



*Simply Excellent.*

# GERMAN GREEN LABEL AND GREEN PUBLIC PROCUREMENT

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RAL gGmbH

Tokyo, 7<sup>th</sup> 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



# Institutions responsible for the Blue Angel



Federal Ministry for the  
Environment, Nature Conservation,  
Building and Nuclear Safety

## **‘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



**1986**

Assigned to the area of the newly founded Federal Ministry for the Environment, Nature Conservation and Nuclear Safety



**2005**

Relocation of the head office from Berlin to Dessau (in the Federal State of Sachsen-Anhalt)

## Key Data

- ▶ Largest scientific Environmental Agency on Federal Level
- ▶ about 1,500 employees, there of 920 in the head office – Dessau
- ▶ 122 Mio. Euro budget in year 2016



# 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 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 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 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



Bayerisches Staatsministerium für  
Umwelt und Verbraucherschutz

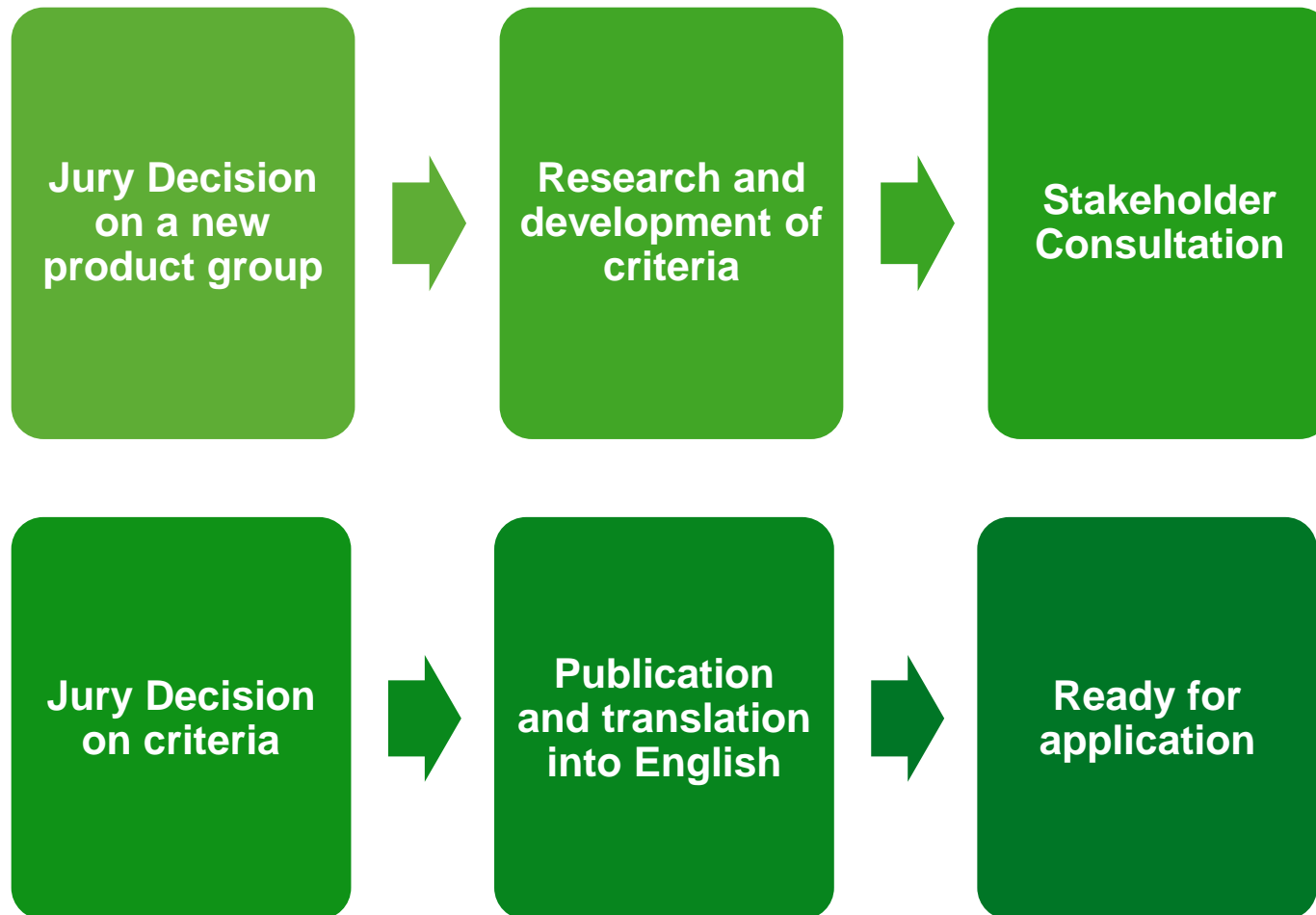


Senatsverwaltung für  
Stadtentwicklung und Umwelt

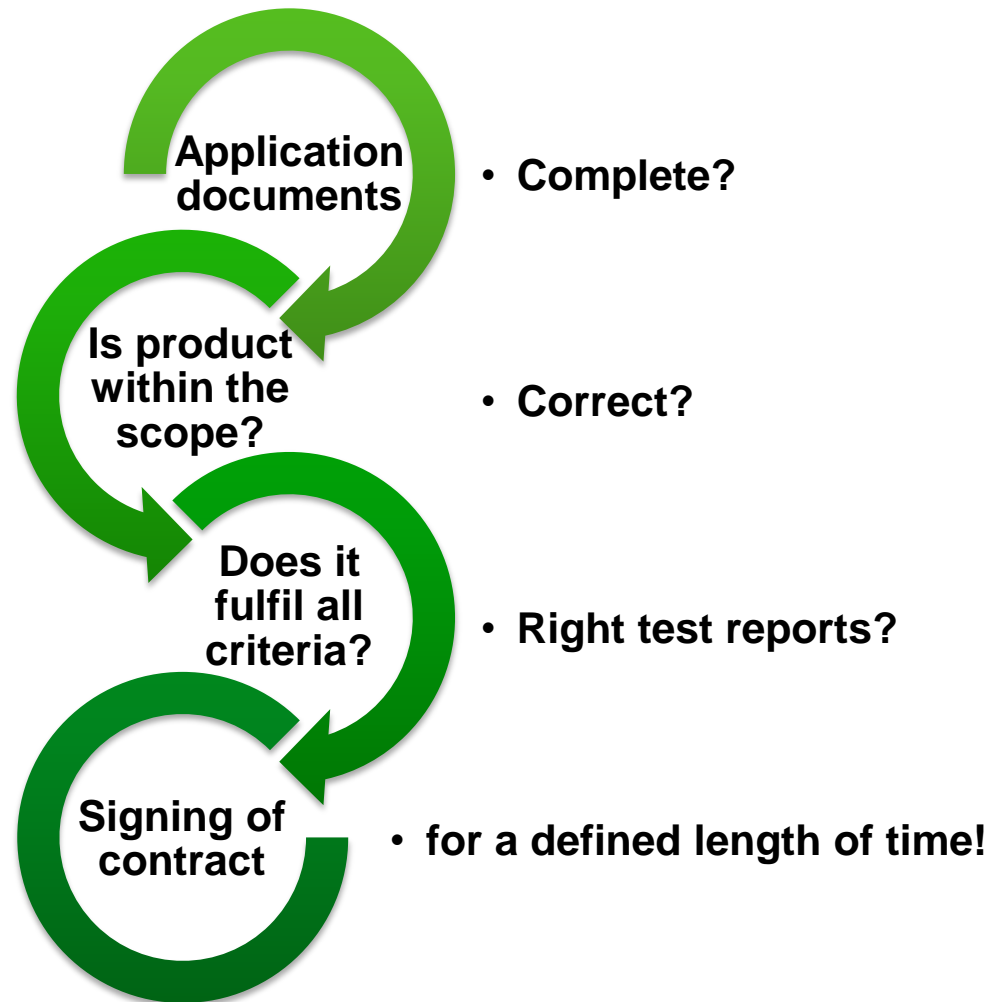




## Criteria Development Process



## Verification and Assessment



## 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)

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

(As of november 2017)

