

Für Mensch & Umwelt

Umwelt   
Bundesamt

# Eco Labelling and Green Public Procurement in Germany

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German Environment Agency

Dessau, 25<sup>th</sup> November 2020

## Agenda

1. Eco-Label: The Blue Angel
2. Green Public Procurement (GPP)
3. Relationship between GPP & Blue Angel
4. Outlook

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## History of the Blue Angel – born in 1978



**GERMAN INTERIOR MINISTER  
GERHART BAUM**

(l.) awards the first environmental labels in 1979, for low-noise lawnmowers among other things.



# Institutions responsible for the Blue Angel



## **‘The Owner’**

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



## **‘The Independent decision-makers’**

The Environmental Label Jury



## **‘The Professional expertise’**

German Environment Agency



## **‘The Auditor’**

RAL gGmbH

# Product portfolio: 120 product groups

## ▸ Home and Living

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



## ▸ Paper and Printing

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



## ▸ Electric Devices

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



## ▸ Construction and Heating

For construction work or simply renovating the Blue Angel points the way to healthy and environmentally-compatible materials.



## ▸ Business and Municipality

The Blue Angel also offers environmentally-friendly alternatives to small trades, large consumers and public authorities.



**Over 12,000 products and services from over 1,600 companies have been awarded with the Blue Angel.**

## What are our most successful product categories? (by number of licenses)

	<b>Ecolabel</b>	<b>Number of licenses</b>
<b>DE-UZ 205</b>	Office Equipment with Printing Function (Printers and Multifunction Devices)	1,527
<b>DE-UZ 12a</b>	Low-pollutant Varnishes (until 12/2020)	1,124
<b>DE-UZ 102</b>	Low-Emission Interior Wall Paints (until 12/2020)	733
<b>DE-UZ 5</b>	Sanitary paper products made of recycled paper	493
<b>DE-UZ 56</b>	Recycled cardboard	370
<b>DE-UZ 14a</b>	Graphic paper and cardboard made from 100% waste paper (recycled paper and cardboard) (new)	348

(As of november 2020)

# Revision of DE-UZ 205: Energy Saving and Low-Pollutant Printers and Multifunction Devices



Source: Blue Angel



Source: Blue Angel

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

- low energy consumption
- low emissions and noise
- durable

## Criteria revision has already started again:

- Resource origin
- Social aspects during dismantling and further processing



## DE-UZ 208: Disposable diapers

### Scope:

- diapers designed for use in infants, children, adolescents or adults;  
examples: panty nappies, diaper briefs, swimming nappies and pants.

### Criteria:

- 100% of the wood used for pulp production comes from sustainable forestry
- strict limit values for process parameters in pulp production, e.g. waste water emissions and exhaust air, energy and bleach consumption
- extensive exclusion of hazardous substances, such as carcinogenic substances, halogen-containing polymers, heavy metals, acrylamide and natural latex in the plastics used, optical brighteners, additives such as lotions, mineral oil components, fragrances, odour binders
- avoidance of substances harmful to health and the environment, e.g. through strict regulation of residual monomers, water-soluble extracts, polyurethane and elastane, polyamides and silicones in the plastics used, strict regulation of adhesives; minimization of dyeing and printing
- high usability and quality
- high demands on the sales packaging



Source: Blue Angel



Source: Blue Angel

## Newly developed/revised criteria in 2020

NUMBER ↕	TITLE ↕	EDITION ↕	VALID UNTIL ↕
DE-UZ 72	Printing and Publication Paper made primarily from Waste Paper (new)	2020	2024
DE-UZ 203	Shampoos, shower gels and soaps and other so-called rinse-off cosmetic products (Edition January 2020)	2020	2025
DE-UZ 14a	Graphic paper and cardboard made from 100% waste paper (recycled paper and cardboard) (new)	2020	2024
DE-UZ 14b	Finished products made from recovered paper (new)	2020	2024
DE-UZ 212	Stoves for wood	2020	2023
DE-UZ 213	Server and Data Storage Products	2020	2022
DE-UZ 214	Climate-Friendly Colocation Data Center	2020	2023
DE-UZ 215	Resources and Energy-Efficient Software Products	2020	2023
DE-UZ 131	Digital cordless phone (new)	2020	2023

## Criteria to be developed in the next 12 months

- Artificial grass
- Catering and canteen operation
- Antifouling ships,
- ...



# Submitting an application for existing Basic Award Criteria

## 1. The supplier submits their application

In order to use the environmental label, verification of compliance with the requirements is sent to the awarding body RAL

RAL gGmbH  
Fränkische Straße 7, 53229 Bonn  
Tel.: +49 (0)228 68895 190  
Fax: +49 (0)228 68895 430

## 2. RAL

Checks the application for the use of the environmental label for compliance with the stipulated requirements

## 3. Federal state

Submits statement

## 4. RAL

Conclusion of the contract on the use of the environmental label with the supplier/manufacturer

5. Advertising by the supplier using the environmental label based on the contract on the use of the environmental label concluded with RAL

### ABBREVIATIONS:

**UBA:** Federal Environment Agency

**Jury UZ:** Environmental Label Jury

**BMU:** Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU)

**RAL:** RAL gGmbH

**BDI:** Federation of German Industries

**VZBV:** Federal Association of Consumer Protection Organizations (Verbraucherzentrale Bundesverband)

**StiWa:** Stiftung Warentest

# Submitting an application for the development of new Basic Award Criteria

1. **Anybody can submit a new proposal** including comprehensive information on the product to the following address:

Federal Environment Agency FG III 1.3,  
Office of the Environmental Label Jury  
Postfach 1406, 06813 Dessau  
Tel.: +49 (0)340 2103 3375  
Fax: +49 (0)340 2104 2207

2. **Specialist evaluation by the Federal Environment Agency**

3. **The Environmental Label Jury decides on the investigative order**

4. **Federal Environment Agency**  
Expert preparation and proposals for the Basic Award Criteria

