

Embedding Ecolabel Literacy into Technical Higher Education: A Strategic Imperative for Sustainability-Led Transformation

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Abstract: *As sustainability becomes a core driver of regulatory compliance, market differentiation, and environmental accountability, technical education must evolve to equip future professionals with ecolabel literacy. Ecolabels—voluntary certifications denoting environmental performance—are increasingly central to procurement, design, and policy decisions in architecture, civil engineering, and sustainability domains. This paper explores the strategic rationale for integrating ecolabel education into higher education curricula, particularly in India, where regulatory frameworks like Eco-Mark and IGBC Green Pro are gaining traction. Through secondary research and curriculum mapping, the paper identifies pedagogical pathways, institutional benefits, and implementation challenges. It argues that embedding ecolabel literacy fosters regulatory fluency, market readiness, and systems thinking—transforming sustainability from a compliance checkbox into a strategic capability.*

Keywords: Ecolabels, Sustainability Education, Green Certification, Curriculum integration, Architecture Syllabus, Civil Engineering pedagogy, IGBC, Green Pro, Eco-Mark, Regulatory literacy

