

Für Mensch & Umwelt

Umwelt 
Bundesamt

**International Seminar of Labeling and Certification System Building
of China Green Product**

中国绿色产品标志与认证体系建设国际研讨会

**The Blue Angel – organizational structure &
criteria development**

蓝天使——组织架构与标准开发

Dr. Hans-Hermann Eggers, Dr. Ines Oehme
Hans-Hermann Eggers博士, Ines Oehme博士
German Federal Environment Agency
德国联邦环保局

Section III 1. 3 - Ecodesign, Environmental Labelling, Environmentally Friendly Procurement
三处1. 3 – 生态设计、环境标签、环保采购

What is the Umweltbundesamt (UBA)?

德国联邦环保局（UBA）简介

History

历史

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
依法成立，作为联邦内政部工作领域的独立联邦政府部门，当时尚未成立环保部

1986

Assigned to the area of the newly founded Federal Ministry for the Environment, Nature Conservation and Nuclear Safety
归入新成立的联邦环境、自然保护与核安全部

2005

Relocation of the head office from Berlin to Dessau (in the Federal State of Sachsen-Anhalt)
总部从柏林迁至德绍（萨克森-安哈尔特联邦州）

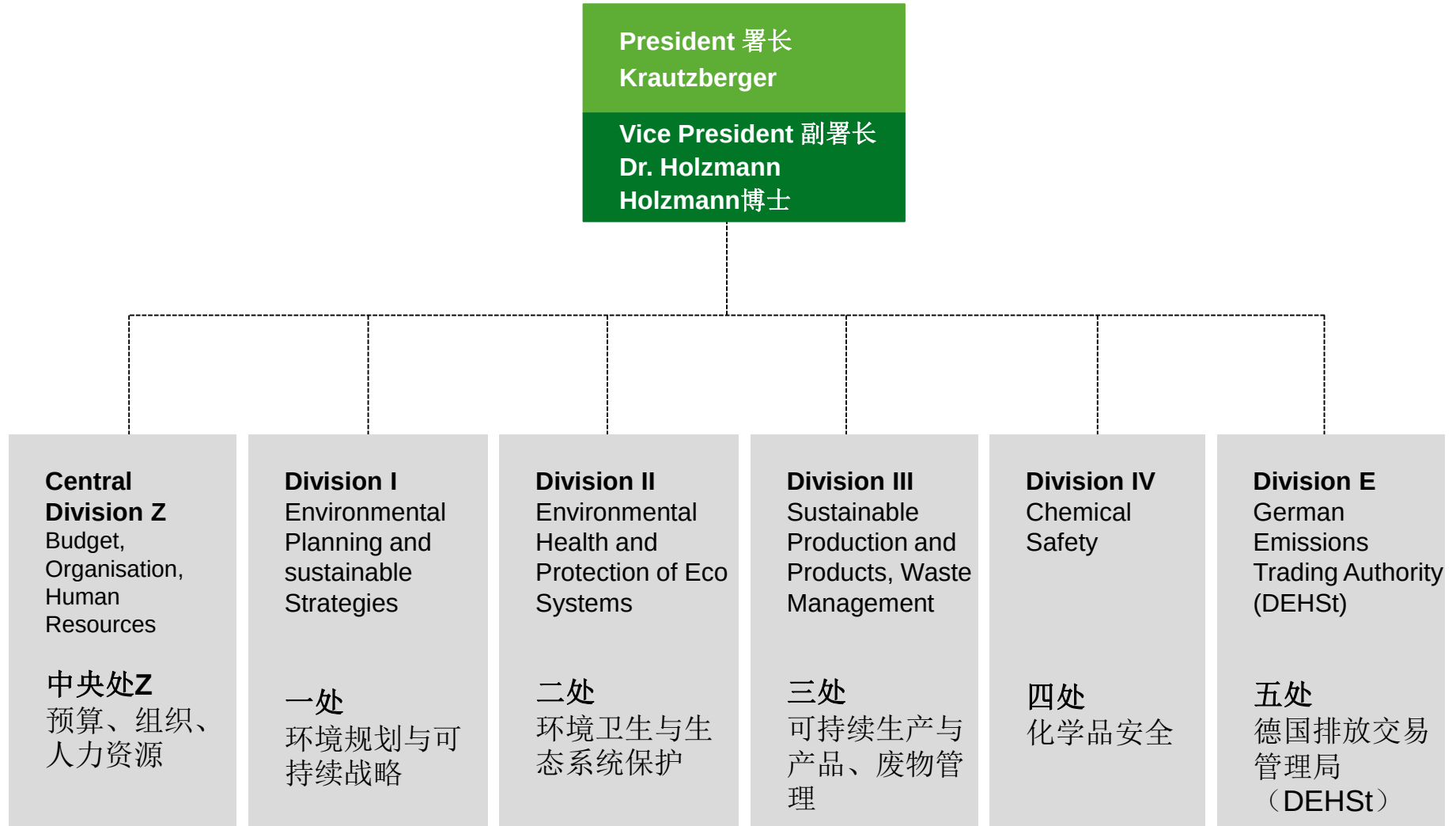
Key Data

关键数据

- ▶ Largest scientific Environmental Agency on Federal Level
联邦层面规模最大的科学环境机构
- ▶ about 1,500 Employees, there of 920 in head office – Dessau
约1,500名员工，其中德绍总部920人
- ▶ 122 Mio. Euro Budget in 2016
2016年预算1,22亿欧元

