



# Blue Angel News

NEWSLETTER JULY 2021

## Editorial

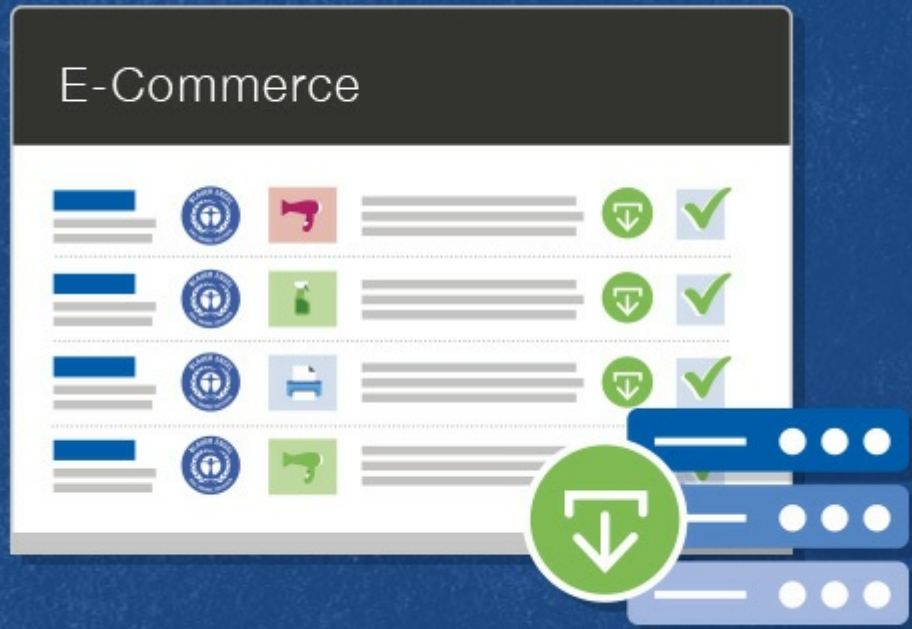
Dear licence holders,

An exciting but also exhausting period is slowly coming to an end and we are gradually returning to our normal everyday working lives. Although online events and digital forms of cooperation will still continue to be important, there will thankfully be an increasing number of opportunities to meet each other in real life once again!

We have taken the opportunity over the last few months to present the Blue Angel at digital events, on social media and also on many other occasions and to further expand our offerings. We are particularly proud of the e-commerce data service that we have developed but we have also been extremely busy in other areas. Just take a look for yourself.

Pleasant reading!

Kind regards,  
Your Blue Angel Team



## Blue Angel e-commerce data service

The Blue Angel e-commerce data service reduces the workload for online retailers and marketplaces and enables them to use structured Blue Angel product data in an easy and automated way. All data is provided at the level of the individual Blue Angel item and the product contract. The product code (GTIN/EAN/UPC) is the key piece of information for reference purposes.

The Blue Angel export files will be fully updated once a day and made available via the interface. This will ensure that users can always access a complete file of all the products and items because it is updated on a daily basis to continuously take account of any products added during the year.

The Blue Angel export file contains more than 20,000 up-to-date product datasets, of which more than 80 percent also include valid product codes (GTIN/EAN/UPC). And both the number of datasets and the percentage of entries including valid product codes is continuing to rise.

Renowned online retailers and marketplaces such as Amazon, Conrad Electronic, MediaMarktSaturn and idealo are already using the new e-commerce data service today. You can also benefit from this service as a licence holder by entering your product codes in the product information section of the Blue Angel website so that you have the broadest possible online coverage.

All licence holders are hereby invited to add their product codes on the Blue Angel website so that they have the best possible coverage in the online retail trade and on marketplaces.

More information on this topic can be found [here](#).



# Back to school

The summer holidays are just around the corner and our preparations for the new school year are already in full swing. You will find an overview here of what the Blue Angel is planning for its back to school campaign this year.

## Digital training

In cooperation with the Forum for Ecology & Paper (Forum Ökologie & Papier), the German Environment Agency has been offering a digital training course entitled “Project day for paper – engaging school pupils in the protection of forests and the climate” since June. The three-hour workshop focuses on the themes of recycled paper, separating recovered paper and product labelling, whereby the content is modular and can be freely selected based on the available time and thematic focus.