## Paper & Printing



**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.

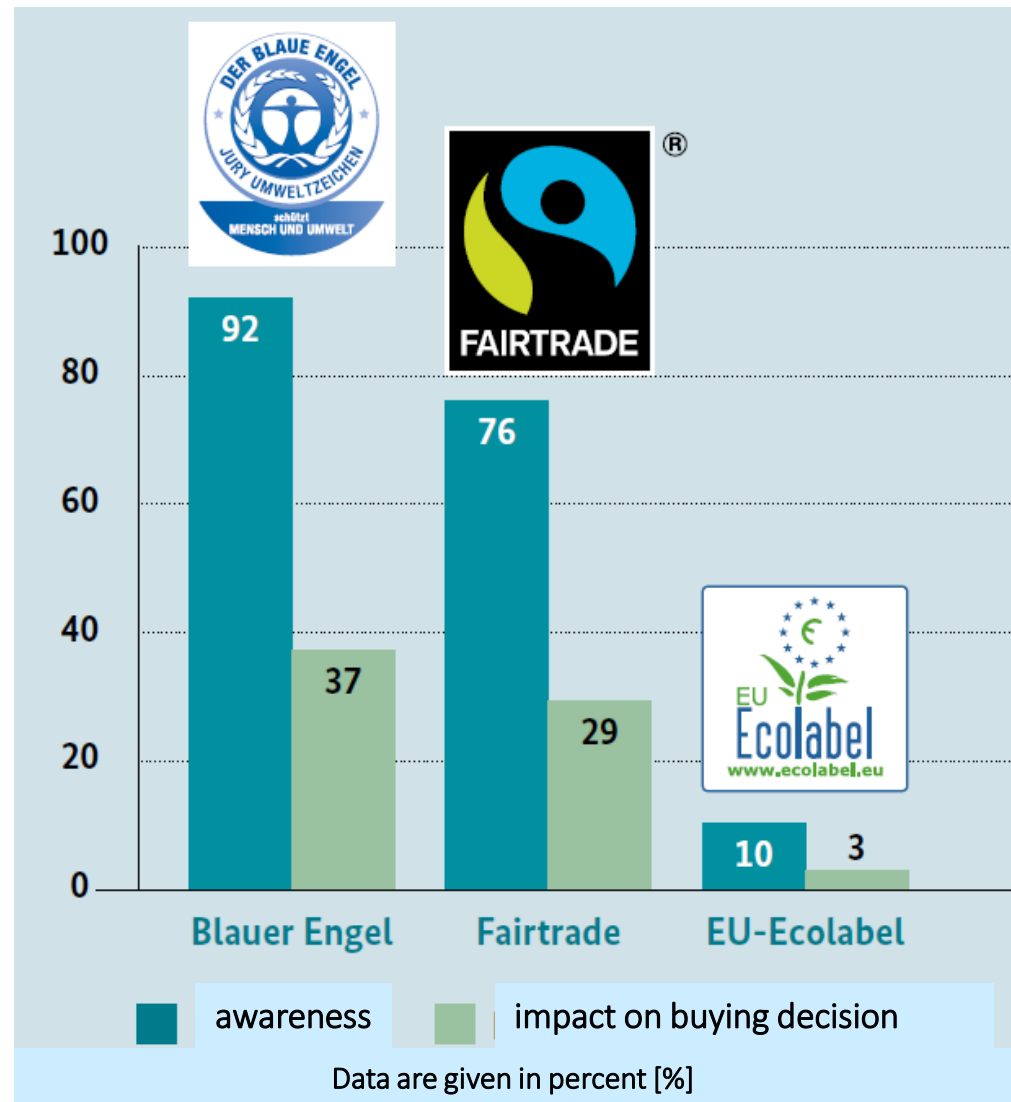
- RAL: Proposal for an uncomplicated procedure to extend licences to other distributors (countries) has been transmitted to manufacturers
- Some manufacturer signal interest
- Expected in 2018 (after most applications of devices are granted in Germany)

## Newly developed/revised criteria in 2017

NUMBER ↕	TITLE ↕	EDITION ↕	VALID UNTIL ↕	OBJECTIVE	DOWNLOAD CRITERIA
RAL-UZ 34	Non-Toxic Pest Control and Prevention	2017	2021	Protects environment and health	
RAL-UZ 57a	Thermal Processes to Control Ligniperdous Insects	2017	2021	Protects environment and health	
RAL-UZ 57b	Thermal Processes for Indoor Pest Control	2017	2021	Protects environment and health	
RAL-UZ 78	Computer and Keyboards	2017	2019	Protects climate	
RAL-UZ 106	Mobile Phones (Edition July 2017)	2017	2020	Protects environment and health	
RAL-UZ 154	Textiles	2017	2021	Protects environment and health	
RAL-UZ 177	Remanufactured Toner Modules	2017	2021	Protects resources	
RAL-UZ 205	Office Equipment with Printing Function (Printers and Multifunction Devices)	2017	2020	Protects climate	
RAL-UZ 206	Garden tools	2017	2021	Protects environment and health	
RAL-UZ 207	Toys	2017	2020	Protects environment and health	