Organisational Chart

组织架构图



Political Framework

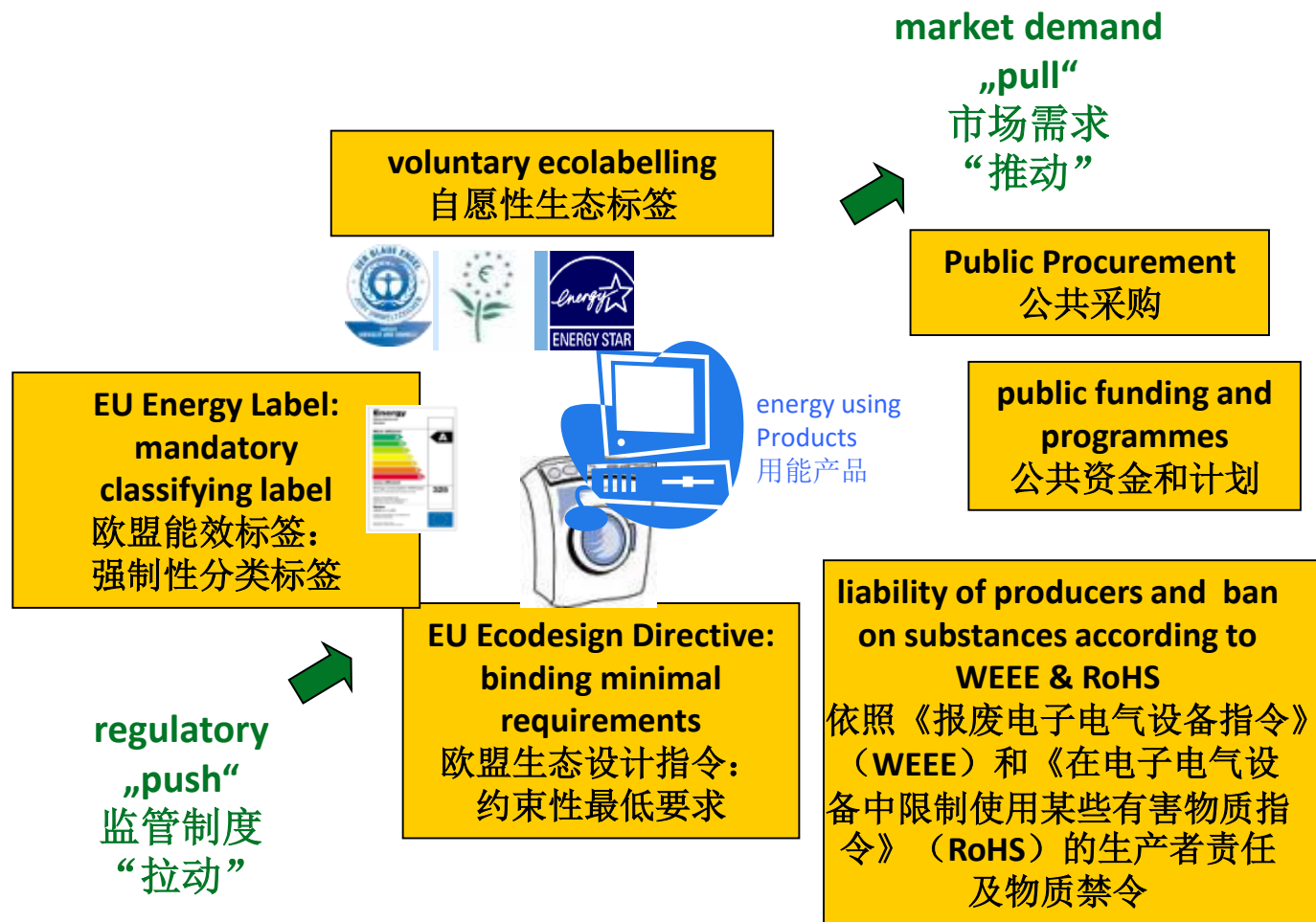
政治框架

- National Programme for Sustainable Consumption
国家可持续消费计划
- Resource Efficiency Programme (ProgRess II)
资源效率计划（ProgRess II）
- National Programme on Sustainability
国家可持续发展计划
 - Target group: National and Federal Administration, especially public procurement
目标群体：国家和联邦行政部门，尤其是公共采购部门



Product Policy Instruments for energy related products (EU and Germany)

能源相关产品的产品政策工具（欧盟和德国）

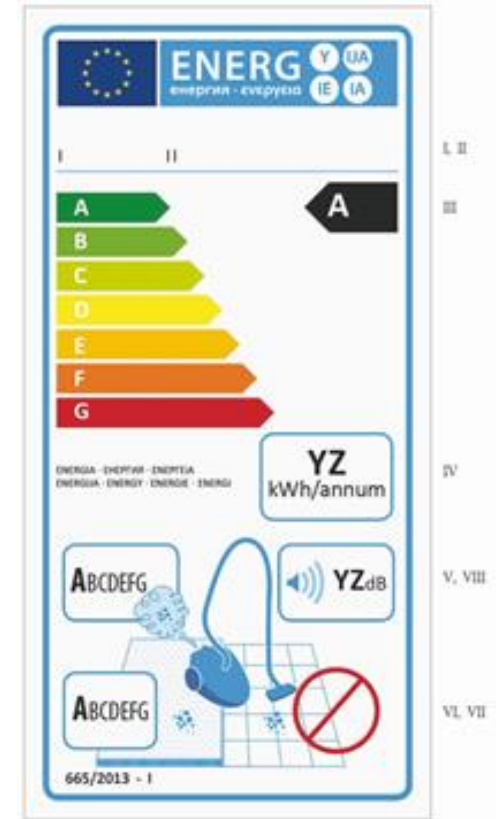


PRODUCT POLICY MIX – STRATEGY PAPER ON ECODESIGN AND THE BLUE ANGEL BY UBA/OEKOPOL 2008

产品政策组合 – 关于生态设计和蓝天使的战略文件，编写单位：德国联邦环保局/OEKOPOL研究所 2008年

EU Energy Label 欧盟能效标签

- Product groups:
household refrigerating appliances, washing machines, dishwasher, laundry dryer, domestic ovens, lamps, air conditioners, vacuum cleaner, range hoods, boiler, water heater, local space heaters, professional refrigerated storage cabinets, residential ventilation units
产品类别：
家用电冰箱、洗衣机、洗碗机、干衣机、家用烤箱、灯具、空调、真空吸尘器、抽油烟机、锅炉、热水器、局部空间取暖器、专业冷藏柜、住宅通风机组
- Competent Body in Germany: Federal Agency for Material Research and Testing
德国主管机构：联邦材料研究与检测署



