



Blue Angel

News Winter 2024

Editorial

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

We have saved one of the highlights for our online fans and followers until almost the end of the year: In December, the 24 doors on our environmentally friendly advent calendar will reveal various products certified with the Blue Angel that have been donated for this online competition by the licence holders. We would like to thank all of the licence holders for participating once again this year! It is especially important in the busy shopping period in the run-up to Christmas that our advent calendar places the focus on environmentally friendly and resource-conserving products certified with the Blue Angel.

Alongside reports on new licence holders, collaborations with retailers and events, this issue of our newsletter will also focus on Europe. The Blue Angel and some other ecolabels from our neighbouring countries marked World Ecolabel Day in October by promoting their work in the EU Parliament in Brussels. The first important dates in 2025 are also just around the corner: We would already like to invite anyone who is planning to attend the Heimtextil trade fair in Hanover in the middle of January or is interested in attending this event to visit us at our stand. You will find more information on how to visit us and Blue Angel's participation in the trade fair in this newsletter.

Pleasant reading, happy holidays and all the best for 2025!

Your Blue Angel Team

Der Blauer Engel- Adventskalender startet wieder!



Türen auf für umweltschonende Produkte

© Project office Blue Angel

Doors to environmentally friendly products

Christmas is just around the corner and this means that many people are searching for suitable presents. To make consumption more environmentally friendly during the Christmas period, the ecolabel from the German federal government is once again presenting its online advent calendar in 2024. The annual Blue Angel advent calendar provides an inspiring insight into some of the more than 40,000 certified products from a diverse range of sectors. You will find attractive, environmentally friendly products certified with the Blue Angel ecolabel behind each of the 24 virtual doors. There is something there for everyone from household and office items through to furniture and energy-saving electronic devices.

[Find out more](#)



Heimtextil 2024, left to right: Brigitte Zietlow (UBA), Jasmin Noorani (RAL), Mara Scheuermann (RAL), Martina Jezeran (klaamotte GmbH) © RAL gGmbH

Visitor tickets for Heimtextil 2025 to give away

Textile professionals visiting the Heimtextil trade fair 2025 (14 to 17 January 2025) on the trade fair grounds in Frankfurt/Main will have the opportunity to talk to the ecolabel from the German federal government. Visitors can find the Blue Angel and the EU Ecolabel in Hall 12.1 at stands C60A and C60B.

RAL has a contingent of visitor tickets for the trade fair to give away free of charge to those people still considering a last-minute visit to this trade fair. Anybody who is interested in receiving the tickets should register their interest by 8 January via umweltzeichen@ral.de. Dr. Kristin Stechemesser from the German Environment Agency will also hold two specialist talks on the Retail Stage (main stage) in Hall 12.1 on Friday, 17 January from 10:30 to 10:45 and 10:45 to 11:00.

[Find out more](#)

Sustainable Consumption Forum 2025: Clarity instead of greenwashing: communicate correctly, support sustainable consumption

The next Sustainable Consumption Forum will be held on 27 February 2025. Effective communication of sustainability activities is now playing an increasingly important role in the marketing and public relations work at companies, associations and organisations. Reliable and understandable product information on environmental aspects can strengthen the environmental awareness of consumers and help them make (more) sustainable purchasing decisions.

Anybody interested in the forum can register and view the programme via the following link: [Sustainable Consumption Forum: Clarity instead of greenwashing: communicate correctly, support sustainable consumption | Competence Centre for Sustainable Consumption](#) (only in German)



**bundespreis
ecodesign**

German Ecodesign Award: Record number of applicants in 2024, next round starts on 20 January 2025

The Advisory Board and Jury for the German Ecodesign Award once again selected ten winners this year from the record number of more than 400 applicants. The Federal Ministry for the Environment and the German Environment Agency have awarded the Ecodesign Award every year in cooperation with the International Design Center Berlin since 2012. A new application round starts on 20 January 2025. This competition is once again looking for durable and circular products, processes and systems that will help the transformation to greater sustainability.

