GERMAN GREEN LABEL AND GREEN PUBLIC PROCUREMENT

Peter Buttner, PhD
RAL gGmbH

Tokyo, 7th December 2017
Agenda

1. Eco-Label: The Blue Angel

2. German Environment Agency and RAL gGmbH

3. Green Public Procurement (GPP)

4. Interconnection of the Blue Angel and GPP
The Blue Angel

Established in 1978 – the first Ecolabel worldwide

- 120 product groups
- 1,500 companies
- 12,000 products and services

Strict criteria based on environmental performance:

- 20 – 30 % best of the market
- criteria are revised after 2-4 years
- Testing is usually conducted by laboratories according to ISO 17025

"Do something good for people and the environment and look out for the Blue Angel when shopping. Help to shape the future!"

Dr. Barbara Hendricks, Federal Environment Minister
Institutions responsible for the Blue Angel

‘The Owner’
The Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety

‘The Decider’
The Environmental Label Jury

‘The Scientist’
German Environment Agency

‘The Verifier’
RAL gGmbH
What is the German Environment Agency (UBA)?

**History**

- **1974**: Established by law as an independent Federal authority in the area of operations of the Federal Ministry for the Interior, no Environment Ministry existed.

**Key Data**

- Largest scientific Environmental Agency on Federal Level
- About 1,500 employees, there of 920 in the head office – Dessau
What is the RAL gGmbH?

We set standards. Since 1925.

Consumers, companies, industry and trade have been placing their trust in RAL for over 90 years.

Our mission is to gain your trust. RAL Simply Excellent.

**RAL QUALITY MARKS** A reliable choice
RAL QUALITY MARKS (RAL GÜTEZEICHEN) signal the particularly high level of quality of products and services to consumers. At the same time, they stand for clearly defined values: Companies that use RAL QUALITY MARKS (RAL GÜTEZEICHEN) promise fair, honest and exemplary behaviour. They assume responsibility for their products and services and are thus reliable partners for consumers.

**RAL ENVIRONMENT** The awarding body for the Blue Angel ecolabel for almost 40 years
Consumers require reliable information in order to act in an environmentally conscious manner. Ecolabels like the “Blue Angel” or the “EU Ecolabel” stand for environmentally friendly goods and services, which are only permitted to carry the environmental label once they have passed a strict testing process. The testing process and the awarding of the environmental labels have been carried out by RAL ENVIRONMENT since 1978.

**RAL LOGO LICENCE** Brand marketing and monitoring
RAL LOGO LICENCE guarantees the worth of the tests carried out by Stiftung Warentest by monitoring and licensing advertising that uses the test results. Consumer deception and false advertising are prevented and the tests remain objective and independent. In addition, RAL LOGO LICENCE is available to institutions and companies that want to independently market and/or monitor their brand.

**RAL COLOURS** The language of the world of colour since 1927
RAL COLOURS are the world’s leading colour standard for all professional users of colour in industry, trade, architecture and design. The 2328 colour tones deliver the highest level of precision and a varied choice. RAL COLOURS are marketed via our own sales partners in over 40 countries.

**RAL ACADEMY** High quality communication of knowledge
At our seminars, workshops, presentations and talks, we pass on our specialist knowledge to interested parties and a variety of occupational groups. Further high quality training of colour designers is a key focus of the RAL ACADEMY.
What is the RAL gGmbH?

RAL moved into its own new building in Bonn in 2017
Environmental Label Jury - Members

- Stiftung Warentest
- verbraucherzentrale Bundesverband
- NABU
- BUND Freunde der Erde
- BDI
- DGB
- F·E·S·T INSTITUT FÜR INTERDISZIPLINÄRE FORSCHUNG
- Bayerisches Staatsministerium für Umwelt und Verbraucherschutz
- HDE Handelsverband Deutschland Der Einzelhandel
- Deutscher Städteetag
- Senatsverwaltung für Stadtentwicklung und Umwelt
- ZDH Zentralverband des Deutschen Handwerks
- TU Berlin
Criteria Development Process

1. Jury Decision on a new product group
2. Research and development of criteria
3. Stakeholder Consultation
4. Jury Decision on criteria
5. Publication and translation into English
6. Ready for application
Verification and Assessment

- Application documents
  • Complete?

