



# Blue Angel

News Spring 2025

## Editorial

Dear licence holders and other people interested in the Blue Angel,

We hope you have all enjoyed the first days of spring and are also perhaps already implementing your own plans for more sustainable and resource-conserving products. Or are you looking for some inspiration on how to communicate your messages to your target audience?

The environmental label of the German federal government was awarded to the manufacturer of a fair PC mouse for the first time at the end of last year. In this newsletter, we will explain when a computer accessory is considered “fair” and describe the criteria that Nager IT e.V. had to fulfil.

We will not only look back on some past trade fairs and events but also turn our attention to some upcoming ones. The Environmental Festival (Umweltfestival) will celebrate an important anniversary at the Brandenburg Gate in Berlin at the beginning of June. Numerous participants and visitors will talk, play and celebrate all things environmental in the centre of the German capital at the 30th anniversary of this event. As in previous years, the Blue Angel will also make an appearance this year on “17th of June Street”.

Pleasant reading and we would be delighted to meet you at one of the upcoming events or festivals attended by the Blue Angel.

Kind regards,  
Your Blue Angel Team



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## Recognizing greenwashing: Research report published by the German Environment Agency

Is this product really environmentally friendly? And is it completely recyclable? Many companies use environmental claims as a selling point so that consumers know when purchasing a product that it is harmless to the environment and so they also understand the benefits it offers. However, the claims made by companies are often misleading or even false. The German Environment Agency (UBA) recently published a report that takes a closer look at the issue of greenwashing and explains the advantages offered by independent, transparent ecolabels such as the Blue Angel. The report also looks at the EU initiatives “Empowering Consumers for Green Transition” and “Green Claims”.

[Further Information and to download the report](#)

## DER BLAUE ENGEL ON TOUR 2025

### Die ersten Termine



#### Immergut Festival

Wo? Neustrelitz  
Wann? 29.–31. Mai



#### Umweltfestival

Wo? Berlin  
Wann? 01. Juni



#### Ökofete

Wo? Leipzig  
Wann? 15. Juni

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## The Blue Angel on tour: Festival dates in 2025

“Discover what’s behind it” has not only been the maxim of the ecolabel from the German federal government since 1978 but will once again be the motto for a memory game for festival-goers when our cargo bike clearly adorned with the Blue Angel logo visits a number of different festivals in 2025. The team from RAL, the German Environment Agency (UBA) and the Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection (BMUV) will also be on hand to answer questions on environmentally friendly consumption from interested visitors to other environmental and sustainability-oriented events.

[Further information on the events](#)

# PAPIER-VIELFALT WIRD SICHTBAR

Jetzt Papier-Musterbücher  
des Blauen Engel bestellen



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## Two new paper sample books provide guidance in the paper sector

To protect forests and the climate, it is important to not only use paper sparingly but also to select paper with the smallest environmental footprint: recycled paper certified with the Blue Angel ecolabel. Our two paper sample books (for office paper and printing paper) provide a comprehensive overview of the recycled paper certified with the Blue Angel.

Further information and free  
ordering





The participants at the meeting of the Environmental Label Jury in December 2024

## Winter meeting of the Environmental Label Jury

The Environmental Label Jury convened for their last meeting of the year on 10 and 11 December 2024 in Berlin. This body composed of 14 representatives from civil society who are actively involved in the fields of science, business and the environment discusses the Basic Award Criteria for the ecolabel of the German federal government. At its winter meeting, the Environmental Label Jury agreed a new Blue Angel ecolabel for grouting material for paving stones and terrace tiles (DE-UZ 238). It also revised and updated the criteria for numerous other product groups.

[More on the winter meeting of the Environmental Label Jury](#)



Melanie Mausolf and Mara Scheuermann from RAL gGmbH

## The Blue Angel and EU Ecolabel at Heimtextil 2025

The Heimtextil trade fair is the global industry platform for home and contract textiles and textile design.

Representatives from RAL and the German Environment Agency also took part in this trade fair to inform visitors about how they can certify their textiles and other product groups with the ecolabel from the German federal government.

[More about Heimtextil 2025](#)



Pite Jordan (left) from Nager IT receives the certificate from Rosemarie Bähne, Green IT Expert at the German Environmental Agency

## First Blue Angel for computer mice awarded

Nager IT e.V. aims to produce more environmentally friendly computer equipment click by click. Their ongoing commitment to this cause has now been honoured with the first award of the ecolabel from the German federal government to a PC mouse. The social media community was invited to take part in a prize draw to mark the occasion.

[Further information on the ceremony to award the certificate](#)

## FOLLOW US



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