# What does the consumer know?

*“What label do you recognize?” (survey 2014)*



## 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 (UNEP)) 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)



[www.blauer-engel.de/uz205](http://www.blauer-engel.de/uz205)

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](http://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



© Iait/Andreas Teichman/Logo: RAL gGmbH

Blauer Engel - Tipp des Monats  
**Grüne Sohlen - Schadstofffrei**

## Publications



## Social Media



## Consumer Fairs



## Network campaigns



Blue Angel Day  
25. October

[illegible]

# “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.

## “Blue Angel Action Day” on 25 October 2017



### **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.”

# Advent Calendar



## 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](http://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.

The screenshot displays the website of the Umwelt Bundesamt (German Federal Environment Agency). The header features the agency's logo and navigation links: 'The UBA', 'Topics' (highlighted), 'Press', 'Publications', and 'Data'. A search bar is located on the right. The main content area shows a breadcrumb trail: 'Topics > Economics | Consumption > Green procurement'. Below this is a large graphic with various green icons representing office equipment, furniture, and environmental symbols. The text 'Green public procurement: beschaffung-info.de' is overlaid on the graphic. A sidebar on the right, titled 'Topics', lists several sub-topics under 'Economics | Consumption': 'Green procurement' (highlighted), 'Incorporating green procurement into your organizational practice', 'Recommendations for your tender', 'Life cycle costing', 'Environmental aspects in contract award procedures', 'Research projects', and 'Bibliography and links'. The footer of the page includes the text 'What are the benefits?'.

Umwelt Bundesamt

The UBA Topics Press Publications Data

Service Sitemap Disclaimer and privacy policy Deuts

Topics > Economics | Consumption > Green procurement

Green public procurement: [beschaffung-info.de](http://beschaffung-info.de)

What are the benefits?

