



# Blue Angel

News Winter 2023/2024

## Editorial

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

First of all, we would like to wish you a great start to the new year. Before we turn our attention to new licence holders, projects and events, we start by taking a look back in this issue of our newsletter. We report on the winter meeting of the Environmental Label Jury, on an innovation in the sanitary paper product group that has won two awards, on our online Advent calendar and other topics. We hope you enjoy reading our newsletter and we wish you all the best for 2024.

Kind regards,

Your Blue Angel team



The 14 members of the Environmental Label Jury met in Berlin and decided on two new Basic Award Criteria for the Blue Angel.

## Winter meeting of the Environmental Label Jury: these are the results

The Environmental Label Jury met at the Nature And Biodiversity Conservation Union (NABU) in Berlin on 12 and 13 December. The jury is comprised of 14 civil society representatives from science, business and the environment and advises on the Basic Award Criteria for the Blue Angel ecolabel. During the winter meeting, the jury decided on Basic Award Criteria for two new ecolabels: the 'organic growing media and potting soils' ecolabel (DE-UZ 234) can be used to label organic growing media that completely avoid the use of peat. In addition, synthetic turf systems and sports fields (DE-UZ 235) can be awarded the ecolabel in the future if they contain a low level of harmful materials, are recyclable and durable. The criteria in other product groups have also been updated.

[More about the winter meeting of the Environmental Label Jury](#)



Federal Minister for the Environment, Steffi Lemke (centre), presents the German Ecodesign Award to Andreas Kregel, member of the WEPA Management Board (left), and Patrick Schumacher, Director of Marketing & Business Development at WEPA Professional. Photo: Sandra Kühnapfel © IDZ

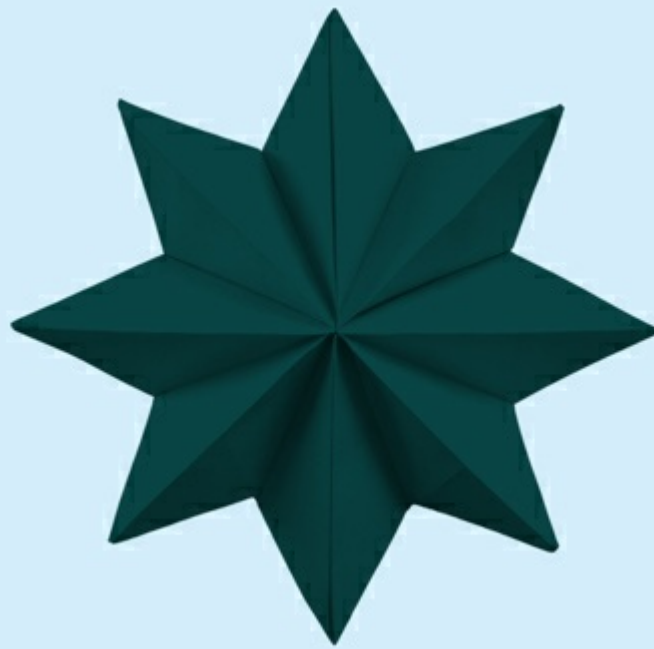
## Award-winning: Blue Angel and German Ecodesign Award for sanitary paper innovation

Up to now, recycled toilet paper has been made from graphic waste paper. This not only needs to be laboriously cleaned before being reused but is also becoming increasingly scarce due to digitalisation. WEPA is making the most of the fact that, alongside this, online shopping is generating more and more waste paper from packaging, and has developed the first sanitary paper made from recycled cardboard packaging and corrugated cardboard. This innovation was awarded not only the Blue Angel but also the German Ecodesign Award – presented by Minister for the Environment Steffi Lemke.

**The competition for the German Ecodesign Award is now restarting!**

If you would like to apply for the German Ecodesign Award in 2024 as a Blue Angel company, you can do so by 15 April 2024.

You can find all of the info at: [www.bundespreis-ecodesign.de](http://www.bundespreis-ecodesign.de)



24 sustainable and environmentally friendly prizes were given away in the online Advent calendar of the Blue Angel ecolabel.

## A look back at the Advent calendar

The Blue Angel raises awareness of environmentally friendly and sustainable alternative products with its annual Advent calendar. Whether a low-pollutant children's toy, a durable storage box or an energy-saving printer – a product certified with the Blue Angel ecolabel once again lay behind each door this year. In this way, the Blue Angel highlights the array of environmentally friendly alternative products available while also inspiring people to pay more attention to the environment when choosing gifts. With a total of 241,806 participants and an average of 10,075 participants each day, the Blue Angel ecolabel's sustainable online Advent calendar was a complete success.



The Blue Angel intensively provided consumers with reliable information about environmental and climate protection in the last year.

## The Blue Angel on social media: these were our highlights of 2023

What does the Blue Angel actually stand for? What does it mean if a product has been certified with it? What does the Blue Angel do in terms of environmental and climate protection? And what can we all do? Last year, the Blue Angel once again provided consumers with reliable information about environmental and climate protection on social media. Whether facts and figures about the generation of waste, tips for environmentally friendly spring cleaning or information on the many sustainable alternative products that bear the Blue Angel – followers can find trustworthy information and tips for an environmentally friendly and sustainable life on [Instagram](#), [facebook](#), [LinkedIn](#) and [X](#).



At Heimtextil, the Blue Angel informed visitors and manufacturers about environmental aspects within textile manufacturing.

## The Blue Angel at Heimtextil

Heimtextil is the biggest international trade fair for home and contract textiles and was held this year in Frankfurt am Main from 9 to 12 January. Stakeholders from around the world came together to discuss product innovations in the home textiles sector. The focus mainly lay on environmental aspects as well as the working conditions in manufacturing. The Blue Angel certifies textiles that fulfil high environmental standards while also taking production conditions into consideration. The ecolabel was once again represented at the trade fair this year: in their talks and discussion rounds, Dr. Kristin Stechemesser and Brigitte Zietlow from the German Environment Agency provided insights into the opportunities offered by the circular economy and circularity for the textiles industry and legal standards that apply to ecodesign requirements.

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