

Für Mensch und Umwelt

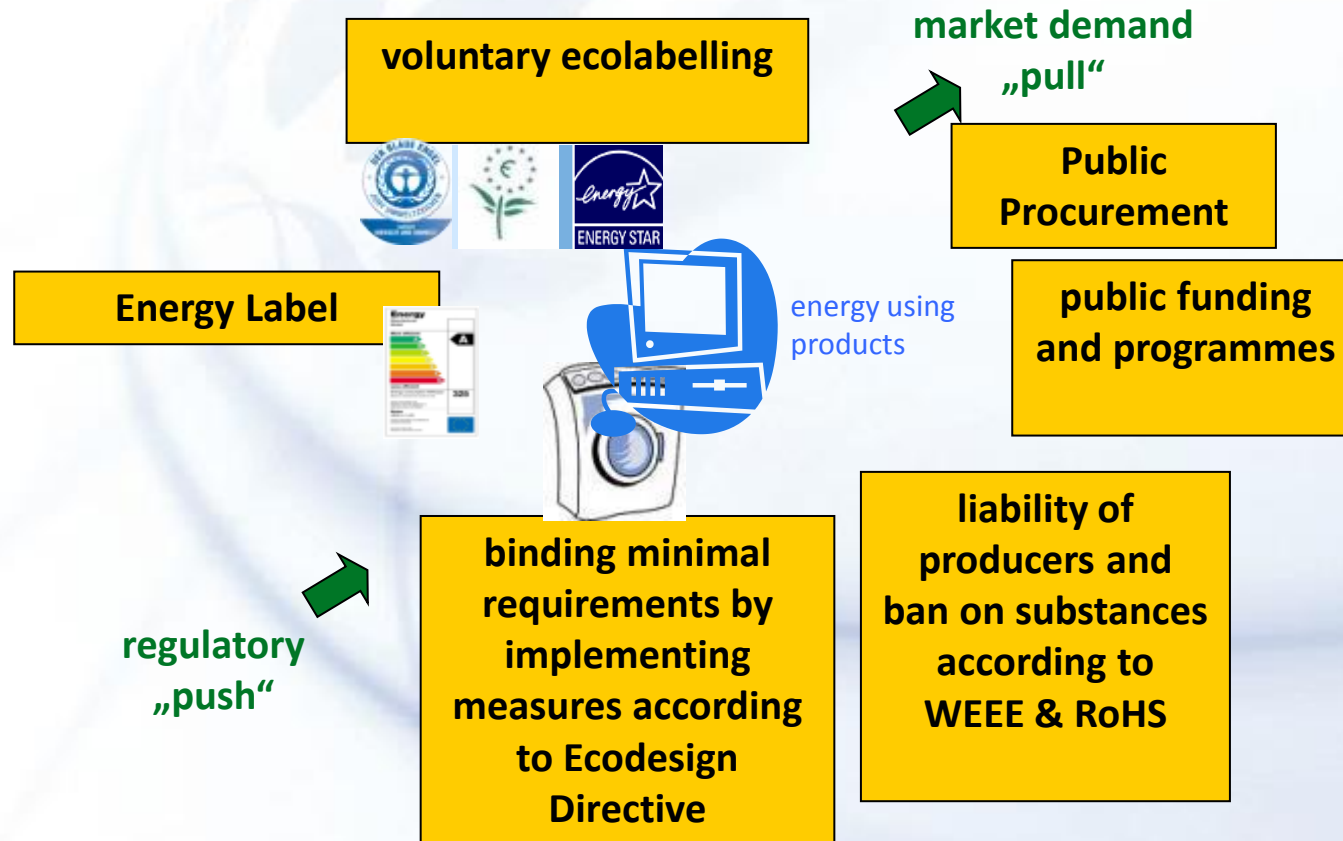
Umwelt   
Bundesamt

# The German Ecolabel Blue Angel an Environmental Standard for Green Public Procurement (GPP)

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Tokyo, December 2015

# The Blue Angel and climate protection, Ecodesign and Energy Label



Product Policy Mix – Strategy Paper on Ecodesign and The Blue Angel by UBA/OekopI

# Possibilities for inclusion of sustainability criteria in the procurement process

**Directive 2014/24/EU** - Possibilities for public procurement to make sustainable (i.e. environmental, social and innovative) specifications

- Performance / technical specifications (Art. 42)
- Qualification, Selection criteria (Art. 58)
- Contract award Criteria (Art. 67)
- Conditions for performance of contracts (Art. 70)

## Label

According to **Article 43** paragraph 1 of the **Directive** contracting entities **may in future directly refer to** and recognize certain **labels**.

