



Blue Angel News

NEWSLETTER 2020 AUTUMN EDITION



Back to school with the Blue Angel

200 million exercise books are packed into school bags every year in Germany.

In our back to school campaign, we are raising awareness for the environmental benefits of using recycled paper for school materials. Exercise books and pads made out of 100% recycled paper that are certified with the Blue Angel perform the best by far when it comes to protecting the environment, climate and resources. They use 100% less wood, 70% less water and 60% less energy than comparable products produced using virgin fibres. The Blue Angel is also providing [lesson and campaign materials](#) on this subject. Our [competition](#) to win an environmentally friendly back to school package for the whole class including exercise books, pads and pens certified with the Blue Angel is also running until 25 September 2020!



14 – 18 October 2020
**FRANKFURTER
BUCHMESSE**
Special Edition

Frankfurt Book Fair 2020

Although the Frankfurt Book Fair is only being held digitally, it was of course important for us as an ecolabel to still participate. Publishers can find out what criteria printed matter – such as books – are required to fulfil to be certified with the Blue Angel and what environmental benefits they offer from 14-18 October 2020 via www.buchmesse.de. Printed matter certified with the Blue Angel are made out of recycled paper and are also produced using inks low in harmful substances and low emission adhesives. Click [here](#) to find a list of printing companies that produce printed matter certified with the Blue Angel.



Advent Calendar 2020

Our calendar was able to achieve a high reach in previous years with around 250,000 participants and is thus an attractive format. All of the products in the advent calendar are certified with the Blue Angel.

The advent calendar is hosted on our website and is also advertised by us on social media. You are more than welcome to also promote your environmentally friendly products and the advent calendar. The environmentally friendly products are sent out directly by the relevant sponsor.

To participate in this year's calendar, please send your proposal to:
adventskalender@blauer-engel.de



World Ecolabel Day 2020

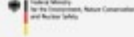
We are celebrating World Ecolabel Day on 8 October 2020! More than 50 countries are using this day to place greater focus on their ecolabels because products and services certified with ecolabels such as the Blue Angel provide verifiable protection for the environment and our health. World Ecolabel Day is organised by "GEN" – the [Global Ecolabelling Network](#). GEN was founded 25 years ago to improve, promote and develop the ecolabelling of products and services.



EU ECOLABEL

Discover your
everyday products
made eco at the
Showroom

28 September - 04 October 2020
Dorothea-Schlegel-Platz,
Berlin - GERMANY
Bahnhof Friedrichstraße



#EcoShowroomBerlin

Your date with the environment. Discover the EU Ecolabel now!

Discover environmentally friendly products with the EU Ecolabel live! The European Commission, Federal Ministry for the Environment, Federal Environmental Agency and RAL are promoting greater environmental protection at the EU Ecolabel **Showroom** (eu-ecolabel.de/en/showroom) from 28 September to 4 October 2020 in Berlin! The showroom, which is located on the lively Dorothea-Schlegel-Platz near to Friedrichstraße strain station, will display a selection of the best EU Ecolabel products and services with a special focus on goods and services that are available in Germany. Over seven days, the showroom will offer consumers an attractive and informative programme with workshops, expert knowledge, consumer associations, producers and public figures.

WORTH KNOWING

Are you already following us on social networks?

We provide our followers with information and the latest news about the ecolabel, environmental protection and sustainability, as well as information on certified products and services, on [Facebook](#), [Instagram](#) and [Twitter](#). Join our community!

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