[Find out more](#)



The cargo bike at a toom store in Berlin-Friedrichshain © Blue Angel Project Office

Our cargo bike at toom: filled with products for environmentally friendly DIY enthusiasts

Around 280 toom DIY stores shone a spotlight on environmentally friendly products certified with the Blue Angel on 19 October 2024. Alongside attention-grabbing campaigns, the stores provided their customers with information on environmentally friendly renovation and how to maintain an indoor climate low in pollutants. Visitors to one of the stores in the Berlin district of Friedrichshain were greeted by a prize wheel and another very special wheeled vehicle.

[Find out more](#)



left to right: Silvia Ferratini from the EU Commission (Directorate-General Environment) and Dr. Kristin Stechemesser and Bettina Uhlmann (German Environment Agency) at the joint stand for the Blue Angel and EU Ecolabel © Blue Angel

The Blue Angel at the SEPAWA CONGRESS 2024

The SEPAWA Congress is the meeting place for the washing and cleaning agent trade and the cosmetic and perfume sector in Europe. The Blue Angel and the EU Ecolabel provided visitors with information on certification with these ecolabels at their joint stand from 16 to 18 October 2024.

[Read more](#)



Winners of the Paper Atlas 2024
© BMUV/Annette Riedl

Paper Atlas Competition

The competition honours cities and universities for their exemplary use of recycled paper with the Blue Angel. German

Environment Minister Steffi Lemke honoured the most recycled paper-friendly cities, districts and universities on 8 October 2024. The usage rates for recycled paper certified with the Blue Angel were higher than in the previous year in all three competitions. The 99 large and medium-sized cities that participated in the competition used more than 90 percent recycled paper certified with the Blue Angel, while the 91 districts used more than 85 percent and the 54 universities almost 70 percent.

[Find out more](#)



Marina Köhn (UBA) presents the certificate to Volker Jakob (TechniData TCC Products) © TechniData TCC Products

Blue Angel certificate for data centers awarded to TechniData TCC Products

Marina Köhn, Green IT expert at the German Environment Agency (UBA), presented the certificate to Volker Jakob, Managing Director of TechniData TCC Products, in September. “Since the new cooling system was placed into operation, I have been really impressed with how TechniData has been able to improve the energy efficiency of its air conditioning system – which does not use any environmentally damaging refrigerants – at its data center to such a huge extent,” said Marina Köhn at the award ceremony. Innovative air conditioning technology can significantly reduce energy consumption and protect the climate. This was why TechniData TCC Products decided to invest in a new air conditioning system that is not only extremely energy efficient but also uses a natural refrigerant.

[Read more](#)



left to right: MEPs Lena Schilling (Group of the Greens/European Free Alliance) from Austria and Delara Burkhardt (Group of the Progressive Alliance of Socialists and Democrats) from Germany opened the seminar in the European Parliament. © Blue Angel

The Blue Angel at the European Parliament on World Ecolabel Day

In order to mark World Ecolabel Day, the Blue Angel and other state-approved Type I ecolabels (DIN ISO 14024) such as the EU Ecolabel, Austrian Ecolabel, the Swedish label Nordic Swan and the Dutch label Milieukeur held a seminar on 2 October to highlight the advantages offered by these labels. The MEPs Lena Schilling (Group of the Greens/European Free Alliance) from Austria and Delara Burkhardt (Group of the Progressive Alliance of Socialists and Democrats) from Germany opened the seminar in the European Parliament.

[Find out more](#)



Federal Ministry
for the Environment, Nature Conservation,
Nuclear Safety and Consumer Protection



FOLLOW US



RAL gemeinnützige GmbH

Fränkische Straße 7

53229 Bonn

Germany

Telephone: +49 228 68895-190

E-Mail: umweltzeichen@ral.de

Shareholder:

RAL German Institute for Quality Assurance and Certification

www.blauer-engel.de

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