



OUR TEAM



**20 ORGANISATIONS FROM
13 EU COUNTRIES**



**605 000
FB FOLLOWERS**



**4.7 MILLION
MEMBERS**



RESULTS

3 MILLION AND COUNTING

Our vision is that over the next few years, approximately 3 million citizens will download the app. We anticipate around 30 million requests for SVHC information being sent to suppliers. We also have high expectations regarding the number of companies that will be directly involved in providing information for the database.

MORE ON OUR WEBSITE:

WWW.ASKREACH.EU



**ENABLING REACH CONSUMER INFORMATION RIGHTS
ON CHEMICALS IN ARTICLES BY IT-TOOLS**

09/2017 – 08/2022



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THE CONCERN

Thousands of substances are used in the production of daily goods.

Although many of them raise no cause for concern, some substances have long term negative effects for our health and for the environment, e.g. disrupting the endocrine system, causing cancer, or harming the reproductive system.

These 'substances of very high concern' (SVHCs) can be found in everyday articles such as furniture, building materials, textiles etc.

AIM

SVHC-FREE ARTICLES

If consumers avoid buying articles that contain substances of very high concern (SVHCs), this should encourage producers to remove them from their articles. We aim to increase the demand for articles that contain less than 0.1% SVHCs, thereby supporting the substitution of these substances.

In order to do this, we raise consumer awareness about substances and remind potential customers of their right to know. We facilitate communication between consumers and companies, and also initiate and guide more effective communication within the supply chain.

RIGHT TO KNOW

Article 33 of the REACH regulation of the European Union stipulates that suppliers of articles containing an SVHC in a concentration above 0.1% (weight by weight) must provide this information to the professional users and distributors, as well as information to allow safe use of the article. It also determines the consumer's right to request and obtain this information from an article producer or retailer within 45 days, free of charge.

WHAT WE DO

HELPFUL APP FOR WATCHFUL CONSUMERS

To make the information on substances of very high concern (SVHCs) in articles more easily available for customers, we have developed a Europe-wide smartphone app, which allows consumers to scan barcodes of articles to determine whether they contain SVHCs.

The app is connected to a database with information about SVHCs in articles, thereby easing and speeding up the responses by the suppliers. Information can be entered or uploaded to the database by the article suppliers, together with information on the safe use of their articles.

If consumers scan a barcode of an article for which SVHC information is not yet stored in the database, they can send an automatically generated request to the supplier.

We expect that the launch of the app will result in a sharp rise of the number of cases where people use their right to know.

Localized versions of the app will be available all over Europe.

In addition, a supply chain communication approach will be promoted allowing suppliers to fulfil their obligations and more actively manage the chemicals in their supply chains. Moreover, we run case studies with an existing IT tool (Material Data System).