Topics

Economics | Consumption

Green procurement

Incorporating green procurement into your organizational practice

Recommendations for your tender

Life cycle costing

Environmental aspects in contract award procedures

Research projects

Bibliography and links

## GPP and the Blue Angel

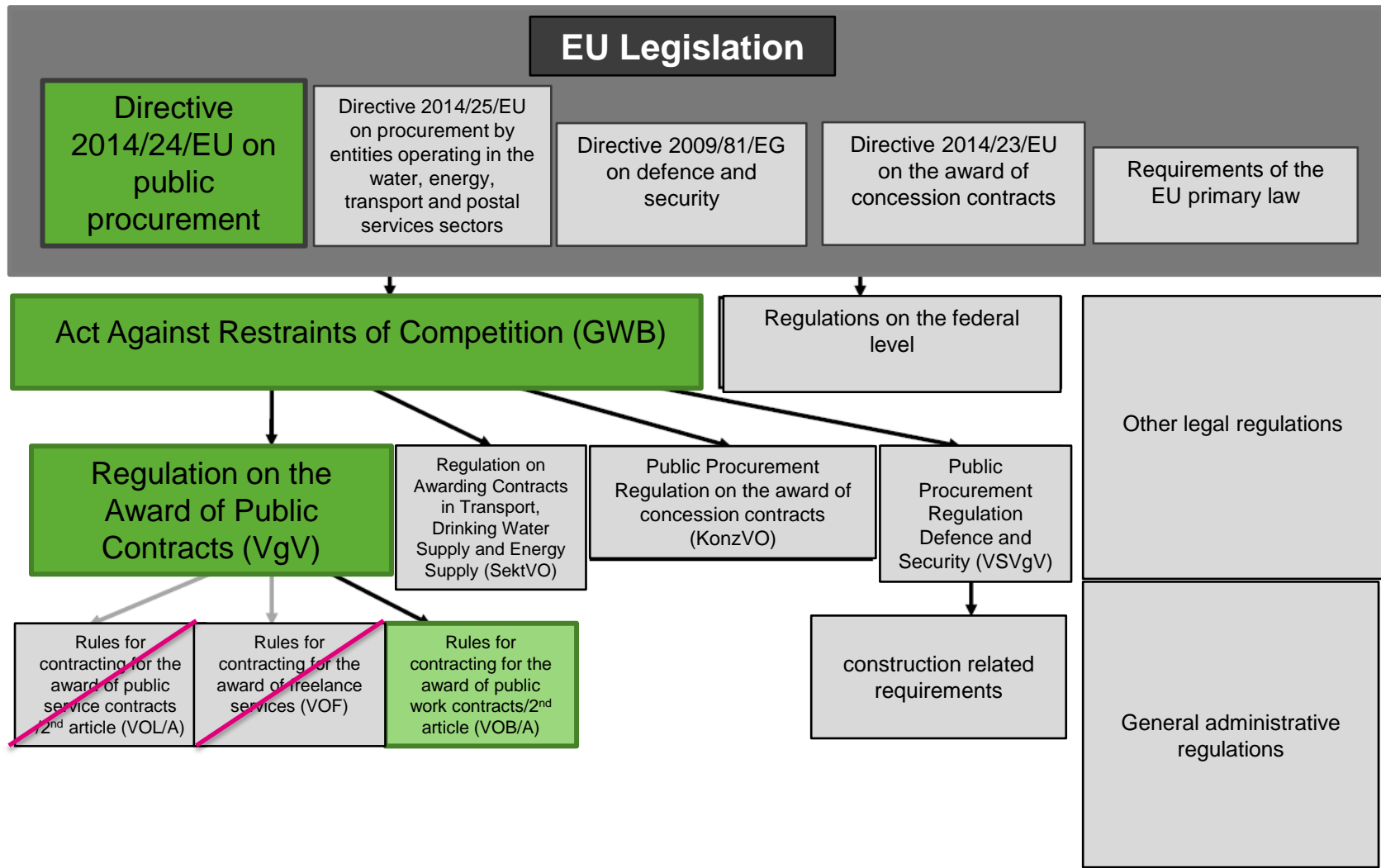
	Green Public Procurement	Blue Angel
Start date	1987	1978
Leading organisation	Federal Ministry for Economic Affairs and Energy	Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety
Frame	Law (GWB) – 2016 Regulations (VgV; Sekt-VO; KonzVgV VSVgV) – 2016	ISO 14024, voluntary (Type I-Eco-label)
Category	Guidelines for about 30 product groups published by the German Environment Agency	120 product groups (12.000 products of 1,500 companies)
Target group	procurers	B2B: companies, public institutions B2C: consumers
Criteria level	desirable level	product group specific criteria set covers 20 % of the best products offered by the market
Criteria development	German Environment Agency (based on the Blue Angel)	German Environment Agency
Criteria decision	German Environment Agency	Environmental Label Jury
Criteria application	procurers	manufacturer/producers/service providers
Certification	no certification	certification by RAL gGmbH
Web page	<a href="http://www.beschaffung-info.de">www.beschaffung-info.de</a>	<a href="http://www.blauer-engel.de">www.blauer-engel.de</a>