- Is product within the scope?
  • Correct?

- Does it fulfil all criteria?
  • Right test reports?

- Signing of contract
  • for a defined length of time!
The Blue Angel – Fees

New proposal
• Free of charge

Application fee
• One time charge: 400 € (extensions 200 €)

Annual fee
• Depending on the expected turnover of the labeled products
• Min. 320 € - max. 10.500 €
Product Portfolio – 120 Product Groups

- **Home & Living**
  In everyday life, the Blue Angel provides easy and reliable guidance for making environment-friendly purchasing choices.

- **Electric Devices**
  Efficient household and office devices can provide significant reductions in energy consumption and also save you money.

- **Construction**
  For construction work, the Blue Angel points the way to healthy and environmentally-compatible materials.

- **Office**
  An environmentally-friendly office is beneficial for people's health. Business partners will also appreciate this commitment.

- **Energy & Heating**
  Solar-powered products are a good example of how energy can be generated and utilised using renewable systems.

- **Garden & Leisure**
  Potter about in the garden thanks to Blue Angel products offering low noise emissions and low levels of pollutants.

- **Business**
  The Blue Angel also offers environmentally-friendly alternatives to small trades, large consumers and public authorities.
What are our most successful product categories?
(by number of licenses, > 100 licences)

<table>
<thead>
<tr>
<th>Ecolabel</th>
<th>Description</th>
<th>Number of licenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>UZ 171</td>
<td>Printers</td>
<td>1,597</td>
</tr>
<tr>
<td>UZ 12a</td>
<td>Low-pollutant varnishes</td>
<td>1003</td>
</tr>
<tr>
<td>UZ 102</td>
<td>Low emission wall paints</td>
<td>551</td>
</tr>
<tr>
<td>UZ 14</td>
<td>Recycling paper</td>
<td>545</td>
</tr>
<tr>
<td>UZ 113</td>
<td>Low-Emission Floor-covering adhesives</td>
<td>360</td>
</tr>
<tr>
<td>UZ 5</td>
<td>Sanitary paper products made of recycled paper</td>
<td>316</td>
</tr>
<tr>
<td>UZ 56</td>
<td>Recycled cardboard</td>
<td>305</td>
</tr>
<tr>
<td>UZ 195</td>
<td>Printed matters</td>
<td>300</td>
</tr>
<tr>
<td>UZ 176</td>
<td>Low-Emission Floor Coverings, Panels and Doors for Interiors made of Wood and Wood-Based Materials</td>
<td>179</td>
</tr>
<tr>
<td>UZ 30a</td>
<td>Products made from Recycled Plastics</td>
<td>140</td>
</tr>
<tr>
<td>UZ 128</td>
<td>Low-Emission Textile Floor Coverings</td>
<td>117</td>
</tr>
<tr>
<td>UZ 178</td>
<td>Biodegradable Lubricants and Hydraulic Fluids</td>
<td>117</td>
</tr>
<tr>
<td>all UZ</td>
<td>127 UZ, thereof 32 UZ with no licences</td>
<td>6966</td>
</tr>
</tbody>
</table>

(As of november 2017)
Office materials from 100 % recycled paper:
Total Paper consumption per capita in Germany:
250 kg (global average approx. 54 kg)
- no virgin fibre = minimizes the demand for new pulp
- lower environmental impact
- Prevention of environmentally harmful substances

Eco-friendly and low-emission printing:
For the Blue Angel, the product must comply with more than 100 environmental and safety criteria
- better indoor air quality: low exposure of fine and ultrafine particles
- climate protection: low energy consumption during the printing operation and idle mode
- resource protection: suitable for recycled paper and duplex for double-sided printing
Revision of RAL-UZ 171 Office Equipment with Printing Function (Printers, Copiers, Multifunction Devices)

Criteria:
- Noise
- Energy consumption
- Emissions
- Materials
- Chemicals
- Lifetime
Revision of RAL-UZ 171 (-> new RAL-UZ 205)

