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-Labelling 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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This document is a translation of a German original. In case of dispute, the original document should be taken as authoritative.
1 Introduction

1.1 Preface

In cooperation with the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety, the German Environmental Agency and considering the results of the expert hearings conducted by RAL gGmbH, the Environmental Label Jury has set up these Basic Criteria for the Award of the Environmental Label. RAL gGmbH has been tasked with awarding the Environmental Label.

Upon application to RAL gGmbH and on the basis of a Contract on the Use of the Environmental Label to be concluded with RAL gGmbH, the permission to use the Environmental Label may be granted to all products, provided that they comply with the requirements as specified hereinafter. The product must comply with all the legal requirements in the country in which it is to be marketed. The applicant shall declare that the product meets this requirement.

1.2 Background

The transport sector accounts for a significant proportion of the CO₂ emissions in Germany at around 20% (2011: 156 million tonnes). The discrepancy between the increasing need for mobility and the necessity to reduce greenhouse gas emissions continues to grow. Therefore, it is desirable from an environmental standpoint, as well as from the perspective of urban planning and health protection, to develop transport solutions that make private car ownership superfluous. This can only be achieved if attractive alternatives are available in the area of personal mobility. The more flexible and diverse they are designed, the more attractive these mobility concepts become. Particularly in view of the modern communication technologies available (Internet, smartphones, GPS, etc.), integrated concepts can deliver this flexibility depending on how the individual mobility card systems are structured.

An initial change in travel behaviour has become apparent especially amongst young people in densely populated urban areas. The ifmo study "Mobilität junger Menschen im Wandel" (The Changing Mobility of Young People) from 2011 shows that both the proportion of people holding a driving licence and also the proportion of car owners is falling in a number of European countries. People are making fewer and fewer journeys with their own cars, while public transport is being used more often. This change in behaviour is leading, particularly amongst young people, to a reduction in the use of the car. Multimodal mobility concepts such as, for example, mobility cards (travel cards) combine different transport services and represent an environmentally-friendly alternative for satisfying modern mobility needs.

It is primarily densely populated urban areas and larger cities that offer the greatest potential for introducing multimodal mobility concepts. The potential for making a positive contribution to the environment in this area is also high because urban traffic is responsible on its own for a quarter of all CO₂ emissions accounted for by traffic. Almost half of all car journeys in Germany are shorter than 5 km; a distance that could also be managed by bike or foot in combination with public transport and for which a person often does not require their own car.

Multimodal mobility concepts make it possible to decouple users and owners in the transport sector and, as a result, have a great theoretical potential for transferring traffic usage and thus
delivering positive benefits for the environment. Customer surveys carried out by car sharing and transport companies in a variety of cities indicate that a significant proportion of those people using car sharing and multimodal travel solutions have actually given up their own cars.

In the context of these Basic Award Criteria, "mobility cards" are understood to mean those products offered by transport service providers (generally transport authorities or transport companies) that provide users with multimodal mobility options. Alongside the use of traditional public transport services, multimodal concepts also include the use of other means of transport (e.g. car sharing or bicycle hire). The goal of these types of multimodal concepts is to develop travel services that offer the fullest possible coverage and thus deliver a real alternative to using your own car, as well as increasing the level of convenience for customers. The rapid development of communication technologies in recent times has had a positive effect on the spread of these types of concepts. Smartphones, the Internet and GPS simplify both the networking and also the use of multimodal mobility concepts, which has led to an increase in multimodal travel services in recent years and this trend is set to continue in the near future. There is no fixed definition for the term "mobility card". Therefore, the components that must be integrated into a mobility card product are also not precisely defined. The level of integration amongst individual service providers within a mobility card system is also not stipulated. Multimodal products primarily stand out from all other environmentally-friendly transport solutions because of their potential to enable people to completely do without their own private car.

Mobility cards sensibly combine the products offered by different environmentally-friendly mobility service providers in the areas of public transport, car sharing and bicycle hire systems. The target groups include single people, families and public administrations, as well as private and public companies. They offer communities the opportunity to define their quality requirements when putting transport services out to tender. And they offer transport companies and transport authorities the opportunity to gain new customers, improve the image of public transport and establish themselves on the market as a mobility service provider.

1.3 Objective of the environmental label

The environmental label is allocated under the key protection goal: "Blue Angel – protects the climate".

