



Blue Angel News

BLUE ANGEL NEWS AUTUMN 2021

Editorial

Dear Licence Holders,

The Blue Angel has been busy with the topic of e-commerce in recent months. Online visibility of the eco-label has further increased, also thanks to your support. There's also news on the sustainable consumption of takeaway food: Two environmentally friendly alternatives to disposable packaging for takeaway food were recently awarded the Blue Angel eco-label.

We would also like to invite you to two trade fairs where the Blue Angel will be present with a stand and speakers from the Federal Environment Agency and RAL gGmbH.

We look forward to an exciting autumn and hope you enjoy this newsletter.

Yours sincerely,
the Blue Angel Team



Explainer videos

The Blue Angel offers consumers guidance for sustainable purchasing - and now there's even more information for potential label holders about the certification process. For all those who want to have their products or services certified with the Blue Angel eco-label, we have created short explainer videos.

Three videos guide you through the entire process: from finding the award criteria, through the application process, to explaining the possibilities and obligations after receiving the label use contract.

You can find all the videos, which you are most welcome to recommend and share, [here](#).

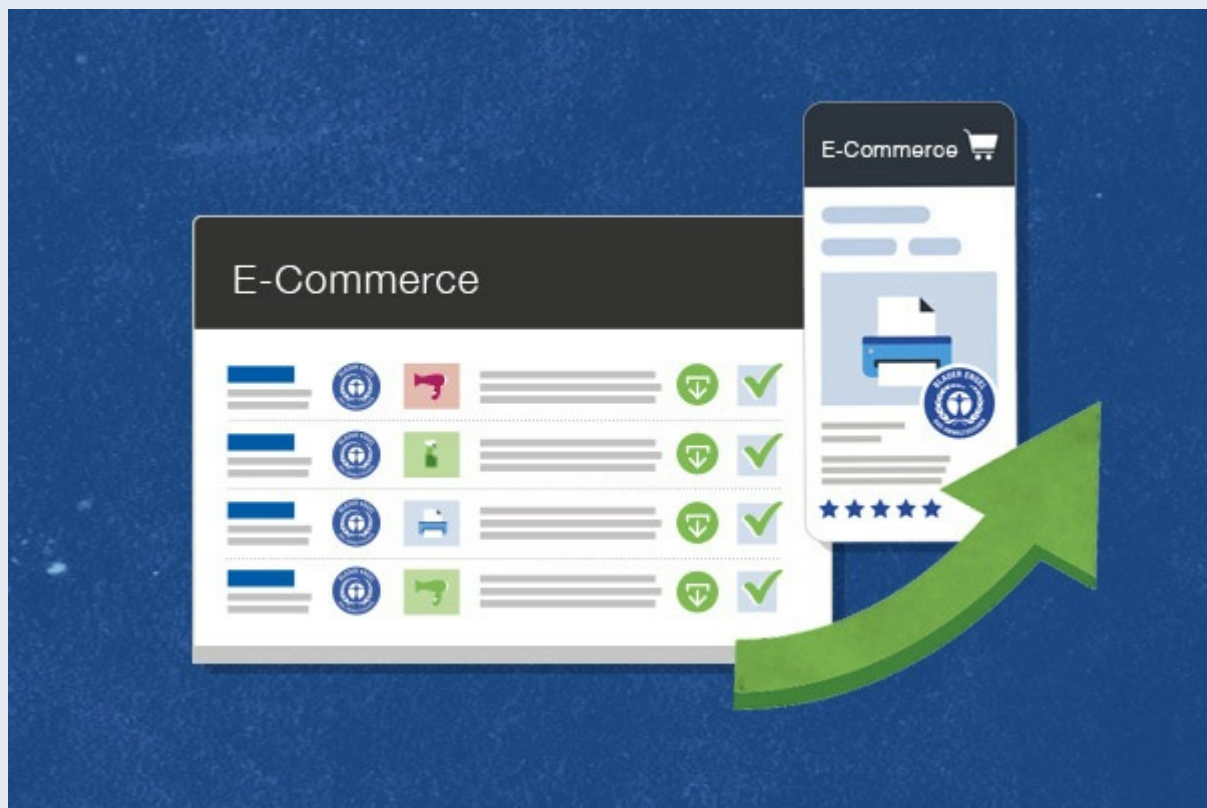


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Joint label communication by Blue Angel and retailers

More and more Blue Angel products can also be found on the shelves of stationary retailers: whether in grocery stores, drugstores or building supply stores. Customers are increasingly opting for environmentally and climate-friendly brands when making purchases. For this reason, the Blue Angel has greatly intensified its cooperation with retail companies: for example with joint campaigns ([tegut](#) and [EDEKA](#)) (only available in German) via social media, websites, flyers, weekly offers, notices on the retail floor or customer magazines. The activities will continue in 2022. So far, the companies Rewe Group, Edeka südwest, tegut..., Kaufland, toom, Rossmann and Blue Angel licensees such as moll, Schneider as well as memo have been taking part, for instance by providing prizes for raffles.

If you are interested in working with us, please contact our agency organic Marken-Kommunikation on 069/750 688-0.