Example for Energy Label
for vacuum cleaner
真空吸尘器能效标签示例

Voluntary Ecolabel: The Blue Angel

自愿性生态标签：蓝天使

- **Established in 1978** – the first Ecolabel worldwide
1978年建立 – 全球首个生态标签
 - ✓ 120 product groups 120个产品类别
 - ✓ 1.500 companies 1500家公司
 - ✓ 12.000 products and services 12000种产品和服务
- **Strict criteria based on environmental performance:**
基于环境绩效的严格标准:
 - ✓ 20 – 30 % best of the market 市场中20 – 30 %最佳
 - ✓ criteria are revised after 2-4 years 2-4年后修订标准
 - ✓ Testing is conducted by laboratories according to ISO 17025 实验室依照ISO 17025进行检测



“为公众和环境做一些有意义的事，购物时查看蓝天使。协力构筑未来！”

*Barbara Hendricks 博士，
联邦环保部长*

Institutions responsible for the Blue Angel

蓝天使的责任机构



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



Umwelt
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‘The Owner’ ‘所有机构’

The Federal Ministry for the Environment, Nature
Conservation, Building and Nuclear Safety
联邦环境、自然保护、建筑和核安全部

‘The Decider’ ‘决策机构’

The Environmental Label Jury
环境标签评审团

‘The Scientist’ ‘科学机构’

Federal Environment Agency
联邦环保署

‘The Verifier’ ‘核验机构’

