

Für Mensch & Umwelt

PCR-Plastics in focus

Eco Labelling and Green Public Procurement in Germany

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Department III 1.3
Eco-design, eco-labelling, Green procurement

Agenda

1. Eco-Label: The Blue Angel
 - a) Motivation for the use of post consumer plastic and examples in the Blue Angel
2. Green Public Procurement (GPP)
3. Relationship between the Blue Angel and GPP
4. Outlook

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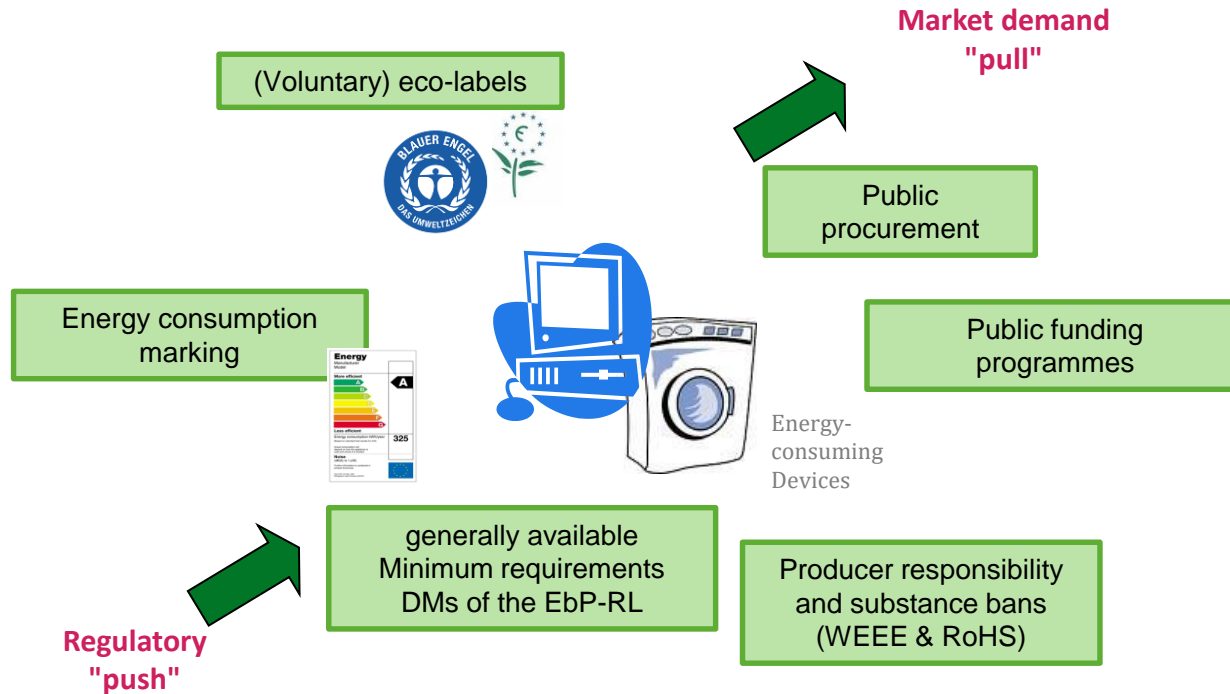
History of the Blue Angel – born in 1978



**GERMAN INTERIOR MINISTER
GERHART BAUM**
(l.) awards the first environmental
labels in 1979, for low-noise lawnmowers among other things.



Ecolabel as a "front runner"



Schematic overview of the relevant product policy instruments (UBA/ökopol 2008)

Type I Eco-label (ISO 14024)

If the environmental labelling has an evaluative character by:

- highlighting environmentally preferable products within a specific product group
- Indicating exceptional environmental quality
- Requiring third-party certification

ISO classification system refers to this type as “Type I”.

The EN ISO 14024 standard provides guidance on the design of such voluntary systems.

Type I Eco-label (ISO 14024)

The standard **DIN EN ISO 14024** describes in detail how organizations can set up such a criteria-based program for product labeling. Procedural rules explain, among other things, the

- Selection of product groups,
- Development of environmental criteria,
- Participation of interested parties,
- Testing of the products,
- Certification of the products.

It can be used as a comprehensive guide in setting up an appropriate eco-labelling scheme.

