



Blue Angel News

NEWSLETTER SPRING 2021

Editorial

Dear label holders,

The new year has already picked up speed again and continues to be all about digital collaboration.

We have also been able to gain some new experiences and expand our digital expertise in the past year, which is reflected not least in our spring edition of the newsletter.

Together with you, we would like to take another look at our Advent calendar before we tell you about our online panel discussions on sustainable fashion, our new social media section "3 questions for..." and our webinars on print products.

We hope you enjoy reading and stay healthy.

Yours sincerely,
the Blue Angel Team



Advent calendar

2020 was yet another successful year for our online Advent calendar. Almost 355,000 people took part in the raffles, with an average of almost 14,730 per day. Communication on social media, our website and a letter to our network enabled the Advent calendar to achieve a wide reach.

Contributors to the 2020 awards included edding, PAIDI, Henkel, ritterwerk, Kyocera and dm.

Please get in touch with us if you would also like to contribute your Blue Angel certified products to this year's Advent calendar. Contact us at: adventskalender@blauer-engel.de



Presentation of the social media format "3 questions for..."

In spring, a new format will be launched on the Blue Angel's [Twitter](#) and [Facebook](#) channels that will focus on the eco-label's label holders. Designed as an interview format, the companies each answer three questions from the Blue Angel social media editorial team in a short video prepared by themselves. Possible topics include the certification process or what makes the Blue Angel an eco-label and what impact the award of the label has.

Interested label holders who would like to participate in the format and are willing to make short videos are welcome to contact blauerengel@neueshandeln.de directly.

Detailed information on the process will be provided in a briefing session and the technical editing will be supported by the Blue Angel social media editorial team.



Panel talk on the topic of sustainability

What is sustainable fashion and what does sustainable actually mean? - In a digital exchange at "The Brandshow", an international online fair for contemporary fashion and sustainability, Dr Kristin Stechemesser (Blue Angel/Federal Environment Agency) talked with fashion experts.

In the digital exchange, Dr Kristin Stechemesser explained how the Blue Angel certifies textiles ([DE-UZ 154](#)) as well as shoes and insoles ([DE-UZ 155](#)) and which criteria are taken into account (approx. min. 1:15 - 7:55). In the course of the 60-minute debate with Heike Hess (International Association of the Natural Textile Industry) and Sebastian Thies (designer, shoe brand nat-2™), the panellists discussed which materials are fundamentally more sustainable, what a successful circular economy in the textile sector can look like and why educating customers about standards is essential.

Click [here](#) for the video.



Webinar DE-UZ 195 "Print products"

You can get Blue Angel paper, Blue Angel exercise books and Blue Angel envelopes - but did you know that as a printer you can also have your print products labelled with the Blue Angel? And that's possible with the Blue Angel for print products according to DE-UZ 195. These award criteria guarantee compliance with the highest environmental standards for all materials used, the entire manufacturing process and trouble-free return to the recycling loop. Printers can find out about the requirements and innovations in the DE-UZ 195 award criteria in two webinars. The last webinar took place on 23 March on the subject of Blue Angel certification for print products according to DE-UZ 195 and is aimed at printers who have not yet been certified. We have recorded the webinar and will publish it on our website shortly. If you are interested, you can already send us an e-mail to blauerengel@neueshandeln.de. We will then notify you immediately once the recording is online.

Germany's most recycled paper-friendly municipalities and universities

The Paper Atlas 2021 competitions are getting underway. As of now, the Initiative Pro Recyclingpapier and its partners are once again looking for the most recycled paper-friendly cities, districts and universities in Germany that have switched to Blue Angel recycled paper.

Find out more at: [Who are the most recycled paper-friendly municipalities and universities in Germany? | Blue Angel \(blauer-engel.de\)](#)

And at www.papieratlas.de

New Logo Guide Edition February 2021

The guidelines for the use of the logo have been revised. The specifics of logo use (chapter 5.5.) are now more clearly explained on the basis of practical examples of use (registration number, declaration fields, contract number) and their presentation is illustrated more comprehensively.

You can find the latest version [here](#).

Improvements in the product information area

By logging into the Blue Angel product information area, you will now always receive important and up-to-date information in the news box. The new search function and the integration of the UPC in the product codes make the work much easier.

To register in the product information area or for companies that are already registered, please head [this way](#).



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