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/Oekopl
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.
Ecolabel-Jungle?

463 ecolabels in 199 countries, and 25 industry sectors

http://www.ecolabelindex.com
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

“Do something good for people and the environment and look out for the Blue Angel when shopping. Help to shape the future!”

Dr. Barbara Hendricks, Federal Environment Minister
Institutions responsible for the Blue Angel

‘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

‘The Scientist’
Responsible for criteria development, public relation activities

‘The Verifier’
certification of products (assess the application documents and make contracts)
Criteria Development Process

Jury Decision on new product group → Research and development of criteria → Stakeholder Consultation

Jury Decision on criteria → Publication and translation into English → Ready for application
The Blue Angel – Fees

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€
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
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)

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

- 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
Thank you for your Attention!

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www.beschaffung-info.de