The objectives of awarding the Blue Angel environmental label for mobility cards are to:

- Promote multimodal mobility in passenger transport
- Facilitate mobility (mobility chains) without a person owning their own car and satisfy mobility needs using flexible services
- Strengthen environmentally-friendly transport services and reduce the environmental impact by increasing passenger numbers and transferring traffic to public transport
  - Reducing CO₂ emissions in comparison to car usage as a result
  - Reducing emissions of air pollutants such as nitrogen oxide, particulate matter, etc.
  - Reducing other negative effects of traffic such as noise, parking requirements, etc.
- Conserving fossil fuels
Therefore, following benefits for the environment and health are stated in the explanatory box:

1.4 Definitions

In terms of these Basic Award Criteria, "mobility cards" are understood to mean products available in both physical and electronic form. These products include multiple mobility components.

Multimodal and intermodal are terms used to describe the transport behaviour of people. If people use different means of transport on separate occasions during a set time period then this is referred to as multimodal. In contrast, intermodal describes a combination of multiple means of transport in one journey, meaning the possibility to directly change between different means of transport during a trip via transport interchange hubs. Therefore, intermodal transport deals with a special form of multimodal transport – whereby intermodal transport is thus always multimodal.

Illustration 1: Intermodal and multimodal behaviour in comparison (Source: Von der Ruhren 2003 in Ahrens et al.: 2005)

1.5 Outlook

The following developments will be taken into account in future revisions of these Basic Award Criteria:

- Occasional customers as users of multimodal services
- Multimodal mobility platforms
- E-ticketing
2 Scope
These Basic Award Criteria are valid for suppliers of intermodal or multimodal mobility concepts in the form of mobility cards.

3 Requirements

3.1 Initial qualification requirements
The supplier of the mobility cards must as a rule grant every person the right to purchase this type of card within the scope of their capacities. The terms of carriage or the terms of use (e.g. general terms & conditions) of third parties remain unaffected.
If a car sharing service is offered as part of the mobility card, checking the length of time the person has held their driving licence, their age and their creditworthiness in accordance with the company's general terms & conditions remains unaffected.

Compliance verification
The applicant shall declare compliance with the requirement in Annex 1 and submit the relevant sections of the terms of carriage or terms of use (e.g. general terms & conditions).

3.2 Mobility components
In communities with a population greater than 250,000 people, the multimodal product shall consist of a minimum of three components. In all other catchment areas with less than 250,000 inhabitants, it shall consist of at least two components. The component "public transport" is obligatory in the interests of providing basic mobility.
Mobility components include:
• Public transport
• Public bicycle hire systems
• Car sharing
• BahnCard or comparable pricing models
• Taxi (contractually secured with its own tariffs)

Compliance verification
The applicant shall declare compliance with the requirement in Annex 1 and state which components are included in the product. The applicant shall verify compliance with requirement 3.1 by submitting the relevant product description.

3.3 Reduction in car ownership
The mobility card must bring about an increase in the use of environmentally-friendly means of transport in order to achieve environmental benefits (reduction in car ownership). For this reason, the applicant shall carry out an annual user survey on the private car ownership status of new customers to determine whether there has been a reduction in the level of car ownership. The survey shall include questions on how many private cars are owned by those people living in a household and what changes have taken place compared to the previous year. The results shall be submitted to RAL gGmbH.
Compliance verification
The applicant shall declare compliance with the requirement in Annex 1 and submit the results of the survey to RAL by December 31 each year.

3.4 Unified registration system
The supplier of the multimodal product must ensure that it is possible to register for all components of the mobility card. The customer must be able to register for all components of the product in one location (mobility centre, Internet, ticket office etc.). As a general rule, it must also be possible to make personal contact with a customer advisor.

Compliance verification
The applicant shall declare compliance with the requirement in Annex 1 and verify their compliance with this requirement by submitting the relevant terms & conditions.

3.5 Information and awareness about the product
The multimodal product must be clearly visible and easy to use. This product must be clearly visible in the overview of ticket prices (on the Internet this means at least at the 3rd level). The product description must be easy to understand and the individual components, as well as the conditions of use, must be clearly explained.

Compliance verification
The applicant shall declare compliance with the requirement in Annex 1 and verify their compliance with this requirement by submitting the relevant documents or links to Internet sites.