- RAL-UZ 171: up to the end of 2017: 1597 devices with licences
- RAL-UZ 205: since March 2017 (first application) until today already 718 applications; thereof 131 granted. 587 still to check. Ongoing high receipt of new applications.
- High amount of “re-certification” of devices
- Start with RAL-UZ 205 for online application via a new WEP PORTAL. Official release 2018.
new RAL-UZ 205 and Europe

**EU Ecolabel for Imaging Equipment** (2013/806/EU), valid until 17.12.2017:
- No licences during the period
- Decision of EU: No revision => Discontinuation

**Other Label** (Nordic Swan / Austrian Ecolabel): only few manufacturer / licences (compared with Blue Angel). Criteria orientate towards Blue Angel criteria.

Due to criteria for distributors in **RAL-UZ 205** (collection of waste, publishing of information and data sheet) at the moment licences are valid only for **German distributors**. Demand for licences valid outside Germany.
- RAL: Proposal for an uncomplicated procedure to extend licences to other distributors (countries) has been transmitted to manufacturers
- Some manufacturer signal interest
- Expected in 2018 (after most applications of devices are granted in Germany)
Newly developed/revised criteria in 2017

<table>
<thead>
<tr>
<th>NUMBER</th>
<th>TITLE</th>
<th>EDITION</th>
<th>VALID UNTIL</th>
<th>OBJECTIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>RAL-UZ 34</td>
<td>Non-Toxic Pest Control and Prevention</td>
<td>2017</td>
<td>2021</td>
<td>Protects environment and health</td>
</tr>
<tr>
<td>RAL-UZ 57a</td>
<td>Thermal Processes to Control Ligniporus Insects</td>
<td>2017</td>
<td>2021</td>
<td>Protects environment and health</td>
</tr>
<tr>
<td>RAL-UZ 57b</td>
<td>Thermal Processes for Indoor Pest Control</td>
<td>2017</td>
<td>2021</td>
<td>Protects environment and health</td>
</tr>
<tr>
<td>RAL-UZ 78</td>
<td>Computer and Keyboards</td>
<td>2017</td>
<td>2019</td>
<td>Protects climate</td>
</tr>
<tr>
<td>RAL-UZ 154</td>
<td>Textiles</td>
<td>2017</td>
<td>2021</td>
<td>Protects environment and health</td>
</tr>
<tr>
<td>RAL-UZ 177</td>
<td>Remanufactured Toner Modules</td>
<td>2017</td>
<td>2021</td>
<td>Protects resources</td>
</tr>
<tr>
<td>RAL-UZ 205</td>
<td>Office Equipment with Printing Function (Printers and Multifunction Devices)</td>
<td>2017</td>
<td>2020</td>
<td>Protects climate</td>
</tr>
<tr>
<td>RAL-UZ 206</td>
<td>Garden tools</td>
<td>2017</td>
<td>2021</td>
<td>Protects environment and health</td>
</tr>
<tr>
<td>RAL-UZ 207</td>
<td>Toys</td>
<td>2017</td>
<td>2020</td>
<td>Protects environment and health</td>
</tr>
</tbody>
</table>
What does the consumer know?
“What label do you recognize?” (survey 2014)

Data are given in percent [%]

<table>
<thead>
<tr>
<th>Label</th>
<th>Awareness</th>
<th>Impact on buying decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue Angel</td>
<td>92</td>
<td>37</td>
</tr>
<tr>
<td>Fairtrade</td>
<td>76</td>
<td>29</td>
</tr>
<tr>
<td>EU-EcoLabel</td>
<td>10</td>
<td>3</td>
</tr>
</tbody>
</table>

Data are given in percent [%]
The Blue Angel Logo

ACTUAL (UNTIL END OF 2017) / EXAMPLES (ENGLISH VERSION)

- 4 OBJECTIVES
- INDIVIDUAL EXPLANATIONS FOR EACH BASIC AWARD CRITERIA
The new Blue Angel Logo

The label conveys the governmental links (emblem of the United Nations Environment Programme (UNEO)) within a modern design environment.

