

BLUE ANGEL

The Environmental Label



Car Sharing for Fleets of Electric-Drive Vehicles

DE-UZ 100b

Basic Award Criteria

Edition June 2015

Version 1

The Environmental Label is supported by the following four institutions:



The Federal Ministry for the Environment, Nature Conservation and Nuclear Safety is the owner of the label. It regularly provides information on the decisions taken by the Environmental Label Jury.



The German Environmental Agency with its specialist department for "Ecodesign, Eco-Labeling and Environmentally friendly Procurement" acts as office of the Environmental Label Jury and develops the technical criteria of the Basic Criteria for Award of the Blue Angel.



The Environmental Label Jury is the independent, decision-making body for the Blue Angel and includes representatives from environmental and consumer associations, trade unions, industry, the trade, crafts, local authorities, academia, the media, churches, young people and the German federal states.



The RAL gGmbH is the awarding body for the Environmental Label. It organises the process for developing the relevant award criteria in independent expert hearings – which involve all relevant interest groups.

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1 Introduction

- 1.1** The Environmental Label Jury has set up these Basic Criteria for Award of the Blue Angel Eco-Label in co-operation with the Federal Minister for the Environment, Nature Conservation, Building and Nuclear Safety, the German Umweltbundesamt (Federal Environmental Agency) and considering the results of expert hearings conducted by RAL gGmbH. RAL gGmbH has been tasked with awarding the Environmental Label.
- 1.2** The Blue Angel eco-label pursuant to DE-UZ 100b shall be awarded - in addition to the existing Blue Angel for Car Sharing – be awarded to all providers of this service who use almost exclusively electric vehicles. The providers of electric car sharing services shall be granted the same privileges and permissions as those afforded to traditional car sharing companies (e.g. parking lots in city centre areas). This required the development of adequate criteria applicable to electric car fleets. The next revision of the requirements scheduled for 2017 shall combine the Basic Criteria DE-UZ 100 and DE-UZ 100b in one document.

These Basic Criteria support the national „e-mobility“ programme of the German government (launched in 2011). The programme’s aim is to make Germany the lead market and lead supplier in the field of electric mobility and to put one million electric cars on German roads by 2020.

The award of the Blue Angel eco-label is based on the following principles:

- The fleet the car sharing company offers for transportation consists almost exclusively of pure electric vehicles or plug-in hybrid electric vehicles.
- Cost sharing provides an incentive to use one’s own passenger car as little as possible or not at all.
- The service allows a life without a private passenger car and, thus, helps to save resources.
- In particular, the Blue Angel eco-label shall, in addition to promoting e-mobility, help to reduce NO_x and particulate matter emissions in city centres.
- The eco-label will be included in the following category: the Blue Angel – protects environment and health.

- 1.3** The car sharing mobility service uses the incentives to change the choice of vehicle to offer significant potentials to ease the burden on the environment in the transport sector as the participating customers use the car sharing vehicles in combination with other means of transport of the EcoMobility Alliance. Positive environmental effects are also achieved by a change of attitude among the car

sharing customers as they deliberately give up their own passenger car or rather do not buy a new one.

Car sharing vehicles are chosen based on their intended use with respect to the space required and the conveniences wanted and not, as it often happens with private passenger cars, depending on their maximum space which is actually seldom needed.

Car sharing is a great way to use passenger cars (or light-duty commercial vehicles) without owning one. Car sharing operators usually have a pool of different vehicle categories from which the participating customers may choose. The vehicles should be kept in the neighbourhood in more suburban areas taking the participating customers' wishes into account.

Charging per kilometre driven and period of use gives the customer a strong incentive to use the car as efficiently as possible.

Car sharing helps to reduce the number of vehicles required and eases the burden on the public traffic space – a major concern for all cities. Each car sharing vehicle replaces 5 to 11 privately owned cars depending on the local conditions. On average, there are 40 users per car sharing vehicle.

Car sharing operators holding the Blue Angel eco-label may be granted user privileges by the local authorities for co-operating with other EcoMobility service providers, e.g. by establishing car sharing stations or mobile points in the public road space. This will enhance the attractiveness of environmentally friendly car sharing and, at the same time, help to ease the pressure on car parking space.