The term "label" is defined in Article 2, of the Directive:

„Label means any document, certificate or attestation confirming that the works, products, services, processes or procedures in question meet certain requirements“

Ecolabels are labels in the sense mentioned.

## Requirements for labels

- (a) The labels must relate to the subject of the order;
- (b) The labels are based on scientific evidence and are not arbitrary
- (c) The labels are established in an transparent procedure open for all relevant stakeholders
- (d) The labels are accessible to all interested parties;
- (e) The requirements for the label are set by a independent party.





# Voluntary Ecolabelling according to the International Standard Organisation

## Type I

### **Type I – Ecolabel (DIN EN ISO 14024)**

- address multiple environmental criteria
- based on life cycle consideration of the product (or service)
- have a high level of credibility
- require third-party verification

# The Blue Angel

**Established in 1978** – the first Ecolabel worldwide

## The Blue Angel Programme today

- ✓ 120 product groups
- ✓ 1.500 companies
- ✓ 12.000 products and services

## Strict criteria based on environmental performance:

- ✓ 20 – 30 % best of the market
- ✓ criteria are revised after 2-4 years
- ✓ Testing is conducted by laboratories according to ISO 17025







# Institutions responsible for the Blue Angel

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Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety

## **‘The Owner’**

Responsible for general issues of the programme



## **‘The Decider’**

The Environmental Label Jury, members awarded by the Minister of environment, representing most important environment and consumer NGOs, Industry and Trade

