



# Blue Angel News

NEWSLETTER WINTER 2021

## Editorial

Dear Licence Holder,

As we enter the winter months, we are sure that both you and our team at the Blue Angel can look back on a very busy and eventful autumn. We now look forward once again to bringing you up to date with all the latest news: For example, we were delighted to welcome the company DERBE as a new label holder for textiles. DERBE has also taken the opportunity to present themselves in a short “3 questions for...” interview. We will also look back at the trade fairs we exhibited at over the last few weeks.

And we are especially proud to invite you to visit our new website that has now been online for a few days. In December, you will also find the final highlight for this year on the website: The Blue Angel Advent Calendar with numerous fantastic and environmentally conscious products.

We wish you all a pleasant end to the year and as always pleasant reading!

Kind regards  
Your Blue Angel Team



## Advent Calendar

Christmas is just around the corner and this means it is once again time for our environmentally friendly advent calendar.

All of the products hidden behind the 24 doors on this year's advent calendar are environmentally friendly products certified with the Blue Angel. In the spirit of sustainable and environmentally conscious consumption, why not take part in the daily competitions to win one of the prizes if it is something that you actually need. We wish you lots of success and fun browsing through the products!

Click [here](#) (only available in German) to access the advent calendar.

You can also share our advent calendar on social media: [Instagram](#), [Facebook](#) and [Twitter](#).



left to right: Dr. Kristin Stechemesser (UBA), Dr. Ulf Jaeckel (BMU), Sandy Baumgarten, Jenny Sanitz (DERBE) and Henning Scholtz (RAL), photo: Strube

## Streetwear from DERBE receives the ecolabel

The company DERBE manufactures its entire range of t-shirts and dresses in Portugal. These products are also made of textiles containing 100% organic cotton. Dr. Ulf Jaeckel, Head of the Division for “Sustainable Consumer Protection, Product-Related Environmental Protection” at the Federal Ministry for the Environment awarded the certificate to the company in Berlin as part of the German/Dutch event “All Good(s) - Multistakeholder Workshop on Circular Textiles”. He emphasised the following: “The criteria for the award of the ecolabel for textiles (DE-UZ 154) are strict. They cover the entire value added chain for textiles from the raw fibres through to the finished product and deal with all processes relevant to the environment and health. I am delighted that the company has chosen to use the Blue Angel – the environmental label of the German federal government – on their products to demonstrate their commitment to the environment to consumers.”

More information on this topic can be found [here](#).

You can find information on the Basic Award Criteria for textiles on our [website](#).



# 3 Fragen an: DERBE

## 3 questions for DERBE

We presented our series of interviews called “3 questions for...” to you in our last newsletter. Many of you have contacted us since then to ask if you can participate in our series of interviews with your own video – and of course we were delighted to hear from you! We are thus extremely pleased to announce that we have another “3 questions for...” video for you in this newsletter. Our questions were answered this time by the new label holder and fashion label DERBE from Hamburg. You can find the interview with Hannah from the DERBE team on our social media channels (only available in German) at [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#).

Would you also like to participate in our interview format with your company? Then please don't hesitate to contact us at [blauerengel@neueshandeln.de](mailto:blauerengel@neueshandeln.de).

We will send you a briefing paper that contains information on the requirements and process for conducting the interview. The Social Media Editorial Team at the Blue Angel is responsible for the technical production of the video. We would be delighted to hear from you!





## Poster campaign

As the year draws to a close, the Blue Angel has been promoting itself over the last few weeks on posters and information screens in five major German cities: Berlin, Hamburg, Cologne, Frankfurt/Main and Munich. The main focus has been placed on the themes of reusable cups, nappies, wall paints and car sharing services. The posters can be found in and around train stations and near to DIY stores and supermarkets, as well as in numerous other intercity locations.

The aim is to further promote awareness for Germany's oldest ecolabel. In addition, we hope to encourage consumers to look out for the Blue Angel label on products and thus shop in an environmentally friendly and sustainable way because the Blue Angel is: Good for me. Good for the environment.

More information on this topic can be found [here](#) (only available in German).



Picture caption: left to right: Amélie Hildebrand (Organic Brand Communication, Stand Staff), Dr. Susanne de Boor (RAL, Ecolabel Consultant)

## Trade fairs

The Blue Angel participated in two major trade fairs this autumn with its own stand and talks: KOMMUNALE in Nuremberg from 20-21 October and A+A in Düsseldorf from 26-28 October.