Growth in e-commerce

The [Blue Angel e-commerce data service](#) has recently broken the "sound barrier" of 20,000 product or article data records with valid product codes (EAN, GTIN, UPC)!

We would like to sincerely thank all those who responded to our invitations in the last few months and completed their Blue Angel product data.

As you know, well-maintained product data and, in particular, the product codes are an essential prerequisite for visibility with online retailers and marketplaces. Well-known companies such as Amazon, Conrad Electronic, Mercateo or idealo have already registered for the free e-commerce data service of the Blue Angel eco-label. You can now automatically access daily updated and reliable information on your Blue Angel products via the product-specific product codes.

If there is currently no EAN, UPC or GTIN available for your Blue Angel products and you also want to benefit from the growing online trade in the future, then connect digitally now! In our [product info area](#) you can find out just how quick and easy this is. For us, one thing is certain: Sustainability and digitalisation go hand in hand.



The solution is reusable

"Stop the throwaway mentality!" - almost everyone agrees on that. However, for a long time it was difficult to avoid disposables, for example for takeaway food. Fortunately, there are now particularly environmentally friendly solutions, for example the "Rebowl" and "Vytal" reusable systems, which were awarded the Blue Angel eco-label by Federal Environment Minister Svenja Schulze in the summer.

"REBOWL is like RECUP - only for food", says the company, whose RECUP cups have also already been certified with the Blue Angel. The REBOWL is currently available in two versions and is suitable for storing and transporting soups, salads, curries or pasta dishes.

"Vytal" also offers a digital, resource-saving returnable takeaway system for food and beverages. The Cologne-based company was founded in 2019 and offers many versions of the reusable containers for different food and drinks. The reusable bowl is available without a deposit directly from the participating system partner. All you have to do is download the app.

REBOWL and "Vytal" as well as "Faircup" - also certified with the Blue Angel - are so-called reusable pool systems. This means that customers can return the containers at different participating locations. This flexibility makes them particularly user-friendly and makes it much easier for consumers to opt for this reusable alternative. Little effort for an important, individual contribution to environmental protection. With the Blue Angel, suppliers also guarantee that the reusable containers are made of environmentally friendly and durable material - the containers can be washed at least 500 times without deteriorating.

Read more about certification criteria for reusable systems [here](#).



3 Questions for ... you?

Would you like to be part of our social media communication? Then take part when it's time for "3 questions for...". All you have to do for this: Record three answers to three questions about the Blue Angel on video - we'll do the rest. Topics include the certification process and what the Blue Angel stands for as an eco-label and what impact the award of the label has.

Are you interested and willing to make short videos? Then you're welcome to contact blauerengel@neueshandeln.de directly. [Here](#) you will find a little inspiration (only available in German).

Detailed information on the process will be discussed in a briefing session and the technical editing will be supported by the Blue Angel social media editorial team. We look forward to hearing from you!

WORTH KNOWING

New teaching and learning materials on recycled paper

Do you know any teachers or people working in environmental education? Then our new school box - On a discovery tour with the Blue Angel - might be interesting for you. The educational material was designed by Umweltlernen Frankfurt e. V. in cooperation with the Federal Environment Agency to either be used as a two-day workshop or as helpful teaching and learning material in-between activities and during free play time. The content revolves around the topic of paper and the importance of the recycling cycle for our environment.

The school box can now be ordered free of charge at this [link](#) (only available in German).

You can also download all materials directly online. You can find the corresponding zip file [here](#) (only available in German) on the website.

The Blue Angel on tour at trade fairs

KOMMUNALE on 20 and 21 October in Nuremberg

KOMMUNALE (only available in German) is dedicated to a variety of formative, current topics: Digitalisation, IT security, sustainability, energy transition, public space or mobility are fields that now present all cities and municipalities with new opportunities and challenges. **KOMMUNALE** is an information and communication platform for decision-makers from cities and municipalities who want to learn about effective solutions and exchange their own wealth of experience.

You will find the stand of the Blue Angel eco-label in hall 9, stand 238.

In addition, our speaker Dr Kristin Stechemesser from the Federal Environment Agency will give a lecture on 20 October on the subject of "quality marks in the award process", starting at 12 p.m.. We look forward to your visit.

A+A from 26 to 28 October in Düsseldorf

The **A+A** trade fair in Düsseldorf is the trade fair for personal protection and occupational health and safety, which also has a special relevance this year in the wake of the pandemic. The Blue Angel will also be represented at the **A+A**, where you will find us in hall 5, stand B13.

Two presentations by Blue Angel speakers await visitors here:

Ms Brigitte Zietlow from the Federal Environment Agency will give a presentation on 26 October at 12:20 p.m. entitled "The Blue Angel for (PPE) textiles and footwear - a way to more sustainable products".

Dr Kristin Stechemesser from the Federal Environment Agency will speak on the topic of the circular economy - on 28 October at 12:20 p.m. under the title "The Blue Angel goes circular - becoming more circular with voluntary environmental labelling".

Again, we are very much looking forward to welcoming you.

Blue Angel at LinkedIn

You can now also find the Blue Angel eco-label on [LinkedIn](#) (only available in German)! Here, our communication is primarily aimed at both prospective and existing label holders.

Just follow us and don't miss any more news and announcements.



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