LIFE AskREACH

Towards a better implementation of REACH Art.33

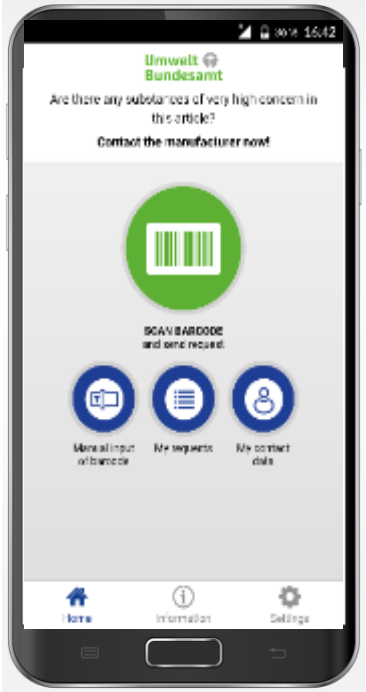
AskREACH Team

German Environment Agency UBA

2020/10/29
No. LIFE16 GIE/DE/000738

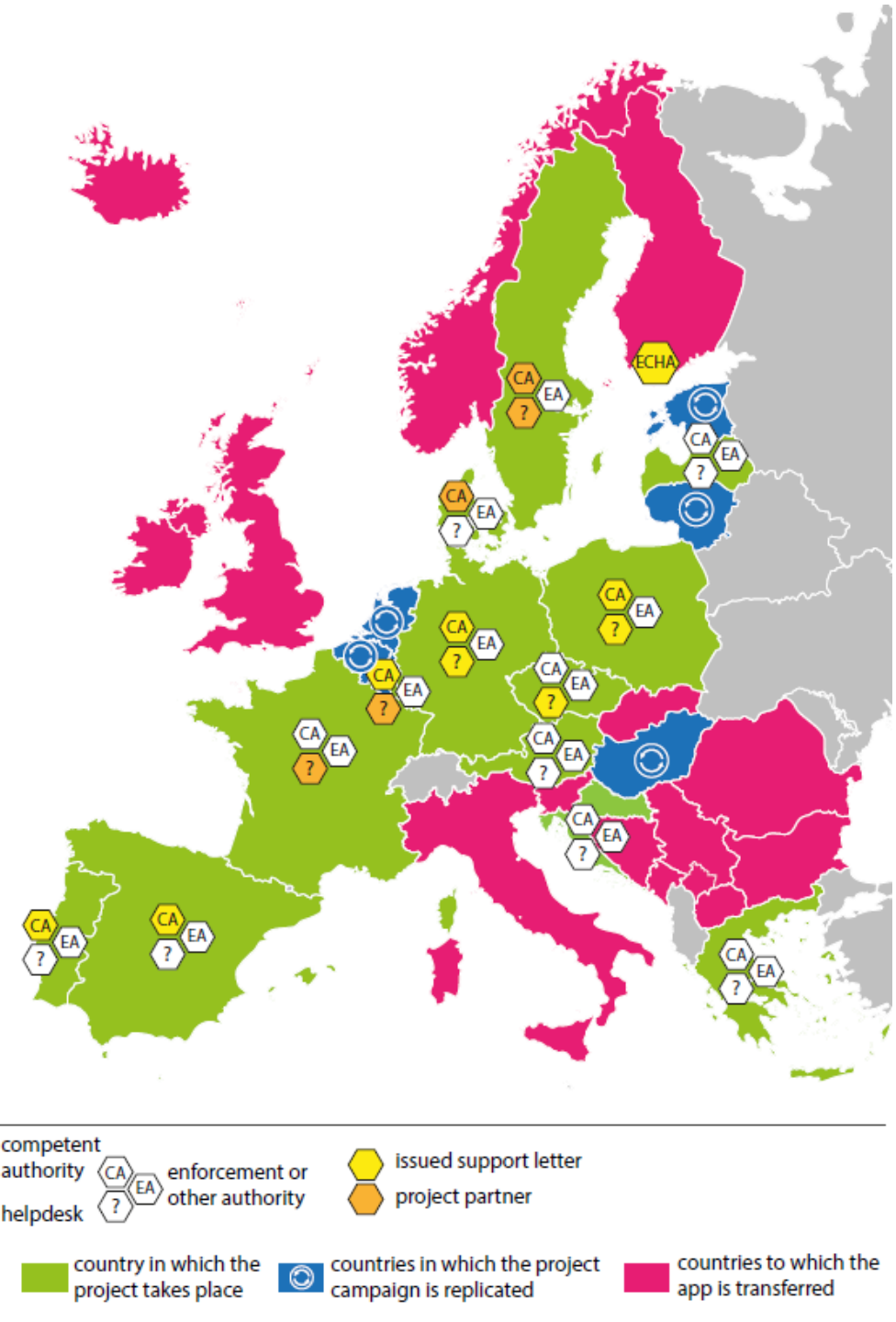
Motivation

- Environmental and health protection
- Substitution of SVHCs in articles
- Compliance with REACH information duties
- Consumer information
- Existing apps in DE and DK, some linked to national databases where barcode owners could enter their SVHC data.
- **Idea AskREACH:** European app and database



