



Blue Angel News

NEWSLETTER WINTER EDITION 2020

Editorial

Dear licence holder,

An unusual year is slowly coming to an end: 2020 was a year in which accepted routines in our professional and private lives were called into question and some plans were thrown into disarray.

What has ultimately changed? We have seen the advance of digitalisation and a new level of flexibility in the world of work and we have also detected a greater interest in environmentally friendly products within the retail trade.

We have dealt with the challenges productively and have expanded our social media channels, held our ceremonies to award certificates in digital form, participated in virtual trade fairs and improved the visibility of Blue Angel products in the online retail trade even more. You can read all about it here...

Stay healthy and we wish you a successful start to the new year!

Kind regards,
Your Blue Angel Team



Award of Certificates in 2020

The most important thing that we have learned this year is that flexibility is now in greater demand than ever before. During this turbulent year, we have been able to develop new solutions together with our partners and licence holders. For example, the ceremony to award the Blue Angel certificate to Arena Verlag was held digitally at the Frankfurt Book Fair – which was itself also held in purely digital form. We were also able to award certificates to the following companies in digital ceremonies:

RECUP GmbH: Blue Angel for RECUP reusable cups

Drooff Kaminöfen GmbH & Co. KG: The first company to be awarded the Blue Angel for stoves



Blue Angel Advent Calendar

The Blue Angel Online Advent Calendar is once again demonstrating this year how nice it is to give environmentally friendly gifts and at the same time highlighting the diverse range of products labelled with the Blue Angel. Since 1 December, the doors on the advent calendar have revealed household appliances, technical devices and lots more...

If you also want to show your customers and followers that environmental and health protection is an issue close to your heart, make it clear by sharing this advents calendar:

www.blauer-engel.de/adventskalender

www.instagram.com/blauerengel_umweltzeichen

www.facebook.com/blauerengel

www.twitter.com/umweltengel

We would like to once again thank all of the companies involved for participating in this year's calendar.

1 Add GTIN (EAN) to Product Information Area



2 Automatically listed as Blue Angel-certified products



3 Take advantage of numerous advantages in e-commerce

Improve the online visibility of your Blue Angel products!

Have you already entered your GTIN (EAN) in the product information section?

You can improve the online visibility of your products across the whole e-commerce sector by entering this information.

Our purchasing decisions are being increasingly influenced by whether products are sustainable and environmentally friendly. An increasing number of online retailers and marketplaces are providing their customers with environmentally relevant product information. As a result, we have received a lot of enquiries about products certified with the Blue Angel in the last few months.

Entering your GTIN (EAN) takes no time at all – and is well worth the effort! You can find a short guide to the process [here](#)

The Blue Angel will hold a talk on transparent labels at Neonyt (Fashion Week)

Sustainable production conditions and logistics and the observance of social standards are having an increasingly important influence on the purchasing decisions made by consumers. The German Environmental Agency will hold a digital talk on behalf of the Blue Angel on the theme of transparent labels at Neonyt. [Neonyt](#) – the global hub for sustainability and innovation in the fashion industry – will be held in digital form from 18 to 22 January 2021.

Paper Atlas 2020

Federal Minister Svenja Schulze announced the winners of the Paper Atlas 2020 (Papieratlas 2020) at the Federal Ministry for the Environment in Berlin. Even in this exceptional year, more than 180 municipalities and universities entered this competition that is organised by the Initiative Pro Recycling Paper (IPR) and its partners. Erlangen was named the “Most recycled paper-friendly city”, the Paderborn district was named the “Most recycled paper-friendly district” and the FernUniversität in Hagen was named the “Most recycled paper-friendly university”. The awards for “Best improvement of the year” went to Cuxhaven, the Ilm district and the University of Cologne. The University of Tübingen and the cities of Freiburg and Siegen received special awards for their outstanding commitment to this cause over many years.

Are you already following us on our social networks?

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



Federal Ministry
for the Environment, Nature Conservation
and Nuclear Safety



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