

ドイツ品質保証・表示協会(RAL gGmbH) Peter Buttner 氏「ドイツのグリーン公共調達と環境ラベルの最新動向」

RAL
Simply Excellent.

GERMAN GREEN LABEL AND GREEN PUBLIC PROCUREMENT

Peter Buttner, PhD
RAL gGmbH

Tokyo, 7th December 2017

Agenda

1. Eco-Label: The Blue Angel
2. German Environment Agency and RAL gGmbH
3. Green Public Procurement (GPP)
4. Interconnection of the Blue Angel and GPP

The Blue Angel

Established in 1978 – the first Ecolabel worldwide

- ✓ 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 usually 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' The Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety
	'The Decider' The Environmental Label Jury
	'The Scientist' German Environment Agency
	'The Verifier' RAL gGmbH

What is the German Environment Agency (UBA)?

History

1974
Established by law as an independent Federal authority in the area of operations of the Federal Ministry for the Interior, no Environment Ministry existed

➔


1986
Assigned to the area of the newly founded Federal Ministry for the Environment, Nature Conservation and Nuclear Safety

➔

2005
Relocation of the head office from Berlin to Dessau (in the Federal State of Sachsen-Anhalt)

Key Data

- Largest scientific Environmental Agency on Federal Level
- about 1,500 employees, there of 920 in the head office – Dessau
- 122 Mio. Euro budget in year 2016



What is the RAL gGmbH?

We set standards. Since 1925.

Consumers, companies, industry and trade have been placing their trust in RAL for over 90 years.
Our mission is to gain your trust. RAL. Simply Excellent.

RAL ENVIRONMENT The awarding body for the Blue Angel ecolabel for almost 40 years

Consumers require reliable information in order to act in an environmentally conscious manner. Ecolabels like the "Blue Angel" or the "EU Ecolabel" stand for environmentally friendly goods and services, which are only permitted to carry the environmental label once they have passed a strict testing process. The testing process and the awarding of the environmental labels have been carried out by RAL ENVIRONMENT since 1978.

RAL QUALITY MARKS A reliable choice

RAL QUALITY MARKS (RAL GÜTEZEICHEN) signal the particularly high level of quality of products and services to consumers. At the same time, they stand for clearly defined values: Companies that use RAL QUALITY MARKS (RAL GÜTEZEICHEN) promise fair, honest and exemplary behaviour. They assume responsibility for their products and services and are thus reliable partners for consumers.

RAL LOGO LICENCE Brand marketing and monitoring

RAL LOGO LICENCE guarantees the worth of the tests carried out by Stiftung Warentest by monitoring and ensuring advertising that uses the test results. Consumer deception and false advertising are prevented and the tests remain objective and independent. In addition, RAL LOGO LICENCE is available to institutions and companies that want to independently market and/or monitor their brand.

RAL COLOURS The language of the world of colour since 1927

RAL COLOURS are the world's leading colour standard for all professional users of colour in industry, trade, architecture and design. The 2108 colour tones deliver the highest level of precision and a varied choice. RAL COLOURS are marketed via our own sales partners in over 40 countries.

RAL ACADEMY High quality communication of knowledge

At our seminars, workshops, presentations and talks, we pass on our special knowledge to interested parties and a variety of occupational groups. Further high-quality training of colour designers is a key focus of the RAL ACADEMY.

What is the RAL gGmbH?