RAL gGmbH 德国劳尔公共有限责任公司

Environmental Label Jury – Members

环境标签评审团 – 成员



Bayerisches Staatsministerium für
Umwelt und Verbraucherschutz

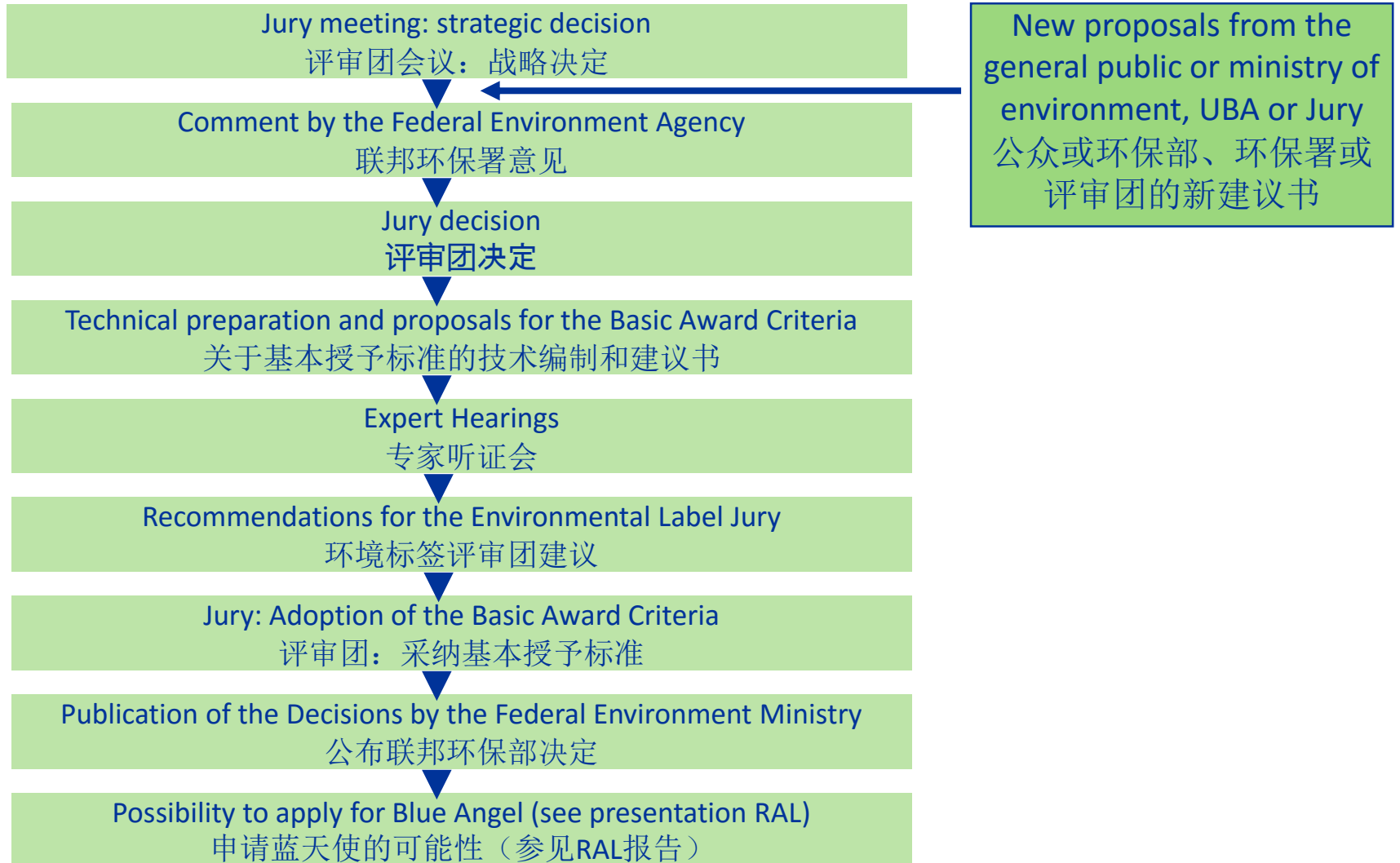


Senatsverwaltung für
Stadtentwicklung und Umwelt



Criteria Development Process

标准开发过程



Examining the impact: based on the consideration of the entire life cycle 检查影响：基于对整个生命周期的考量

- ✓ Causing low **emissions to soil, water and air**
实现对土壤、水和空气的低排放
- ✓ **Saving resources** during their production or use, e.g.:
生产或使用期间节约资源，例如：
 - made from recycled materials or are easy to recycle
采用回收材料生产或易于回收利用
 - energy efficient, water saving
节能、节水
- ✓ Being manufactured from **sustainably produced raw materials**
采用可持续方式生产的原料进行制造
- ✓ Avoiding **dangerous substances or emissions** for the environment or people's health
避免对环境或人类健康存在危险的物质或排放
- ✓ Being especially **durable and easy to repair**
特别经久耐用，容易维修
- ✓ Fulfilling their intended function: **fitness for use**
实现预期功能：适用性



As far as possible product specific standardised measurements for the criteria.
尽可能依照标准进行产品特定标准化测量。

Product Portfolio of the Blue Angel

蓝天使产品组合

家庭和生活

▸ Home & Living

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



建设

▸ Construction

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



能源和供暖

▸ Energy & Heating

Solar-powered products are a good example of how energy can be generated and utilised using renewable systems.



商业

▸ Business

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



电气设备

▸ Electric Devices

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



办公

▸ Office

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



园艺和休闲

▸ Garden & Leisure

Potter about in the garden thanks to Blue Angel products offering low noise emissions and low levels of pollutants.



**Criteria documents for
120 product groups**
面向120个产品类别的标准文件

Companies benefit from environmental product information

公司受益于环境产品信息

- ✓ **Improving** the environmental performance of their products / services
改善公司产品 / 服务的环境绩效
- ✓ **Communicating** the good environmental performance of their products with a credible and trustworthy label
用可信可靠的标签传达公司产品的良好环境绩效
- ✓ **Demonstrating** the company's commitment on environmental issues
展示公司对环境问题的投入
- ✓ **Preferred** by Green Public Procurement
成为绿色公共采购的优选对象



+



=



What does the consumer want?