5. **RAL**  
Organisation of the expert hearing

6. **Expert hearing**  
Participants:

- RAL (Chair)
- UBA
- Sector supplying the product/service (BDI)
- Consumer associations (BVZV/StiWa)
- Environmental associations if required
- Trade unions if required
- Other experts if required

## Recommendations for the Environmental Label Jury

7. **Environmental Label Jury**  
Ratification of the Basic Award Criteria

8. **Announcement of the decisions**  
Announcement of the decisions by the BMU

### ABBREVIATIONS:

UBA: Federal Environment Agency  
Jury UZ: Environmental Label Jury  
BMU: Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU)  
RAL: RAL gGmbH  
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StiWa: Stiftung Warentest

## The Blue Angel – Fees



### New proposal

- Free of charge

### Application fee

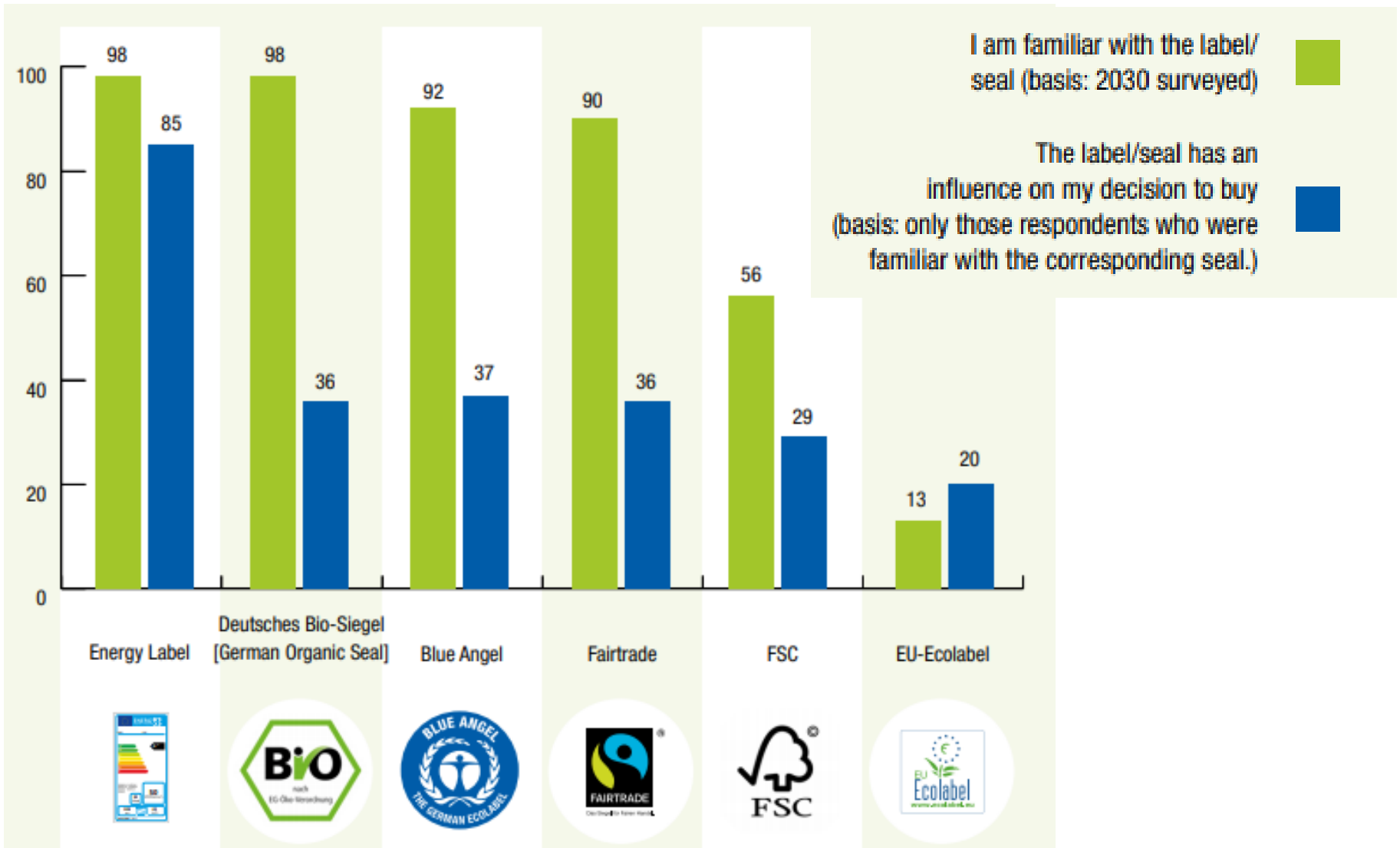
- One time charge: 400 €\*

### Annual fee

- Depending on the expected turnover of the labeled products
- Min. 320 € - max. 10,500 €\*

\* plus value-added tax (VAT)

## Awareness and influence on decision to buy [%] (survey 2016)





# Promotion Activities I



## World Ecolabel Day – 8. Oktober 2020 – Aktionstag Blauer Engel

Internationaler Tag der Umweltzeichen zum Schutz von Umwelt und Gesundheit.



## Blauer Engel on Tour

Auch in diesem Jahr war der Blaue Engel wieder in ganz Deutschland on Tour mit einer Festival-Roadshow. Am Stand konnten sich die Festival-Besucher nicht nur über den Blauen Engel informieren, auch eine Fotoaktion erfreute sich großer Beliebtheit und für die Kleinen war mit einer Papierschöpf-Aktion etwas geboten.