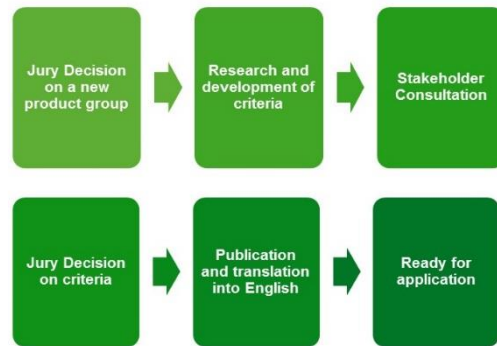


RAL moved into its own new building in Bonn in 2017

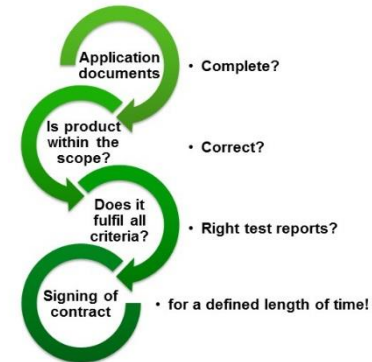
Environmental Label Jury - Members



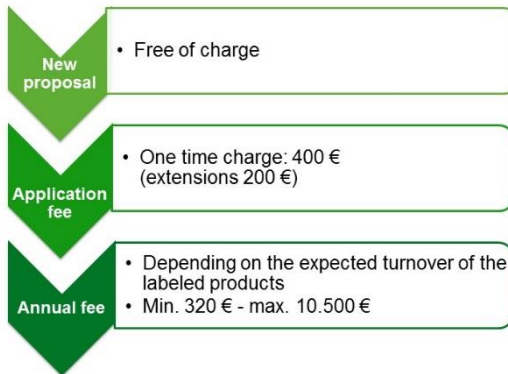
Criteria Development Process



Verification and Assessment



The Blue Angel – Fees



Product Portfolio – 120 Product Groups

<p>• Home & Living</p> <p>In everyday life, the Blue Angel provides easy and reliable guidance for making environment-friendly purchasing choices.</p>	<p>• Electric Devices</p> <p>Efficient household and office devices can provide significant reductions in energy consumption and also save you money.</p>
<p>• Construction</p> <p>For construction work, the Blue Angel paves the way to healthy and environmentally compatible materials.</p>	<p>• Office</p> <p>An environmentally-friendly office is beneficial for people's health. Business partners will also appreciate this commitment.</p>
<p>• Energy & Heating</p> <p>Solar-powered products are a good example of how energy can be generated and utilised using renewable systems.</p>	<p>• Garden & Leisure</p> <p>Potter about in the garden thanks to Blue Angel products offering low noise emissions and low levels of pollutants.</p>
<p>• Business</p> <p>The Blue Angel also offers environmentally-friendly alternatives to small traders, large consumers and public authorities.</p>	

**What are our most successful product categories?
(by number of licenses, > 100 licences)**

	Ecolabel	Number of licenses
UZ 171	Printers	1,597
UZ 12a	Low-pollutant varnishes	1003
UZ 102	Low emission wall paints	551
UZ 14	Recycling paper	545
UZ 113	Low-Emission Floor-covering adhesives	360
UZ 5	Sanitary paper products made of recycled paper	316
UZ 56	Recycled cardboard	305
UZ 195	Printed matters	300
UZ 176	Low-Emission Floor Coverings, Panels and Doors for Interiors made of Wood and Wood-Based Materials	179
UZ 30a	Products made from Recycled Plastics	140
UZ 128	Low-Emission Textile Floor Coverings	117
UZ 178	Biodegradable Lubricants and Hydraulic Fluids	117
all UZ	127 UZ, thereof 32 UZ with no licences	6966

(As of november 2017)

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 Office Equipment with Printing Function
(Printers, Copiers, Multifunction Devices)**



Criteria :

- ❖ Noise
- ❖ Energy consumption
- ❖ Emissions
- ❖ Materials
- ❖ Chemicals
- ❖ Lifetime

Revision of RAL-UZ 171 (-> new RAL-UZ 205)



- RAL-UZ 171: up to the end of 2017: **1597** devices with licences
- RAL-UZ 205: since March 2017 (first application) until today already **718** applications; thereof **131** granted, **587** still to check. Ongoing high receipt of new applications.
- High amount of "re-certification" of devices
- Start with RAL-UZ 205 for online application via a new WEP PORTAL. Official release 2018.

new RAL-UZ 205 and Europe



EU Ecolabel for Imaging Equipment (2013/806/EU), valid until 17.12.2017:

- No licences during the period
- Decision of EU: No revision => Discontinuation

Other Label (Nordic Swan / Austrian Ecolabel): only few manufacturer / licences (compared with Blue Angel). Criteria orientate towards Blue Angel criteria.

