



Stay Ahead of the Competition with The Blue Angel!



The Blue Angel identifies particularly energy-saving and environmentally friendly products.

Climate protection made easy – the Blue Angel



In our society, the use and consumption of products has an enormous effect on the environment. With each product or service purchase, consumers make a decision about the extent of necessary material flows and energy use as well as impacts on water, land and air. Consumers need dependable and reliable information about a product's environmental impact in order to make purchase decisions that take environmental factors into consideration.

This is where the best known eco-label, the Blue Angel, can help. It points consumers towards more ecologically friendly products. Consumers can be assured that the Blue Angel has evaluated a product's relevant environmental, health and performance properties. To provide consumers with more specific information, the Federal Ministry for the Environment has further developed the

Blue Angel into the climate protection label. Climate-friendly products can now be distinctively labelled with the Blue Angel "protects the climate". For companies, the label is an important communication tool. On the one hand, 80 percent of Germans recognise the Blue Angel as a credible eco-label. On the other hand, experience with many product groups has shown that the use of the Blue Angel contributes to a better company image and an increase in product demand. In other words, the Blue Angel also delivers economic advantages.

To ensure that the label "Blue Angel for Climate Protection" can be found on as many products as possible, the label criteria for the 100 most important climate-relevant product sectors will be determined by 2012. From energy-efficient televisions to electric and water-saving washing machines to thermal insulation composite systems, there are already a wide range of high-quality products eligible for the Blue Angel for climate protection.

Now, it is just up to trade and industry to put the climate protection label to use for their products. This brochure provides valuable information about how to make this happen. I hope that many companies will take advantage of the Blue Angel and make their contribution to environmental and climate protection.

Dr Norbert Röttgen

Federal Minister for the Environment, Nature Conservation and Nuclear Safety



Bundesministerium
für Umwelt, Naturschutz
und Reaktorsicherheit



DIE BMU
KLIMASCHUTZ-
INITIATIVE

New impetus for the Blue Angel



From surveys, we know that 76 percent of the population recognises the Blue Angel. 39 percent of consumers pay attention to the eco-label when making purchases. The figures prove that the Blue Angel has established itself as the leading eco-label despite the abundance of such labels. Today, about 11,500 products and services from approximately 90 product categories carry the Blue Angel. Its high social acceptance encourages us in our efforts to promote this eco-label – as a non-profit product-related tool of environmental policy – to help effect structural changes that work toward sustainable development.

Together with the Federal Ministry of the Environment, the Environmental Label Jury and the RAL gGmbH, the Federal Environmental Agency initiated a process in 2008 to further develop the Blue Angel – both in terms of its product alignment as well as communication. The well-known logo has been altered to refer to a product's key protection goal. Four themes have been added to the Blue Angel: “protects the environment and health”, “protects the water”, “protects the resources”, and “protects the climate”. Consumers can easily tell which type of environmental and health benefits each product offers. Of course, all decisive environmental and consumer-relevant properties will continue to be taken into consideration when awarding the label.

Evidence suggests that consumers are really interested in making a contribution to environmental and climate protection in their daily lives. For them, the eco-label “The Blue Angel” is a dependable guide for making an ecologically-sound purchase. Consumers trust the name “Blue Angel”. Its governmental basis and cooperation with all relevant social groups guarantee a high degree of credibility. For companies, economically the way forward is to use the Blue Angel to market innovative, environmentally-friendly products.

The Blue Angel will continue to set standards for environmental and climate protection well into the future.

Jochen Flasbarth

President of the Federal Environmental Agency

A guiding light in a jungle of labels

A myriad of products with the Blue Angel.

Products and services labelled with the Blue Angel can be found in the most diverse aspects of daily life. About 1,050 companies use this eco-label for a total of 11,500 products and services from 90 product groups.



Only the best products are awarded with the Blue Angel.

