



Confidence you can stand behind

Credible, science-based and independently verified sustainability performance that buyers trust – that's the Recognised Ecolabel advantage.

Operating in the Australian market since 2012 and strengthened in 2026, the Recognised Ecolabel provides assurance that certified products meet rigorous human health and environmental performance standards, backed by responsible business practice.

For commercial, industrial and institutional (I&I) cleaning and hygiene product manufacturers and suppliers, the Recognised Ecolabel supports strong sustainability credentials that stand up to procurement, tendering and regulatory scrutiny.

Health Prioritised | Environmental Performance | Independent Verification | Procurement Aligned

What is the recognised ecolabel



The Recognised Ecolabel is a voluntary Type I environmental labelling program.

Certified products are licensed by Accord Australasia following third-party scientific assessment against the Recognised Ecolabel Standard.

Since its launch, the Recognised Ecolabel has been adopted across the sector and seen on leading environmental cleaning products, with approximately 100 products accredited at any one time.

Developed for the sector, by the sector, it reflects deep expertise in how products are formulated, regulated, used and procured, and in what constitutes leading sustainability practice in today's market.

Key features of the Recognised Ecolabel

- Rigorous, science-based standard
- Lifecycle-based environmental and human health criteria
- Product and whole-of-business sustainability requirements
- Third-party assessment
- Full transparency on requirements, processes, costs and timeframes
- Clear alignment with procurement, regulatory and global sustainability priorities
- Operates in accordance with international best practice for environmental labelling, including ISO 14020 and ISO 14024, and working towards Global Ecolabelling Network (GEN) membership

The Recognised Ecolabel gives buyers confidence and provides manufacturers with a trusted way to demonstrate leadership without greenwashing risk.

Product assessment

| Human Health Protection | Environmental Impact Minimisation | Performance & Transparency | Procurement Aligned |
|---|--|--|---|
| Clear criteria minimise exposure risks and protect human health in professional and occupied environments. 1 | Defined requirements minimise key environmental impacts across product lifecycle. 2 | Fit-for-purpose products assessed against transparent, published criteria with verified claims. 3 | Credible evidence that supports tendering, approvals and purchasing decisions in regulated settings. 4 |

Business assessment

Efforts now and ongoing improvement in:



Responsible ingredient and material sourcing



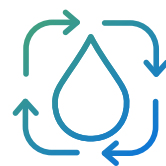
Energy efficiency and emissions management



Material efficiency and waste management



Social responsibility and ethical practices



Water management

How the Recognised Ecolabel supports your business:

Win and defend more tenders

The Recognised Ecolabel provides procurement teams with clear, credible evidence they can rely on when assessing sustainability requirements in tenders and contracts.

Build trust with customers

Independent certification strengthens confidence with government, health, aged care and institutional customers.

Differentiate without compromising performance

Stand out on verified sustainability and human health credentials while maintaining product efficacy and safety.

Reduce greenwashing risk

Gain external validation via a trusted and transparent framework to substantiate claims and stay aligned with evolving market expectations.

Make procurement easier for your customers

Certified products are simpler to identify, approve and justify internally.

The certification process

Certification is supported by a robust and transparent process:

- 1 Third-party scientific assessment by **Davoren Environmental** against the Recognised Standard
 - Whole-of-business assessment every six years
 - Product assessment completed once whole-of-business assessment passed

- 2 Product licensing by **Accord Australasia** which is valid for three years

- 3 Transparent governance and published documentation support at all stages

“The Accord Recognised Ecolabel provides a clear, credible and science-based framework that helps customers make more informed procurement decisions. For our company, it offers an independent way to demonstrate environmental credentials while supporting customers on their sustainability journey.”

– Ecolab, Recognised licence holder

Products covered

Products eligible for certification include:

Hard surface cleaners, bathroom and toilet cleaners, floor and glass cleaners, carpet and upholstery cleaners, hand hygiene products, laundry detergents, dishwashing products, sanitisers, disinfectants and selected related products used in commercial and I&I settings.

Products may be based on chemical formulations or microorganism-containing formulations, subject to meeting the Recognised Standard.

Biocides can be certified under strict conditions.

Alignment with global sustainability priorities

The Recognised Ecolabel supports alignment with key United Nations Sustainable Development Goals across human health, environmental protection and responsible production through science-based criteria and independent verification.

Lead with credibility.

The Recognised Ecolabel, licensed by Accord Australasia, demonstrates leadership in sustainability, supports procurement requirements and positions certified products for long-term success in a changing market.



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