Project data

- Project coordinator UBA
- 20 partner from 13 countries – authorities, NGOs, scientific institutions
- 650,000 Facebook followers, 4,7 Mio members
- App transfer to Serbia, Lithuania, Estonia, Hungary and other interested parties (BE, NO, UK, …)
- Project duration: 01/09/2017 – 31/08/2022
- Funding: EU LIFE Programme, partners und national environmental funds

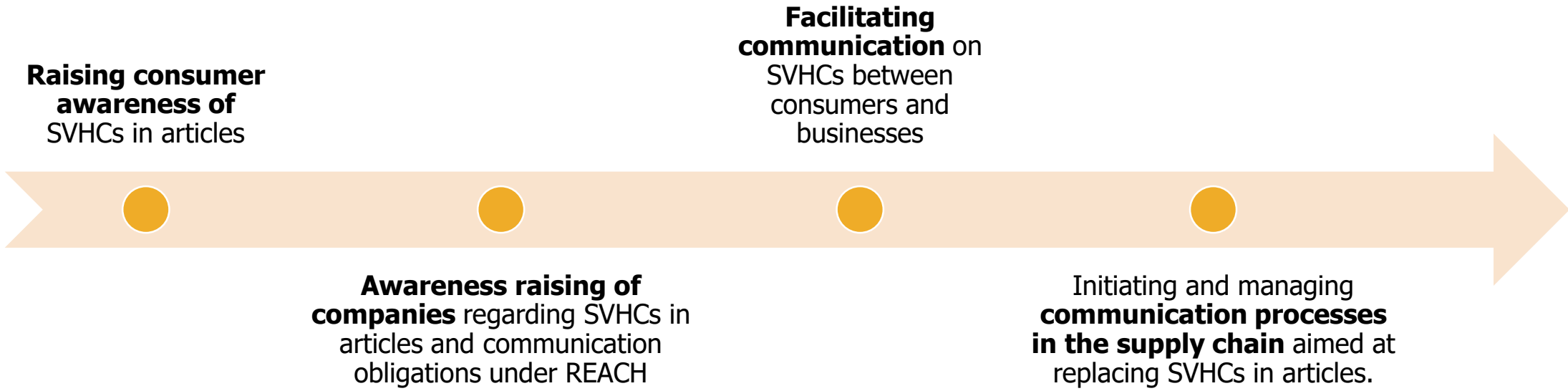


The Project LIFE AskREACH (No. LIFE16 GIE/DE/000738) is funded by the LIFE Programme of the European Union

Main objective

Substitution of SVHCs by increasing the demand for "SVHC-free" articles and supporting the industrial actors (compliance with information obligations).

Specific objectives



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COM Chemicals Strategy

- Circular economy: same limit values for hazardous substances should apply for virgin and recycled material, adequate information on the chemical content of products necessary for informed choices by consumers, value chain actors, waste operators
- green transition intended, meaning toxic-free environment, chemicals that are safe and sustainable by design
- minimise the presence of SVHCs in products, especially in textiles, packaging, furniture, electronics and ICT, construction and buildings; tracking the presence of SVHCs through the life cycle of materials and products
- more (group) restrictions, less exemptions from authorisation for SVHCs and chemicals affecting the immune, neurological or respiratory systems and chemicals toxic to a specific organ; indentify endocrine disrupters, PMT and vPvM substances as SVHCs
- strengthen enforcement, „zero tolerance for non-compliance“, especially with regard to online trade, import articles, classification & labelling, restrictions