- more information about Typ-I eco label under following link:
https://www.bmu.de/fileadmin/Daten_BMU/Pool/Broschueren/environmental_information_products_services_en.pdf

Institutions responsible for the Blue Angel



'The Owner'

- Appoints the independent Eco-label Jury
- Official owner of the Blue Angel label

'The Independent decision-makers'

- with representatives from environmental and consumer associations, industry, trade, crafts, trade unions, science, etc.

'The Professional expertise'

- Assesses new product group proposals
- Develops and updates the criteria for the Blue Angel

'The Auditor'

- Checks compliance with the requirements
- concludes contracts on the use of the Blue Angel with the companies

Product portfolio: 100 product groups

Over 20,000 products and services from over 1,600 companies have been awarded with the Blue Angel



Household / Drugstore



Living / Textiles



Green-IT / Household Appliances



Construction Products



Heating / Energy



Paper / Stationery



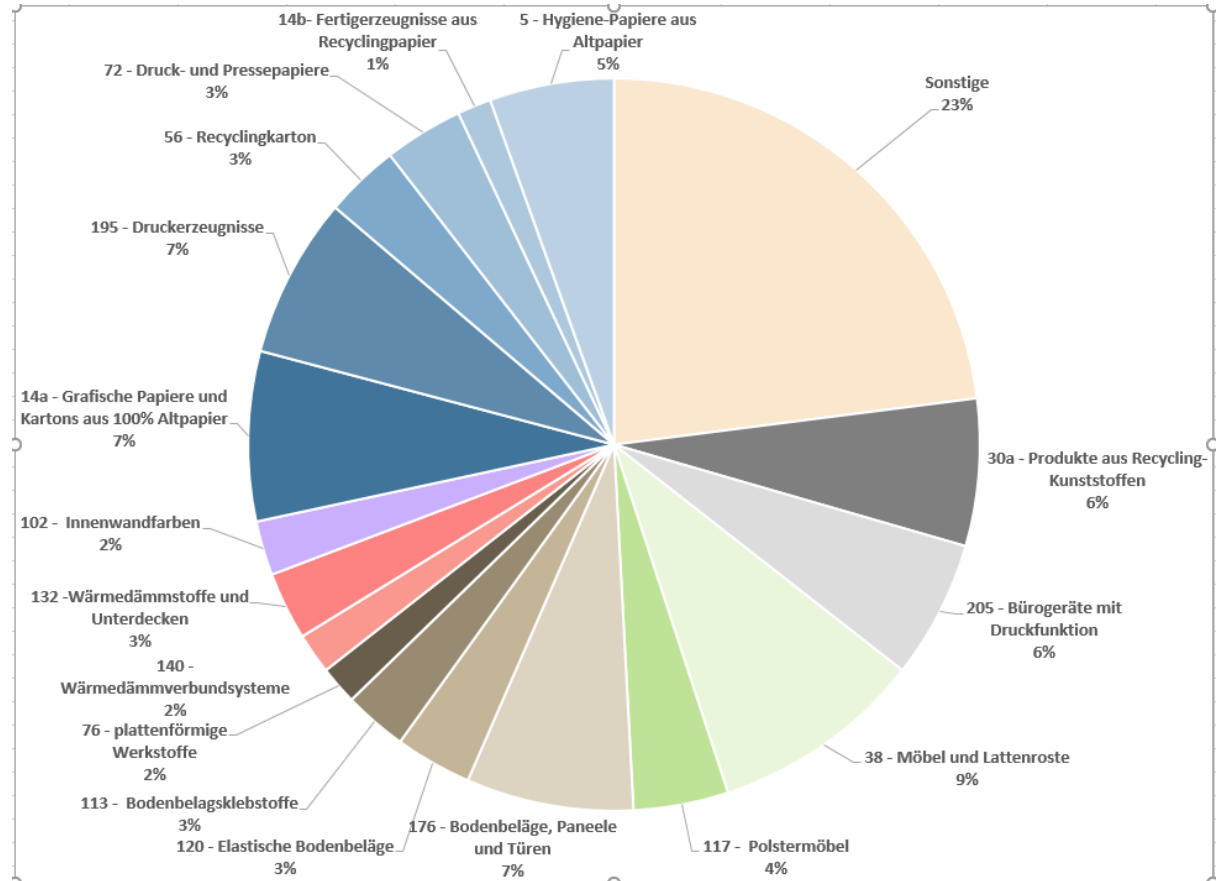
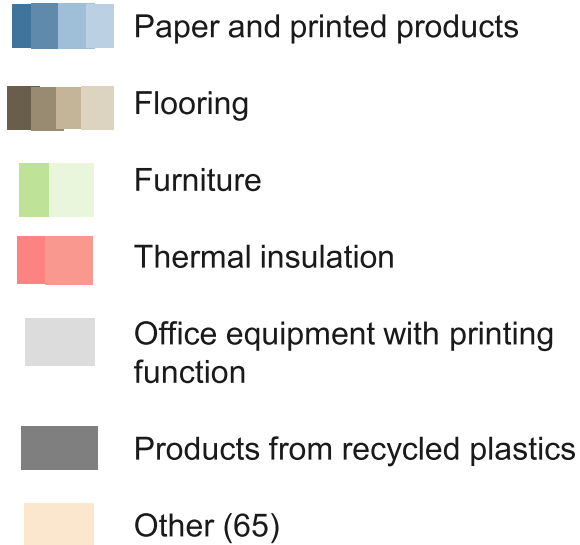
Vehicles / Mobility



