

BUY QUIET 2011

Paris, 5-6 July 2011

**Endorsement
labels**

**Umwelt
Bundes
Amt** 
Für Mensch und Umwelt



The Blue Angel

“for low-noise technology”

**History, Success,
Specific Problems**

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Umweltbundesamt – Federal Environment Agency
Section I 3.4 – Noise Abatement of Industrial Plants and Products, Noise Impact

1. Statement of a Blue Angel Product
2. History and Success of the Blue Angel
3. Requirements
4. Low-Noise Products
5. Challenging tasks

A Top Product

- Only the most environment-friendly products of one product group reach the requirements to carry the Blue Angel (20 to 30 per cent on the market).
- Dynamic adjustment of criteria documents according to innovation cycles of a product group.
- Promotes competition between manufacturers to create the best available technology in one product group.

Comparability

- A Blue Angel product has lower environmental impact, better health protection and usability than another product without the Blue Angel.

Tradition

- first environmental label worldwide (since 1978)
- has set the standard for environmental-friendly products in Germany for more than 30 years

Economic acceptance

- nearly 1,000 companies label about 10,000 different products with a Blue Angel

Consumer consideration*

- 76% of consumers in Germany know the programme
- 39% strongly consider buying Blue-Angel-labeled products

* "Umweltbewusstsein 2010"(environmental consciousness survey 2010)

In general, e. g.

- no or minimized air, water and soil pollution
- manufactured from environment-friendly material
- low energy and water consumption during operation
- operates best with environment-friendly working material

Noise-related Measures

- noise measurement according to international standards
- declaration of A-weighted, guaranteed sound power level
- maximum sound power levels
- limits depending on other parameters (power, speed, etc.)

Criteria Documents with noise-related measures

- Construction Machinery
- Municipal Vehicles
- Glass Recycling Containers
- Buses
- Automobile Tires
- Gardening Equipment
- Computers
- Office Equipment with Printing Function
- Household appliances

- no explicit label for “quiet product”
- “Quiet” or “Low-noise” is relative to the product group
- no specific display of noise quantity or quality for the consumer (only in the product documentation)
- Not every Blue Angel has low-noise criteria
- some product groups have no applicant yet
- although one product has very low noise emission - no label if other criteria cannot be met
- sometimes complex to update criteria according to the state-of-the-art technology

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Thank you!
Questions?

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www.umweltbundesamt.de

www.blauer-engel.de



Federal Ministry for the
Environment, Nature Conservation
and Nuclear Safety

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1. Federal Ministry for the Environment

- Official possessor of the Blue Angel environmental label
- Calls the Environmental Label Jury

2. Umweltbundesamt (Federal Environment Agency)

- Receives proposals for new Criteria Documents
- Technical elaboration (of new) and updating (of existing) Criteria Documents

3. Environmental Label Jury

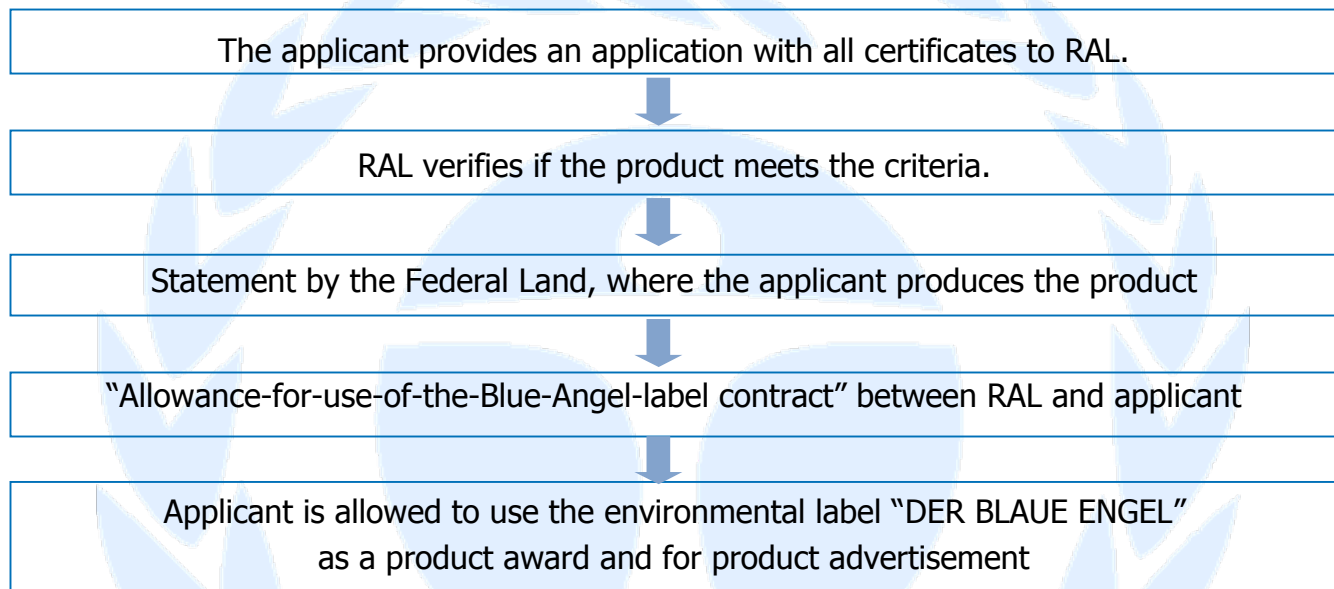
- Independent decision board with representatives from environment and consumer protection associations, industry, trade, labour unions and science
- Selection of product groups for new Criteria Documents