Juli 2019 – Auftakt der Roadshow auf dem Traditionsfestival „Hurricane“

Auftakt der Roadshow war auf dem Traditionsfestival Hurricane vom 19.-21. Juni in Scheeßel, zwischen Hamburg und Bremen. „Das Klima wartet nicht, bis dein Bachelor fertig ist“ war eines der Zitate an unserem Stand, das wir voll und ganz unterschreiben können. Auf dem Hurricane hatten wir die Ehre, dass der bekannte Influencer Wilke Zierden sich für ein Foto an unserem Stand aufhielt und eine Foto-Slideshow auf seinem Kanal geteilt hat: Danke, Wilke!



Anfang August 2019 – „A Summers Tale“ Festival bei Lüneburg

Beim „A Summers Tale“ Festival vom 1.-4. August bei Lüneburg haben wir einige Besucher aus dem letzten Jahr wieder getroffen, die unsere 2018 ausgegebenen Rucksäcke trugen und angaben, seitdem darauf zu achten nur Produkte mit dem Blauen Engel zu kaufen. Das beste Lob für uns! Hier haben wir auch die Papierschöpf-Aktion für die Kinder eingeführt, die den Kleinen Gelegenheit gab, etwas aktiv zu gestalten.





## Promotion Activities II

					
	 				
 		<p>Ab dem 1.12.2020 finden Sie hier 24 umwelt- freundliche Gewinne. Lassen Sie sich überraschen!</p>			
	 				
					
					

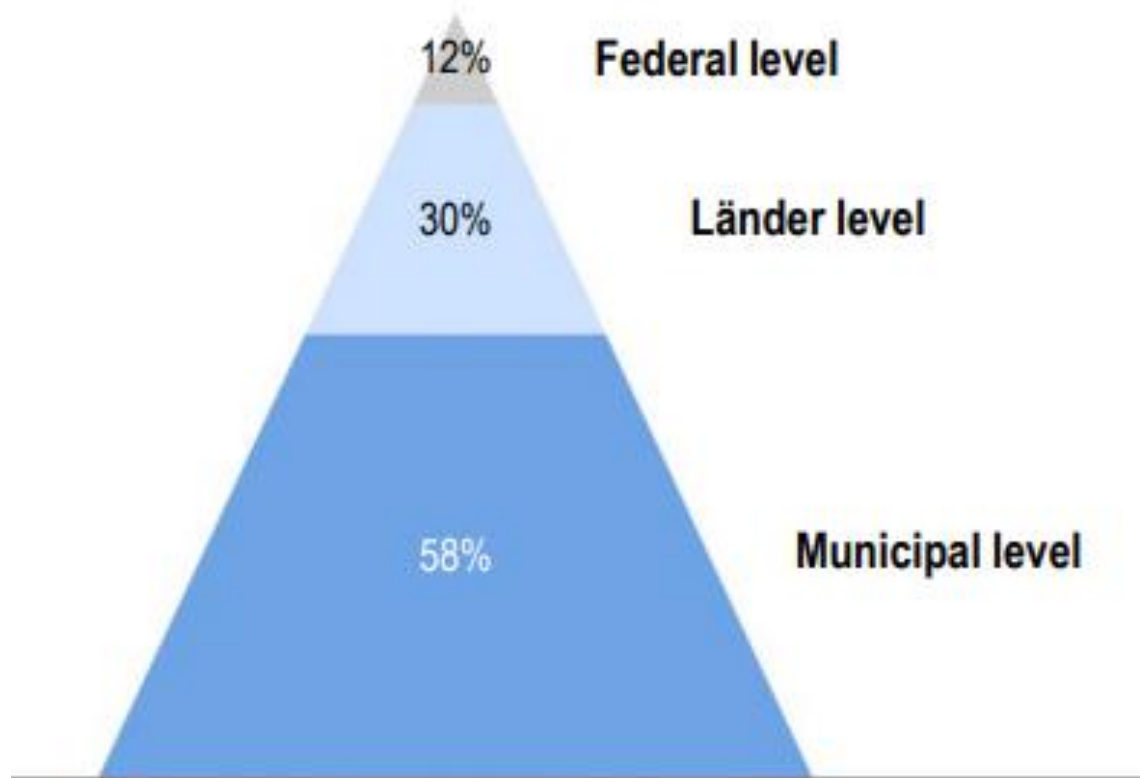
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- 2. Green Public Procurement (GPP)**
3. Relationship between the Blue Angel and GPP
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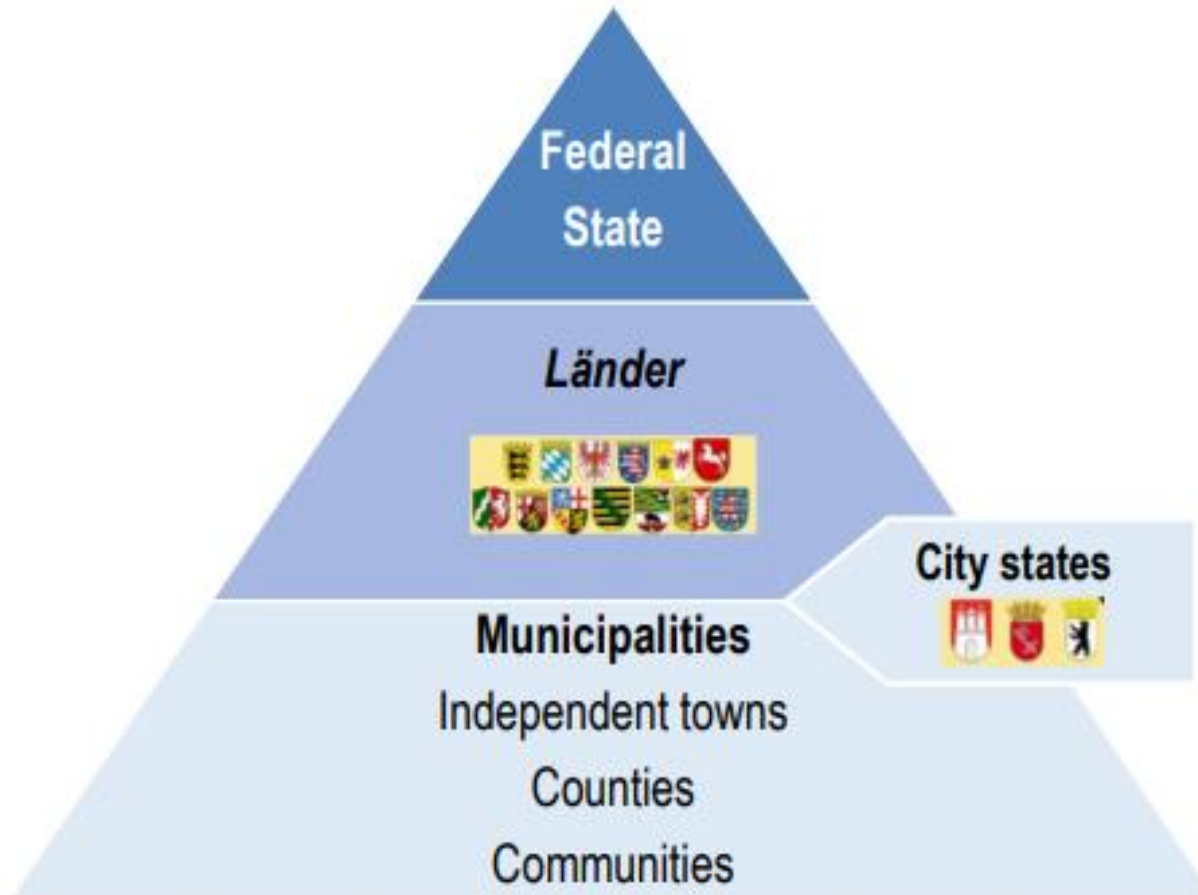
## Procurement activity at governmental levels (estimates)