Due to criteria for distributors in **RAL-UZ 205** (collection of waste, publishing of information and data sheet) at the moment licences are valid only for **German distributors**. Demand for licences valid outside Germany.

- RAL: Proposal for an uncomplicated procedure to extend licences to other distributors (countries) has been transmitted to manufacturers
- Some manufacturer signal interest
- Expected in 2018 (after most applications of devices are granted in Germany)

Newly developed/revised criteria in 2017

NUMBER	TITLE	EDITION	VALID UNTIL	OBJECTIVE	DOWNLOAD CRITERIA
RAL-UZ 34	Non-Toxic Pest Control and Prevention	2017	2021	Protects environment and health	
RAL-UZ 57a	Thermal Processes to Control Lignivorous Insects	2017	2021	Protects environment and health	
RAL-UZ 57b	Thermal Processes for Indoor Pest Control	2017	2021	Protects environment and health	
RAL-UZ 78	Computer and Keyboards	2017	2019	Protects climate	
RAL-UZ 106	Mobile Phones (Edition July 2017)	2017	2020	Protects environment and health	
RAL-UZ 154	Textiles	2017	2021	Protects environment and health	
RAL-UZ 177	Remanufactured Toner Modules	2017	2021	Protects resources	
RAL-UZ 205	Office Equipment with Printing Function (Printers and Multifunction Devices)	2017	2020	Protects climate	
RAL-UZ 206	Garden tools	2017	2021	Protects environment and health	
RAL-UZ 207	Toys	2017	2020	Protects environment and health	

Challenges the Blue Angel faces

INCREASE IN THE NUMBER OF CERTIFIED PRODUCTS

- ❖ Acquisition of signatories for product groups such as textiles, toys and detergents, ...

FURTHER DEVELOPMENT OF THE PRODUCT PORTFOLIO

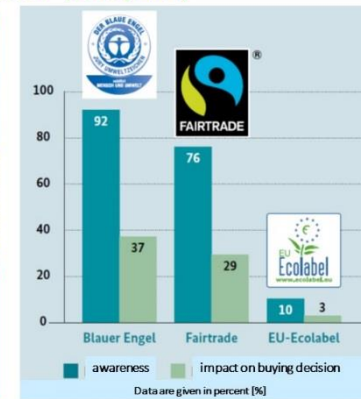
- ❖ everyday products such as drugstore articles, products for children, procurement-relevant product groups
- ❖ feasibility studies on mobile phone return systems, handling of conflict materials
- ❖ greater consideration of social aspects in the supply chain

STRENGTHENING THE BLUE ANGEL THROUGH PUBLIC PROCUREMENT

- ❖ National Programs on Sustainability
- ❖ Direct reference to eco-label/ new awarding law



What does the consumer know? "What label do you recognize?" (survey 2014)



The Blue Angel Logo

ACTUAL (UNTIL END OF 2017) / EXAMPLES (ENGLISH VERSION)



❖ 4 OBJECTIVES

❖ INDIVIDUAL EXPLANATIONS FOR EACH BASIC AWARD CRITERIA

The new Blue Angel Logo



The label conveys the governmental links (emblem of the united nations environment programme (UNEP)) within a modern design environment.

The redesign is based on the following key features:

- ❖ The official character of a seal – round and stamp-shaped – has been retained and further reinforced.
- ❖ The spontaneous recognisability of the logo is guaranteed.
- ❖ Some graphical elements from the past have been omitted in favour of a modern and clear signalling effect.
- ❖ The new word combination "blue angel – the german ecolabel" emphasises the authority of the world's first environmental label and establishes a direct environmental context.