**Umwelt Bundesamt**

## **‘The Scientist’**

Responsible for criteria development, public relation activities



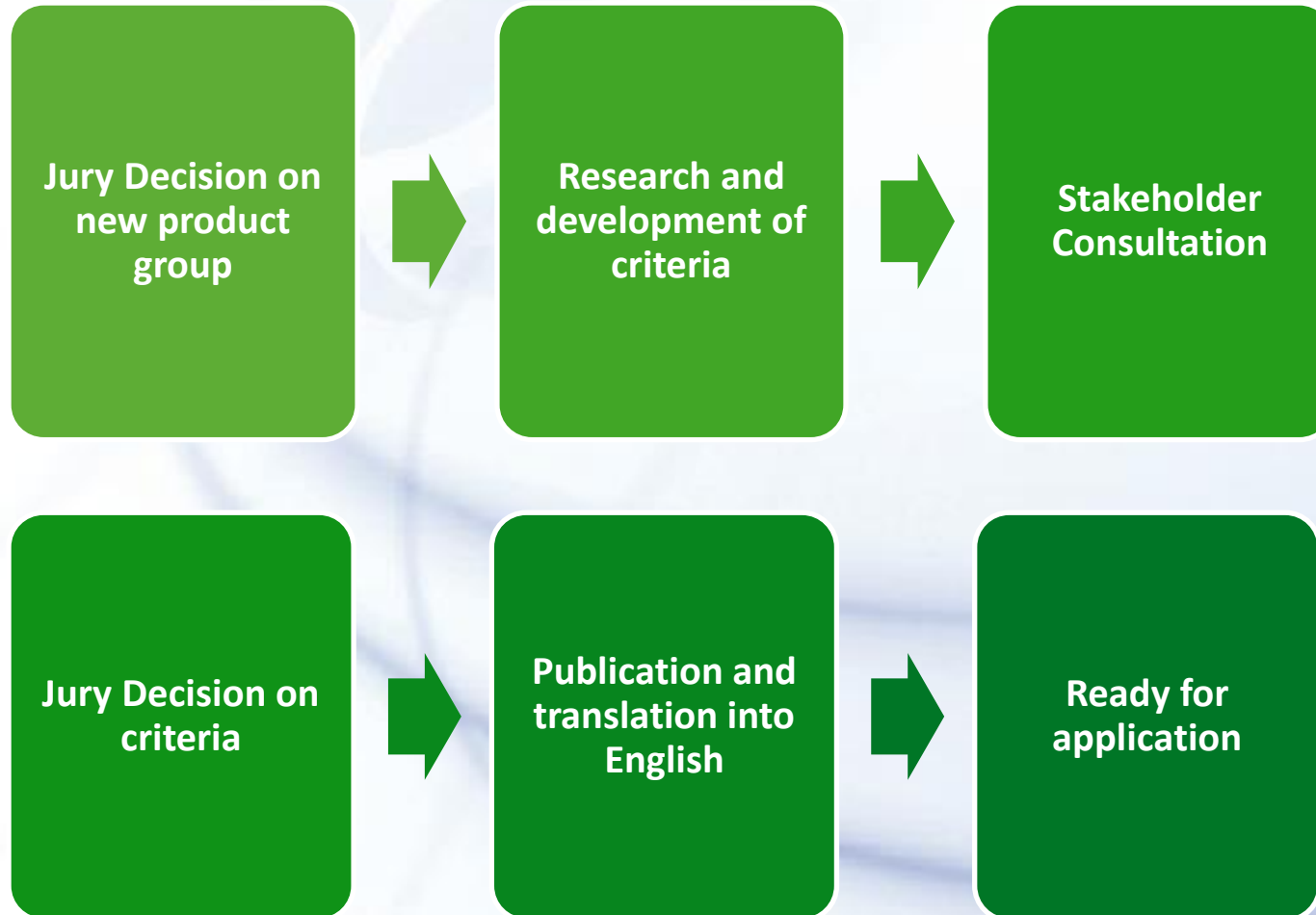
## **‘The Verifier’**

certification of products (assess the application documents and make contracts)

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# Criteria Development Process

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## The Blue Angel – Fees

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### New proposal

- Free of charge

### Application fee

- One time charge: 250€

### Annual fee

- Depending on the expected turnover of the labelled products
  - Min. 270€ - max. 6,000€
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## Companies benefit from environmental product information

- ✓ **Improving** the environmental performance of their products / services
- ✓ **Communicating** the good environmental performance of their products with a credible and trustworthy label
- ✓ **Demonstrating** the company's commitment on environmental issues
- ✓ **Preferred** by Green Public Procurement



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# Product Portfolio – 120 Product Groups

## ▸ Home & Living

In everyday life, the Blue Angel provides easy and reliable guidance for making environment-friendly purchasing choices.



## ▸ Electric Devices

Efficient household and office devices can provide significant reductions in energy consumption and also save you money.



## ▸ Construction

For construction work, the Blue Angel points the way to healthy and environmentally-compatible materials.



## ▸ Office

An environmentally-friendly office is beneficial for people's health. Business partners will also appreciate this commitment.



## ▸ Energy & Heating

Solar-powered products are a good example of how energy can be generated and utilised using renewable systems.



## ▸ Garden & Leisure

Potter about in the garden thanks to Blue Angel products offering low noise emissions and low levels of pollutants.



## ▸ Business

The Blue Angel also offers environmentally-friendly alternatives to small trades, large consumers and public authorities.



# What are our most successful product categories? (by number of licenses)

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	<b>Blue Angel</b>	<b>Number of licenses</b>
UZ 12a	Low-pollutant varnishes	829
UZ 171	Printers	1082
UZ 102	Low emission wall paints	878
UZ 14	Recycling Paper	991
UZ 56	Recycled Cardboard	365
UZ 5	Sanitary paper products made of recycled paper	404

## Paper & Printing



**Office materials from 100% recycled paper:  
Total Paper consumption per capita in Germany:  
250 kg (global average approx. 54 kg)**

- no virgin fibre = minimizes the demand for new pulp
- lower environmental impact
- Prevention of environmentally harmful substances



**Eco-friendly and low-emission printing:  
For the Blue Angel, the product must comply with  
more than 100 environmental and safety criteria**

- better indoor air quality: low exposure of fine and ultrafine particles
- climate protection: low energy consumption during the printing operation and idle mode
- resource protection: suitable for recycled paper and duplex for double-sided printing