消费者想要什么？



What does the consumer want?

消费者想要什么？

Wishes of the consumer:

消费者的愿望：

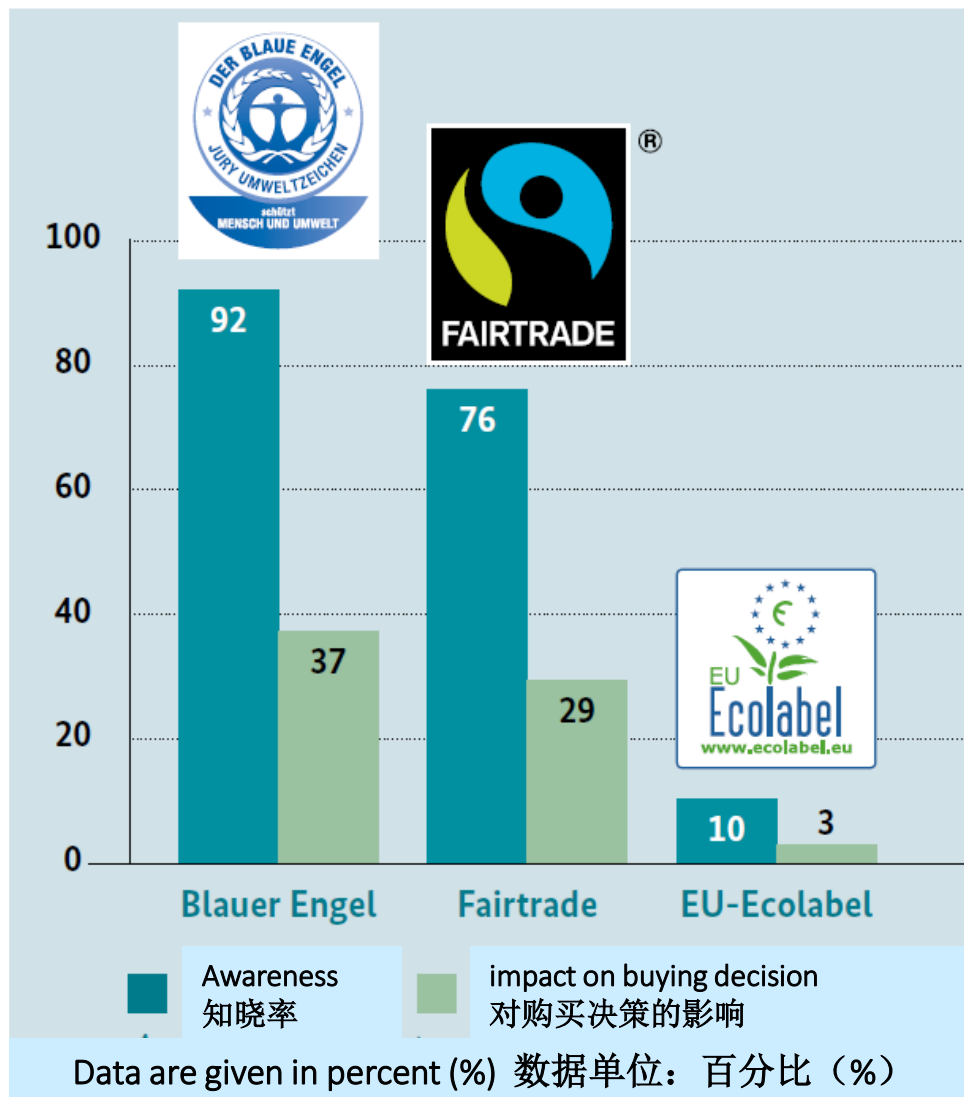
- ✓ Easy way of recognizing environmentally friendly products and services
容易识别环境友好型和服务
- ✓ A third party proved information they can trust
他们能够信任、由第三方证实的信息
- ✓ Without dealing with all the details
无需应付一切细节
- ✓ A guideline and orientation in everyday life
日常生活中的指引和方向

What does the consumer know?