The new Blue Angel Logo

FROM 01.01.2018 (GERMAN EXAMPLE)



www.blauer-engel.de/uz205

It is only permitted to use the BLUE ANGEL logo in future in combination with a **short link**, which displays the Blue Angel website and the number of the Basic Award Criteria (UZ number).

The new Blue Angel Logo

FROM 01.01.2018 (ENGLISH EXAMPLE)



www.blauer-engel.de/uz205

- low energy consumption
- low emissions and noise
- durable

Instead of the short link, an explanatory box can be **optionally** used that describes the most important advantages for the environment and health offered by the relevant Basic Award Criteria. This additional information highlights the advantages of the certified product in comparison to other products and thus supports consumers in their purchasing decision.

Building blocks of Blue Angel PR – Communication with Partners



Building blocks of Blue Angel PR – Communication with Consumers



Communication in 2017



“Back to School with the Blue Angel” – For Greater Protection of Resources in the Classroom



In this summer too, the campaign “Back to School with the Blue Angel” motivates pupils and teachers to opt for spiral-bound notepads, exercise books, etc. made of 100% recycling paper, instead of fresh-fibre paper. This saves around 60% of the energy and up to 70% of the water otherwise used in the production.

“Blue Angel Action Day” on 25 October 2017



Good for me. Good for the environment.

We want to provide a platform to committed players from the realms of politics, the economy, and civil society for raising public awareness of sustainable consumption and emphasizing the role of the Blue Angel as a practical guide for shopping.

New environment ambassador for the Blue Angel



As the 13th environment ambassador, the singer of the band Frida Gold is following in the footsteps of Florian Silbereisen, Dirk Steffens, Hannelore Elsner, Oliver Mommsen, Ralph Caspers, Katarina Witt, Shary Reeves, Willi Weitzel, Hansi Flick, Annette Humpe, Thomas Arnold, and Jacqueline Roussety. All of them express why the Blue Angel is important to them with their motto “Good for Me. Good for the Environment.”

Advent Calendar



40th anniversary of the Blue Angel

„The Blue Angel“,
the first ecolabel worldwide,
celebrates in 2018 its **40th anniversary**.



GEN meeting to the anniversary of the Blue Angel in 2018

When? 22th to 25th October 2018

Where? Berlin/Germany

Time table:

- internal workshop of the GEN-members (22th october 2018)
- **Workshop GEN + external participants (23th october 2018)**
- „Social Day“ for the GEN members and parliamentary evening (24th october 2018)
- **International (scientific) conference (25th october 2018)**
- > action day „The Blue Angel“ and 1st international eco-labelling day

Companies benefit from environmental product information

- ✓ **Preferred** by Green Public Procurement
- ✓ **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



www.beschaffung-info.de

These pages provide you with information about green public procurement, e.g. environmental product properties, eco-labels, tender recommendations, practical examples.



GPP and the Blue Angel

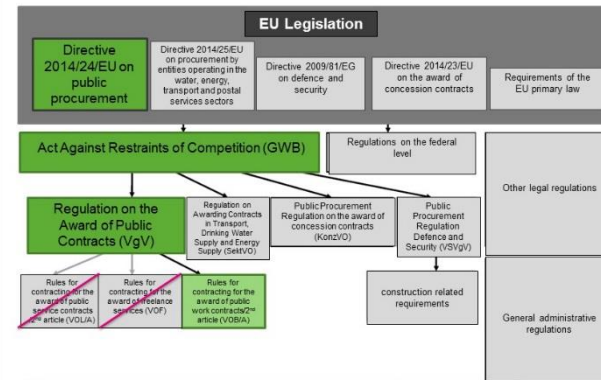
	Green Public Procurement	Blue Angel
Start date	1987	1978
Leading organisation	Federal Ministry for Economic Affairs and Energy	Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety
Frame	Law (GWB) – 2016 Regulations (VgV, Sekt-VO, Konz/VgV, VS/VgV) – 2016	ISO 14024, voluntary (Type I-Eco-label)
Category	Guidelines for about 30 product groups published by the German Environment Agency	120 product groups (12.000 products of 1.500 companies)
Target group	procurers	B2B: companies, public institutions B2C: consumers
Criteria level	desirable level	product group specific criteria set covers 20 % of the best products offered by the market
Criteria development	German Environment Agency (based on the Blue Angel)	German Environment Agency
Criteria decision	German Environment Agency	Environmental Label Jury
Criteria application	procurers	manufacturer/producers/service providers
Certification	no certification	certification by RAL gGmbH
Web page	www.beschaffung-info.de	www.blauer-engel.de