4. RAL gGmbH

- Organisation of Expert Discussions
- Receives Blue Angel applications
- Label awarding on behalf of the Umweltbundesamt



How to get a Blue Angel for a product

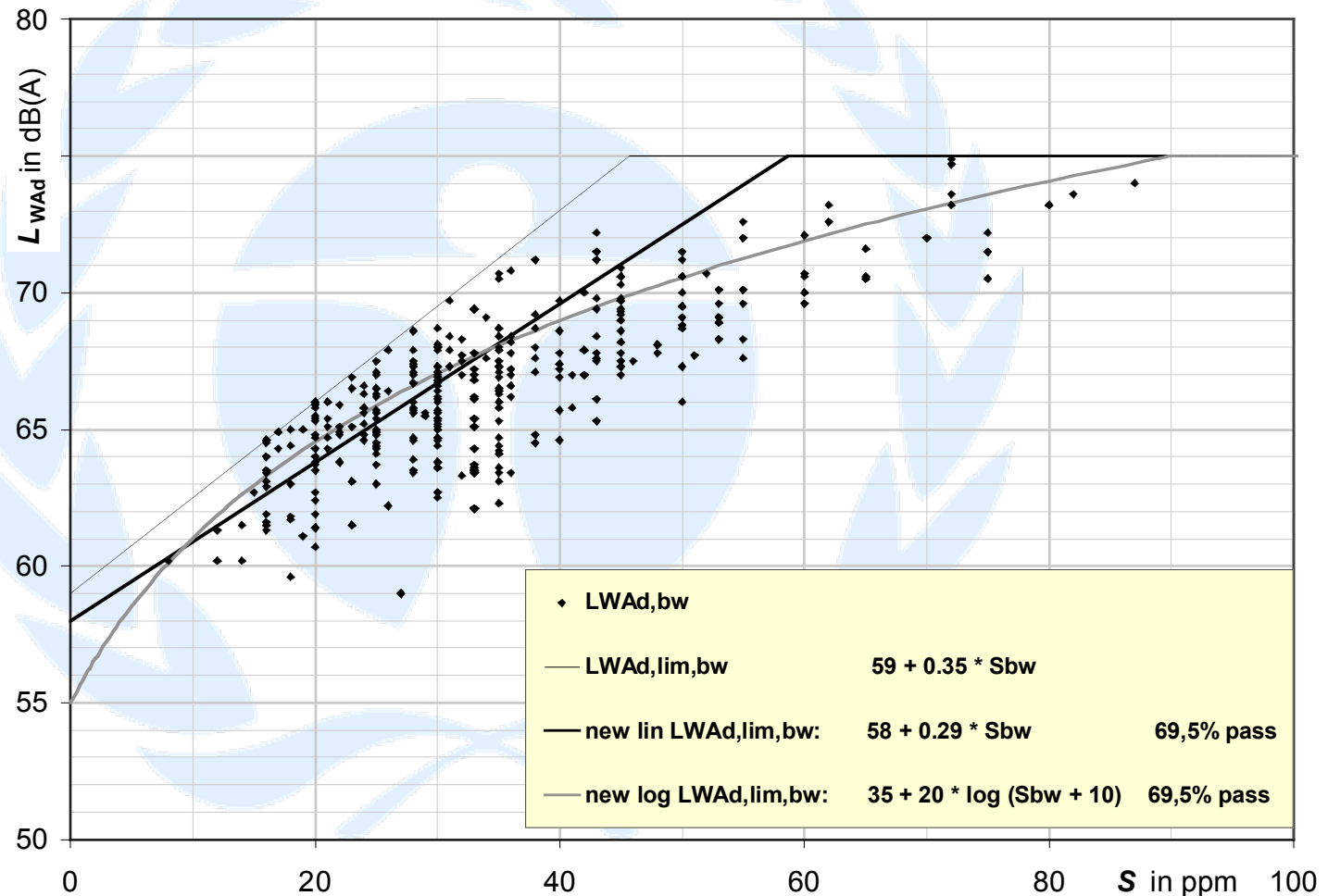


Processing time

From application time until signing the contract – 2 ... 3 months.

More information under www.blauer-engel.de

Updating the noise criteria according to present awardees



Discussion conflict with international environmental labels