Services / Municipality

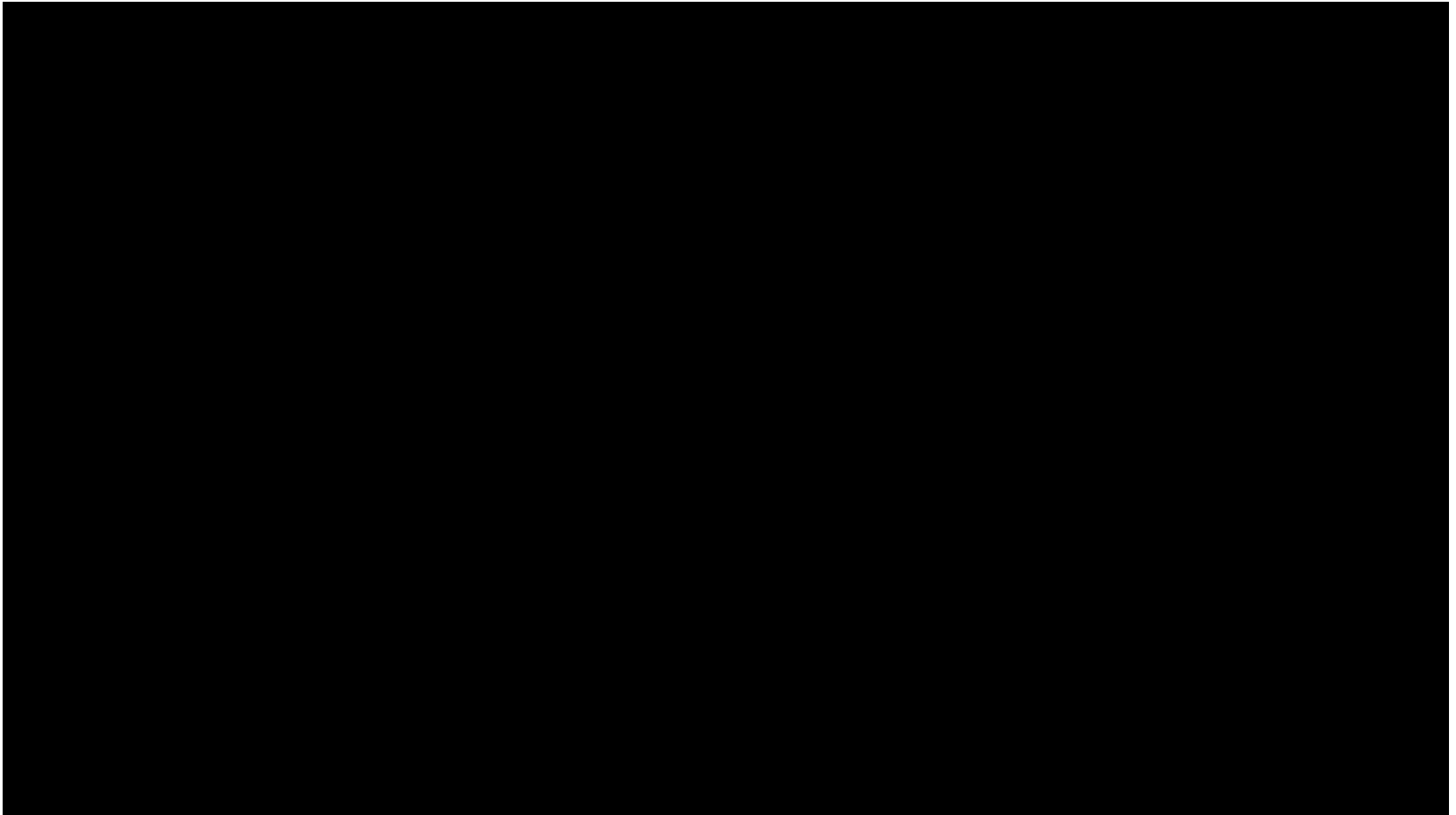
<https://www.blauer-engel.de/en/certification/basic-award-criteria>