500 Billion Euro

15 % of GDP



## Administrative units



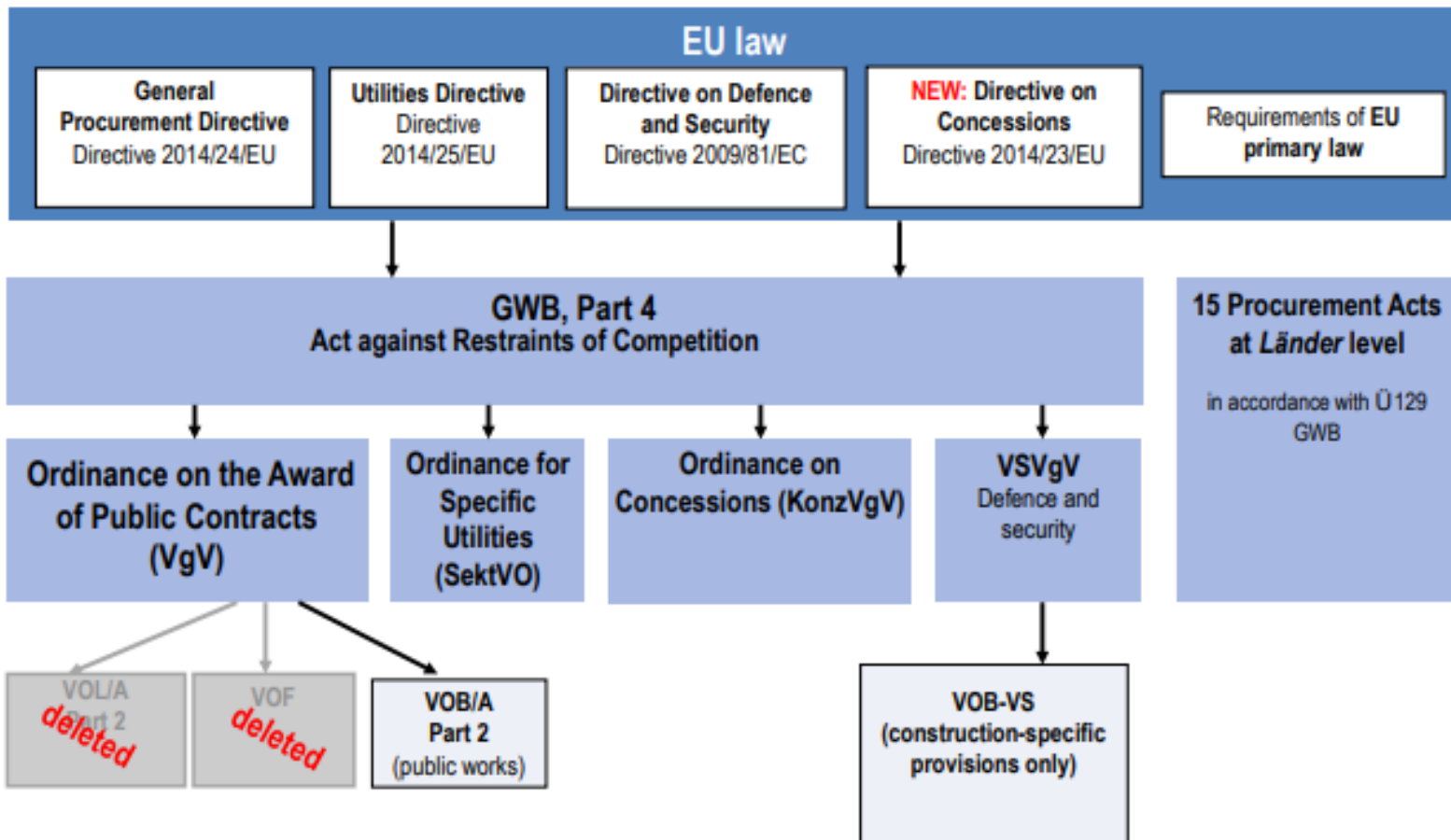
**Mandatory or voluntary? It depends ...**