## Revision of RAL-UZ 171 Printer



### To revised criteria:

- Noise
  - Energy consumption
  - Emissions
  - And other
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- Start October 2015 with first stakeholder meeting
  - first proposal April 2016
  - First expert hearing Mai/June 2016
  - Discussion at the Label Jury December 2016
  - New criteria in 2017

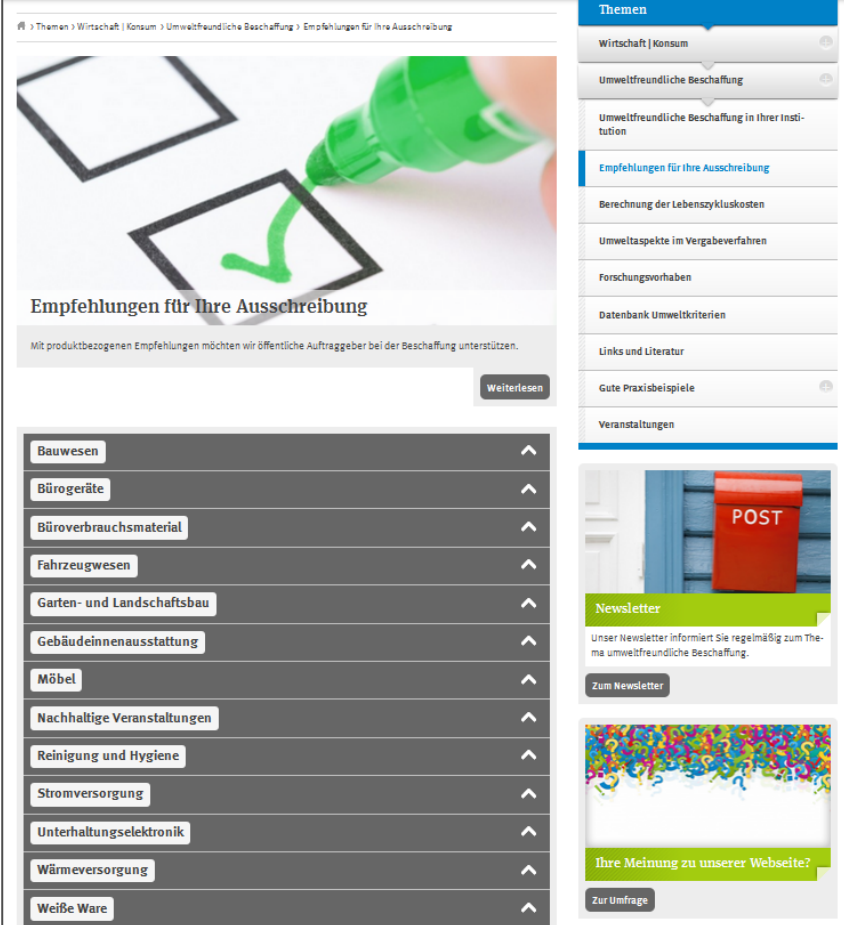


# Website with procurement recommendations

- Tender recommendations for more than 30 product groups
- Procurement law information
- training scripts
- Other information, for example, Practical examples, database environmental criteria, event information, newsletters

More Information:

<http://www.umweltbundesamt.de/en/topics/economics-consumption/green-public-procurement>



The screenshot displays a website interface for procurement recommendations. The main content area features a header with a green checkmark icon and the title 'Empfehlungen für Ihre Ausschreibung'. Below the header is a list of product groups, each with an upward-pointing arrow: Bauwesen, Bürogeräte, Büroverbrauchsmaterial, Fahrzeugwesen, Garten- und Landschaftsbau, Gebäudeinnenausstattung, Möbel, Nachhaltige Veranstaltungen, Reinigung und Hygiene, Stromversorgung, Unterhaltungselektronik, Wärmeversorgung, and Weiße Ware. A sidebar on the right contains a 'Themen' menu with options like 'Wirtschaft | Konsum', 'Umweltfreundliche Beschaffung', and 'Empfehlungen für Ihre Ausschreibung'. Below the menu is a 'Newsletter' section with a red 'POST' box icon and a 'Zur Umfrage' button.

**Thank you for your  
Attention!**

**Andreas Halatsch**

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