## Legal Framework: European Procurement Law

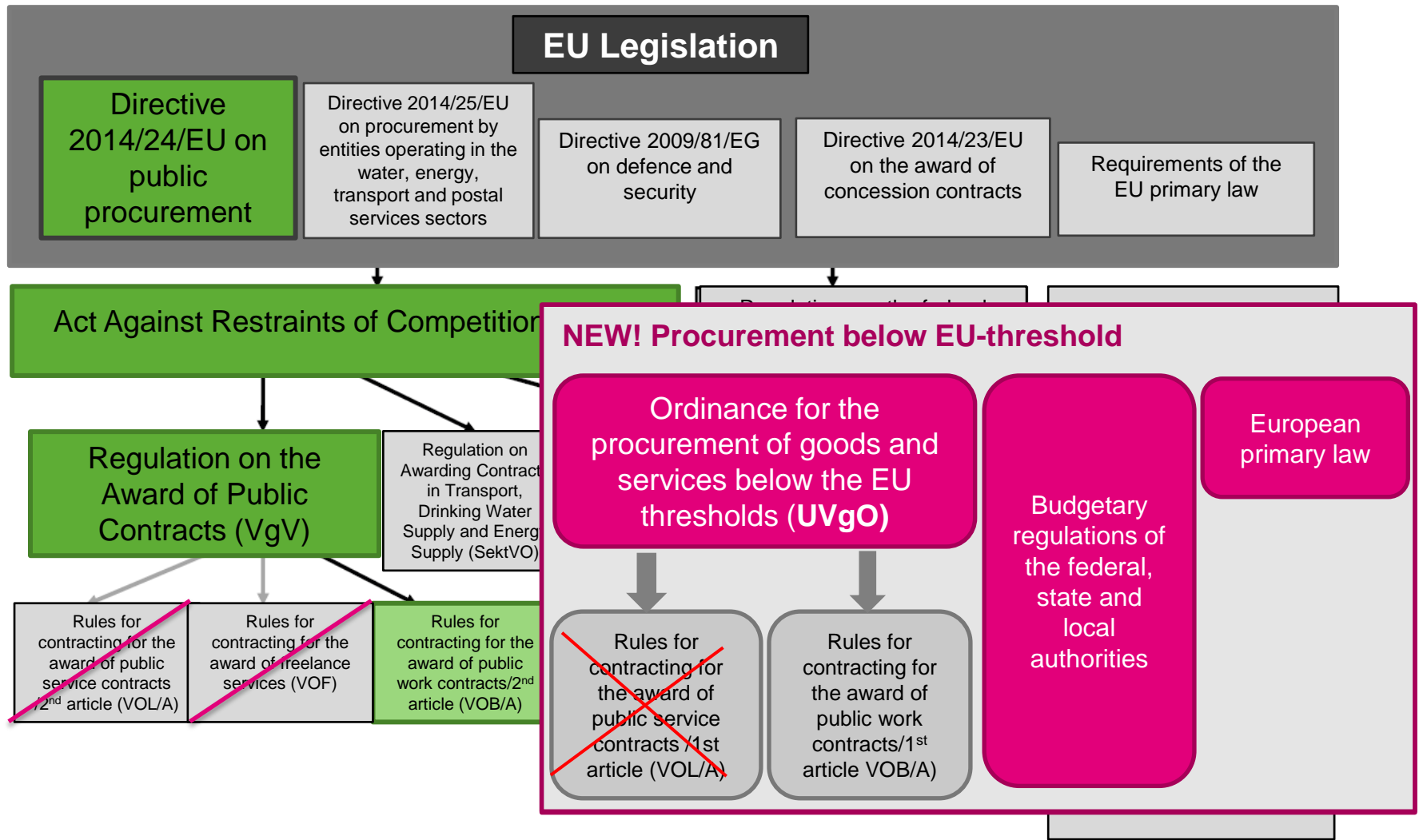
### „Directive- Package“

- Directive 2014/24/EU on public procurement and repealing Directive 2004/18/EC
- 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