product areas at the Blue Angel



June 2021; share of turnover at RAL

Blue Angel: How to submit your application



<https://www.blauer-engel.de/en/companies/explanatory-videos>

Awareness and influence on decision to buy

90% brand awareness

Surveys conducted by the German Environment Agency show that the Blue Angel is a highly recognised brand and 90 percent of people are aware of it. 23 percent of consumers admit that the ecolabel has an influence on their purchasing decisions.



(Source: Umweltbewusstseinsstudie 2018 ([Study on Environmental Awareness](#)))

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Background on the ecological and political motivation for the use of PCR

Current practice in Germany for plastic waste 2019:

- 6.28 Mio t plastic waste (**85,2 %** post consumer plastics and 14,8 % pre consumer plastics)
 - 2.93 Mio t material recycling
 - **3.31 Mio t energetic use**
 - 40,000 t disposed

Recycling rate by origin:

- 94 % of waste produced in plastic processing (pre consumer)
- 82 % of waste in plastic production (pre consumer)
- 47 % commercial used plastic (post consumer)
- **33 % private households (post consumer)**

- Aim is to reduce share of energetic use and to increase recycling rate of post consumer plastics

Background on the ecological and political motivation for the use of PCR

Pre-consumer plastic is often used very effectively:

- in house: process integrated recycling
- by third parties: well defined qualities, often larger homogenous material composition
- low processing efforts (sorting, chemical analytics)
- high automatic demand in market for such material (no further incentives needed)

Post consumer plastic often lacks demands from market

- often collected as mixed waste fraction with high variance of polymers and additive chemicals
- high processing efforts (sorting, chemical analytics)
- high price resulting from waste processing
- sometime limited usability due to variable composition

Intended aim of Ecolabel Blue Angel for PCR

- increase visibility of products with PCR (consumers choice)
- create a market pull for the use of PCR in products (pull effect)
- realize positive environmental effects of recycling
- reduce energetic use of plastic waste

Blue Angel criteria with PCR requirement

DE-UZ 30a Environmentally Friendly Recycled Plastics

- finished Products with at least 90% plastics content
- 80 % of the plastic from PCR (minimum)
- NOTE: existence of specific awarding scheme for a product, excludes application for DE UZ-30a
- Verification: EU Cert Plast Certification

DE-UZ 200

- Writing Utensils and Stamps
- 80 % PCR content
- Verification: EU Cert Plast Certification

DE-UZ 219

- Office Equipment with Printing Function
- 5 % PCR content or reused parts applies to devices applying for the first time on or after 01.01.2024
- Verification: submitted confirmation by the supplier or pre-supplier

