

# The Blue Angel for Events (DE-UZ 236)

Information for organisers

[www.blauer-engel.de/en/uz236](http://www.blauer-engel.de/en/uz236)

- reduction of greenhouse gas emissions
- conservation of resources



## Reliable orientation for sustainable purchasing

The Blue Angel - the German government's environmental label - has been setting independent and credible standards for environmentally friendly, healthy and durable products and services since 1978. The Blue Angel is Germany's best-known environmental label. This gives you a clear competitive advantage and the trust bonus that the ecolabel enjoys in the public sector, the economy and among consumers. Its credibility and competence, its objective criteria, its independent awarding and its state anchoring increase your company and brand value.

## The benefits of the Blue Angel

As an organiser, you can use the Blue Angel to credibly demonstrate your environmental commitment and set yourself apart from the competition. With the Blue Angel for events you can also show consumers that you:

- pursue ambitious sustainability goals,
- promote climate-friendly mobility,
- avoid waste through reusable systems and planning.

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## Environmentally friendly events

Events are diverse and have different environmental impacts, particularly in the areas of mobility, energy consumption, catering and waste. The Blue Angel promotes environmentally friendly practices by setting clear criteria for sustainable events. These include the use of renewable energy and the promotion of environmentally friendly travel options such as public transport. Catering must also be predominantly vegetarian or vegan and prioritise seasonal products from organic production in order to reduce the environmental impact of agricultural production. The use of reusable cups and effective waste management are also mandatory. Event venues must use sustainable technology and take social criteria such as accessibility into account. For an event to be certified, it is necessary to fulfil all applicable mandatory criteria (MUSTcriteria) and achieve at least 46 points through optional (CAN criteria). The Blue Angel can be advertised in advance if all early mandatory criteria (EARLY MUST criteria) are fulfilled.

## Criteria: What does the Blue Angel look for in events?

- ☒ Obligation to create a modal split and promote environmentally friendly travel
- ☒ Mainly vegetarian and vegan gastronomic offer, organic products from ecological production
- ☒ Reuse of products and use of reusable systems
- ☒ Transparent and early communication of sustainability measures, training for employees and information for partners

## Scope

The Blue Angel is awarded to various types of events. These include professionally motivated events as well as events for entertainment purposes. Large-scale events and hybrid events are also included. Mixed forms of events (e.g. a conference in combination with a trade fair) are also part of the scope.

## Verification

Compliance with all requirements must be demonstrated in accordance with the award criteria - for example through protection concepts, disposal concepts, technical verifications or information for participants.

## The Blue Angel goes hand in hand with the requirements...

- of the EMAS Regulation
- of ISO 20121
- of established seals and standards such as the German organic logo
- ... and sets standards for ecologically sustainable events.

### Application, use of the environmental label and costs

RAL gGmbH is responsible for handling the applications and concluding the contracts (E-Mail: [umweltzeichen@ral.de](mailto:umweltzeichen@ral.de); phone: +49 228 68895-190). Use of the environmental label is limited to the period of validity of the Basic Award Criteria. The current Basic Award Criteria are valid until 31/12/2028. RAL gGmbH - the awarding body for the environmental label - will charge a one-off handling fee of 600 Euro for the application. The annual fee is based on the annual sales of the certified product. If the sales figures are, for example, between 1 and 2.5 million Euro, the annual fee will be 1,500 Euro. Further information is available at [www.blauer-engel.de/en/costs](http://www.blauer-engel.de/en/costs).



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