# The modernization of the public procurement law & decree- below EU-threshold



# The tendering process and related laws and regulations

Determination of requirements and  
subject matter of the contract

Determination of  
Technical Specifications

Determination of  
Exclusion and Selection Criteria

Determination of  
Award Criteria

Determination of  
Contract Performance Clauses

**§ 97 (3) GWB 2016: consideration  
of sustainability aspects during the  
whole tendering process** !

§ 121 GWB 2016

§ 31 VgV 2016; § 23 UVgO 2017

§ 34 VgV 2016; § 24 UVgO 2017

§ § 67, 68 VgV 2016

§ 124 GWB 2016

§ 49 VgV 2016

§ 34 VgV 2016; § 24 UVgO 2017

§ 127 GWB 2016

§ § 58, 59 VgV 2016; § 43 UVgO 2017

§ 34 VgV 2016; § 24 UVgO 2017

§ § 67, 68 VgV 2016

§ 128 GWB 2016

§ 61 VgV 2016; 45 UVgO 2017

§ 34 VgV 2016; § 24 UVgO 2017

## § 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 a independent party ✓

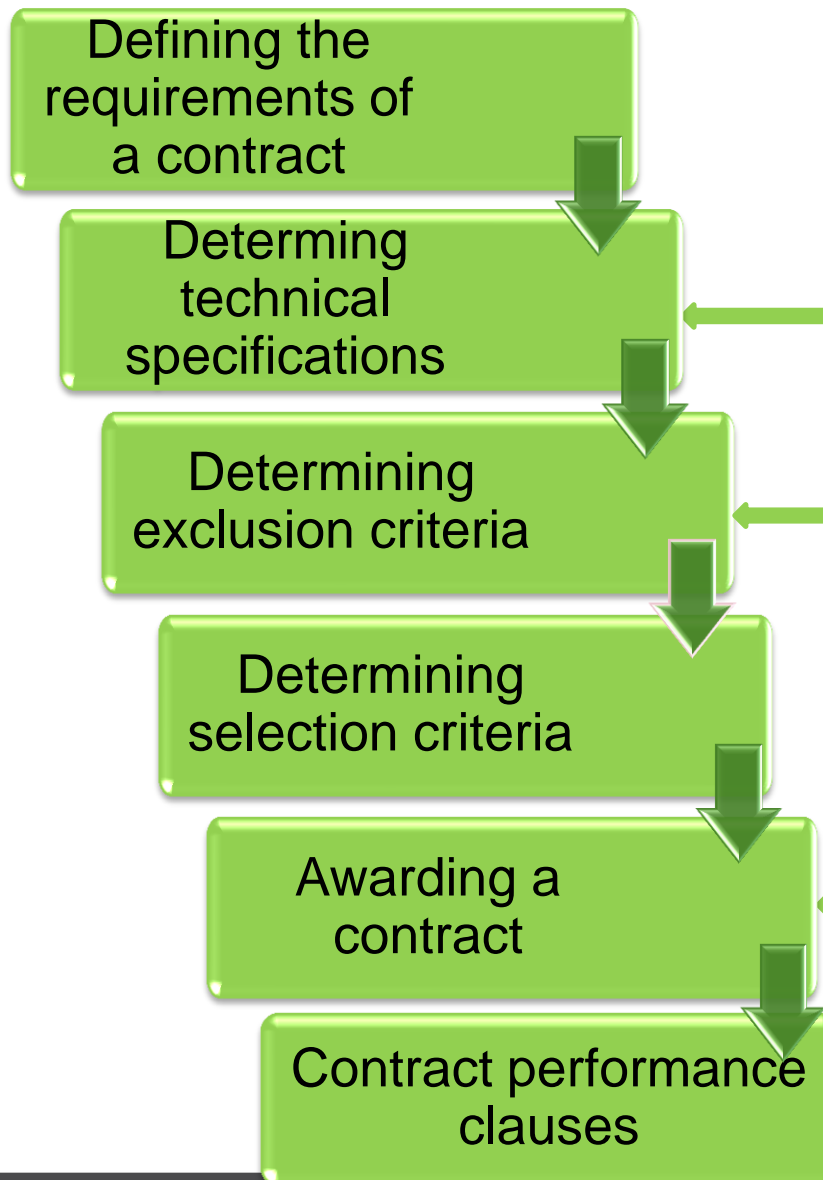




# Interrelation between GPP



## 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)



# Sustainability Compass I

DE EN  
[About](#) [Contact & Disclaimer](#)


MUNICIPALITY COMPASS | PRAXISBEISPIELE | PRODUCT SEARCH | SUSTAINABILITY IN THE PROCUREMENT PROCESS | SUSTAINABILITY LABELS | BASIC INFORMATION

Are you planning to purchase a certain product and would like to take sustainability criteria into consideration?


Alternatively, you can browse through our product groups




MOST VIEWED




APPAREL & TEXTILES




COMPUTERS



WOOD & WOOD PRODUCTS



FOOD PRODUCTS



## Welcome

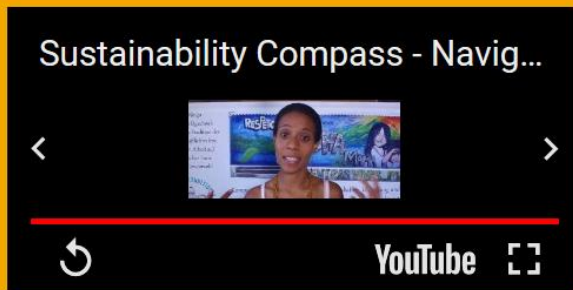
The Sustainability Compass provides substantial information on sustainable public procurement.

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](mailto:info(at)kompass-nachhaltigkeit.de)

## Sustainability Compass II

### How does the Compass work?



Navigation  
video



Information  
video

### Navigation Video



### Information Video



# Tender recommendations

❖ for around 35 product groups

Bauwesen	Construction engineering	^
Bürogeräte: Computer, Geräte mit Druckfunktion & Zubehör	Office Equipment	^
Bürogeräte: Telekommunikationstechnik		^
Bürogeräte: Sonstige Bürotechnik		^
Büroverbrauchsmaterial		^
Fahrzeugwesen	Transport	^
Garten- und Landschaftsbau	Gardening and Landscaping	^
Gebäudeinnenausstattung	Building interiors	^
Möbel	Furniture	^
Nachhaltige Veranstaltungen		^
Reinigung und Hygiene	Cleaning and hygiene	^
Stromversorgung	Energy supply	^
Unterhaltungselektronik	Consumer electronics	^
Wärmeversorgung	Heat supply	^
Weißer Ware	White goods (household appliances)	^