The most well-known eco-label in Germany has been a reliable purchase guidepost for more than three decades. Blue Angel products are especially eco-friendly while also meeting high standards of work safety, health protection, and usability. With the Blue Angel, a product or service is identified as being a first-class product in terms of environmental and health protection. In order to guarantee that the Blue Angel will continue to be found only on the best products and services, the Basic Award Criteria are regularly updated. By staying up-to-date, the eco-label thereby contributes to the development of innovative goods and services. It has earned consumer respect: In the study "Environmental Awareness 2010" done by the Federal Environment Agency, 39 percent of those questioned answered that they pay attention to the Blue Angel when making purchases.

Credible and competent thanks to ...



- ▶ **The Environmental Label Jury** – is an independent decision-making body composed of representatives from environmental and consumer associations, trade unions, industry, trade, crafts, local authorities, science, media, churches and federal states.



- ▶ **The Federal Ministry for the Environment, Nature Conservation and Nuclear Safety** – is the owner of the label and regularly informs the public of the decisions of the Environmental Label Jury.



- ▶ **The Federal Environment Agency** – develops the technical criteria for the Basic Award Criteria for the Blue Angel and acts as the office of the Environmental Label Jury.



- ▶ **The RAL gGmbH** – organises and holds the expert hearings. It is also responsible for reviewing applications and awarding the eco-label on the basis of the existing award criteria for products and services.

A high degree of trust leads to a high degree of acceptance.

The Blue Angel has a good reputation which is largely due to its credibility and competence, its objective criteria, its institutionalised award process and its government base. The strict, objective evaluation and award criteria generate a high-degree of trust – not only in the business world, but also among consumers. The inclusion of all interests groups as well as the participation of experts in the determination of the award criteria are the prerequisites for a high degree of acceptance.

The Blue Angel sets standards for climate protection

The Blue Angel for climate protection is the official climate protection label of the Federal Ministry of the Environment and an important component of the climate protection initiative. Together with the Federal Environment Agency, RAL gGmbH and the Environmental Label Jury, the Federal Ministry for the Environment introduced the Blue Angel as the German label for especially energy-saving and climate-friendly products and services.

product-related award with the
circumscription because ...



cross-product label for
Blue Angel marketing activities



The product-related logo describes the major reasons for the award, such as because “energy-efficient and low-emission”. The additional inscription “protects the climate” makes finding reliably climate-friendly products when shopping easy.

For cross-product marketing activities and publications about the Blue Angel, the promotional logo for the special theme “protects the climate” with the inscription “Environmental Label Jury” is available for use.

Climate protection with an eye for the big picture.

The Blue Angel is the only climate protection label that evaluates decisive environmental, health and consumer-relevant factors associated with a product. An important criterion for awarding the Blue Angel to products or services is a considerably lower energy consumption in comparison to conventional products. Additionally, products and services awarded the Blue Angel must also meet high standards of environmental and health protection as well as usability. Each product is evaluated on the basis of criteria such as the efficient use of raw materials in manufacture or use, a long product life and sustainable disposal, and as little toxic contamination and electromagnetic radiation as possible. This holistic approach is what sets the Blue Angel apart from already established energy labels that only focus on energy consumption during use.



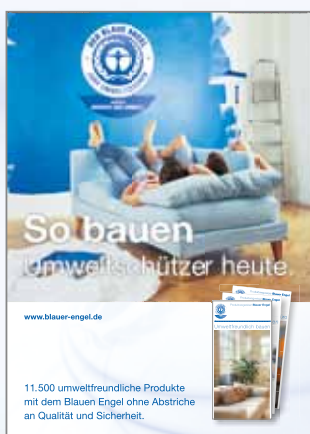
A marketing dream: Product advertising endorsed by the government and society

National and international companies are making use of the Blue Angel and capitalising on its competitive advantage for marketing their outstanding products. With a recognition quota of about 76 percent* and a high level of credibility, the Blue Angel has an invaluable brand equity. It is a highly-effective marketing tool for companies wishing to strengthen their product images with regard to climate and environmental protection.

