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10 years of transparency, responsibility and traceability

OEKO-TEX® MADE IN GREEN marks a decade as a global sustainability label

Launched in 2015, the OEKO-TEX® MADE IN GREEN label stands for tested product safety, more sustainable manufacturing processes and improved working conditions throughout global supply chains. "Brands and retailers must remain at the forefront of both current and emerging consumer expectations, as well as evolving regulatory requirements, which increasingly scrutinise the entire production history of a given product," says Jean-Pierre Haug, COO of Testex, an OEKO-TEX® institute. "MADE IN GREEN offers a valuable solution for brands and retailers seeking to convey confidence and trust at the point of sale." Now celebrating its tenth anniversary, OEKO-TEX® reflects on the continued growth and impact of MADE IN GREEN as it drives transparency and social responsibility across the sector.

Response to Rana Plaza: The origins of MADE IN GREEN

The MADE IN GREEN label was developed in April 2015 with a mission to set new benchmarks for transparency. The Rana Plaza textile factory collapse triggered global awareness of social and environmental responsibility in the textile industry. OEKO-TEX®, with two decades of promoting transparency and trust in supply chains, created MADE IN GREEN to set a new standard. By integrating multiple certifications into one traceable and consumer-facing label, it communicates verified safety, sustainability and social responsibility in a single, traceable product label.

Combined product safety as a foundation

Products bearing the OEKO-TEX® MADE IN GREEN label signify verified product safety, environmentally responsible manufacturing and fair working conditions across the supply chain. To qualify for the label product certification according to OEKO-TEX® STANDARD 100, ORGANIC COTTON or LEATHER STANDARD is required.



The use of chemicals certified under OEKO-TEX® ECO PASSPORT further enhances product safety and enables manufacturers to reduce testing efforts and certification costs – supported by a comprehensive database of more than 35,000 certified companies.

Social responsibility as a core element

Social and ecological responsibility within production processes are central pillars of MADE IN GREEN. As such, OEKO-TEX® STeP certification is mandatory for making up and wet spinning production facilities. The STeP “Social Responsibility” module is based on the core standards of the International Labour Organization (ILO), a specialised agency of the United Nations. These standards include fundamental rights such as freedom of association, occupational safety and the prohibition of child labour, forced labour and discrimination. Compliance is regularly assessed through audits, including evaluation of approximately 70 social criteria and validated through interviews with employees across various departments. In 2024 alone, OEKO-TEX® MADE IN GREEN contributed to improved working conditions for nearly two million textile workers within global supply chains.

Focus on chemical safety

Chemical safety is another priority area. OEKO-TEX® has long set rigorous standards in this field. Through comprehensive audits and employee surveys, the OEKO-TEX® STeP “Health & Safety” module assesses manufacturers on important areas, such as chemical management, safety training and proper storage. To prevent contamination of waterways, an annual wastewater inspection report is also required.

Growing interest from industry and retail

Adoption of the MADE IN GREEN label continues to accelerate. Over the past financial year, the number of issued labels grew by 52%. Since 2015, more than 43,000 labels have been granted to over 9,200 manufacturers in 88 countries. In 2024 alone, 16,927 labels were issued across 39 countries, with Germany and key production hubs in Asia—Bangladesh, Pakistan, India and China—leading adoption. Interest is also growing in the US and UK. Commonly labelled items include home textiles (bedding, towels), apparel (t-shirts, sweatshirts, workwear, trousers) and specialty products, such as yoga and children’s play mats.



Transparency for the end consumer

End consumers value the traceability that OEKO-TEX® MADE IN GREEN provides. Each labelled item features a unique product ID and QR code that grants access to detailed information about the production facilities, their stage in the supply chain and the countries of manufacture. In 2024 alone, over 300,000 labels were scanned by consumers. Consuelo Carbonell, Head of OEKO-TEX® Department at Aitex, adds: "Traceability is a fundamental point to avoid fraud in labelling and with MADE IN GREEN we can be sure, so the label is a reliable insurance."

Recognition by independent bodies

OEKO-TEX® MADE IN GREEN's credibility has earned it recognition from several independent organizations. The label is included in the ITC Standards Map and the Siegelklarheit platform and it is recognised by Amazon's Climate Pledge Friendly program. The US Environmental Protection Agency (EPA) acknowledges MADE IN GREEN for meeting stringent criteria in apparel and textiles. In France, companies can receive the Refashion Bonus for Eco Modulation when offering OEKO-TEX® MADE IN GREEN certified products. "When Greenpeace included us in their Label Guide in 2018, it was a great honour. OEKO-TEX® MADE IN GREEN was among the three best labels in the test," says Martin Cieslik, Head of Global Marketing & Sales at Hohenstein Group. "Being judged as trustworthy by a strict external peer group told me that MADE IN GREEN is making a difference. A few years later, Greenpeace even used our label for some of its own products."

Further information on OEKO-TEX® MADE IN GREEN is available [here](#).

About OEKO-TEX®

For more than 30 years, OEKO-TEX® has offered standardized solutions that companies in the textile and leather industry can use to transparently and sustainably optimize their manufacturing processes. Based on scientific principles, OEKO-TEX® contributes to bringing high-quality, safe and sustainable products to the market. 35,000 manufacturers, brands and trading companies, in more than 100 countries are currently working with OEKO-TEX®. At the same time, millions of consumers around the world use the OEKO-TEX® labels as a guide for their responsible purchasing decisions. Products and suppliers certified by OEKO-TEX® can be found in the online OEKO-TEX® buying guide at <https://www.oeko-tex.com/en/buying-guide>.

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