# 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)



Nachhaltigkeits-  
strategie  
für Deutschland

# Competence Centre for Sustainable Procurement (KNB)



## basis

- 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

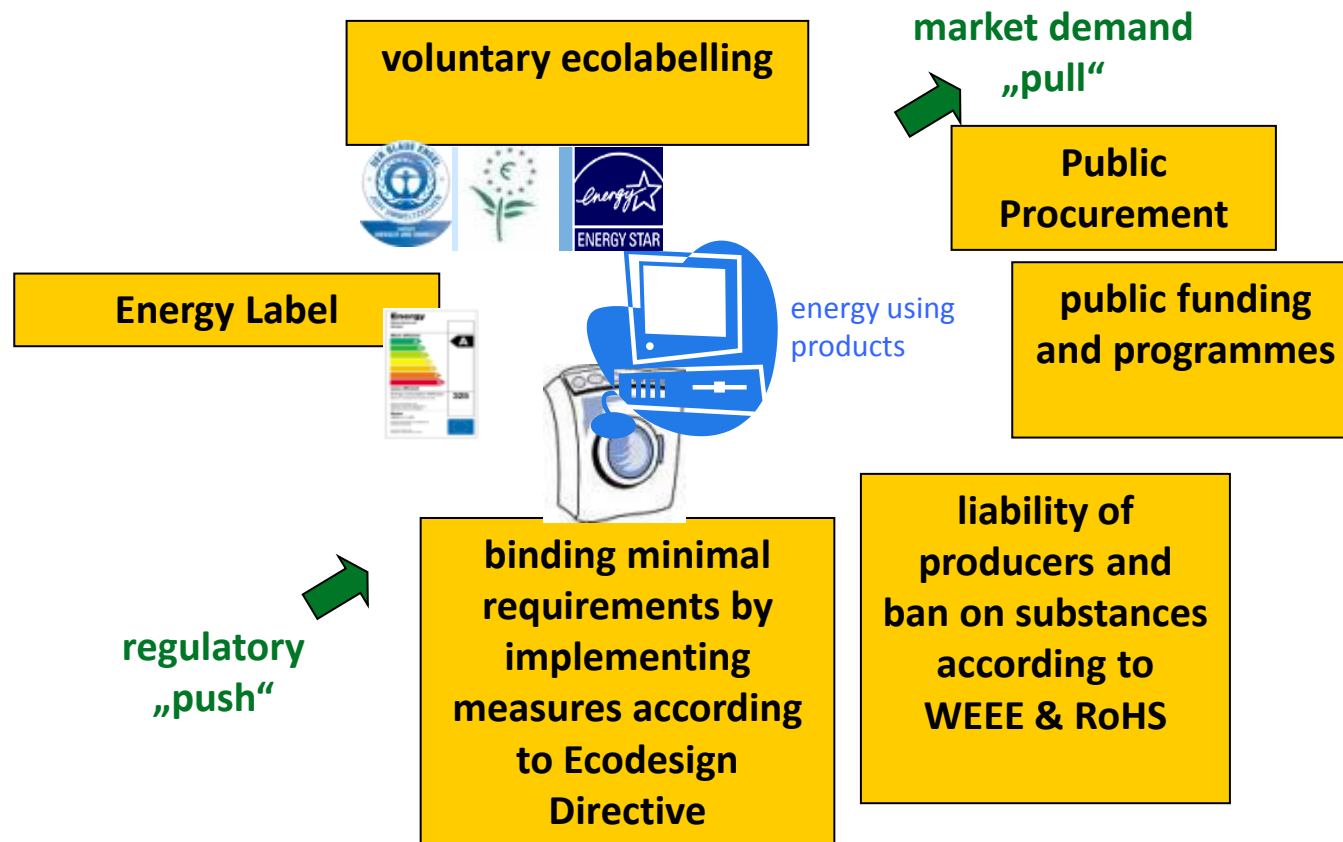
## offerings

- web page
- network
- Hotline and consultation
- Courses

## co-operation

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

# The Blue Angel and climate protection, Ecodesign and Energy Label





## Blue Angel and GPP in Europe

- a) EU Ecolabel ([www.ecolabel.eu](http://www.ecolabel.eu)) and EU GPP ([http://ec.europa.eu/environment/gpp/index\\_en.htm](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).



*Simply Excellent.*

# THANK YOU FOR YOUR ATTENTION!

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