

Information Sheet
for Submission of New Proposals
for the “Blue Angel” Eco-Label
Status: September 2009

General Information about the Environmental Label

Objective of the Environmental Label

The overall goal of the “Blue Angel” Environmental Label is to encourage the demand for and supply of products and services which have a distinctly reduced environmental impact, by providing verifiable, accurate and non-misleading information about environmental aspects. The label thus identifies products and services which are determined to be environmentally preferable in comparison with other products serving the same purpose (i.e., within a product group or service category).

Principles for award of the Environmental Label

Environmental labelling is based on a holistic examination of products over their entire life cycle. In developing environmental criteria for products, the life cycle stages – from the abstraction of raw materials to manufacture, distribution, use and disposal – are each considered in relation to relevant cross-media environmental indicators.

Procedure

Following receipt at the Federal Environmental Agency, the new proposal is submitted to the Environmental Label Jury, an independent and voluntary body. The Environmental Label Jury normally meets twice a year, usually in May and December.

Based on the information submitted, the Environmental Label Jury decides whether a new environmental label should be created for the product group concerned. Therefore, it is in the particular interests of the person submitting the new proposal to word it so that it can be used as the basis for a balanced and adequate evaluation. As a rule, new proposals should not comprise more than 20 pages, and they must be readily intelligible in themselves.

Once the Environmental Label Jury has found that the product group concerned is of particular environmental relevance, the Federal Environmental Agency is commissioned to draw up a list of criteria and to discuss it with those concerned at all levels of society, such as environmental and consumer associations, trade unions, industry and trade, science, testing institutes, etc..

If insufficient data and information are available on a product group, the Federal Environmental Agency, in its function as the Secretariat of the Environmental Label Jury, may commission a feasibility study to compile relevant market data and determine the pollution reduction potential.

Costs and Persons eligible to submit proposal

- ◆ New proposals are processed free of charge.
- ◆ New proposals can be submitted by natural and legal persons under private and public law.

Further information about the Environmental Label can be found on the Internet under: www.Blauer-Engel.de

New Proposals

New proposals should contain detailed information on the points specified below. All information should be based on sound data and findings, and source information must be given.

- All information provided will be treated as confidential. –

Outline

An introductory outline not more than 1 page in length should summarize the facts which have given rise to the new proposal, and the environmental objectives.

Information about the proposed product or service

- ◆ name of the product or service
- ◆ name of the product group or service category
- ◆ target groups in the market (e.g. public purchasers, private final consumers)
- ◆ extent of marketing (e.g. Germany, EU, worldwide)
- ◆ market introduction status
- ◆ market relevance (e.g. number or tonnage sold, market share)
- ◆ number of manufacturers in the market who make products that are similarly environmentally friendly
- ◆ information (disidentified) about conventional products on the market and the estimated substitution potential
- ◆ information about safety and fitness for use in comparison with conventional products, including a reference to the availability of generally accepted testing and verification procedures
- ◆ information about costs and prices in comparison with those of conventional products
- ◆ existing contacts to the competent industrial association, etc.

Environmental relevance

- a) Description of the environmental problem the proposed product or service is intended to solve, taking into account its entire life cycle (manufacture, distribution, use/consumption, disposal) and including information about the potential and need for environmental improvement.
- b) Presentation and description of relevant quantifiable reductions in environmental impact which the proposed product or service entails.
- c) Description of the innovative character of the new proposal in comparison with the state of the art and existing legislation, requirements, states, products, processes or procedures.

The table below lists basic environmental indicators which are to be taken into account in describing the environmental relevance:

Table 1: Matrix for the presentation and selection of environmental criteria

Environmental protection aspects	Manufacture	Distribution	Use or consumption	Disposal
Energy				
renewable				
energy saving				
Pollutant emissions				
air				
water				
soil				
Noise emissions				
Waste				
avoidance				
reduction				
recovery				
Raw materials				
renewable				
raw material saving				
Health protection				

Address

Please send the new proposal to:

**Federal Environment Agency
 Section III 1.3
 Postfach 1406
 06813 Dessau-Roßlau**