Car sharing is a valuable complement to the services offered by other mobility service providers, such as public transport, taxi and rental car companies as well as rent-a-bike systems. Networks among car sharing service providers and with other mobility services (e.g. by combined tickets, attractive rates, ticketing and booking cooperation, coordination of the areas covered by the individual services) could produce strong synergies. Also, the objective of connecting different eco-labelled mobility services is to promote the mutual granting of special rates to holders of season / special-rate or participation tickets of the respective other public transport service.

Target groups of car sharing companies are individuals, families, carpools, public authorities as well as private and public enterprises.

2 Scope

These Basic Criteria apply to car sharing operators that offer organized car sharing as a service by the exclusive or dominant use of electric cars. "Electric cars" within the meaning of these criteria are pure electric vehicles or plug-in hybrid electric vehicles ("plug-in hybrids" or "range extenders") in the field of passenger cars and light-duty commercial vehicles with standard CO₂ emissions of not more than 50 grams per km driven following the „Gesetz zur Bevorrechtigung der Verwendung elektrisch betriebener Fahrzeuge – Elektromobilitätsgesetz“ (EmoG) (Electric Mobility Act). The portion of pure internal combustion engine vehicles or hybrid electric vehicles with standard CO₂ emissions of over 50 grams per km driven shall not make up more than 5 percent of the total number of cars of the car fleet.

3 Requirements

The Blue Angel eco-label shown on page 1 may be awarded to the car sharing service under para. 2, provided that it meets the following requirements.

3.1 Requirements for the Car Sharing Mobility Service

3.1.1 The car sharing operators under para. 2 shall, within the bounds of the company's capacities, generally grant every person of full age a permission to participate. This shall not affect the operator's right to check the driver's driving experience, i.e. the amount of time that the driver has held a valid full driving license, as well as the driver's age and solvency in accordance with the company's general terms and conditions.

3.1.2 The car sharing operators shall provide the following minimum services to their participating customers:

- 24-hour vehicle booking, pick-up and return;
- Short-time use for periods from 1 hour shall be possible. The hourly rate shall not exceed 15 % of the daily rate;
- Charging of vehicle use on the basis of time and kilometres driven. Rates with free kilometres included shall be inadmissible, except for the kilometres required to refill the tank and for car care. The running costs charged per km shall exceed the current energy costs (fuel and electricity).
- Regular service and maintenance of the vehicles shall be performed in accordance with the manufacturer's recommendations;

- Customer information on fuel-efficient and low-noise driving; - for example, car sharing companies shall use their websites or suitable information material to inform their customers about fuel-saving training programmes organized by driving schools or other training providers in the area;
- Holders of public transport season or special-rate tickets (e.g. holders of the "Bahncard" (German railcard) or holders of local public transport season tickets) shall be granted special rates, unless the organizations issuing these tickets run their own car sharing programme.

3.1.3 Minimum Requirements for the Car Sharing Service

A car sharing operator with a fleet of up to five vehicles shall have a minimum of 10 registered driver customers per vehicle. Car sharing operators with a fleet of more than five vehicles shall have a minimum of 15 registered driver customers per vehicle.

3.1.4 Duty to Inform about the Origin of Electricity

The applicant shall inform in a proper way (e.g. consumer information, Internet, general terms and conditions) about the origin of the electric power available at the charging stations. To do so, the applicant shall name the electricity provider and the electricity tariff.

3.2 Technical Requirements for the Car Sharing Fleet

3.2.1 The vehicles of the car sharing companies must meet all legal requirements for road traffic safety and operational safety.

3.2.2 The vehicles of the car sharing companies must possess the green environmental badge (to be allowed to enter numerous German city centres) (Verordnung zum Erlass und zur Änderung von Vorschriften über die Kennzeichnung emissionsarmer Kraftfahrzeuge - Ordinance on the labelling of low-emission vehicles - October 2006).

3.2.3 Following the "Elektromobilitätsgesetz" (EmoG) (Electric Mobility Act) the vehicle fleets must consist almost completely of pure electric drive vehicles or plug-in hybrid electric vehicles with standard CO₂ emissions of not more than 50 grams per kilometre driven. The use of internal combustion engine vehicles or hybrid electric cars with standard CO₂ emissions of more than 50 grams per km driven shall be limited to 5 percent related to the total number of vehicles of a fleet of

the operator.

