



Federal Ministry
for the Environment, Nature Conservation
and Nuclear Safety

Sustainable Consumption and Ecolabelling in Germany

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Why is Sustainable Consumption important? - Some Facts

- If people worldwide switched to energy efficient lightbulbs the world would save **US\$120 billion** annually
- In Germany: **30% of electricity** is used for household appliances which makes up 12% of all CO₂-emissions
- More than **70% of GHG** are caused by consumption decisions
- The major cause for **loss of biodiversity** globally is food production
- Each year, **one third of all food produced** – equivalent to 1.3 billion tonnes worth around \$1 trillion – **gets wasted**



2030 Agenda

- Adopted September 2015
- SCP as a cross-cutting issue
- Goal 12: Ensure SCP
 - 12.1: Implement the 10 YFP Programs
 - 12.2: By 2030, achieve the sustainable management and efficient use of natural resources
 - 12.5: By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse
 - 12.7: Promote public procurement practices that are sustainable
 - 12.8. Ensure relevant information and awareness for people everywhere by 2030





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10 Year Framework of Programmes on SCP

- Decision at the World Summit in Rio 2012
- Objectives: Change consumption and production in a global effort and support regional and national initiatives
- Programmes:
 - Consumer information
 - Public procurement
 - Buildings and construction
 - Tourism
 - Lifestyles and education
 - Food systems





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Sustainable
Food
Systems



One planet
eat with care

Sustainable
Lifestyles and
Education



One planet
live with care

Sustainable
Buildings and
Construction



One planet
build with care



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Consumer
Information for
SCP



One planet
inform with care

Sustainable
Tourism



One planet
travel with care

Sustainable
Public
Procurement



One planet
procure with care

Opportunities and Barriers

What do Germans think about sustainable consumption?

- **60%** think that **we need to consume less** and more resource efficient
- However: Gap between what people think and how they act

Barriers:

- Measures are often highly unpopular
- Information deficit vs. Information overflow
- Routines of daily behavior/ Path dependencies
- Availability of affordable alternatives
- Lifestyle, status considerations, and social norms



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National Program for Sustainable Consumption

- Adopted in February 2016 by the Federal Government of Germany

Guiding Principles

- Program as a **platform**
- Sustainable Consumption needs to evolve from **niche market into mainstream**
- Consumers have to be **empowered** to consume sustainably
- All parts of the **society** have to be involved and able to actively participate
- **Life-cycle approach** (no outsourcing of problems)



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National Program for Sustainable Consumption

Cross-cutting instruments:

- Societal Discussion about (change of) Lifestyles
- Education
- Consumer Information
- Environmental and Social Labels
- Eco-Design
- Sustainable Public Procurement
- Research on Sustainable Consumption
- Social Innovations
- Monitoring on Sustainable Consumption



National Program for Sustainable Consumption - Six Thematic Fields (1)

Mobility

- Barriers: current lifestyles and missing alternatives
- Possible measures: support climate friendly forms of mobility; foster the interconnectedness of different forms of mobility; facilitate short distances in daily life

Nutrition

- Barriers: personal habits; organization of daily life; affordable alternatives (partly)
- Possible measures: sustainable nutrition as health concept; minimizing food waste; strengthening regional food systems etc.



Six thematic fields (2)

Home and Living

- Barriers: organization of daily life; increase in demand for living space
- Possible measures: support of resource-efficient household goods; measures for efficient heating etc.

Work and Office

- Barriers: availability of alternatives; influence on production chain
- Possible measures: extending the life span of ICT appliances; support use of recycling paper etc.

Six thematic fields (3)

Clothing

- Barriers: habits; availability of alternatives; influencing the production chain
- Possible measures: raising awareness on consumption of clothes and circumstances of their production; support recycling of textiles etc.

Tourism

- Barriers: habits; availability of alternatives
- Possible measures: transparency in sustainable tourism; support of climate friendly vacation etc.



