the Bags? Please break the costs down as follows:***
  - a. ***Total costs paid to design agencies for the bag design; ad campaign, and associated media?***

The ShopPack bags were part of a broader public engagement programme, the Gen Less 'Say No to Short Car Trips' campaign, which ran for five months from March to October 2021. The purpose of the campaign was to educate New Zealanders that transport is our country's biggest carbon dioxide emitter. It also promoted the fact that over one billion short car trips (less than 2km) are completed in New Zealand each year and that, in many instances, these could be avoided by using other modes of transport. Key campaign insights are set out below:

- In the first run of activity (March-May) there was an estimated reach of 2.9 million people aged 18 and over which equates to \$0.10 per person reached through media, PR and communications;
- Of those who saw the campaign, 40% thought about how they could reduce the number of short car trips they make and 24% talked to someone about it;
- Of those who saw the campaign, 39% take regular action to drive less to reduce their impact on climate change – of those who didn't see the campaign, 27% drive less in order to reduce their impact on climate change;
- 'Reducing the number of short car trips I take is a way I can make a difference to climate change' was a key outtake from the campaign for 47% of people;
- 29% of people felt the campaign was relevant to them.

The total cost of this campaign was \$612,739. This includes:

**Campaign strategy, creative concept, development and production<sup>1</sup>: \$201,445**

**Bag (ShopPack) production and freight: \$54,181**

**Media placement (including planning): \$338,574**

**PR: \$18,539**

- b. ***Total costs paid to the company/s who manufactured the Bags?***

10,000 bags costed \$33,331 equating to \$3.33 per bag to manufacture.

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<sup>1</sup> This includes strategy, creative concept, creative development, filming, photography, location fees and production of various billboard, video and static image sizes

**2. What country/s were the Bags manufactured in?**

The bags were manufactured in India.

**3. If the Bags were not manufactured in New Zealand, why were they not manufactured in New Zealand?**

EECA explored having the bags manufactured in New Zealand, however initial quotes produced a cost of \$17 per unit plus printing costs, which was considered prohibitive. The bags are made from organic cotton and are Global Organic Textile Standard (GOTS) certified<sup>2</sup>. Given the bag was in market overseas (Germany), we didn't need to design it from scratch. They were developed, tried and tested to ensure the reliability of the product. As organic cotton is not produced in New Zealand, this would have had to have been imported.

**4. Were the people who manufactured the Bags paid at least the living wage? If not, why not?**

The product is GOTS certified. GOTS standard stipulates requirements throughout the supply chain for labour conditions in textile and apparel manufacturing, meaning all factories are regularly inspected to ensure no forced labour and no child labour. GOTS certified entities have a number of remuneration stipulations they must meet to comply, including calculations of Living Wages across their operations.<sup>3</sup>

**5. If the Bags were not manufactured in New Zealand:**

**a. What was the total cost to ship the Bags to New Zealand?**

The total cost of shipping the bags to New Zealand was \$20,850, or approximately \$2.09 per bag.

**b. How were the Bags shipped to New Zealand (by air or sea)? If they were shipping by air, why, given the higher carbon footprint of air travel on a per ton basis to sea?**

Initially, all bags were to be transported by sea freight. However, COVID-19 related shipping delays and customs uncertainty from November 2020, meant a decision was made to air freight 5,000 bags to ensure March campaign kick-off timings weren't compromised. Campaign delays would have meant that we missed the opportunity to encourage the uptake of active transport modes in warmer weather (prime) months. The remaining 5,000 bags were sent by sea freight. Deliberate consideration was given to using air freight for the reasons you have outlined.

<sup>2</sup> The Global Organic Textile Standard (GOTS) is a well renowned certification for the production of organic materials. GOTS has specific environmental and social criteria that businesses must meet. Find out about this standard here: <https://global-standard.org/the-standard>

<sup>3</sup> [gots\\_version\\_6\\_0\\_en1.pdf \(global-standard.org\)](https://global-standard.org/gots_version_6_0_en1.pdf)

- c. ***What was the total cost to ship the Bags to New Zealand? If they were shipped by different means (by air, or sea) please provide a breakdown by the different shipping means?***

The total cost of transporting the bags to New Zealand was \$20,850, comprised of \$16,450 air freight costs, and \$4,400 shipping costs.

6. ***What was the carbon footprint to manufacture the Bags?***

EECA does not hold this information, however one of the reasons organic cotton was used was growing organic cotton produces up to 94% less greenhouse gas emissions than non-organic, (refer to [GOTS Flyer Compare 2018.pdf \(global-standard.org\)](#)).

7. ***What was the carbon footprint to ship the Bags to New Zealand? If they were shipped by different means (by air or sea) please provide a breakdown by shipping means?***

EECA has done a basic calculation to estimate the carbon footprint of the ShopPack bags. Based on a number of assumptions (including exit and entry ports), we estimate that emissions are roughly 1.19kg per bag.

8. ***It is noted on your website the Bags are manufactured from eco-friendly cotton but are the Bags Bio-degradable? If not, why not?***

The bags are made from organic cotton and are GOTS certified. Organic cotton is biodegradable.