## Legal Framework: European Procurement Law

### „Directive- Package“

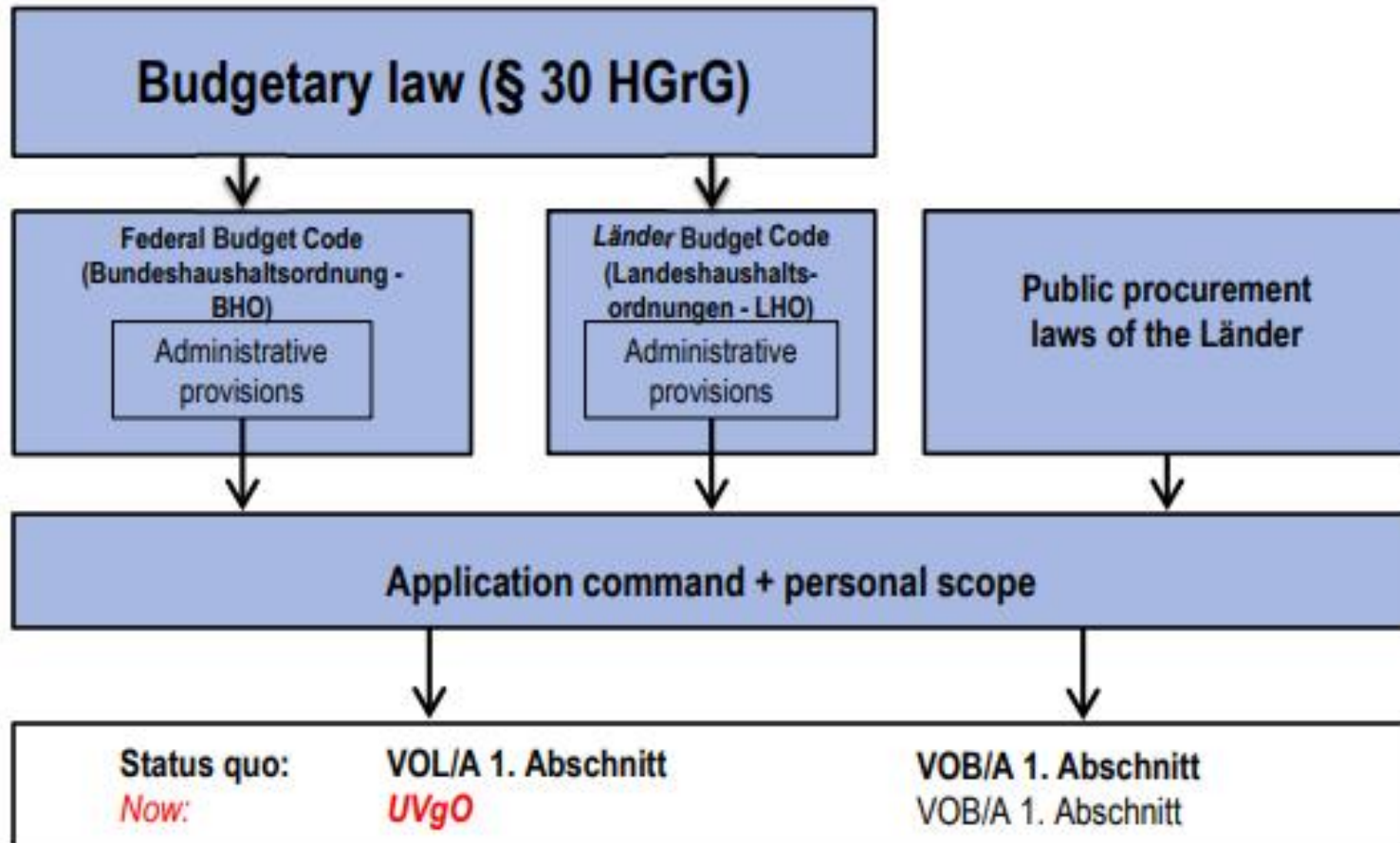
- Directive 2014/24/EU on public procurement and repealing Directive 2004/18/EC
- Directive 2014/25/EU on procurement by entities operating in the water, energy, transport and postal services sectors and repealing Directive 2004/17/EC
- Directive 2014/23/EU on the award of concession contracts

## Procurement law above the EU threshold



Source: Illustration by Germany's Federal Ministry for Economic Affairs and Energy (BMWi).

