

Press Release No. 49/2010

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Joint press release by the Federal Environment Agency and the Environmental Label Jury

Germany's ecolabel goes on the offensive

UBA President Flasbarth calls for more industry initiatives to reach climate protection goals

Berlin, 06.10.2010 –Blue Angel Day will stage its premiere in Berlin today. The Federal Ministry for Environment, the Federal Environment Agency, and the Environmental Label Jury are providing information and talking about the Blue Angel of the future with more than 100 delegates from industry and commerce as well as environmental and consumer associations. UBA President Jochen Flasbarth and Jury Chairman Dr. Volker Teichert are concentrating efforts on encouraging commerce and industry to put the Blue Angel label on more energy-saving and climate-friendly products.

The Blue Angel has been a significant factor in the Federal government's climate protection initiative since 2008. The "protects climate" protection goal expands on the ecolabel product portfolio to add climate-health and energy-efficient products. "Private households already hold great energy savings potential which can be increased. In the last two years we have continued development of the Blue Angel so that it can now be applied to many low-energy and efficient products. It is up to industry and commerce to introduce goods bearing the Blue Angel to the market and thus provide consumers guidance in matters of climate protection," says Jochen Flasbarth, President of the Federal Environment Agency.

Chairman Dr. Volker Teichert of the Environmental Label Jury believes in engaging in dialogue with businesses: "We would like the Blue Angel to act as a catalyst that puts more Blue Angel-marked products on shelves for the sake of climate protection. This can only work if industry takes the initiative to do so. The openness shown by many manufacturers here on Blue Angel Day is encouraging." Prof. Dr. Edda Müller, Vice Chairwoman of the Environmental Label Jury, added on this occasion, "In the course of its long history the Blue Angel has sparked the breakthrough of environmentally friendly innovations again and again, such as asbestos-free brake pads or CFC-free spray cans. This trend to promote innovation will continue to be one of its distinguishing characteristics".

The ecolabel is a voluntary instrument with which to mark environmentally-friendly goods and services. For more than 30 years the world's first and most well-known ecolabel has aided the breakthrough of ecological product alternatives and to set new standards.

The Blue Angel currently marks 11,500 products from some 1,050 suppliers in 90 different product groups. The "protects climate" label is available for more than 40 product groups and is set to grow to up to 100 climate-relevant categories in the coming years. Only the best products and services within a product group as concerns their environmental aspects are awarded the ecolabel.

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The positive contribution of a Blue Angel product made to environment and health is easy to see and is one of four protection goals. These goals are “protects climate”, “protects health”, “protects water”, and “protects resources”.

Independence and credibility are guaranteed by the Federal Ministry for Environment, the Federal Environment Agency, RAL gGmbH, and the Environmental Label Jury. Members of the independent decision-making body represent BUND (Friends of the Earth Germany), NABU (Nature and Biodiversity Conservation Union), the Federation of German Industries (BDI), the German Retail Federation (HDE), the German Confederation of Skilled Crafts (ZDH), the German Confederation of Trade Unions (DGB), the churches, Stiftung Warentest, the Federation of German Consumer Organisations - vzbv, the German Association of Cities, the federal states, media and science.

Blue Angel Day acts as a forum for dialogue between industry, commerce, policy makers, scientists and private citizens, and will focus on varying topics in future. The goal of its founders is to create a springboard for discussion that promotes sustainable consumption. The spotlight at this year's Blue Angel Day is on TV sets and energy-saving lamps. Together with BUND and vzbv, companies like megaman, Panasonic, the REWE Group and a brand expert will be exchanging experience and views on the Blue Angel.

For more information about the Blue Angel and products that are labeled with it, see www.blauer-engel.de.

The Blue Angel on Facebook: www.facebook.com/blauerengel.

Dessau-Roßlau, 6 October 2010