The KOMMUNALE trade fair is held every two years and is aimed at political decision makers in cities and local authorities. It is thus also an important information and communication platform and the perfect place for sharing knowledge and experience on the latest issues facing local authorities today such as digitalisation, IT security, the energy transition, sustainability, local authority financial management, infrastructure and much more.

As well as receiving a lot of visitors at our stand, Dr. Kristin Stechemesser (German Environment Agency) held a talk on all of the important aspects related to environmentally friendly procurement and how labels such as the Blue Angel can be integrated into public procurement processes to simplify the work of purchasing departments. An overview of the Blue Angel Basic Award Criteria can be found [here](#).

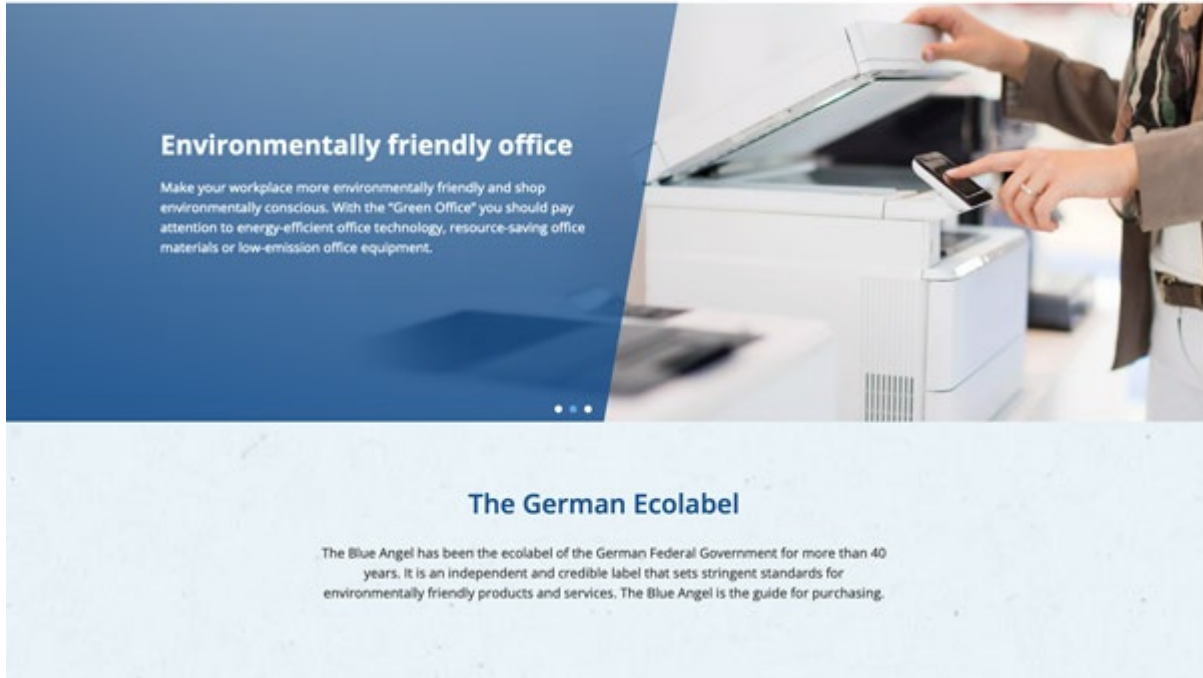
The Blue Angel also participated in A+A in Düsseldorf – the trade fair for personal protection, occupational safety and health in the workplace – with its own stand and two very interesting talks. The talks focused on sustainable work clothing certified with the Blue Angel, e.g. textiles and shoes, and how companies can make their own contribution to the circular economy by using this voluntary ecolabel.



Good for me.  
Good for the environment.

CERTIFICATION TRADE | E-COMMERCE PROCUREMENT NEWS DE EN

BLUE ANGEL PRODUCTS ACTIONS



## Website

The new Blue Angel website has been online since the middle of November and both its appearance and content have been revised and updated. The website provides detailed information on the product worlds covered by the Blue Angel and a compact overview of the ecolabel itself. One of the new features are the theme worlds which not only bring together the various different product groups but also provide useful guidance to consumers for various related areas of life.

Why not take a moment to also visit the new website at [www.blauer-engel.de](http://www.blauer-engel.de).



Federal Ministry  
for the Environment, Nature Conservation  
and Nuclear Safety