Implementation

- Interministerial working group on sustainable consumption established June 2015
- Competence Centre for Sustainable Consumption
- One stop internet information platform
- Monitoring by new concrete indicators in the German Sustainable Development Strategy:
 - Market share of sustainable products (marked with reliable labels)
 - Energy consumption and GHG per capita for consumption purposes (taking into account import/export of GHG)
- Status reports



Ecolabelling - Challenges

Cooperation of labelling schemes

Harmonisation/alignment of criteria

Globalisation of criteria for certain product groups

Alignment of procedures (mutual recognition etc.)

Capacity building

Strengthening the link to Green Public Procurement

Fighting the 'label jungle'

Promotion of reliable labelling schemes



Blue Angel



First ecolabel in the world

Logo given by UN,

Well known (90%) and taken into account for
purchasing decisions (about 40%)

More than 110 product groups

More than 12000 products and 1000 companies

Most important product groups: Paints, printers,
recycled paper

Stands for environmental quality and credibility

Blue Angel used by international companies and also
on international markets

Cooperation with other labelling schemes (e.g.
Thailand, China, South Korea, Nordic Swan etc.)



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Institutions of the Angel



- 1. The Federal Ministry for the Environment, Conservation, Building and Nuclear Safety – is the owner of the label and regularly informs the public of the decisions of the Environmental Label Jury.
- 2. The Federal Environment Agency – develops the technical criteria for the Basic Award Criteria for the Blue Angel and acts as the office of the Environmental Label Jury.
- 3. The Environmental Label Jury – is an independent decision-making body composed of representatives from environmental and consumer associations, trade unions, industry, trade, crafts, local authorities, science, media, churches and federal states.
- 4. Certifying agency (at present RAL gGmbH) – organises and holds the expert hearings. It is also responsible for reviewing applications and awarding the eco-label on the basis of the existing award criteria for products.

Umwelt
Bundes
Amt 
for our Environment



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Criteria Development

Based on scientific studies

Dialogue with producers

Stakeholder involvement

Ambitious criteria (best 25% of the market)

Updated on a regular basis (4 years or less)





How are the eco-label criteria for a new product group established?

- 1 A proposal is submitted, the Federal Environment Agency issues a comment
- 2 The Environmental Label Jury decides on the inspection order
- 3 The Federal Environment Agency works out the technical preparations and proposals for the Basic Award Criteria.
- 4 Expert Hearings take place in which the following participate:
 - RAL gGmbH (President)
 - Federal Environmental Agency
 - Tendering industry (BDI)
 - Consumer associations (vzbv/StiWa)
 - Environmental associations, if applicable
 - Trade unions, if applicable
 - Other experts, if applicable
- 5 Draft of the Basic Award Criteria and verification requirements
- 6 Environmental Label Jury approval
- 7 Publication of the new eco-label by the Federal Ministry for the Environment and the Basic Award Criteria by the RAL gGmbH
- 8 Contracts are made by the RAL gGmbH following successful application evaluation



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Standard setting and diffusion

Promotion of standards through Sustainable Public Procurement

Use of criteria sets in other policy areas like ecodesign regulations, GPP, consumer information

Orientation also for companies who don't want to use the Blue Angel

Cooperation with other labelling schemes

Assessment of labelling schemes by the Federal Government (www.siegelklarheit.de)



Sustainable Public Procurement

- High potential
 - Ca. 300 billion € p. a. of public spending in Germany
 - 20% (60 billion €) available for environmental/sustainability/climate change related improvements
- Green Public Procurement: Recognised instrument in environmental policy in the EU and in Germany (also partly on the state and community level)
- Model role of Government and official authorities („practise what you preach“)
- Instrument in our `own´ hands



Programme „Sustainable Federal Government“

Vehicles in average 95g CO₂/km until 2020

95% recycled paper until 2020

Use of criteria of the Blue Angel in all tenders (where available)

Highest efficiency class of electric appliances

Guideline for the organisation of meetings

Competence Centre for Sustainable Public
Procurement

- Part of the Procurement Agency of the Ministry of Interior
- Central information point for federal, state and community level (one e-mail address, one phone no.)
- Provision of information on sustainable products, procurement processes, legal provisions and implications



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Thank you

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