



NSAI



Stewart Hickey, Head of Business Excellence, NSAI.

## Driving environmental excellence with the EU Ecolabel

At a time when genuine sustainability is under increasing scrutiny, the EU Ecolabel stands out as a clear and credible mark of environmental excellence, writes Stewart Hickey, Head of Business Excellence at the National Standards Authority of Ireland (NSAI).

For Irish businesses seeking to future-proof their operations and stand out in an increasingly green marketplace, the EU Ecolabel offers more than just recognition. It signals a serious commitment to sustainability that resonates with today's values-driven customers and supply chains. Backed by the European Commission and grounded in scientific criteria, it is the EU's official environmental label and is trusted by consumers, retailers, and regulators alike.

### A trusted mark of sustainability

The EU Ecolabel was introduced in the 1990s to identify goods and services with reduced environmental impact. Since then, over 102,000 goods and services across Europe have been licenced in a testament to the scheme's credibility and relevance.

In Ireland, the NSAI is the designated competent body responsible for managing this process. NSAI is a state agency operating as a business improvement partner for Irish enterprises, under the Department of Enterprise, Tourism and Employment. We assess each application against the relevant rigorous EU-wide criteria. The EU Ecolabel is voluntary but is becoming a mark that businesses cannot afford to overlook.

### Why now?

With consumers demanding more transparency, and the EU introducing tighter regulations around greenwashing, companies are under pressure to substantiate their environmental claims. Licensing through a trusted body like NSAI gives businesses a real competitive edge.



Avril McCarthy and Gerard McCarthy of Derrycourt Cleaning Specialists with Stewart Hickey of NSAI.

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### Practical value, lasting impact

One of the greatest strengths of the EU Ecolabel is that it is built to be robust yet accessible. Whether you are a start-up or an established multinational, the application process is structured to support businesses of all sizes.

For businesses, it is an opportunity to tangibly demonstrate sustainability credentials and to differentiate in procurement, retail, and export markets. For consumers, it is a trusted guide to environmentally responsible choices across categories as wide-ranging as cleaning products, computers, cosmetics, and tourist accommodation.

### Looking ahead: A strategic advantage

EU directives and environmental legislation are moving fast and the EU Ecolabel is aligned with this shift. It empowers businesses to stay ahead of regulatory trends, while appealing to the growing cohort of eco-conscious consumers.

Irish businesses who embrace the EU Ecolabel will be strongly positioned in the years ahead. The EU Ecolabel can enhance brand reputation, foster customer loyalty, unlock efficiencies, and in the context of green public procurement, provide a distinct advantage.

For more, scan this QR code or visit [NSAI.ie/EUecolabel](https://NSAI.ie/EUecolabel)

