

Press Release No. 24/2013

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Joint press release with the Federal Ministry for the Environment

Blue Angel ecolabel turns 35

Federal Environment Minister and ambassadors launch campaign

The Blue Angel ecolabel has guided consumers in choosing environmentally friendly products for 35 years. The Federal Ministry for the Environment, the Federal Environment Agency and the Environmental Label Jury are using the occasion of the anniversary to launch a campaign supported by the music producer Annette Humpe, radio host Jacqueline Roussety and actor Thomas Arnold. All three have been featured by the Berlin-based photographer Jim Rakete to deliver a personal message.

Federal Environment Minister Altmaier expressed his support for these ambassadors, saying, "The campaign is about more than looking back at the 35-year history of the ecolabel. Germans have become more environmentally aware in recent years and consumers often feel left on their own amidst an overabundance of consumer goods. Therefore we feel it is important to provide the public with some orientation in matters of sustainable consumption. Buying products with the Blue Angel label is a means of shaping the future in a positive way."

Jochen Flasbarth, President of the Federal Environment Agency, added, "By looking for the Blue Angel when buying can benefit your health and the environment. We are glad that so many people in Germany have trusted the Blue Angel for many years already and that this campaign will highlight this in a special way."

Federal Environment Minister Altmaier, Thomas Arnold and Jacqueline Roussety have announced the first slogans in the campaign to commemorate the 35 years of the ecolabel. Thomas Arnold says, "If I am convinced of a cause I am glad to climb on the bandwagon! The Blue Angel makes it very easy and everyone can do something to help our environment."

The latest study on environmental awareness, which was published at the beginning of the year, claims that 35 per cent of Germans consider preservation of the environment to be one of the country's most important issues, after economic and financial policy which 36 per cent see as pressing matters. At the same time, many consumers feel overwhelmed by the abundance of goods on the market. The Blue Angel can provide orientation in this context.

The Blue Angel:

The Blue Angel is the first and most widely recognised environment-related label for products and services in the world. It was created in 1978 on the initiative of the German Federal Minister of the Interior and approved by the Ministers of the Environment of the Federal Government and the *Länder*. There are now about 12,000 products with the Blue Angel in some 120 products group. Only the best environmentally friendly products and services within a product group are awarded the Blue Angel.

The campaign slogans and further information are available here:

http://www.blauer-engel.de/de/blauer_engel/bilder_und_anzeigen/index.php

<http://www.blauer-engel.de/de/verbraucher/index.php>

Click here to open the study on environmental awareness (in German):

http://www.bmu.de/fileadmin/Daten_BMU/Download_PDF/Umweltinformation_Bildung/4396.pdf

Dessau-Roßlau, 17 May 2013