




Preventing greenwashing with the Blue Angel

Communicating environmental benefits in a credible way



Making the invisible visible




Whether directly or indirectly, consumers influence the impact on the climate, water, air, resources and health with every purchase they make. However, many environmental impacts are not visible in the product itself:

-  Was it manufactured in an **environmentally friendly way**?
-  Does it contain any **substances of concern**?
-  Is it **durable** or **recyclable**?

The Blue Angel makes these environmental benefits visible and assesses products **as a whole** – from manufacture and use to recycling. **Independently, transparently and credibly.**

New EU rules from September 2026

With the EU directive 'Empowering Consumers for the Green Transition' (Directive (EU) 2024/825, EmpCo for short) and its transposition into German law ('Third Law Amending the Act Against Unfair Competition', UWG), environmental claims are being regulated much more tightly:

-  Terms such as "environmentally friendly", "sustainable" and "ecological" must **be justified** in the future.
-  Certain types of **climate-related advertising** are **not permitted**.
-  Sustainability seals must be based on **transparent certification systems** or set by **government authorities**.

Further questions?

Scan here for more information:





The Blue Angel is EmpCo-compliant

- ✓ Government ecolabel & independent certification
- ✓ Transparent criteria & stakeholder involvement
- ✓ Open to all companies under **transparent, fair** and **non-discriminatory conditions**
- ✓ Procedures for **handling infringements**
- ✓ Guarantees **recognised excellent environmental performance**
- ✓ Compliant with **DIN EN ISO 14024**



Simplified environmental communication requirements

Products with the Blue Angel are considered to have “**recognised excellent environmental performance**” and benefit from simplified environmental communication requirements:

- ✓ General environmental claims such as “**environmentally friendly**” and “**low in harmful substances**” can continue to be used with the Blue Angel without requiring detailed justification, as long as the criteria of the respective ecolabel cover them.
- ✓ The Blue Angel facilitates the use of general terms such as “**green**” and “**eco**” in product names. However, for some Blue Angel ecolabels, such as for wall paints (DE-UZ 102), lubricants (DE-UZ 178) and nappies (DE-UZ 208), the use of certain terms in the name is restricted by the Blue Angel criteria.

Restrictions for mixtures

Special requirements apply to products such as paints, cleaning products and cosmetics: Statements such as “**environmentally friendly**”, “**harmless**” and “**non-toxic**” are prohibited for mixtures classified as hazardous (CLP Regulation).



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Der Blaue Engel



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