The redesign is based on the following key features:

- The official character of a seal – round and stamp-shaped – has been retained and further reinforced.
- The spontaneous recognisability of the logo is guaranteed.
- Some graphical elements from the past have been omitted in favour of a modern and clear signalling effect.
- The new word combination “blue angel – the German ecolabel” emphasises the authority of the world's first environmental label and establishes a direct environmental context.
The new Blue Angel Logo

FROM 01.01.2018 (GERMAN EXAMPLE)

It is only permitted to use the BLUE ANGEL logo in future in combination with a short link, which displays the Blue Angel website and the number of the Basic Award Criteria (UZ number).
The new Blue Angel Logo

FROM 01.01.2018 (ENGLISH EXAMPLE)

www.blauer-engel.de/uz205

- low energy consumption
- low emissions and noise
- durable

Instead of the short link, an explanatory box can be optionally used that describes the most important advantages for the environment and health offered by the relevant Basic Award Criteria. This additional information highlights the advantages of the certified product in comparison to other products and thus supports consumers in their purchasing decision.
Building blocks of Blue Angel PR – Communication with Partners

- Trade Fairs
- Events
- Blue Angel Award
- Marketing News
- E-Commerce
- Certificate Handover
Building blocks of Blue Angel PR – Communication with Consumers

- Poster Campaign
- Education
- X-mas Calender
- Tips
- Publications
- Social Media
- Consumer Fairs
- Network campaigns
- Blue Angel Day 25. October
Communication in 2017
“Back to School with the Blue Angel” – For Greater Protection of Resources in the Classroom

In this summer too, the campaign “Back to School with the Blue Angel" motivates pupils and teachers to opt for spiral-bound notepads, exercise books, etc. made of 100% recycling paper, instead of fresh-fibre paper. This saves around 60% of the energy and up to 70% of the water otherwise used in the production.
Good for me. Good for the environment.
We want to provide a platform to committed players from the realms of politics, the economy, and civil society for raising public awareness of sustainable consumption and emphasizing the role of the Blue Angel as a practical guide for shopping.
New environment ambassador for the Blue Angel

As the 13th environment ambassador, the singer of the band Frida Gold is following in the footsteps of Florian Silbereisen, Dirk Steffens, Hannelore Elsner, Oliver Mommsen, Ralph Caspers, Katarina Witt, Shary Reeves, Willi Weitzel, Hansi Flick, Annette Humpe, Thomas Arnold, and Jacqueline Roussety. All of them express why the Blue Angel is important to them with their motto “Good for Me. Good for the Environment.”
Machen Sie mit und gewinnen Sie eines von 24 umweltfreundlichen Produkten mit dem Blauen Engel!
40th anniversary of the Blue Angel

„The Blue Angel“, the first ecolabel worldwide, celebrates in 2018 its 40th anniversary.
GEN meeting to the anniversary of the Blue Angel in 2018

**When?** 22th to 25th October 2018

**Where?** Berlin/Germany

**Time table:**

- internal workshop of the GEN-members (22th October 2018)

- **Workshop GEN + external participants (23th October 2018)**

- „Social Day“ for the GEN members and parliamentary evening (24th October 2018)

- **International (scientific) conference (25th October 2018)**

→ action day „The Blue Angel“ and 1st international eco-labelling day
Companies benefit from environmental product information

- **Preferred** by Green Public Procurement

- **Improving** the environmental performance of their products / services

- **Communicating** the good environmental performance of their products with a credible and trustworthy label

- **Demonstrating** the company’s commitment on environmental issues
www.beschaffung-info.de

These pages provide you with information about green public procurement, e.g. environmental product properties, eco-labels, tender recommendations, practical examples.
## GPP and the Blue Angel