Legal Framework: European Procurement Law

„Directive- Package“

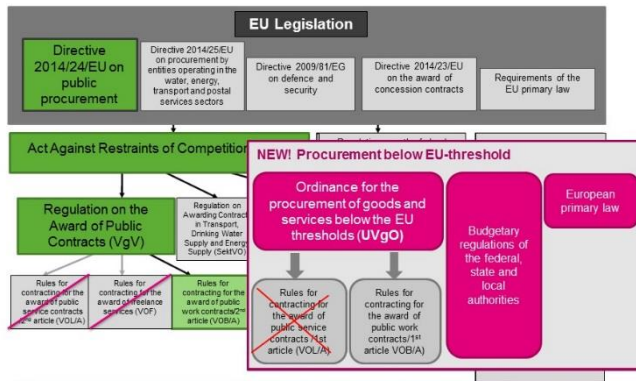
- Directive 2014/24/EU on public procurement and repealing Directive 2004/18/EC
- Directive 2014/25/EU on procurement by entities operating in the water, energy, transport and postal services sectors and repealing Directive 2004/17/EC
- Directive 2014/23/EU on the award of concession contracts

The modernization of the public procurement law & decree – above EU-threshold



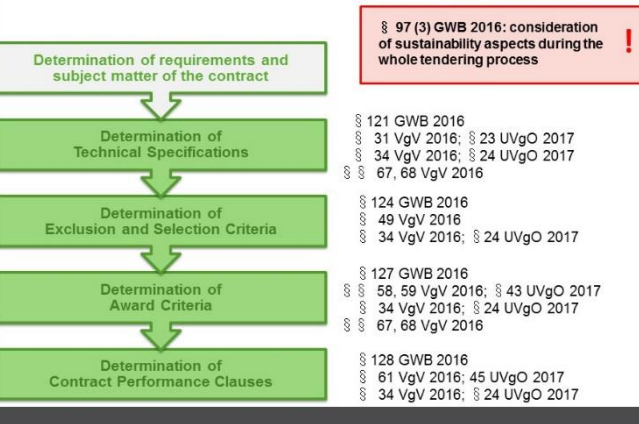
Source: Solbach, T.: Umsetzung der neuen EU-Vergaberechtslinien – Wo ist der Stand in Deutschland?, Vortrag am 22.02.2016 im Rahmen der Veranstaltung „Tag der öffentlichen Auftraggeber“.

The modernization of the public procurement law & decree – below EU-threshold



Source: Solbach, T.: Umsetzung der neuen EU-Vergaberechtslinien – Wo ist der Stand in Deutschland?, Vortrag am 22.02.2016 im Rahmen der Veranstaltung „Tag der öffentlichen Auftraggeber“.

The tendering process and related laws and regulations



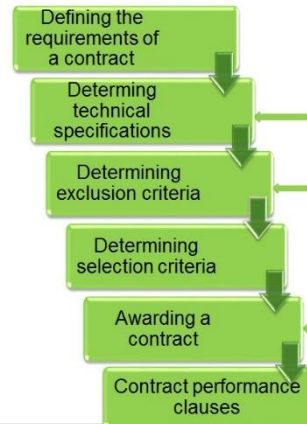
§ 34 VgV 2016; § 24 UVGO 2017 – requirements on the label

- 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 ✓



Interrelation between GPP

Blue Angel



- a) every criteria of the label is listed in the technical specification (BAU)
- b) specifications of the label are included in the annex of the technical specifications
- c) Reference to the label (RAL-UZ xxx), with link to the basic award criteria



Verification:
Use of the Blue Angel as a proof for compliance with the required criteria.
The Blue Angel fulfills all requirements on a label (§ 34 VgV)

Sustainability Compass I

Sustainability Compass II

How does the Compass work?

