



The Ecodynamic Organisation Label

Promote your exemplary business practices

Monday April 20th – Label Week - [Visit.brussels](https://www.visit.brussels)



What is the Ecodynamic Organisation Label?



An **official and free-of-charge** recognition, awarded by Brussels Environment, for any organization with a **site of activity in the Brussels-Capital Region** and acting to reduce **the environmental impact of its activity**.

Some figures

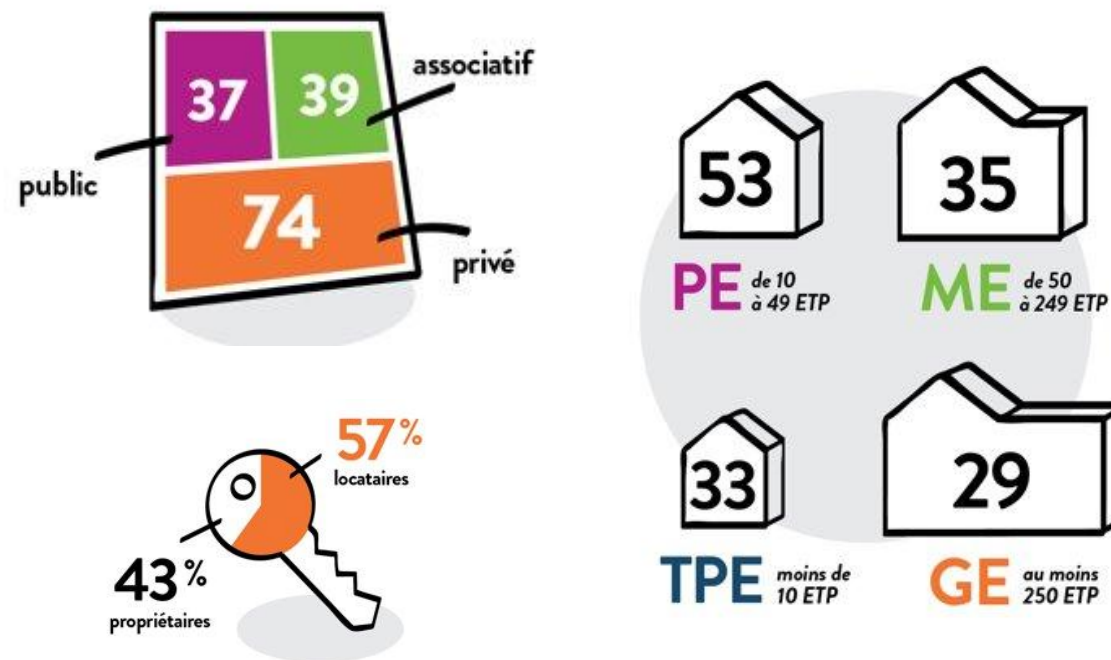
(since 2018)



>200 labelled sites



>150 ongoing applications



Distribution of the first 150 labelled sites

Some organisations from the event/tourism sector

And much more...



Cultural institutions / Event spaces



Catering



Sports clubs



Residence structures / Accommodations



An instrument part of a regional strategy supporting the economic transition



The Label is the main tool for **supporting the environmental management of organizations** embarking on a process of economic transition.

All organisations holding the Label are recognised as **'exemplary' in environmental terms.**

Since 2024

Exemplary organizations have access to **increased regional economic aids.**

As of 2030

Regional aids are exclusively available to (socially and environmentally) **exemplary organizations.**

Ongoing

Some actors already use the Ecodynamic Organisation Label as **a criterion or financial incentive** (e.g. Citydev, Port of Brussels, Screen.brussels, Visit.brussels or Municipalities).

Some regional economic aids to *exemplary* organisations



Entrepreneurs / micro-enterprises



A 10–30% increase in premiums to support business growth.

(investment, economic transition, digitalisation, training and recruitment)

Building occupants of Citydev



A 2%, 5% or 10% reduction in rent (depending on the number of Ecodyn stars).

Borrowers



The guarantee is increased to up to 80% of the bank loan.

A 50% tax credit for the private lender, even if the business goes bankrupt.

A concrete example



BRUSSEL ECONOMIE EN WERKGELEGENHEID
BRUXELLES ÉCONOMIE ET EMPLOI
GEWESTELIJKE OVERHEIDSDIENST BRUSSEL
SERVICE PUBLIC RÉGIONAL DE BRUXELLES



Investment project	Replacing existing lighting with lighting of better energy performance	Replacement of showerheads with water-saving showerheads
Estimated amount of expenditure	10,000 €	60 € / piece x 45 showerheads = 2,700 euros
Subsidy	Category « Economic Transition » <i>Prime investissement transition</i>	Category "Economic Transition" <i>Prime investissement transition</i>
Basic reimbursed amount	30% or 3,000 €	30%, or 810 €
If increase with Label	40% or 4,000 €	40%, or 1,080 €
Final cost for the company	6,000 €	1,620 €

What themes are covered in the Label?



Eco-management, also known as **environmental management**, involves integrating environmental considerations into the day-to-day management of an organisation.



Examples of good practices



Purchasing



When cleaning the building, choose **natural biodegradable products or labelled products** and use the **right dosage**.

Waste



Go further in sorting!
Collect organic waste and treat it through composting.

Mobility



Do you have regular cyclists among your employees? Offer them an **annual bike maintenance** or organize an **annual workshop on bike maintenance and repair**.

New as from 2025

Overall update & simplification



Review of all criteria: merging best practices, adding extra information, improving characteristics (property owner, FTE, etc.) and so on.



Simplification of criteria for organisations with fewer than 10 FTEs.



Adjustment of criteria for organisations located in a co-working space, business centre or business incubator.

