



Blue Angel News

NEWSLETTER OCTOBER 2022

Editorial

Dear label holders and Blue Angel enthusiasts,

It's October again! This means that after a hot and dry summer we have entered a somewhat milder season: autumn. In this issue, we look back at the Blue Angel roadshow, which stopped in several cities to raise the profile of environmentally conscious consumption and the many products certified with the Blue Angel.

We also bring you up to date on hands-on activities for the Blue Angel from the retail sector. In a short radio report, Marina Köhn from the Federal Environment Agency explains how it's possible to reconcile digitalisation and environmental protection, and with an invitation to visit us on our social media channels, we bid you farewell to what we hope will be a colourful autumn.

We hope you have a wonderful time and enjoy reading our latest newsletter.

Yours sincerely,
the Blue Angel Team



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Fit for e-commerce!

According to the Bundesverband E-Commerce und Versandhandel Deutschland e.V. (bevh), online trade in Germany grew to more than 100 billion euros in 2021. Almost one in seven euros available to Germans for their household spending was spent online in 2021, in the non-food sector even one in five euros.

Not least thanks to you as a label holder, the Blue Angel is well prepared for this development and has created a data service for online retailers and marketplaces that automates and standardises the digital maintenance of product data.

More than 26,000 product details with verified product codes can currently be accessed and used via the Blue Angel e-commerce interface. This makes it possible to streamline e-commerce processes and improve the quality of product data. In addition, online shops can also take a sustainability stance through the environmentally related content – and this is completely free of charge.

In this short video we explain exactly how the service works:

[Advantages for online retailers and marketplaces](#)



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Review: Blue Angel on Tour 2022

With the motto "Making the invisible visible", the Blue Angel toured Germany from May to August. The final stop: the Open Day of the Federal Ministry for the Environment. On 20 and 21 August, we stopped at Potsdamer Platz, where we welcomed many visitors, including State Secretary Dr Christiane Rohleder.

[Click here for a short review](#)



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For the ears: Environmentally friendly on the web

Digitisation is a major energy guzzler, often invisible to many. Whether streaming a series, uploading an Insta-story or all our email traffic - all our online activities consume resources and energy. Marina Köhn from the Federal Environment Agency explains why this is a problem and how it can all be done in a more environmentally friendly way with the Blue Angel. The interview was broadcast on various radio channels throughout Germany.

You too can listen in here: [Environmentally friendly digitisation with the Blue Angel](#)



© EDEKA Südwest

Hands-on activities with the Blue Angel...

... and Edeka Südwest

As part of the nationwide back-to-school campaign, EDEKA Südwest invited children to take part in a quiz about the Blue Angel. The prize was an environmentally friendly "Champions Compact" children's desk from moll Funktionsmöbel, which is certified with the Blue Angel.

... and tegut

To celebrate its 75th anniversary, tegut... organised a painting competition for children up to the age of 10. The three winners have now been chosen. In addition to a travel voucher, they received a limited edition of Blue Angel certified shopping bags - printed with the winning motifs! The bags were filled with Blue Angel-certified gifts such as pens from edding, colouring books from media Verlagsgesellschaft and exercise books made from recycled paper from memo. These were distributed to families in the winners' tegut... stores – while stocks lasted.



**UMWELT-
SCHONEND!**

Für Dein Zuhause.

toom 
Respekt, wer's selber macht.

On tour with toom

The Blue Angel is going on tour in October and November – in toom DIY stores all over Germany. In the context of the topic of healthy living, the focus is on low-emission and low-pollutant building products with Blue Angel certification. On four Saturdays from mid-October to early November, the Blue Angel can be found with a promotion stand in eight selected toom DIY stores: Customers can spin a wheel of fortune, find out about the environmentally friendly product range and the toom products certified with the Blue Angel. An overview of the stations:

- 15 October: Bremen Blumenthal and Pinneberg
- 22 October: Cologne Zollstock and Berlin Friedrichshain
- 29 October: Frankfurt Griesheim and Leipzig Plagwitz
- 05 November: Munich Haidhausen and Dresden Gompitz



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Sharing is caring

The Blue Angel is active on numerous social media channels. There we provide information on the topics of sustainability and the environment and regularly present certified products and label holders. We would be delighted if you liked, commented and, above all, shared our posts.

- [Instagram](#)
- [Facebook](#)
- [Twitter](#)
- [LinkedIn](#)

WORTH KNOWING

Are you also LinkedIn?

Have you already found us on LinkedIn? We use our profile to regularly provide you with useful and interesting tidbits that can make your everyday life and your company a little bit more environmentally friendly. [Follow us now!](#)



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