## School box

To mark the start of the new school year, the Blue Angel is also bringing out its own school box that contains a comprehensive range of educational materials in a handy format. The contents of the box cover the most important themes related to sustainability and are designed for classes in years three to five. They can also be downloaded in digital form

## didacta trade fair for education and training

In order to present what the Blue Angel has to offer, we were once again present from 10 - 12 May at didacta – the largest German-speaking trade fair for education and training. This year’s event was naturally held completely in digital form but there were nevertheless lots of visitors.

## Paper finder

If you want to know where you can find environmentally friendly paper products certified with the Blue Angel near to you, simply use our [Paper finder](#).



# The Blue Angel has a new look!

## The Blue Angel in social media

In our new design concept for the Blue Angel social media channels, we are placing the main focus in 2021 on individual product groups that can be certified with the Blue Angel:

- Coffee filters
- Reuseable cup systems
- Nappies
- Wall paints
- Floor coverings
- Laundry detergents
- Car Sharing

Our social media posts highlight how products and services with the Blue Angel are more environmentally friendly than others products and services and also point out other reasons why you should choose products and services with the environmental label when making purchasing decisions.

Follow us on [Instagram](#), [Twitter](#), [Facebook](#) or [LinkedIn](#) for more information.





## The Blue Angel will be an exhibitor at Neonyt

The digital conference Fashionsustain will be held by Neonyt from 10 a.m. to 5 p.m. on 6 - 8 July. We will be participating both as an exhibitor and in the discussion groups.

This event from Neonyt will focus on sustainability in the context of a circular economy, digitalisation, diversity and trade. It raises the question of how processes and production steps in the textile industry can be revolutionised.

As a representative of the Blue Angel, Dr. Kristin Stechemesser from the German Environment Agency will participate in a digital discussion group on the theme of "Shaping a sustainable future with labels" to answer questions about our experiences during the pandemic, the challenges that labels currently faces and the prospects for the future. Representatives from GOTS, Fairtrade, OEKO-TEX and iVN will also participate in the discussion group. The talk will be published at 4 p.m. on 8 July 2021 and will be available on demand at <https://frankfurt.fashion/de/studio> from this time.

More information on this topic can be found [here](#).





# World Environment Day

## Environment Week

To commemorate the opening of the United Nations Conference on the Human Environment on 5 June 1972 in Stockholm, the United Nations – and four years later also the German federal government – designated 5 June as annual World Environment Day. The aim of this global day of action is to raise awareness for the fact that it is primarily us humans who threaten the diversity and stability of the environment.

World Environment Day also marked the start of Environment Week on 10 and 11 June this year. The Federal Ministry for the Environment, Nature Conservation and Nuclear Safety participated with the Blue Angel as one of the many exhibitors. Under the motto “This is how the future works”, lively discussions were held on important issues for the future as part of an attractive specialist programme.

To mark this event, we also held a competition on social media to win a writing package. Users were asked to tell us why the Blue Angel was forward-looking for them. The winning answer was: The Blue Angel is forward-looking for me because it acts as an easy-to-understand comparative criterion in the jungle of everyday products.





## Blue Angel for environmentally friendly sports facilities

Numerous funding programmes help sports clubs to modernise their sports facilities, design them in a sustainable manner and organise them in an environmentally friendly way. The Blue Angel provides guidance when it comes to the sustainable modernisation and renovation of sports facilities. This is true, in particular, for materials in the “building and heating” sector such as floor coverings for interior rooms, e.g. parquet flooring, carpet or elastic floor coverings, wall paints and insulation and thermal insulation composite systems. Whether in the clubhouse, changing rooms or team rooms, materials certified with the Blue Angel are more environmentally friendly than conventional products:

- low emissions and pollutants
- harmless to people's health

By modernising their facilities in an environmentally friendly way, sports clubs not only make a contribution to saving the environment but also protect the health of their members. It is possible to receive financial support for sustainable modifications such as the renovation of sports halls, the new construction of artificial pitches and the refurbishment of floodlights under the “sport and sporting facilities funding programmes” offered through sport associations in the German federal states.





## Still time to enter the Office & Environment Competition!

This year's Office & Environment Competition focuses on the theme of environmental protection in everyday office life. Your company can enter by submitting its innovative and sustainable ideas by 31 August.

We wish you lots of success!



Federal Ministry  
for the Environment, Nature Conservation  
and Nuclear Safety



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## Imprint

RAL gemeinnützige GmbH

Fränkische Straße 7

53229 Bonn

Germany

Telephone: +49 228 68895 190

Fax: +49 228 68895 430

E-Mail: [umweltzeichen@ral.de](mailto:umweltzeichen@ral.de)

Shareholder:

RAL German Institute for Quality Assurance and Certification