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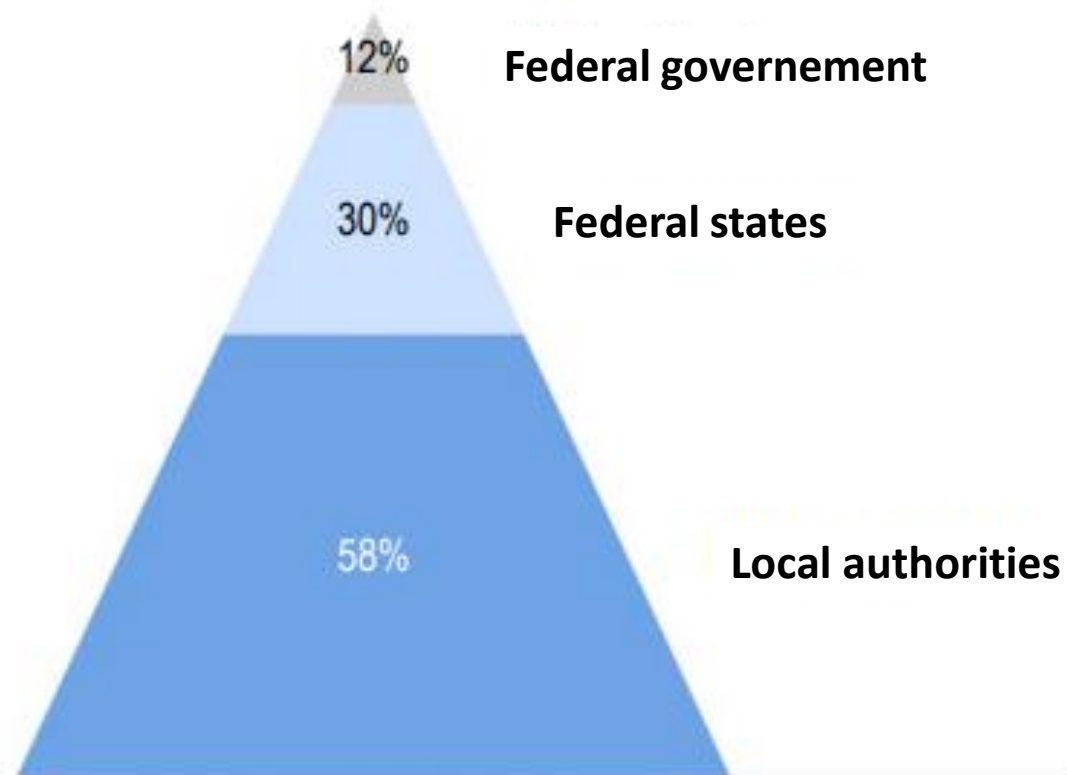
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Procurement activity at governmental levels (estimates)

500 Billion Euro

15 % of GDP



Source: OECD (2019), Public Procurement in Germany: Strategic Dimensions for Well-being and Growth, OECD Public Governance Reviews, OECD Publishing, Paris, <https://doi.org/10.1787/1db30826-en>.

Evolution of Germany's sustainability framework, focus on procurement

	Type of policy	Coverage	First edition	Update	Monitoring reports
Circular Economy Act (Kreislaufwirtschaftsgesetz) § 45 Duties of the public authorities <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 expires on 31.12.2021 replaced by AVV climate</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, 2021	2015, 2016, 2017, 2018, 2019, 2021
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	2021	
General Administrative Provision for the Procurement of climate friendly Products and Services (AVV climate) <i>Mandatory</i>	Regulation	Purchasing of climate friendly products by the administration	2022		

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>)

www.beschaffung-info.de

These pages are providing 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://www.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](#)

<https://www.umweltbundesamt.de/en/topics/economics-consumption/green-public-procurement>

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	

Additionally following publication to support the public sector to procure products made from PCR plastics.
https://www.umweltbundesamt.de/sites/default/files/medien/479/publikationen/texte_130-2021_handreichung_kunststoffrezyklat-beschaffung.pdf



