



Good On You Appoints Odonata as Independent Monitoring Body for its Sustainability Label Scheme

Independent oversight for Good On You's ratings, as the EU's new EmpCo rules for sustainability labels come into force

Stuttgart / Sydney, 2 October 2026 - Good On You has appointed Odonata Certification Services as the Independent Monitoring Body for its Sustainability Label Scheme, as the European Union's new EmpCo Directive took effect on 27 September 2026.

Good On You is the independent source for brand sustainability ratings in fashion, beauty and more retail verticals. Since 2015, it has rated thousands of brands on public evidence alone. Each rating assesses a brand across environmental, labour and animal welfare issues, helping consumers and businesses navigate complex sustainability claims.

Under the new partnership, Odonata will independently monitor whether Good On You operates its Sustainability Label Scheme in accordance with its published methodology and Scheme Rules. This includes risk-based reviews of rating files and processes, monitoring of safeguards against commercial influence, and an annual assessment of the operation and integrity of the scheme.

From 27 September 2026, the EU's Empowering Consumers for the Green Transition Directive (EmpCo) introduced significantly stronger requirements for sustainability labels and the certification schemes that underpin them, making independent, credible monitoring a central requirement for sustainability claims made to European consumers.

"We are genuinely excited that Good On You has chosen Odonata as its independent monitoring partner. Good On You has been a pioneer in making complex sustainability information understandable and useful for consumers, and it has challenged brands to become more transparent for more than a decade. Supporting such a mission-driven organisation as it takes the next step in strengthening the independent assurance behind its ratings is exactly the kind of work Odonata was created for."

Frank Brinkschneider, designated Managing Director, Odonata Certification Services

"Good On You was built on the idea that sustainability information should be transparent and trustworthy. And for more than a decade, we've rated retail brands on public evidence alone. That means brands can't opt out of scrutiny, nor can any brand pay for a better rating. Over the past year, we've strengthened the independence of our ratings processes and have appointed Odonata as our Independent Monitoring Body. This gives



everyone who relies on our ratings, from shoppers to businesses licensing our data, more confidence in the rigorous systems behind them.

In practice, enterprise partners now have a straightforward way to engage the public with confidence: our top ratings, ‘Good’ (4/5) and ‘Great’ (5/5), along with our Rated Good On You mark, can now be used as a compliant sustainability label, and our extensive brand-level data can support compliant environmental and social claims.”

Gordon Renouf, Co-Founder & CEO, Good On You

Good On You remains responsible for its methodologies, its rating operations and the governance of its Sustainability Label Scheme; Odonata acts independently from the rating process itself. Both organisations are committed to transparency: Good On You publishes its methodology, while the independent monitoring framework is designed to give stakeholders clear information about the scope and results of that oversight.

The objective is to strengthen the system behind the claim.

About Odonata Certification Services

Odonata Certification Services GmbH is an independent certification and assurance organisation specialising in credible sustainability systems, audits and verification. Founded with the support and experience of TourCert and technology partner Kruger Corporation, Odonata combines professional assurance expertise with digital verification approaches.

Its services include certification and audit management, independent monitoring of sustainability schemes, verification of sustainability information and EmpCo readiness services for sustainability labels and scheme owners.

Odonata’s work is guided by independence, integrity, transparency, professional competence and a commitment to making credible sustainability assurance accessible and effective.

About Good On You

Good On You is a global consumer platform and industry rating system that assesses retail brands based on widely agreed best practices for sustainability. Since 2015, it has rated more than 7,000 brands in fashion, beauty and a growing number of retail verticals on key issues for the planet, workers, and animals. Its ratings have helped millions of consumers as well as leading companies make more informed choices.

Good On You rates brands using public, evidence-based methodologies, with ratings that are free to access and not paid for by brands. Its ratings team operates separately from its commercial team, and the Good On You Sustainability Label Scheme is independently monitored by Odonata Certification Services.



Good On You's rating data and tools are licensed to enterprise partners, including e-commerce platforms, financial services providers and commercial real estate operators, to help them integrate sustainability information at scale.

Further information

Good On You Sustainability Label Scheme: resources.goodonyou.eco/help/sustainability-label-scheme

Scheme Manual, Conflict of Interest Policy and IMB Terms of Reference: resources.goodonyou.eco/help/sustainability-label-scheme-resources

Rating Usage Guidelines for brands and retailers: resources.goodonyou.eco/help/usage-guidelines-and-branding-resources

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