



Blue Angel

News Summer 2026

Editorial

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

The countdown has begun: the new requirements of the EmpCo Directive will apply from 27 September 2026. This will change the rules governing environmental advertising claims, as the directive introduces stricter rules against greenwashing. As a government ecolabel, the Blue Angel also makes it easier for you to communicate environmental benefits credibly under the new regulations.

This trust is based on our strict, independent Basic Award Criteria. At its latest meeting, for instance, the Environmental Label Jury updated the requirements on data centres, printers and thermal insulation material. The great demand for reliable guidance in everyday life was also evident in the many in-depth conversations held during our event tour from Berlin to Rust this summer.

Building trust also means breaking new ground. Our nationwide collection campaign is currently underway: anyone who buys products with the Blue Angel and collects logos until the end of October can win attractive prizes. We are also bringing the Blue Angel to life on our new [TikTok channel](#) – creating inspiring new ideas and opportunities for you to collaborate with us.

We hope you enjoy reading this issue!

Your Blue Angel team

Klarheit statt Greenwashing



EmpCo schützt vor irreführenden Umweltaussagen

Clarity in environmental communication with the new EmpCo Directive | © Blue Angel

EU EmpCo Directive: Preventing greenwashing with the Blue Angel

In just a few weeks, from the end of September 2026, the EU EmpCo Directive will significantly tighten regulations on environmental advertising claims. As a government ecolabel, the Blue Angel continues to provide companies with assurance in their communications as evidence of recognised excellent environmental performance.

[More about the EmpCo Directive](#)

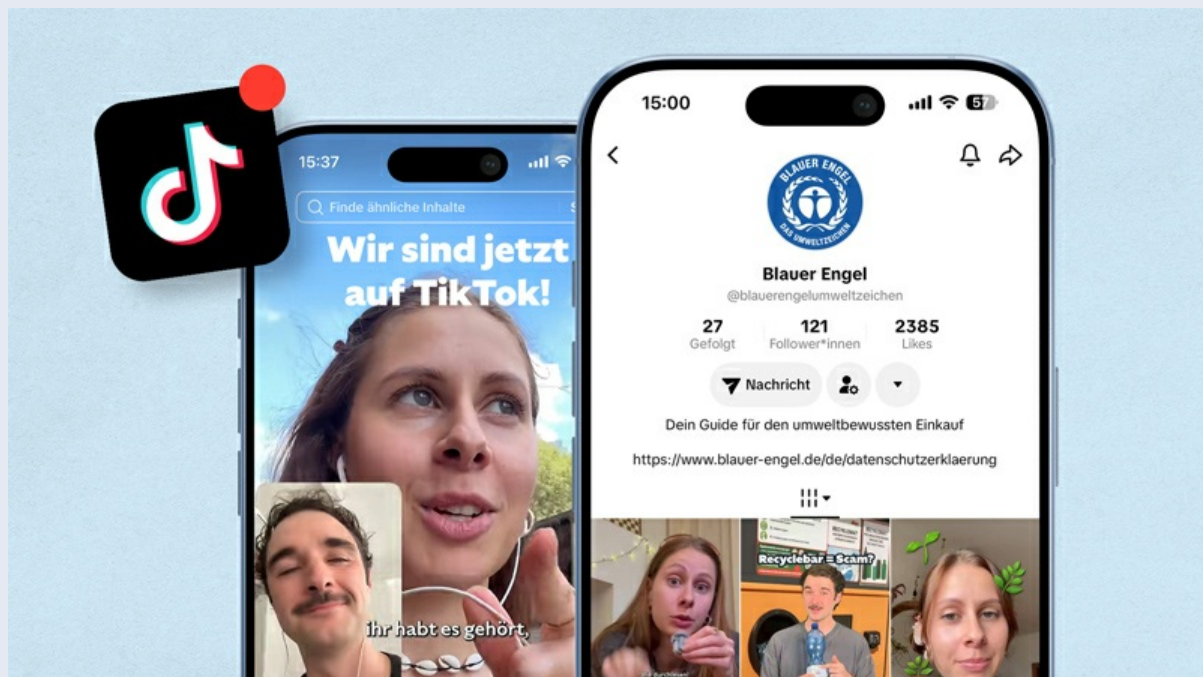


Representatives of the Environmental Label Jury and the Federal Ministry for the Environment (BMUKN), the German Environment Agency (UBA) and RAL

New criteria for data centres, printers and thermal insulation materials

At its summer meeting, the Environmental Label Jury adopted updated Basic Award Criteria for thermal insulation materials for indoor use, data centres and office equipment with a printing function. In doing so, it is consistently driving forward climate protection and resource conservation.

[About the Basic Award Criteria](#)



Sustainable everyday tips for the young target group: the Blue Angel is now on TikTok | © Blue Angel

Blue Angel launching on TikTok

The Blue Angel is now active on TikTok. We would like to support young people in their purchasing decisions and embed sustainable ideas in everyday life. Discover the new cooperation opportunities for label holders now.

[More about the TikTok channel](#)

Blauer Engel-Produkte kaufen & gewinnen!

Jetzt mitmachen und tolle Preise sichern.



Buy Blue Angel products and win | © Blue Angel

Make environmentally conscious purchases and win: the 2026 collection campaign

People who choose products with the Blue Angel in their everyday lives are making more environmentally friendly purchases – and also have a chance of winning. Until the end of October, we are inviting consumers to buy six certified products, collect the logos and be in with a chance of winning attractive prizes.

[More about the collection campaign](#)



Environmental Festival Berlin 2026 | © Blue Angel

From Berlin to Rust: the Blue Angel on tour

From Berlin's Tiergarten and the Federal Ministry for the Environment to Europa-Park: the Blue Angel attended three special events this summer – with paper crafts, a Wheel of Fortune and many great conversations about environmentally friendly consumption.

[More about the event tour](#)



Federal Ministry
for the Environment, Climate Action,
Nature Conservation and Nuclear Safety



FOLLOW US



RAL gemeinnützige GmbH

Fränkische Straße 7

53229 Bonn

Germany

Telephone: +49 228 68895 190

Mail: umweltzeichen@ral.de

Shareholder:

RAL German Institute for Quality Assurance and Certification

www.blauer-engel.de

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