



Blue Angel

News Winter 2022/23

Editorial

Dear licence holders and other people interested in the Blue Angel,

Have you already made a successful start to the new year? Or are you still getting into the swing of things again? It's been a bit of both for us here at the Blue Angel and we are thus using this opportunity to take a look back at last year in this edition of the newsletter – including not only our sustainable advent calendar but also our tour in cooperation with toom DIY stores, on which we were able to discuss the issue of healthy living with consumers. We will also take a look back at the winter meeting of the Environmental Label Jury which was held at the beginning of December in Mecklenburg–Western Pomerania.

In addition, Dr. Frank Brozowski from the German Environment Agency explains in a radio interview why it is always important to take health aspects into account when purchasing furniture.

And we were also delighted to present the first Blue Angel certificate in the product group Server and Data Storage Products (DE-UZ 213) to the company Thomas-Krenn.AG. This represented an important step on the path to climate friendly digitalisation and was acknowledged by the Blue Angel ecolabel.

Finally, we want to take a brief look ahead to the upcoming trade fairs Neonyt and Heimtextil in January! Maybe we will meet you there?

In any event, we wish you a successful and relaxed start to the year and hope you have lots of fun reading our newsletter.

Kind regards

Your Blue Angel Team



Blue Angel on tour with toom

When the temperature drops and the trees shed their final leaves, many people see their homes as a cosy retreat. It is thus the perfect time to raise awareness for a topic that is often underestimated: healthy living. And the reason why the Blue Angel went out on tour again across Germany this autumn – stopping this time at eight specially selected toom DIY stores. The Blue Angel team discussed the issue of environmentally friendly and healthy living with customers at the stores. Visitors were also able to try their luck on a prize wheel and win small prizes to help them create a comfortable and healthy home.

[To the article](#)



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Interview: Living with the Blue Angel

Only very few consumers consider whether their interior furnishings could negatively impact their health. Yet it is not unusual for furniture to be a source of harmful substances that can pollute the indoor air in living and working spaces. This can also lead to health issues such as tiredness, headaches and concentration problems. This is why the Blue Angel only certifies furniture that places less burden on both the environment and health. In a short radio interview, Dr. Frank Brozowski from the German Environment Agency explains what is really important for healthy living and which criteria have to be fulfilled in order to be awarded the Blue Angel.

Prick up your ears and take a listen:

[Link to the radio interview](#)



Digitalisation with the Blue Angel

Digitalisation makes many areas of life more convenient but it can also result in higher consumption of resources. The main consumers of energy in data centers are for example, servers. In order to reduce the carbon footprint of a data center, it is essential that they work economically and efficiently. Therefore, the Blue Angel certifies [Server and Data Storage Products \(DE-UZ 213\)](#) that stand out due to their high energy efficiency, long service life and avoidance of environmentally polluting materials. The company [Thomas-Krenn.AG](#) based in the Bavarian Forest was awarded the Blue Angel in November: Marina Köhn from the German Environment Agency presented the first Blue Angel certificate for server and data storage products at the 10th Specialist Conference for Socially Responsible IT Procurement.

You can find further information here:

[To the presentation of the certificate](#)



Year after year

The Christmas period is the busiest shopping period of the year and environmental protection and sustainability are unfortunately often overlooked. It is also not easy for many consumers to recognise sustainable alternatives. Was the product manufactured in an environmentally friendly way? Does it contain any harmful pollutants? Is it recyclable? This is why the Blue Angel used the Christmas season 2022 as in previous years to highlight the large range of sustainable alternatives with an online advent calendar. The Blue Angel gave away products certified with the ecolabel from 1 to 24 December and around 200,000 people participated in 2022.

More information on the advent calendar and the products offered as prizes can be found here (Only available in German):

[To the advent calendar](#)



Left to right: Dr. Till Backhaus (Environment Minister of Mecklenburg-West Pomerania) with the Chairperson of the Environmental Label Jury Katharina Istel (NABU) and Prof. Dr. Mario Schmidt (Pforzheim University, Institute for Industrial Ecology (INEC))

Results of the meeting of the Environmental Label Jury

Dr. Backhaus, Environment Minister of Mecklenburg-West Pomerania, welcomed the Environmental Label Jury – the decision-making body for the Blue Angel – to a meeting in Schwerin last year on 6 and 7 December. Over the course of two productive days, the Environmental Label Jury agreed criteria for a new ecolabel for the product group “Concrete roofing tiles and fittings” and revised the criteria for mattresses, textiles and data centers. The final Basic Award Criteria will be made available soon on our website.

[To the meeting summary](#)



Gut für mich. Gut für die Umwelt.



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New ideas and sustainability – Neonyt and Heimtextil

Are you ready for the most important B2B trade fair for fashion, sustainability and innovation? Then you should head to Düsseldorf from 28 to 30 January 2023 for the next edition of the biannual Neonyt trade fair. It is the meeting place for the fashion trade and those interested in fashion to share and discuss best practices that can make this sector more transparent and sustainable in the long term. The Blue Angel also shares the aim of firmly anchoring the values of social equity and sustainability in the fashion sector. Despite the negative impact that textile production can have on the environment and workers, “fast fashion” is still the guiding principle in this industry. Therefore, the Blue Angel focuses on both environmental and social aspects when awarding the ecolabel to textile products. The Blue Angel is taking part in a panel talk organised by the specialist magazine “schuhkurier” at the trade fair on 29 January. Dr. Kristin Stechemesser from the German Environment Agency will represent the Blue Angel at the talk, where she will speak about sustainability in the footwear trade and describe the specific criteria for the award of the Blue Angel ecolabel to this product group.

And while we are talking about trade fairs, we will also be attending Heimtextil in Frankfurt from 10 to 13 January, where we are participating in the Green Lectures with two interesting talks on the EU Textiles Strategy and the circular economy.

You can find more information here:

[About Neonyt](#)

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