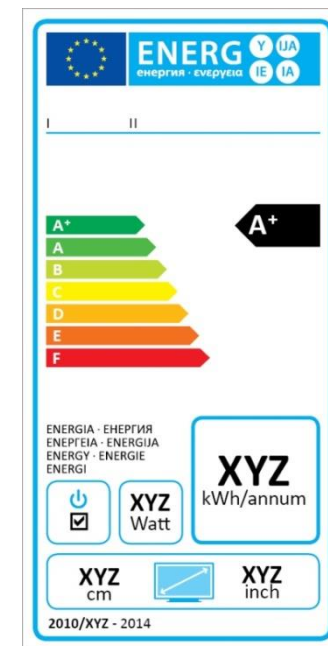
消费者知道什么？

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

“您能认出哪些标签？”（2014年调查）



- Energy label: 能效标签:
 - Awareness: 95 percent
知晓率：95%
 - Impact on buying decision: 84%
对购买决策的影响：84%



Present Energy Label for TV
展示电视机能效标签

Green Public Procurement (GPP)

绿色公共采购（GPP）

- According to Directive 2014/24/EU on public procurement, Article 43 paragraph 1 contracting entities may in future directly refer to and recognize certain labels.
依照2014/24/EU公共采购指令第43条第1段，缔约实体未来可直接参考和识别特定标签。
- The term “label” is defined in Article 2 of the Directive:
„Label means any document, certificate or attestation confirming that the works, products, services, processes or procedures in question meet certain requirements“
该指令第2条对“标签”一词作出如下定义：
“标签指确认正在审议的作品、产品、服务、过程或程序符合特定要求的任何文件、证书或证明”
- **Requirements:**
要求：
 - a) The labels must relate to the subject of the tender
标签必须与招标主体相关
 - b) The labels are based on scientific evidence and are not arbitrary
标签基于科学证据，而非主观武断
 - c) The labels are established in an transparent procedure open for all relevant stakeholders
标签依照向所有利益相关方开放的透明程序而建立
 - d) The labels are accessible to all interested parties
标签面向所有相关方
 - e) The requirements for the label are set by a independent party
关于标签的要求由独立主体设定

Project: criteria for climate relevant products and services

项目：针对气候相关产品和服务的标准



GOALS

目标

- Broadening the range of energy efficient and climate friendly products and services in the Blue Angel portfolio
扩大蓝天使组合中节能和气候友好型产品及服务的范围
- Estimated saving potentials: up to 50%
预估节约潜力：最高50%

CO₂ energy and cost saving potential in Private household

私人家庭的二氧化碳能源和成本节约潜力

Product 产品	typ. energy consumption 典型能耗 [kWh/a]	Blue Angel Energy consumption 蓝天使能耗 [kWh/a]	energy source 能源	CO ₂ e- saving 二氧化碳当量节约 [kg CO ₂ e/a]	Cost saving 成本节约 [€/a]
DVD-Recorder, DVD-player DVD录像机、DVD播放器	15	10	electricity 电	3	1
bell transformer 电铃变压器	18	9	electricity 电	5	3
laptop 笔记本电脑	40	30	electricity 电	6	3
toaster 烤面包器	44	30	electricity 电	8	4
vacuum cleaner 真空吸尘器	94	75	electricity 电	11	5
microwave 微波炉	72	50	electricity 电	13	7
hair dryer 电吹风	78	55	electricity 电	14	7
router 路由器	88	53	electricity 电	21	10
oven 烤箱	84	44	electricity 电	23	12
hifi-system 高保真系统	73	24	electricity 电	29	14
television 电视机	124	62	electricity 电	36	18
kitchen tap 厨房龙头	343	191	natural gas 天然气	37	10
bathroom tap 浴室龙头	305	152	natural gas 天然气	37	10
Washing machine 洗衣机	238	168	electricity 电	41	20
Gas oven instead electricity 不插电煤气炉	269	356	electricity / natural gas 电 / 天然气	60	56
dishwasher 洗碗机	311	207	electricity 电	60	30
espresso machine 咖啡机	170	43	electricity 电	74	37
refrigeration 电冰箱	302	164	electricity 电	80	40
Shower head 淋浴器	1001	601	natural gas 天然气	98	25
lamps 灯具	300	55	electricity 电	142	72
dryer 干衣机	480	175	electricity 电	177	89
Subtotal electricity 耗电量小计	2800	1609	electricity 电	801	429
Subtotal 小计	1649	944	natural gas 天然气	173	45
Savings total 节约总计				974	474
Savings in percent 节约百分比				48%	51%