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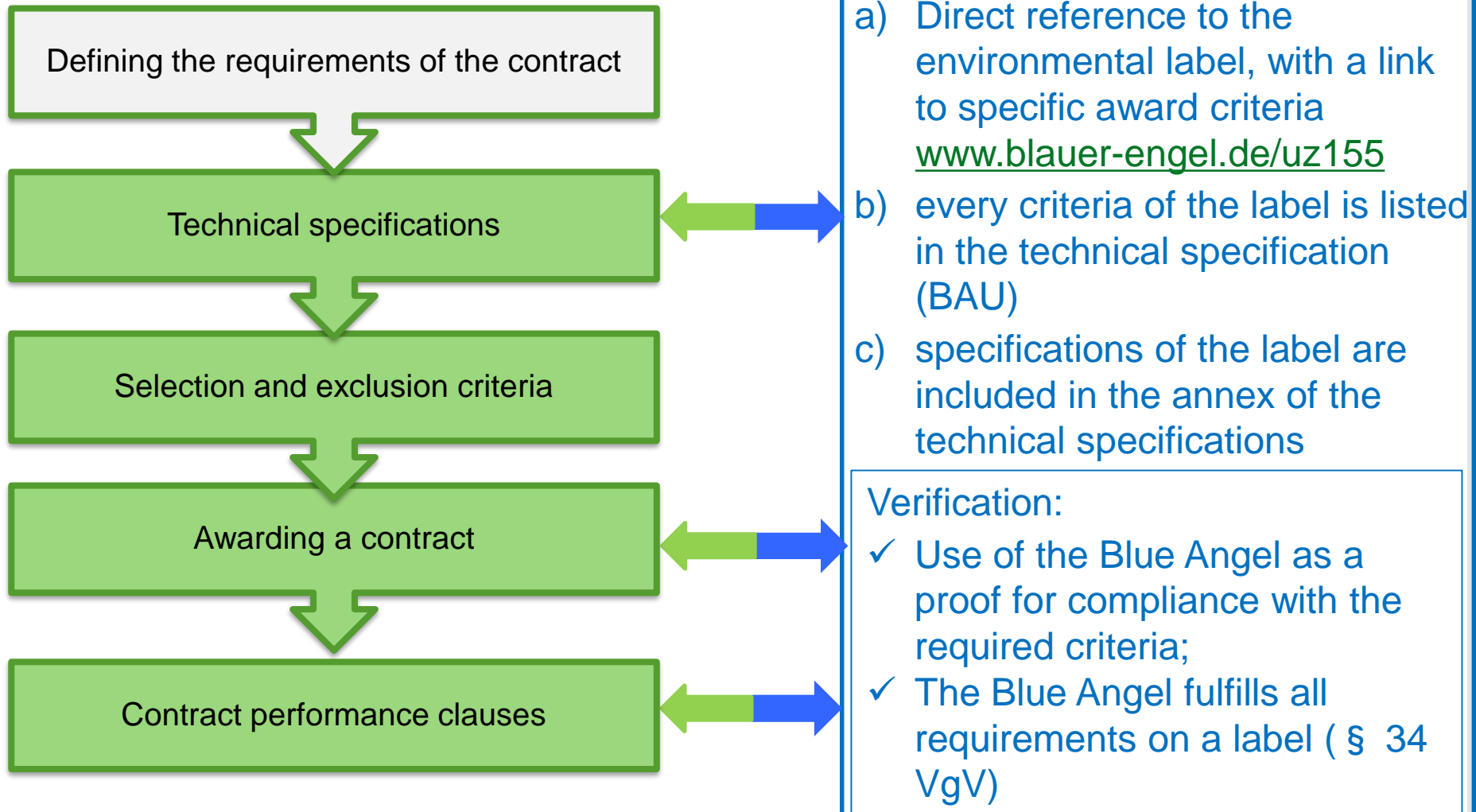
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GPP and the Blue Angel

	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	100 product groups (20.000 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	www.beschaffung-info.de/en	www.blauer-engel.de/en

Interrelation between GPP & the Blue Angel



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Outlook on future regarding impact on the Blue Angel

- Green Claim initiative (part of EU Green Deal)
 - more than 200 environmental labels in the EU
 - companies making 'green claims' should substantiate these against a standard methodology to assess their impact on the environment
 - process with a big impact on the Blue Angel
- EU SUP-Directive / German Packaging Act
 - minimum recyclate use in single use beverage bottles: 25 % from 2025 for PET, 30 % from 2030 for all single use beverage bottles.
- Revision of “Directive on packaging and packaging waste”
 - Expected for 2022
 - Further recyclate quotas are expected
- In particular, two UBA research projects are examining and developing options for the introduction of recyclate quotas and other instruments for increasing recyclate volumes
 - Examination of concrete measures to increase the demand for plastic recyclates and plastic products containing recyclates" (FKZ 3719 34 306 0; publication spring 2022)
 - Investigation of economic instruments for reducing packaging consumption and strengthening plastic recycling and the use of recycled materials" (FKZ 3721 34 307 0; publication summer 2024).
 - With these projects and also by front runner products (blue angel) law initiatives are to be initiated

Thank you for your attention!

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www.umweltbundesamt.de

Process of Blue Angel criteria development

- 1 Selection of a new product group or service / test assignment by the Eco-label Jury
- 2 Development of new and review of existing criteria by the Federal Environment Agency
- 3 Discussion of the criteria in the expert hearing with stakeholders
- 4 Decision on the award criteria by the Eco-label Jury
- 5 Certification of products and services by RAL gGmbH

<https://www.blauer-engel.de/en/certification/certification-your-products/new-proposals-and-investigative-orders>

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 €*

<https://www.blauer-engel.de/en/certification/costs-applying-label>

* plus value-added tax (VAT)