Companies receive a unique type of support: The Blue Angel is not just communicated through trade and industry, but also in cooperation with federal government institutions, state ministries and local authorities as well as environmental and consumer associations. The result of this cooperation is an awareness among consumers for environmentally friendly products and services. This, in turn, is the basis for a high degree of credibility that could otherwise not be achieved through conventional product communication by trade and industry. Simultaneously, the public visibility of the eco-label is substantially increased through the inclusion of institutional actors.



The current ad campaign of the Federal Environmental Ministry: "Das Klima hat einen neuen Schutzengel" (Climate has a new guardian angel).



The advertisement "So bauen Umweltschützer heute" (How environmental protectionists build today)



Scenes from the image film "Verstärkung für den Blauen Engel" (Support for the Blue Angel)

For the campaign "30 Jahre Blauer Engel" (30 years of the Blue Angel), the longest virtual sofa in the world was created during the nation-wide promotional tour. On the sofa: the state environmental ministers and numerous mayors.



* Source: Study of Environmental Awareness 2010

The members of the jury: Fifteen organisations. One goal.

The Environmental Label Jury is the independent decision-making body composed of representatives from environmental and consumer associations, trade unions, industry, trade, crafts, local authorities, science, media, churches and federal states. The representatives of organisations participating in the Environmental Label Jury as well as the jury members have something to say:



Gerd Billen

Chairman of the Federation of German Consumer Organisations (vzbv)



“Products with the Blue Angel live up to their promises. It helps consumers find climate-friendly products that they can trust.”



Dr. Werner Brinkmann

President of the Foundation for Comparative Product Testing



“Consumers are looking for guidance as to how they can protect the environment. The Blue Angel points them in the right direction when it’s time to make a purchase.”



Prof. Dr. Hans Diefenbacher

Environmental Officer of the Council of the Evangelical Church in Germany (EKD)



“We can only be credible if we preserve the environment and protect people from exploitation. The Blue Angel is a reliable indicator of products manufactured in ecologically and socially acceptable ways.”



Prof. Dr. Matthias Finkbeiner
Sustainable Engineering Department
Technische Universität Berlin,
Institut für Technischen Umweltschutz



“The Blue Angel stands out because of its high degree of credibility. This is achieved collectively by the participating organisations. As representatives from the sciences, our contribution is to ensure that the awarding of the label to environmentally-friendly products is done on the basis of scientific criteria.”



Dr. Hans-Peter Keitel
President of the Federation of
German Industries (BDI)



“The revised logo of the Blue Angel gives consumers the opportunity to consider the climate and environmental impact, as well as the impact on their own health, of their consumption. And, at the same time, they can often do something good for their wallets.”



Otto Kentzler
President of the German Confederation
of Skilled Crafts (ZDH)



“As the no. 1 environmental service provider in Germany, skilled crafts represent sustainable business. This is why we support the Blue Angel in its efforts to make the public aware of the quality of products that are especially beneficial to mankind and the environment.”



Frank Kupfer
Minister of the Environment and Agriculture
for the State of Saxony, Chair of the Conference
of German Environmental Ministers 2010



“The Blue Angel has a long tradition as a credible eco-label. It’s still a daily challenge to communicate the diverse connections between technological advancements and environmental protection to the public and to thereby promote conscious decision-making among consumers.”



Prof. Dr. Edda Müller

Environmental Label Jury Vice-Chairperson
Federal Minister, ret., former Chairperson of the
Federation of German Consumer Organisations



“The first world-wide eco-label – the Blue Angel – has been imitated many times. But, it is still unique and distinctive because of its broad social basis and legitimacy, as well as its high degree of credibility, incorruptibility and independence. It is these qualities that the institutions represented in the Environmental Label Jury seek to uphold and I am myself personally committed to this.”



