

consumer.

Advocacy in the NGO space:

Representing public interest
in an unequal system

Jon Duffy
Consumer NZ

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Our mission

Understand the changing consumer landscape and help more people in Aotearoa navigate it with confidence.

Our model

Problem

Need

People either come to us or we identify a consumer issue or a need



Research

We undertake research – investigations, tests, market research, mystery shopping, business audits



Advice



Advocacy

The research is communicated in an advice or advocacy output – product/service reviews, endorsements, advisory services, comparisons, content articles, media releases, research reports, campaigns, submissions



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Let's level the playing field

Bringing balance and accountability into public policy-making

Join the campaign

We'll keep you updated and let you know how you can show your support

Subscribe



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**Regulate
Lobbying**



**Slow the revolving
door**



**Manage conflicts of
interest**



**Strengthen
transparency
legislation**



**Tighten restrictions
on political
donations**



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" Our research has consistently found about 90% of New Zealanders are mindful of where they spend their money, and about half of us will change brands if we think another brand's products are more sustainable. "

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We're taking Z Energy to the High Court over misleading 'green' advertising claims

Working with the Environmental Law Initiative and Lawyers for Climate Action New Zealand Inc., we are seeking a declaration from the High Court that Z Energy has misled New Zealanders with its advertising claims.

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Claim:

**Z is in the
business of
getting out
of the petrol
business.**

Reality:

**Z Energy's sales
of fossil fuels
were increasing,
as well as its
total share of the
fuel market.**

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Claim:

**Z is
reducing
its carbon
emissions.**

Reality:

**Z Energy's total
emissions per
month had
increased
since 2019.**

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Members' Bills



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