



ecoASA: Driving Green Construction in South Africa

As the global focus on sustainability intensifies, South Africa's construction industry is taking a significant step forward with the **ecoASA Labelling Programme**, introduced by Agrément South Africa (ASA). This pioneering initiative encourages using environmentally friendly building materials and technologies, marking a major shift toward environmental product declaration..

The **ecoASA certification** is awarded to products that meet strict environmental criteria, social responsibility, energy efficiency, water conservation, and reduced carbon emissions. Through this scheme, ASA aims to promote sustainable innovation products/system while maintaining buildings' structural integrity and safety.

"ecoASA is a game changer for South African construction," said ASA's Eco-Labelling Manager, Mr Mashudu Madzivhandila. "By certifying materials that meet high environmental standards, the programme supports the country's efforts to reduce its carbon footprint and align with national and international policy"

The certification process involves rigorous testing of products to ensure they meet ASA's sustainability benchmarks. From energy consumption to waste management, each product is evaluated on its entire life cycle. Successful products are awarded the ecoASA label, signalling their compliance with environmentally responsible practices.

A Boost for Green Building Projects

With the introduction of ecoASA, builders, and developers now have a trusted guide for selecting sustainable materials. Certified products help reduce environmental impacts and enhance a company's reputation in the growing market for eco-conscious construction.

Industry experts see ecoASA as a timely addition to the South African market, with increasing demand for eco-friendly solutions. The initiative also aligns with South Africa's National Development Plan (NDP)s and the United Nations' Sustainable Development Goals (SDGs).

As the industry continues to evolve, ecoASA is set to play a key role in ensuring that future construction projects are not only structurally sound but also environmentally sustainable. ASA will use ISO 14024, Type I Lifecycle Environmental Labels and Declaration.