Sibylle Quenett

Assistant Editor-in-Chief
Mitteldeutsches Druck- und Verlagshaus GmbH

Mitteldeutsche Zeitung



“Like no other eco-label, the Blue Angel stands for effective and reliable environmental protection when making a purchase. With the Blue Angel, consumers are on the safe side.”



Mayor Dr. Petra Roth

President of the German Association of Cities



“The Blue Angel stands for ecological product policy. It is known to most consumers as a reliable label for products and services that are especially environmentally-friendly but also fulfil high standards for employment and health protection as well as usability. The cities, who can reach citizens directly through their own environmental and consumer counselling, will continue to emphasize the importance of the Blue Angel and rely on the label themselves for their own purchasing. Cities can thereby encourage sustainable and climate friendly consumption at a local level and further increase public awareness of the Blue Angel.”



Josef Sanktjohanser

President of the German Retail Federation (HDE)



“Products with the tried and true Blue Angel are an important component of a wide and growing range of sustainable products on the market.”



Michael Sommer

President of the Confederation of German Trade Unions (DGB)



“Products with the Blue Angel protect health and the environment. We support this eco-label. This is why the DGB is a member of the Environmental Label Jury. It’s an eco-label that you can rely on.”



Dr. Volker Teichert

**Environmental Label Jury Chairman
Scientific Associate, Protestant Institute
for Interdisciplinary Research**



“As a church, we have the responsibility to contribute to the protection of the Creation through our purchase behaviour. The Blue Angel helps to identify climate-friendly products. The independent Environmental Label Jury stands behind it: Only top-quality products that are manufactured in ecologically and socially acceptable ways can carry this label.”



Olaf Tschimpke

**President of NABU –
Nature and Biodiversity Conservation Union**



“Consumers can easily tell which products are energy-saving and climate friendly through the ‘Blue Angel – protects the climate’. Having as small amount of CO₂ emissions as possible during manufacture and use can be turned into an advantage over the competition.”



Prof. Dr. Hubert Weiger

**President of BUND Friends of
the Earth Germany (BUND)**



“The Blue Angel stands out among the many quality labels due to its high level of acceptance and recognition among consumers. Consumers can rest assured that products awarded the Blue Angel are more ecologically-friendly and of higher quality than other products.”

The Blue Angel is Germany's climate protection label.

The project "Top 100: Eco-labels for especially climate-relevant products and services" has as its goal determining the award criteria for at least 100 climate-relevant product groups by the end of 2012. "The Blue Angel – protects the climate" label is awarded to products and services that are especially energy-saving and energy-efficient in comparison to conventional products. Additionally, all products that would like to receive a Blue Angel must meet high standards for all important environment-related factors. Information about the current status of the new award criteria is available on the web at www.blauer-engel.de.

New award product categories for the Blue Angel "protects the climate":

- ▶ Ovens
- ▶ Household cooker hoods
- ▶ DVD and Blu-ray players
- ▶ Energy meters
- ▶ Espresso machines
- ▶ Televisions
- ▶ Gas stoves and cooking plates
- ▶ Dishwashers
- ▶ Household lamps
- ▶ Compact HiFi sound systems
- ▶ Wood chips and wood pellets
- ▶ Refrigerators and freezers
- ▶ Master-slave sockets
- ▶ Microwaves
- ▶ Solar chargers
- ▶ Thin Clients
- ▶ Laptops/Netbooks
- ▶ VoIP telephones
- ▶ Washing machines
- ▶ Electric kettles
- ▶ Thermal insulation composite systems



The Blue Angel wants to give consumers looking for highly-efficient household appliances clear direction. In order to carry the Blue Angel label, the increasingly popular espresso machines must have as quick an automatic shut-off as possible, plastic parts may not contain any harmful substances and there are strict limits for the release of nickel and lead after de-calcification.

The Blue Angel provides new perspectives in everyday life.