Sino-German cooperation on eco-labelling

中德环境标志合作

- ✓ 2006: Sino-German eco-labelling cooperation launched
2006: 中德环境标志合作启动
- ✓ 2007: First mutual recognition agreement between Chinese environmental labelling and German Blue Angel labelling
2007: 中国环境标志与德国蓝天使标签之间的首个互认协议
- ✓ 2012: Chinese Environmental Development Centre (EDC) and German Federal Environment Agency (UBA) agreed to engage in an exchange of scientific personnel working in Environmental Labelling and Green Public Procurement (GPP).
2012: 中国环境发展中心（EDC）和德国联邦环保局（UBA）同意开展环境标志和绿色公共采购（GPP）领域科学人员交流活动。
- ✓ 2014: Letter of Intent was signed by EDC, UBA and RAL gGmbH regarding joint activities and further cooperation in the certification process.
2014: 中国环境发展中心、德国联邦环保局和RAL有限公司签订意向书，三方将开展联合活动，并在认证过程中深入合作。
- ✓ 2015: Start of discussion on pilot product group for mutual certification and product group for common core criteria
2015: 就互相认证的试点产品类别和适用通用核心标准的产品类别启动讨论

Building blocks of Blue Angel PR – Communication with Partners

蓝天使公关活动的组成部分 – 与合作伙伴交流

行业展

Trade Fairs



活动

Events



蓝天使奖

Blue Angel Award



营销新闻

Marketing News



电子商务

E-Commerce



颁发证书

Certificate Handover



Building blocks of Blue Angel PR – Communication with Consumers

蓝天使公关活动的组成部分 – 与消费者交流

海报活动

Poster Campaign



教育

Education



圣诞日历

X-mas Calender



贴士

Tips



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Blauer Engel - Tipp des Monats
Grüne Sohlen – Schadstofffreie

出版物

Publications



社交媒体

Social Media



消费展

Consumer Fairs



网络活动

Network campaigns



Blue Angel Day
25. Oktober
蓝天使日
10月25日

Environmental Education

环境教育



Aktions-Leitfaden
mit Checklisten und Vorlagen



Participation 参与

REGULAR WORKSHOPS WITH THE ECOLABEL JURY, NGOS AND COMPANIES: 与生态标签评审团、非政府组织及公司定期举办研讨会：

- ✓ “Development prospects for the Blue Angel” “蓝天使发展前景”
- ✓ “New target groups for the Blue Angel” “蓝天使新目标群体”
- ✓ “Blue Angel Day” “蓝天使日”
- ✓



Thank you for your attention!
谢谢!

Ines Oehme

Umweltbundesamt, Wörlitzer Platz 1, 06844 Dessau-Roßlau
Postadresse/邮政地址: Postfach 1406, 06813 Dessau-Roßlau

Fon/电话: +49-340-2103-2585, Fax/传真: +49-340-2104-2585
E-Mail/电邮: ines.oehme@uba.de
www.umweltbundesamt.de

Head of Section III 1. 3 - Ecodesign, Environmental Labelling,
Environmentally Friendly Procurement
三处1. 3负责人 – 生态设计、环境标签、环保采购

Dr. Hans-Hermann Eggers
Hans-Hermann Eggers博士
Fon/电话: +49-340-2103-3831, Fax/传真: +49-340-2104-3831
E-Mail/电邮: hans-hermann.eggers@uba.de