<table>
<thead>
<tr>
<th></th>
<th>Green Public Procurement</th>
<th>Blue Angel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Start date</td>
<td>1987</td>
<td>1978</td>
</tr>
<tr>
<td>Frame</td>
<td>Law (GWB) – 2016</td>
<td>ISO 14024, voluntary</td>
</tr>
<tr>
<td></td>
<td>Regulations (VgV; Sekt-VO; KonzVgV VSVgV) – 2016</td>
<td>(Type I-Eco-label)</td>
</tr>
<tr>
<td>Category</td>
<td>Guidelines for about 30 product groups published by the German Environment Agency</td>
<td>120 product groups (12,000 products of 1,500 companies)</td>
</tr>
<tr>
<td>Target group</td>
<td>procurers</td>
<td>B2B: companies, public institutions</td>
</tr>
<tr>
<td></td>
<td></td>
<td>B2C: consumers</td>
</tr>
<tr>
<td>Criteria level</td>
<td>desirable level</td>
<td>product group specific criteria set covers 20 % of the best products offered by the market</td>
</tr>
<tr>
<td>Criteria development</td>
<td>German Environment Agency (based on the Blue Angel)</td>
<td>German Environment Agency</td>
</tr>
<tr>
<td>Criteria decision</td>
<td>German Environment Agency</td>
<td>Environmental Label Jury</td>
</tr>
<tr>
<td>Criteria application</td>
<td>procurers</td>
<td>manufacturer/producers/service providers</td>
</tr>
<tr>
<td>Certification</td>
<td>no certification</td>
<td>certification by RAL gGmbH</td>
</tr>
<tr>
<td>Web page</td>
<td><a href="www.beschaffung-info.de">www.beschaffung-info.de</a></td>
<td><a href="www.blauer-engel.de">www.blauer-engel.de</a></td>
</tr>
</tbody>
</table>
Legal Framework: European Procurement Law

„Directive Package“

- Directive 2014/25/EU on procurement by entities operating in the water, energy, transport and postal services sectors and repealing Directive 2004/17/EC
- Directive 2014/23/EU on the award of concession contracts
The modernization of the public procurement law & decree – above EU-threshold

Source: Solbach, T.: Umsetzung der neuen EU-Vergaberechtlinien – Wie ist der Stand in Deutschland?, Vortrag am 22.02.2016 im Rahmen der Veranstaltung „Tag der öffentlichen Auftragnehmer“.
The modernization of the public procurement law & decree-below EU-threshold

EU Legislation

- Directive 2014/24/EU on public procurement
- Directive 2014/25/EU on procurement by entities operating in the water, energy, transport and postal services sectors
- Directive 2009/81/EG on defence and security
- Directive 2014/23/EU on the award of concession contracts
- Requirements of the EU primary law

Act Against Restraints of Competition

- Regulation on the Award of Public Contracts (VgV)
- Regulation on Awarding Contracts in Transport, Drinking Water Supply and Energy Supply (SektVO)

NEW! Procurement below EU-threshold

- Ordinance for the procurement of goods and services below the EU thresholds (UVgO)
- Budgetary regulations of the federal, state and local authorities
- European primary law

Source: Solbach, T.: Umsetzung der neuen EU-Vergaberechtlinien – Wie ist der Stand in Deutschland?, Vortrag am 22.02.2016 im Rahmen der Veranstaltung „Tag der öffentlichen Auftraggeber“.
The tendering process and related laws and regulations

Determination of requirements and subject matter of the contract
- § 121 GWB 2016
- § 31 VgV 2016; § 23 UVgO 2017
- § 34 VgV 2016; § 24 UVgO 2017
- §§ 67, 68 VgV 2016

Determination of Technical Specifications
- § 124 GWB 2016
- § 49 VgV 2016
- § 34 VgV 2016; § 24 UVgO 2017

Determination of Exclusion and Selection Criteria
- § 127 GWB 2016
- §§ 58, 59 VgV 2016; § 43 UVgO 2017
- § 34 VgV 2016; § 24 UVgO 2017
- §§ 67, 68 VgV 2016

Determination of Award Criteria
- § 128 GWB 2016
- § 61 VgV 2016; 45 UVgO 2017
- § 34 VgV 2016; § 24 UVgO 2017

Determination of Contract Performance Clauses

§ 97 (3) GWB 2016: consideration of sustainability aspects during the whole tendering process
§ 34 VgV 2016; § 24 UVGO 2017 – requirements on the label

a) The labels must relate to the subject of the order ✔
b) The labels are based on scientific evidence and are not arbitrary ✔
c) The labels are established in an transparent procedure open for all relevant stakeholders ✔
d) The labels are accessible to all interested parties ✔
e) The requirements for the label are set by an independent party ✔
Interrelation between GPP