Navigation Video



Information Video



Tender recommendations

❖ for around 35 product groups

Office Equipment


- Bauwesen Construction engineering
- Bürogeräte: Computer, Geräte mit Druckfunktion & Zubehör
- Bürogeräte: Telekommunikationstechnik
- Bürogeräte: Sonstige Bürotechnik
- Büroverbrauchsmaterial Office supply
- Fahrzeugwesen Transport
- Garten- und Landschaftsbau Gardening and Landscaping
- Gebäudetechnische Ausstattung Building interiors
- Möbel Furniture
- Nachhaltige Veranstaltungen
- Reinigung und Hygiene Cleaning and hygiene
- Stromversorgung Energy supply
- Unterhaltungselektronik Consumer electronics
- Wärmeversorgung Heat supply
- Weißer Ware White goods (household appliances)

Monitoring system

National Programme on Sustainability


(30 March 2015)

- ❖ **Target group:** National and Federal Administration, especially public procurement
- ❖ **Measure 6:** "Further orientation of **public procurement** on guiding principles of sustainable development."
 - different product groups
 - different level of goal formulation
- ❖ **Annual monitoring**
- ❖ **Monitoring-Report** for 2016 (published in April 2017)



<http://www.bmub.bund.de/themen/nachhaltigkeit-internationales/nachhaltige-entwicklung/strategie-und-umsetzung/messbare-programme-nachhaltigkeit/>

Competence Centre for Sustainable Procurement (KNB)



basis

- National Programme on Sustainability of the Federal Government

duties

- Promotion of sustainable, public procurement through information

target groups

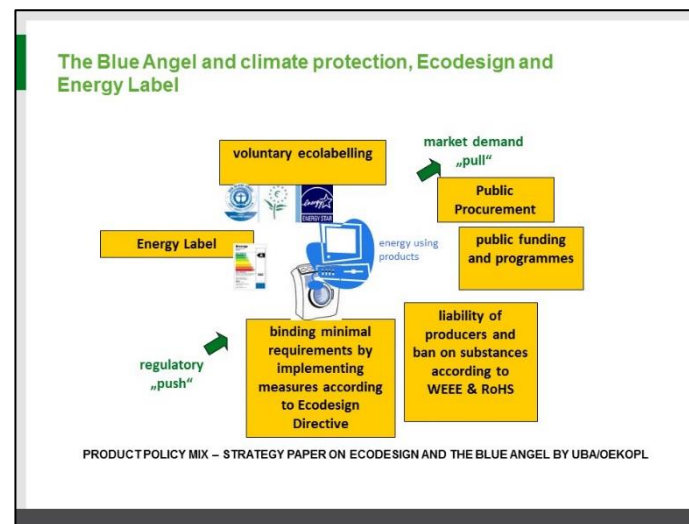
- Public buyers on federal, State and municipality level

offerings

- web page
- network
- Hotline and consultation
- Courses

co-operation

- FEAs advise KNB regarding inclusion of environmental criteria into framework contracts



Blue Angel and GPP in Europe

- a) EU Ecolabel (www.ecolabel.eu) and EU GPP (http://ec.europa.eu/environment/gpp/index_en.htm)
- b) National Environmental label (Blue Angel, Nordic Swan, Austrian Ecolabel) and national GPP

Information from Printer manufacturer: Blue Angel (Certificate UZ205) is "requested" by some European countries for GPP (Italy, France, Spain, UK).



Simply Excellent.

THANK YOU FOR YOUR ATTENTION!

Dr. Peter Buttner
RAL gGmbH
Fränkische Straße 7
53229 Bonn
Germany

T: +49 228 - 68895-148
F: +49 228 - 68895-430

E-Mail: peter.buttner@ral.de

www.ral.de