Climate protection is an issue that has mobilised many supporters. Consumers are increasingly demanding information to provide orientation and that can be used as a guide for making a personal contribution to climate protection. The following is an overview of some of the categories for which award criteria are being developed in 2011 and 2012. Additional product groups will follow.



The Road Map: Product group targets for 2011/2012:

- ▶ Office lighting
- ▶ Steamers
- ▶ Dimming ballasts
- ▶ Direct daylight sensor systems
- ▶ E-Book readers
- ▶ Electric ranges including cooking plates
- ▶ Energy-saving contracting
- ▶ External hard drives
- ▶ Filter and pod coffee machines
- ▶ Green servers/data centres
- ▶ Ventilation systems
- ▶ Light sensors
- ▶ Passenger lifts
- ▶ Photovoltaic modules
- ▶ Solar-powered devices for indoor/outdoor use
- ▶ Hoovers
- ▶ Street lamps
- ▶ Rail cars
- ▶ Water-saving shower heads (adjustable and fixed)
- ▶ Intercoms, including bell transformers
- ▶ W-LAN-routers with integrated modems

Four distinct categories: The Blue Angel gets right to the point

Since 2009, it has become even easier to tell which kind of positive impact the purchase of a product with a Blue Angel has on health and the environment.

The well-known product- and service-related logo was revised to include a specific inscription for each of the key protection goals. A climate-friendly product, for example, is easily identified through the inscription “protects the climate”.

The other protection goals include “protects the water”, “protects the resources” and, as of 2011, “protects the environment and the health”, which replaces the existing “protects the health” label. This allocation scheme is not necessarily complete; other target areas may be added at a later point. As before, the product-related logo will continue to refer specifically to a product’s relevant properties, such as “because energy-efficient and low-emission”. Manufacturers, businesses and skilled crafts also profit from the revised labelling system because it has made it even easier to communicate the environmental advantages of a product to consumers. This eco-label thereby makes it easier to distinguish between products on the market.

For cross-product marketing activities using the Blue Angel, a promotional logo with the inscription “Environmental Label Jury” is available for the core protection goals. Additionally, a cross-product and cross-target promotional logo with the inscription “protects humans and the environment” is available for use in promotional and marketing activities involving the Blue Angel.

The four protection goals:



During the transition period to the logo “protects the environment and the health” (as of 2011), the existing logo “protect the health” may still be used.

Good news for existing label users: Turning old into new.

All existing eco-labels will be assigned to one of the four protection goals. Label users may decide whether they would like to use the new logo now or continue to use the old logo until their existing contracts expire. When a product category is renewed by the Environmental Label Jury, only the new logo will be valid. An overview of which product categories have been assigned to which protection goal is available at www.blauer-engel.de/schutzziele.

How can a product be awarded with the Blue Angel?

If a company wishes to use the eco-label for a product or service, it must submit an application to the RAL gGmbH that includes the compliance verifications to prove that a product or service meets the requirements of the Blue Angel for its product category.

The eco-label application process:

- 1 Filing of application with compliance verifications to the RAL gGmbH.
- 2 RAL gGmbH evaluates whether a product or service fulfils the necessary requirements.
- 3 Comment by the federal state in which the company's production facilities are located.
- 4 Conclusion of "Contract on the Use of the Environmental Label" between RAL gGmbH and the company.
- 5 The manufacturer may use the eco-label for its products and advertising.

Upon filing the application, the label-awarding agency RAL gGmbH charges a one-time application fee of 250 Euros (plus 19 % German VAT).

The amount of the annual fee for using the Blue Angel depends on the total annual turnover of the products or services covered by one Basic Award Criteria document. The following table shows the current grading scale:

ANNUAL TURNOVER in millions of Euro	ANNUAL FEE in Euro <small>plus VAT</small>	FEE CATEGORY
up to 0.25	270.00	1
from 0.25 to 1.0	540.00	2
from 1.00 to 2.5	1,080.00	3
from 2.5 to 5.0	2,110.00	4
from 5.0 to 15.0	3,050.00	5
from 15.0 to 25.0	4,500.00	6
from 25.0	6,000.00	7

How are the eco-label criteria for a new product group established?