New as from 2025

Customisation to specific sectors



Healthcare	Sports facilities	Performance halls	Retail	Construction
<u>Profiles :</u> Hospitals / clinics Psychiatric care / nursing homes Medical centres Dental clinics Veterinary clinics Home care and support services	<u>Profiles :</u> Sports clubs or multi-sports centres Outdoor or indoor activities: tennis, hockey, basketball, climbing, etc. Football stadiums Fitness centres	<u>Profiles :</u> Theatres Concert halls Cultural centres Dance venues	<u>Profiles :</u> Food shops Non-food shops: clothing, DIY, etc. Personal care and/or beauty services: hairdressers, etc.	<u>Profiles :</u> General contractors Structural work Finishing and specialist works

The labelling process

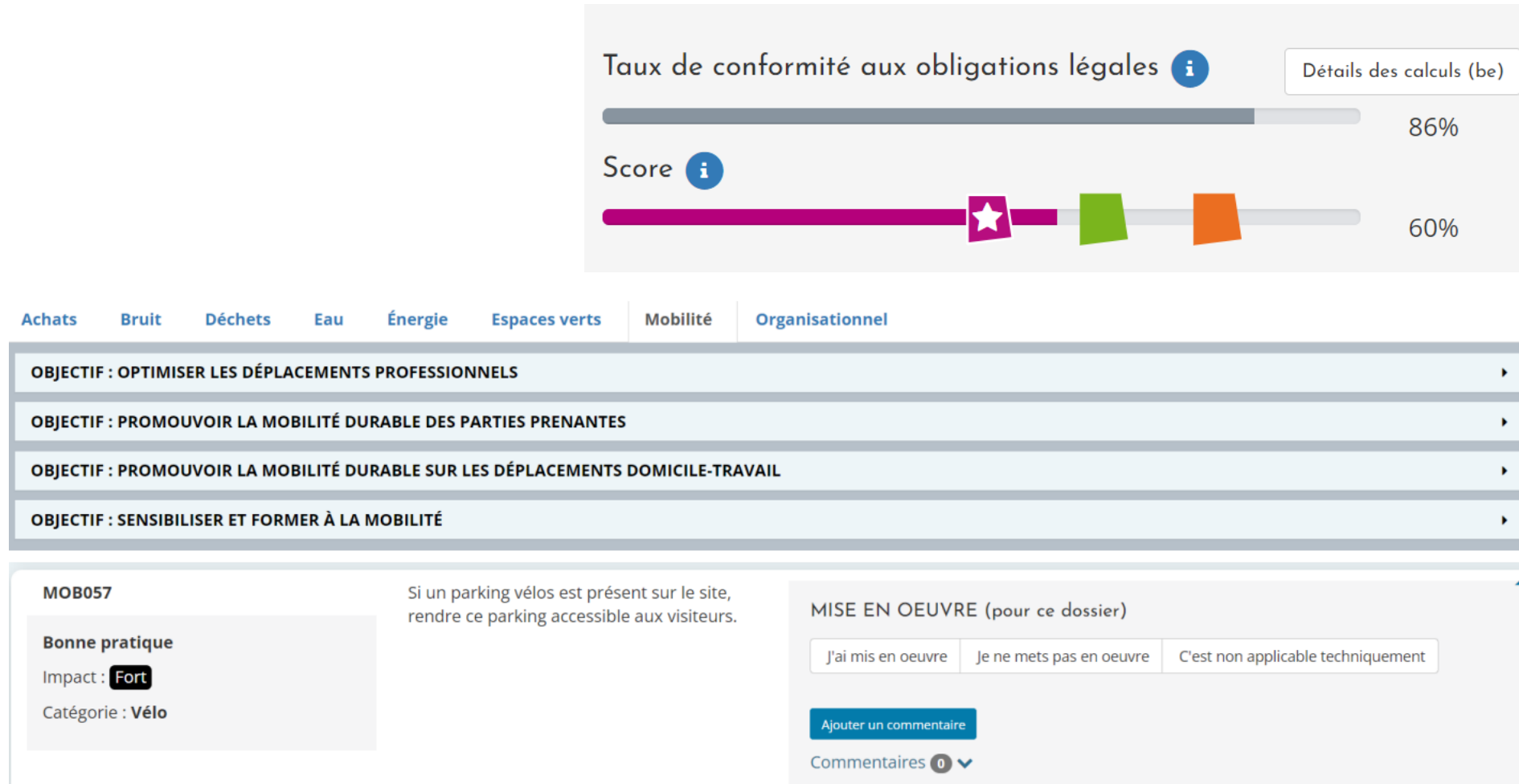


Interviews, directory, social media, newsletters, ...

Annual awards ceremony



The digital platform



The conditions to be labelled



Compliance with legal obligations



A minimum score of 50% for implemented best practices



A timeframe of 12 months to submit application

A label that shows your commitment level



1 star

$50\% \leq \text{Score} < 65\%$



2 stars

$65\% \leq \text{Score} < 80\%$



3 stars

$80\% \leq \text{Score}$

What's in it for your organisation?



Access to our free tools and a range of benefits

Tools

- ★ A catalogue of best practices to inspire your action plan
- ★ A simple and seamless process via a digital platform
- ★ A helpdesk to answer all your questions

Benefits



Access to **increased regional aids** as from 2024



Better **control of your costs** and your consumption



Membership in a **dynamic network**



Visibility in videos and written interviews



Official recognition of the Region



A unifying, motivating and **meaningful project** for your staff



Stronger **brand image**



A first step towards **sustainability**

Have a look at our testimonials



[YouTube: #ecodyntalks](#)



More information on the Ecodynamic Organisation Label

VISIT OUR
WEBSITE

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ORGANISATIONS



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