3.6 Price
The mobility card must be cheaper than the sum of the charges for the individual components.

Compliance verification
The applicant shall declare compliance with the requirement in Annex 1 and verify their compliance with this requirement by disclosing the transport costs and submitting relevant calculations.

3.7 Carriage of bicycles
The carriage of bicycles must be permitted as a general rule on public transport vehicles at certain times, while the cost must be below the charge for a single ticket for the passenger.

Compliance verification
The applicant shall declare compliance with the requirement in Annex 1 and verify their compliance with this requirement by submitting the relevant sections of their general terms & conditions.

3.8 Duration of the mobility card offer
The multimodal product must be offered on the market for at least two years.
Compliance verification

The applicant shall declare compliance with the requirement in Annex 1 and verify their compliance with this requirement by submitting the relevant sections of their general terms & conditions.

3.9 Period of validity for the mobility card

The period of validity for the multimodal mobility product should cover a set period of time (month or year). A notice period must be provided to enable the user to cancel the product by the applicable deadlines.

Compliance verification

The applicant shall declare compliance with the requirement in Annex 1 and verify their compliance with these requirements by submitting the relevant section of their general terms & conditions.

4 Voluntary criteria

It is recommended that the applicant complies with the following additional voluntary criteria:

4.1 Mobility Components

The customer should have the opportunity to freely combine the mobility components and to independently define the number of components they use themselves.

4.2 Transferability

The product should be transferable to other people on at least the public transport system and/or enable additional passengers to travel with the card holder at certain times.

4.3 Unified billing system

A unified billing system should be created for the customer that covers all of the components offered and utilised with the mobility card. This applies to both the corresponding basic charges and any prepaid portion of the product. Any user charges that go above and beyond these costs (e.g. additional kilometre charges) can be charged separately.

4.4 Mobility stations

In order to better link the different means of transport within the environmentally-friendly transport system, mobility stations should be established. Integral elements of mobility stations include car sharing stations, high quality bicycle parking spaces and – if possible – a high quality public transport stop or even a taxi rank.

Park & Bike

Bicycle parking spaces should enable bicycles to be securely supported and allow the bicycle including the frame to be locked to the stand. The minimum distance between the parking spaces should be 0.8m. The support stand should be made out of circular tubing and, as far as possible, include a crossbeam and a protective element to allow the frame to be leaned against the support without causing any damage.
Park & Ride
Park & Ride facilities should be made available at central interchange hubs for public transport services. This is particularly important in less densely populated areas.

4.5 Mobility data
In order to support important information platforms and apps for multimodal transport (intermodal routing, linking to other information, etc.), the raw transport data (meaning infrastructure data such as routes, delays, status of vehicles and bicycles in accordance with the guidelines on open data) should be made available for non-commercial use.

4.6 Car sharing
Car sharing services should comply with the requirements stated in DE-UZ 100.

Compliance verification
The applicant shall declare in Annex 1 that the recommendations for compliance with the additional criteria have been noted and state which voluntary criteria have already been fulfilled.

5 Applicants and Parties Involved
{Manufacturers}{Manufacturers or distributors} of final products according to Paragraph 2 shall be eligible for application.

Parties involved in the award process are:
• RAL gGmbH to award the Blue Angel Environmental Label,
• the federal state being home to the applicant’s production site,
• Umweltbundesamt (German Environmental Agency) which after the signing of the contract receives all data and documents submitted in applications for the Blue Angel in order to be able to further develop the Basic Award Criteria.

6 Use of the Environmental Label
The use of the Environmental Label by the applicant is governed by a contract on the use of the Environmental Label concluded with RAL gGmbH.

Within the scope of such contract, the applicant undertakes to comply with the requirements under Paragraph 3 while using the Environmental Label.

Contracts on the Use of the Environmental Label are concluded to fix the terms for the certification of products under Paragraph 2. Such contracts shall run until December 31, 2020. They shall be extended by periods of one year each, unless terminated in writing by March 31, 2020 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. This regulation shall not affect products being still in the market.
The applicant (manufacturer) shall be entitled to apply to RAL gGmbH for an extension of the right to use the ecolabel on the product entitled to the label if it is to be marketed under another brand/trade name and/or other marketing organisations.

The Contract on the Use of the Environmental Label shall specify:

- Applicant (manufacturer/distributor)
- Brand/trade name, product description
- Distributor (label user), i.e. the above-mentioned marketing organisations.

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