Generally speaking, a Blue Angel can be awarded to any product or service. Either a company suggests a new product group or the Environmental Label Jury, Federal Ministry for the Environment or the Federal Environment Agency take the initiative. The following describes the basic steps in the process by which a Blue Angel for a new product category with corresponding award criteria and verification requirements is established:

- 1 A proposal is submitted, the Federal Environment Agency issues a comment**
- 2 The Environmental Label Jury decides on the inspection order**
- 3 The Federal Environment Agency works out the technical preparations and proposals for the Basic Award Criteria.**
- 4 Expert Hearings take place in which the following participate:**
 - RAL gGmbH (President)
 - Federal Environmental Agency
 - Tendering industry (BDI)
 - Consumer associations (vzbv/StiWa)
 - Environmental associations, if applicable
 - Trade unions, if applicable
 - Other experts, if applicable
- 5 Draft of the Basic Award Criteria and verification requirements**
- 6 Environmental Label Jury approval**
- 7 Publication of the new eco-label by the Federal Ministry for the Environment and the Basic Award Criteria by the RAL gGmbH**
- 8 Contracts are made by the RAL gGmbH following successful application evaluation**

FAQs about the Blue Angel

Why does the time required for processing a Blue Angel application differ between products?

The time required depends on whether an application to use the Blue Angel is for products for which Basic Award Criteria already exist or whether a new set of criteria must first be established for products or services. Normally, two to three months are needed to process applications, as long as all the necessary evaluation documents have been provided.

The same does not hold true for suggestions for new product categories. Depending on the product, it can take between six months and a year before the criteria for a new product have been determined and approved.

For how long is a Blue Angel valid?

The Blue Angel is awarded for a specified period of time, which is dependent upon the product. Normally, the award is valid for four years, but, in some cases, this period may be shortened or lengthened when justified. Upon expiration, the award criteria are updated.

What costs are associated with the Blue Angel?

The costs for the Blue Angel can be divided into application, evaluation and usage costs. Evaluation costs can vary and are to be the responsibility of the applicant. The more complex and multi-layered a product or service is, the more extensive the evaluation requirements and their ensuing costs become.

The label-awarding agency RAL gGmbH charges a one-time application fee for Blue Angel applications. A graduated annual fee is to be paid to RAL gGmbH after the Contract on the Use of the Environmental Label has been signed. The fee amount is based on the total annual turnover of all products or services within the Basic Award Criteria for each eco-label according to the schedule of fees.

Find the right contact person for all your questions about the Blue Angel:

Would you like to apply for a Blue Angel for your product?