Defining the requirements of a contract

Determining technical specifications

Determining exclusion criteria

Determining selection criteria

Awarding a contract

Contract performance clauses

Blue Angel

a) every criteria of the label is listed in the technical specification (BAU)
b) specifications of the label are included in the annex of the technical specifications
c) Reference to the label (RAL-UZ xxx), with link to the basic award criteria

Verification:
Use of the Blue Angel as a proof for compliance with the required criteria; The Blue Angel fulfills all requirements on a label (§ 34 VgV)
Welcome

The Sustainability Compass provides substantial information on sustainable public procurement.

The Sustainability Compass is an evolving project. Visit us on a regular basis to find out about recently released product groups, sustainability labels or potential suppliers for certified products. Would you like to be listed as a supplier of certified products? Please contact info(at)kompass-nachhaltigkeit.de
Sustainability Compass II

How does the Compass work?

Navigation Video

Information Video
# Tender recommendations

- for around 35 product groups

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bauwesen</td>
<td>Construction engineering</td>
</tr>
<tr>
<td>Bürogeräte: Computer, Geräte mit Druckfunktion &amp; Zubehör</td>
<td></td>
</tr>
<tr>
<td>Bürogeräte: Telekommunikationstechnik</td>
<td></td>
</tr>
<tr>
<td>Bürogeräte: Sonstige Bürotechnik</td>
<td></td>
</tr>
<tr>
<td>Büroverbrauchsmaterial</td>
<td>Office supply</td>
</tr>
<tr>
<td>Fahrzeugwesen</td>
<td>Transport</td>
</tr>
<tr>
<td>Garten- und Landschaftsbau</td>
<td>Gardening and Landscaping</td>
</tr>
<tr>
<td>Gebäudeinnenausstattung</td>
<td>Building interiors</td>
</tr>
<tr>
<td>Möbel</td>
<td>Furniture</td>
</tr>
<tr>
<td>Nachhaltige Veranstaltungen</td>
<td></td>
</tr>
<tr>
<td>Reinigung und Hygiene</td>
<td>Cleaning and hygiene</td>
</tr>
<tr>
<td>Stromversorgung</td>
<td>Energy supply</td>
</tr>
<tr>
<td>Unterhaltungselectronik</td>
<td>Consumer electronics</td>
</tr>
<tr>
<td>Wärmeversorgung</td>
<td>Heat supply</td>
</tr>
<tr>
<td>Weiße Ware</td>
<td>White goods (household appliances)</td>
</tr>
</tbody>
</table>
Monitoring system

National Programme on Sustainability
(30 March 2015)

- **Target group:** National and Federal Administration, especially public procurement
- **Measure 6:** “Further orientation of public procurement on guiding principles of sustainable development.“
  - different product groups
  - different level of goal formulation
- **Annual monitoring**
- **Monitoring-Report** for 2016 (published in April 2017)
Competence Centre for Sustainable Procurement (KNB)

- National Programme on Sustainability of the Federal Government

**duties**
- Promotion of sustainable, public procurement through information

**target groups**
- Public buyers on federal, State and municipality level

**offerings**
- web page
- network
- Hotline and consultation
- Courses

**co-operation**
- FEA advises KNB regarding inclusion of environmental criteria into framework contracts

[http://www.nachhaltige-beschaffung.info](http://www.nachhaltige-beschaffung.info)
The Blue Angel and climate protection, Ecodesign and Energy Label

PRODUCT POLICY MIX – STRATEGY PAPER ON ECODESIGN AND THE BLUE ANGEL BY UBA/OEKOPL
Blue Angel and GPP in Europe

a) EU Ecolabel (www.ecolabel.eu) and EU GPP (http://ec.europa.eu/environment/gpp/index_en.htm)

b) National Environmental label (Blue Angel, Nordic Swan, Austrian Ecolabel) and national GPP

Information from Printer manufacturer: Blue Angel (Certificate UZ205) is “requested” by some European countries for GPP (Italy, France, Spain, UK).