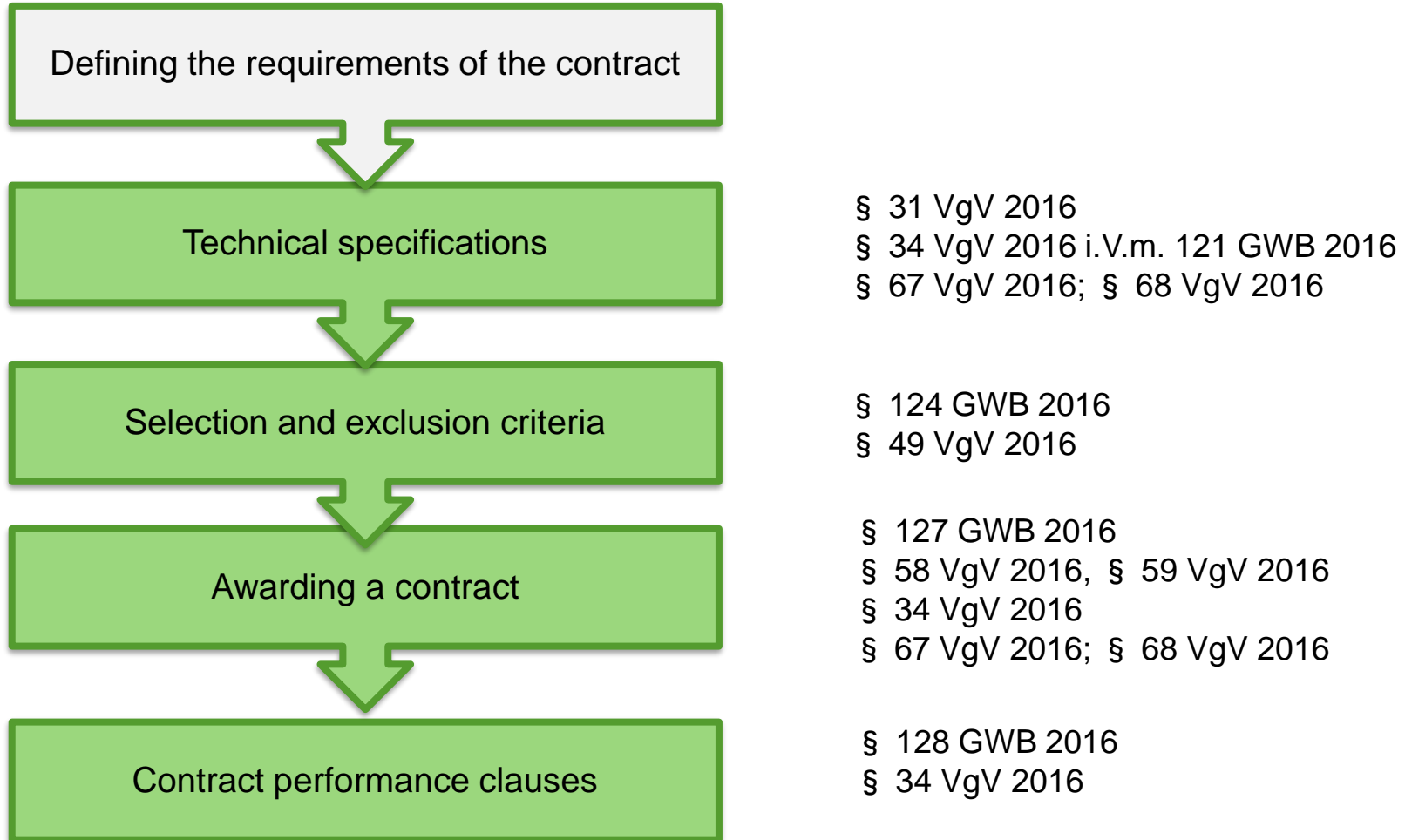
## Procurement law below the EU threshold



Source: Illustration by Germany's Federal Ministry for Economic Affairs and Energy (BMWi).

# The tendering process and related laws and regulations

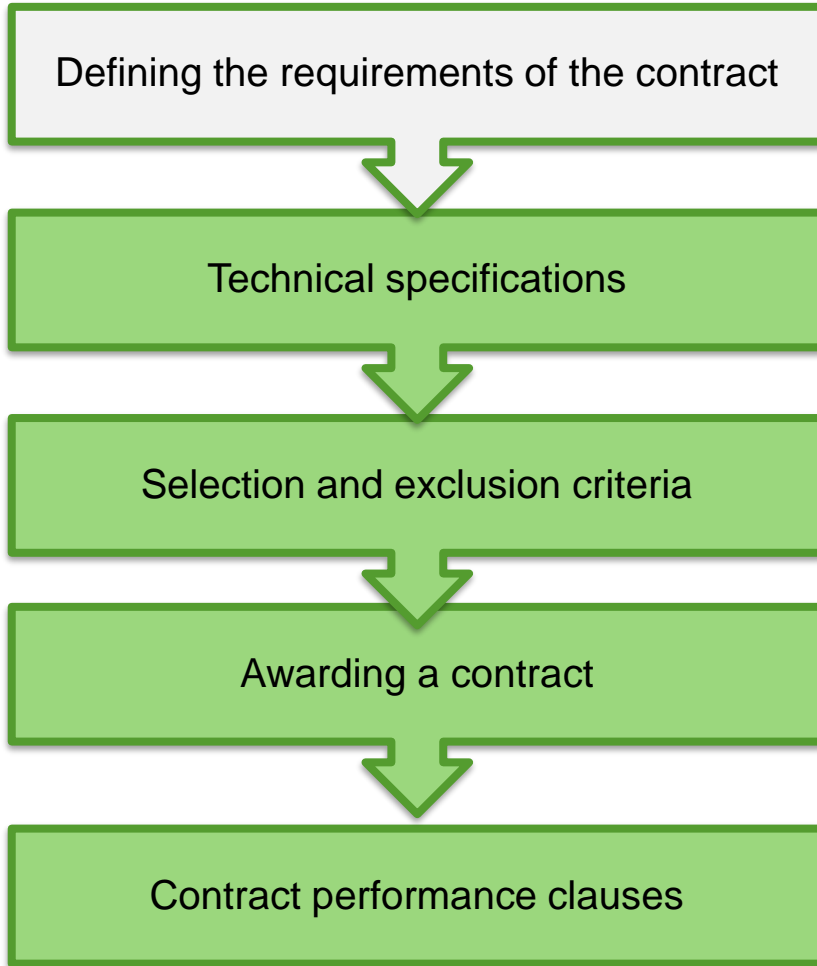
§ 97 (3) GWB 2016: consideration of sustainability aspects during the whole tendering process





# The tendering process and related laws and regulations

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



**Voluntary regulations!**

**2 Exceptions:**

- 1.) procurement of energy-related supplies or services: energy efficiency requirements must take into account ( § 67 Public Procurement Regulation, VgV)
- 2.) procurement of road vehicles: energy consumption and environmental impacts must take into account ( § 68 Public Procurement Regulation, VgV)

