

Siegelklarheit

Overview of supported standards

Siegelklarheit is a portal of the Verbraucherzentrale NRW, funded by the German Federal Ministry for Economic Cooperation and Development (BMZ) and supported by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ). To ensure maximum transparency, the table below shows which of the labels displayed on Siegelklarheit are currently or have been previously funded (either financially or non-financially) by the BMZ, and which labels the Verbraucherzentrale NRW has provided advisory services for.

NAME OF THE LABEL	PUBLIC SUPPORT
Cotton made in Africa (CmiA)	Cotton made in Africa originated from a strategic alliance funded by the BMZ. The implementation took place from 2009 to 2016, in collaboration with the Deutsche Investitions- und Entwicklungsgesellschaft (DEG) and the GIZ.
Better Cotton Initiative (BCI)	The Better Cotton Initiative was funded by the Better Cotton Initiative Growth and Innovation Fund (GIF) from 2016 to 2017 with financial support from the BMZ. The GIF financed activities at the implementation level, such as training for smallholder farmers, promoting innovations in sustainable farming practices, and scaling up pilot projects. Since August 2019, the BMZ has been funding the qualification of Indian smallholders for the production of sustainable cotton under the BCI Standard through the GIZ. As part of the "Sustainability and Value Added in Agricultural Supply Chains" project, over 50 Better Cotton Trainings have been conducted in Uzbekistan since 2019 to promote sustainable cotton farming practices.
Blauer Engel / Blue Angel	The Blue Angel trademark is owned by the German Federal Ministry for the Environment, Climate Action, Nature Conservation and Nuclear Safety (BMUKN). The criteria for over 100 product groups are developed by the German Federal Environment Agency (UBA), while the voluntary jury for environmental labels serves as the independent decision-making body. The Blue Angel is awarded by RAL gGmbH. It is a Type-1 environmental label according to DIN EN ISO 14024.

	In the past, the Verbraucherzentrale NRW has been involved in an advisory capacity in the revision of the Blue Angel guidelines and has provided suggestions. However, the Verbraucherzentrale NRW did not have voting rights in the final formulation of the guidelines.
Fairwear Foundation (FWF)	The BMZ has supported the Fair Wear Foundation through the GIZ in several initiatives. From November 2018 to April 2020, the BMZ supported the project "Access to Remedy and Living Wages in Cross-Context Comparison." Within the framework of the Alliance for Sustainable Textiles, a memorandum of understanding was signed to strengthen the rights holders, with FWF carrying out joint activities such as "roundtables" and risk assessments on behalf of the BMZ. The Initiative Global Solidarity (IGS) supported the FWF from July 2022 to December 2024 to promote responsible purchasing practices and effective grievance and remedy mechanisms. In 2025, the Green Button and the FWF signed a memorandum of understanding to harmonise sectoral offerings and support the effective implementation of human rights and environmental due diligence (HREDD) through an integrated approach.
Global Organic Textile Standard (GOTS)	From 2017 to 2019, the BMZ funded a project for the development of a central database for transaction certificates. Since 2021, the BMZ has been supporting the project "Global Trace-Base Transaction Certificates in Sustainable Textile Supply Chains," aiming to develop a database that consolidates data from all certification organisations for GOTS and other sustainability standards.
RAL Deutsches Institut für Gütesicherung und Kennzeichnung e.V. (RAL Institute) and RAL gGmbH	RAL Institute is the independent organisation that accredits RAL quality marks for products and services. RAL gGmbH is a non-profit subsidiary of RAL Institute. In Germany, the Blue Angel and the EU Ecolabel are awarded by RAL gGmbH, for instance. In September 2025, Verbraucherzentrale NRW submitted a brief statement on the draft "RAL Quality Assurance Scheme for Sustainable Gastronomy, Quality and Testing Regulations". On behalf of the BMZ, the non-profit RAL gGmbH serves as the official awarding and supervisory body of the Green Button.
Grüner Knopf / Green Button	The awarding body of the Green Button is the BMZ. Independent auditors verify the fulfilment and compliance with the criteria. Starting with the standard version Green Button 2.0, the German Accreditation Body (DAkkS) accredits the certification bodies and acts as the 'auditor of the auditors'.

Imprint:

Verbraucherzentrale Nordrhein-Westfalen e.V., Helmholtzstraße 19, 40215 Düsseldorf
Last updated: October 2026