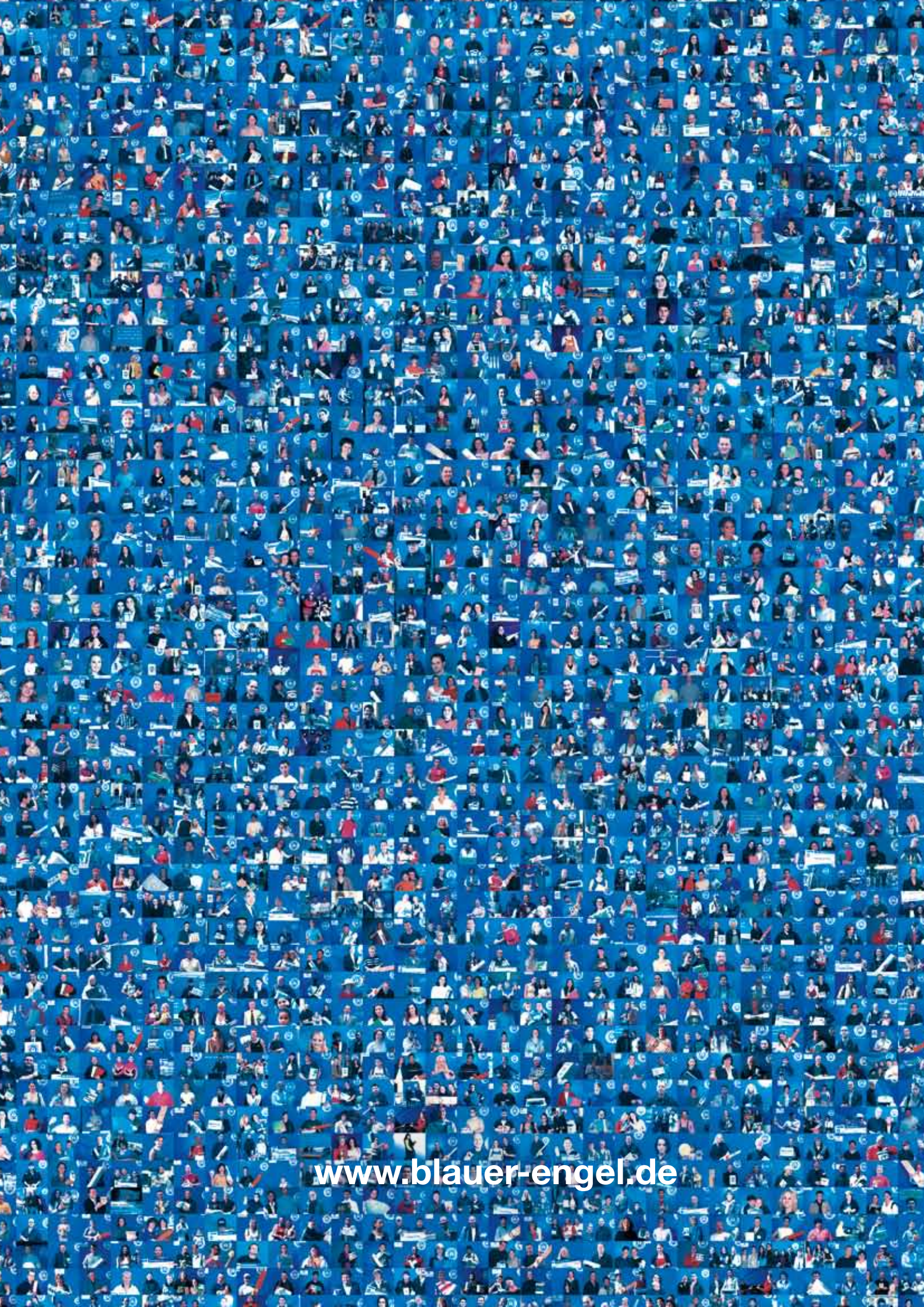
RAL gGmbH
Siegburger Straße 39
53757 Sankt Augustin
Telephone +49 (0)22 41-2 55 16-0
Fax +49 (0)22 41-2 55 16-11
E-mail:
Umweltzeichen@RAL-gGmbH.de

Do you have questions about the Blue Angel or would you like to make a new product category suggestion?

Umweltbundesamt FG III 1.3 und
Geschäftsstelle der Jury Umweltzeichen
Postfach 14 06
06813 Dessau-Roßlau
Telephone +49 (0)34 0-21 03 -37 05
Fax +49 (0)34 0-21 04-37 05
E-mail: info@blauer-engel.de

Are you interested in participating in Blue Angel marketing activities?

Projektbüro Blauer Engel
c/o .lichtl Ethics & Brands
Rheingaustraße 4
65719 Hofheim
Telephone +49 (0)61 92-955 08 82
Fax +49 (0)61 92-955 08 86
E-mail: marketing@blauer-engel.de



www.blauer-engel.de

Would you like to learn more about the Blue Angel?
More information can be found on the web at www.blauer-engel.de