# Evolution of Germany's sustainability framework, focus on procurement

	Type of policy	Coverage	First edition	Update	Monitoring reports
Circular Economy Act (Kreislaufwirtschaftsgesetz) <i>Mandatory</i>	Law	Waste management in Germany	1994	2007, 2012, 2020	2014, 2016
National Sustainability Strategy (Nationale Nachhaltigkeitsstrategie)	Strategy / plan	Sustainable development of Germany as a whole	2002	2017	Progress reports: 2004, 2008, 2012, 2018 Indicator reports: 2006, 2008, 2010, 2012, 2014, 2016
Joint Decree for Procurement of Wooden Products (Gemeinsamer Erlass zur Beschaffung von Holzprodukten) <i>Mandatory</i>	Regulation	Public procurement of wood products in the federal administration	2007	2011	
General Administrative Provision for the Procurement of Energy-Efficient Products and Services (Allgemeine Verwaltungsvorschrift zur Beschaffung energie-effizienter Produkte und Dienstleistungen, AVV-EnEff) <i>Mandatory</i>	Regulation	Purchasing of energy efficient products by the administration	2008	2013, 2017, 2020	

## Evolution of Germany's sustainability framework, focus on procurement

	Type of policy	Coverage	First edition	Update	Monitoring reports
Programme of Measures on Sustainability (Maßnahmenprogramm Nachhaltigkeit) <i>Mandatory</i>	Strategy / plan	Sustainability in Germany's federal administration	2010	2015, 2017	2015, 2016, 2017, 2018, 2019
German Resource Efficiency Programme (Deutsches Ressourceneffizienzprogramm)	Strategy / plan	Germany's use of resources as a whole	2012	2016, 2020	2015
National Programme for Sustainable Consumption (Nationales Programm für nachhaltigen Konsum) 2016	Strategy / plan	Sustainability for Germany's citizens and their consumption	2016		
Climate Change Act (Klimaschutzgesetz) <i>Mandatory</i>	Law	Climate change (reduction) in Germany	2019		

## What is new?

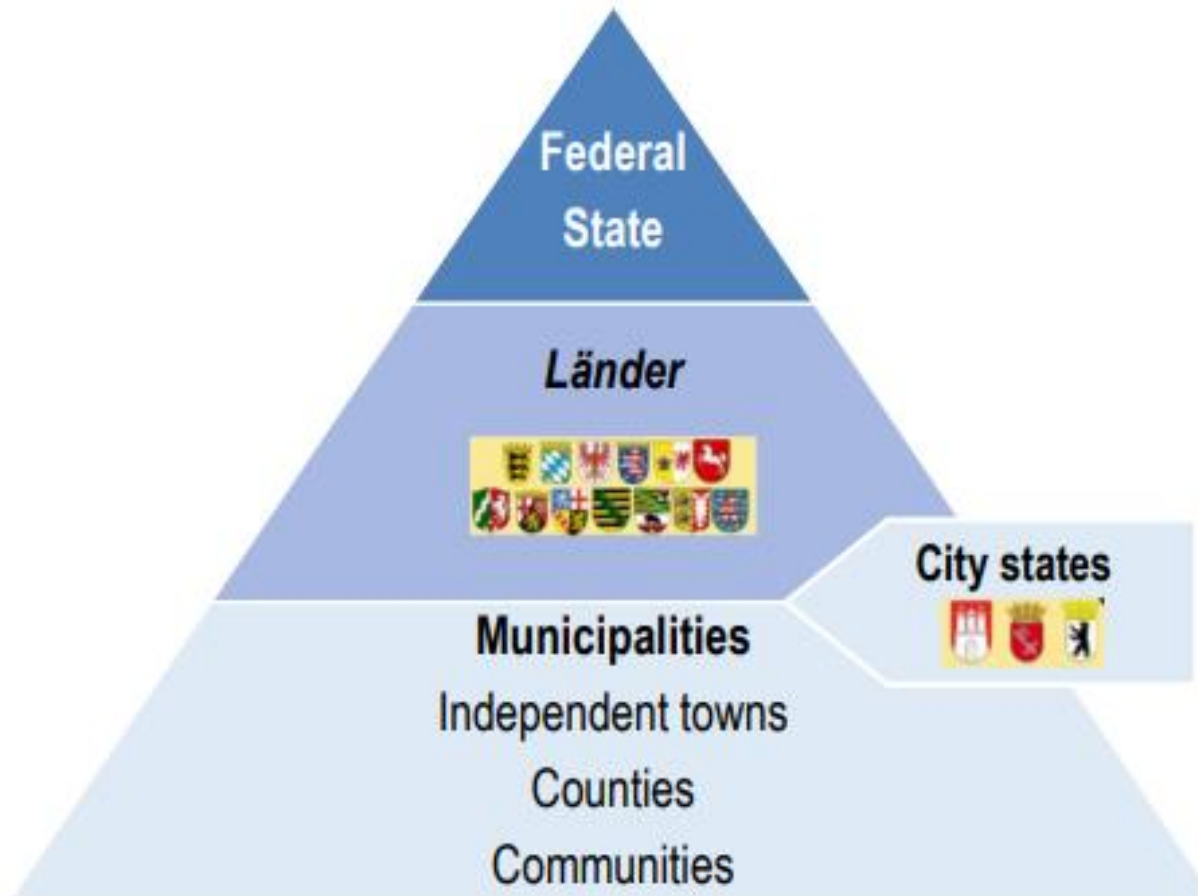
### **Circular Economy ACT (KRWG), the Climate Change Act (KSG) and the General Administrative Regulation on the Procurement of Energy-Efficient Services:**

- **oblige** public purchasers to check whether environmentally friendly procurement options exist.

### **The new rules in the KrWG and KSG**

- even **oblige** public procurement bodies to make the most environmentally friendly variant the subject of the contract, so that the procurement of other variants is no longer permissible.