Pure internal combustion engine vehicles and hybrid electric vehicles with standard CO₂ emissions of more than 50 grams per km driven must not, as single vehicles, emit more than 199 grams of carbon dioxide per kilometre driven.

The internal combustion engine vehicles and the plug-in hybrid electric vehicles shall (irrespective of their standard CO₂ emissions) meet the emission standard EURO 5 or EURO 6.

- 3.3** The applicant undertakes to only display the Blue Angel eco-label in combination with the car sharing company's logo at the stations, on print and advertising materials (for the mobility service) as well as on the cars.

As a general rule, the Blue Angel is awarded to the service only, i.e. it is not awarded to the vehicles or the company. That is why operators may apply for the Blue Angel eco-label for individual services from among the range of services offered, provided that they can be readily differentiated by the consumer. If so, applicants may use the Blue Angel eco-label to advertise this particular service exclusively. Only those vehicles may be used as advertising media which are used exclusively for the Blue Angel eco-labelled service.

- 3.4** It is recommended to observe the following additional criteria:

- recycling plan (recycling potential) with a recycling rate of at least 85 %,
- eco-friendly use of materials in car manufacture,
- eco-audit shall be performed by the manufacturer.

Information on additional criteria can be seen from the VCD's "Auto-Umwelt Liste" (Car and Environment List) currently in force.

(VCD - Verkehrsclub Deutschland e.V. – German Association for Transport and the Environment).

In order to support the mobility and information platforms relevant to multimodality as well as apps (intermodal routing, link to further information, etc.), data, such as, for example, the status of car sharing vehicles, should be released in accordance with the open data guidelines for non-commercial use.

4 Compliance Verifications

4.1 The applicant shall provide data regarding the number of participants, the number of vehicles pursuant to paragraph 2 as well as those regarding a change of the electricity provider and the electricity tariff in accordance with para. 3.1.4 as of December 31 of each year by April 30 of the following year.

4.2 The applicant shall establish compliance with the requirements under para. 3.1 by presentation of the contract terms, rates (including special rates for holders of the "Bahncard" (German railcard) or holders of local public transport season tickets) and the applicant's customer information for fuel-efficient and low-noise driving.

4.3 The applicant shall declare compliance with the requirements set forth in paras. 3.2.1 and 3.2.2.

To verify compliance with the requirement in para. 3.2.3 the applicant shall send copies of the Motor Vehicle Registration Certificates of all cars. With regard to cars with pure internal combustion engines and plug-in hybrid electric cars the pertinent manufacturer's specifications concerning the CO₂ emissions of the vehicles of the car sharing fleet shall be seen from the respective Motor Vehicle Registration Certificates.

4.4. The applicant shall declare compliance with the requirement set forth in para. 3.3 and submit a picture of the logo used.

4.5 The applicant shall confirm vis-à-vis RAL that note has been taken of the recommendation to observe the additional criteria under para. 3.4.

5 Applicants and Parties Involved

5.1 Companies providing car sharing services shall be eligible for application.

5.2 Parties involved in the award process:

- RAL gGmbH to award the Blue Angel eco-label,
- the federal state being home to applicant's registered office,
- Umweltbundesamt (Federal Environmental Agency) which after the signing of the contract receives all data and documents submitted in application for the Blue Angel in order to be able to further develop the Basic Award Criteria.

6 Use of the Blue Angel Environmental Label

6.1 The terms governing the use of the Environmental Label by the applicant are stipulated by a Contract on the Use of the Environmental Label to be concluded with RAL.

- 6.2** Within the scope of such contract the applicant undertakes to meet the requirements under paragraphs 2 and 3 for as long as the Blue Angel eco-label is used.
- 6.3** Contracts on the Use of the Environmental Label are concluded to fix the terms for the certification of products falling within the Scope under paragraph 2. Such contracts shall run until December 31, 2018.
They shall be extended by periods of one year each, unless terminated in writing by March 31, 2018 or March 31 of the respective year of extension.
After the expiry of the contract the Environmental Label may neither be used for labelling nor for advertising purposes.

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