



Blue Angel News

SEPTEMBER 2019



New back to school campaign “We love secondhand”

We are campaigning for the preservation of our forests with our new back to school campaign “We love secondhand” to promote the use of 100% recovered paper in Germany’s classrooms and lecture theatres.

No additional trees need to be felled to produce paper products certified with the Blue Angel because they are made 100% from recovered paper. In addition, the manufacturing process for these products saves around 60% of the energy and 70% of the water in comparison to virgin fibre paper.

We have developed animated GIFs and a highly informative infographic for promoting the campaign. We invite you to embed these graphics in your own communication measures. They are available to download free of charge on our website under [Campaign material for recovered paper](#). Please read the [Back to school key visual guide](#) for information on how to use them.

The [Blue Angel "Paper Finder"](#) shows consumers where they can purchase paper products certified with the Blue Angel.

[Link to the film ...](#)



Festival Roadshow 2019

The Blue Angel was once again present this year as countless fans made their pilgrimage from festival to festival. Our roadshow began at the traditional Hurricane festival from 19-21 June in Scheeßel, between Hamburg and Bremen. It then moved on to the family-oriented "A Summers Tale" from 1-4 August near to Lüneburg and concluded one week later at Open Flair in Eschwege.

Our 6-person team informed visitors to the festivals about the Blue Angel: How the criteria for the more than 100 different product groups and services are developed, how the environmental label is awarded to companies and how every single person can make their own contribution to the environment by purchasing Blue Angel products. Visitors from the previous year reported that they had since made an effort to purchase products certified with the Blue Angel. *"The climate will not wait until your bachelor's degree is finished"* was one of the comments made by visitors and we fully endorse this point of view.



A Blue Angel for nappies is now also available

Three nappies have complied with the basic award criteria for the Blue Angel up to now, including **HiPP Baby Soft extra soft nappies**, **Babydream nappies from Rossmann** and **babylove nappies, a brand sold by the company dm-drogerie markt GmbH + Co. KG**.

In the production process, manufacturers exclusively use fluff pulp sourced from certified, sustainably operated businesses that remain close to nature and engage in energy efficient and low emission fluff pulp production. The nappies are also free of lotions, fragrances and odour absorbers to reduce the risk of allergies.

[Link to the film ...](#)

Blue Angel at the Hamburg Climate Week from 26-29 September 2019

Blue Angel will be right at the centre of the action at the 11th Hamburg Climate Week! In the sustainability tent on Rathausmarkt, we will provide visitors with information about the Blue Angel and certified products between 11 a.m. and 6 p.m. from 26-29 September. The Hamburg Climate Week promotes dialogue for a climate friendly future. Against the backdrop of the town hall, more than 200 companies, organisations, societies, foundations, associations, scientific institutions and media partners will offer a multi-day programme for action on the theme of sustainability starting on 22 September.

World Ecolabel Day is 17 October: Be a part of it!

The Blue Angel Promotional Day has been combined this year with the second international World Ecolabel Day. The Blue Angel – the world's first environmental label – is familiar to **90% of the population** in Germany. The German environmental label is known internationally as “Blue Angel – The German Ecolabel”.

World Ecolabel Day is organised by the Global Ecollabelling Network (GEN), an association of all TYPE I ecolabels worldwide. The Blue Angel is a TYPE I environmental label, based on the DIN ISO 14024 international standard, and differs from TYPE II and TYPE III environmental labels due to its independent product testing and transparent processes for the development and award of the label. The environmental label from the German federal government is thus also held in the highest esteem internationally because it ensures that environmentally friendly products and services comply with strict environmental standards.

The Federal Ministry for the Environment, the Federal Environmental Agency, the Environmental Label Jury and RAL gGmbH call on committed stakeholders from the worlds of politics, business and civil society to help increase awareness amongst the general public for sustainable consumption on World Ecolabel Day and to highlight the role played by the Blue Angel as a practical guide for sustainable purchasing.

Get involved and communicate your commitment... Campaign material and templates are available [here](#).

Parent Blogger Café in Berlin on 27 October 2019

The Parent Blogger Café is a networking event for bloggers in a relaxed café atmosphere.

The Blue Angel will take part in this event as an exhibitor on Sunday afternoon, 27 October 2019, at the Super Concept Space/BIKINI BERLIN with the aim of raising awareness amongst young parents for climate protection and sustainability and explaining the benefits offered by Blue Angel products.

Parents and children will be able to try out the creative activity of papermaking at our stand. We are already looking forward to making lots of contacts and engaging in interesting conversations.

Heldenmarkt Berlin from 9-10 November 2019

The Heldenmarkt is Germany's leading consumer trade fair for sustainable consumption and has now been held in various different cities across Germany for the last nine years. We look forward to participating with the Blue Angel in Berlin. We will provide information on the diverse range of products certified with the Blue Angel and demonstrate how every single person can contribute to climate protection by consuming environmentally friendly products.

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