## Administrative units



**Mandatory or voluntary? It depends ...**

## Monitoring system



Nachhaltigkeits-  
strategie  
für Deutschland

### National Programme on Sustainability

(30 March 2015, adaptation in 2017)

- 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 2015, 2016, 2017, 2018, 2019

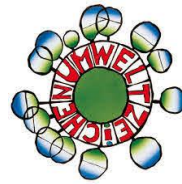
## Procurement statistics regulation (VergStatVO)

- **Start at 1.10.2020**
- For the first time, collection of individual data on the public procurement procedures carried out in Germany (federal, state and local authorities),
- Valid for: Procurement processes with order values above the EU threshold values and with order values of more than 25,000 euros below the EU threshold values
- Results are made available to the general public via the GENESIS online database (<https://www-genesis.destatis.de/genesis/online>)

# Procurement statistics regulation (VergStatVO):

## Possibility to name sustainability criteria (according to attachment no. 9)

- Eco-label



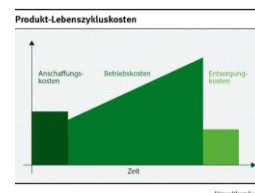
- Environmental Management System (EMAS or ISO 14001)



- Highest energy class




- Inclusion of life cycle cost methods





[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.



Home > Topics > Economics | Consumption > Green procurement

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

**What does green public procurement mean?**  
Each year, German contracting authorities purchase around €300 billion worth of products ranging from pencils to city buses. This massive purchasing power can potentially be used to reduce environmental pollution, improve environmental product and service range, and promote more targeted market launches of innovative eco-friendly products.

[Read more](#)

### 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

**Current dates** Monthly view

No events pending

[Show all](#)

# Tender recommendations

- for around 30 product groups



Data centres	^
Cleaning and hygiene	^
Construction	^
Consumer electronics	^
Furniture	^
Gardening and landscaping	^
Internal components for buildings	^
Office equipment	^
Office supplies	^
Power supply	^
Sustainable events	^
Vehicles	^
White goods	^

## Agenda

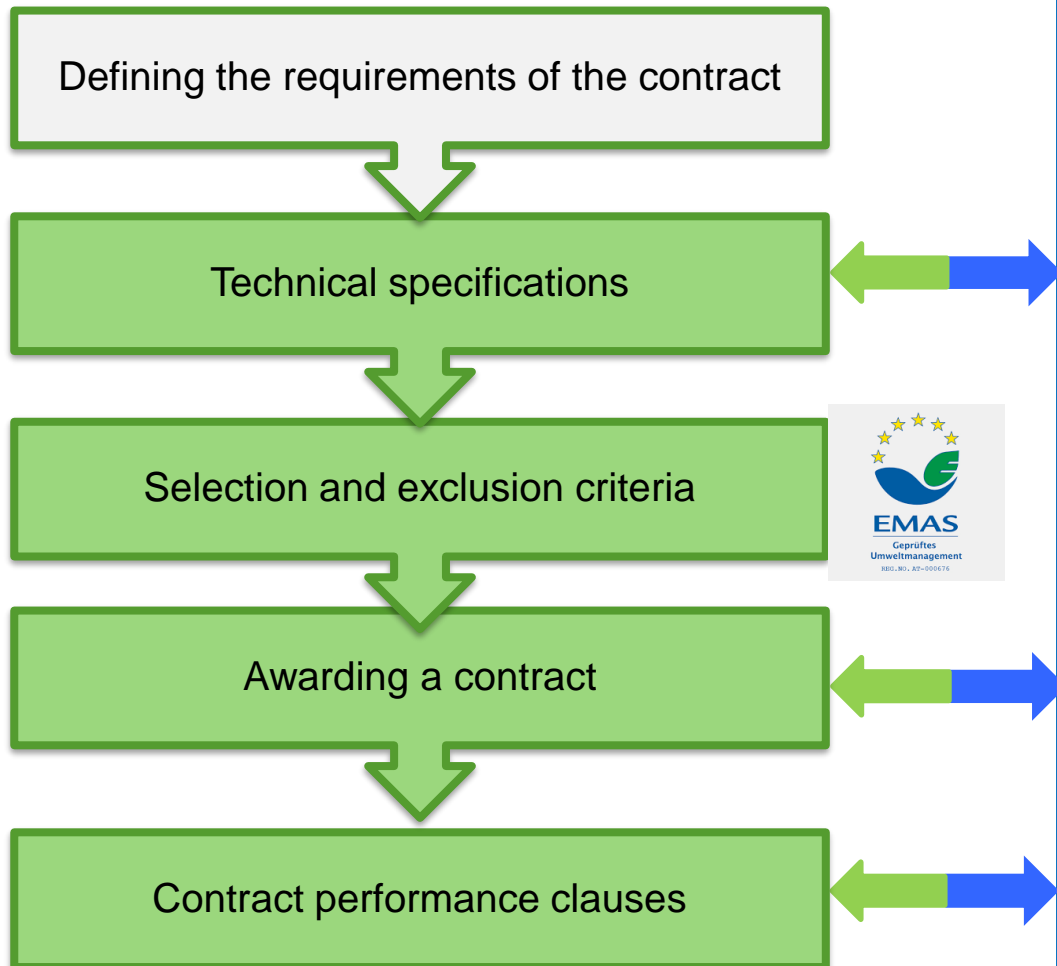
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## GPP and the Blue Angel

	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 1,600 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>



## Interrelation between GPP & the Blue Angel



- Reference to the environmental label, with a link to specific award criteria [www.blauer-engel.de/uz155](http://www.blauer-engel.de/uz155)
- every criteria of the label is listed in the technical specification (BAU)
- specifications of the label are included in the annex of the technical specifications

### 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)

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## Outlook on future GPP criteria reflected by the „New Circular Economy Action Plan“

- Circular Procurement is on our agenda
  - during revision processes of the Blue Angel we consider aspects for example durability, reparability, design etc.
- Research project about textiles (fibres, eco design, etc.)

# Thank you for your attention!

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