AskREACH main actions

European smartphone app Scan4Chem for requests according to REACH Art. 33

Central European database with information on SVHCs in articles

Optimisation and application of a supply chain communication tool

Consumer campaign, company campaign

Umwelt Bundesamt

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Life

App and database

- Scan4Chem available in 15 countries, with more to follow

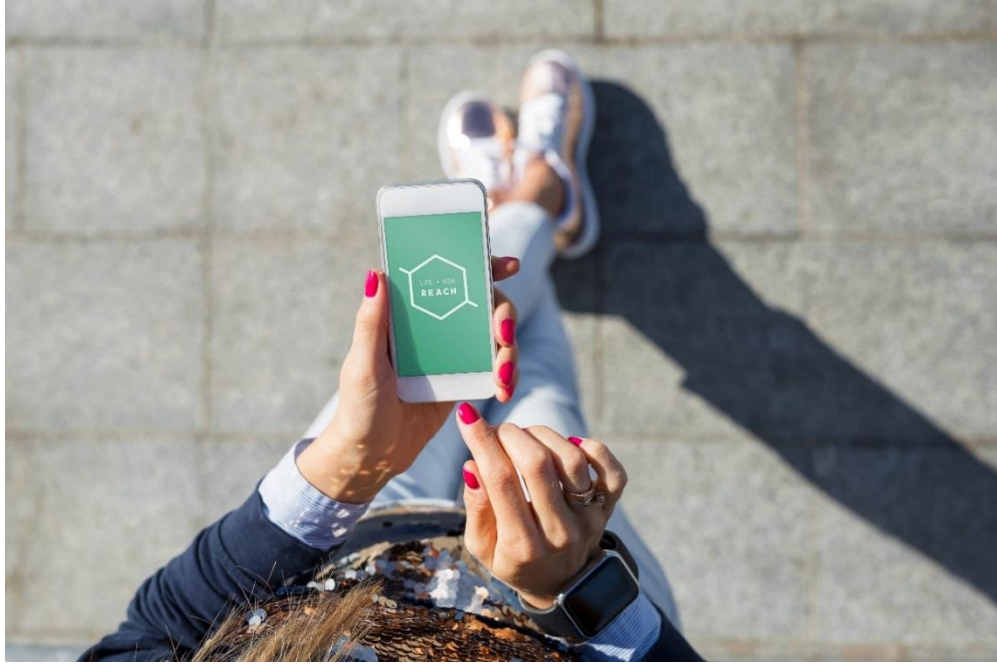
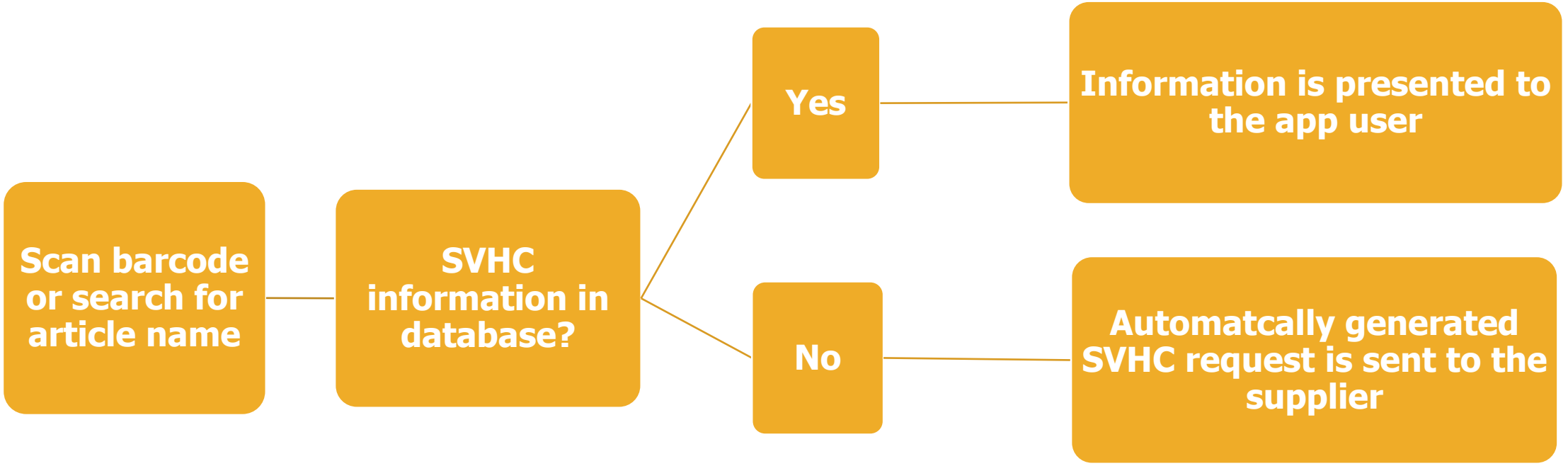


Image source: AskREACH



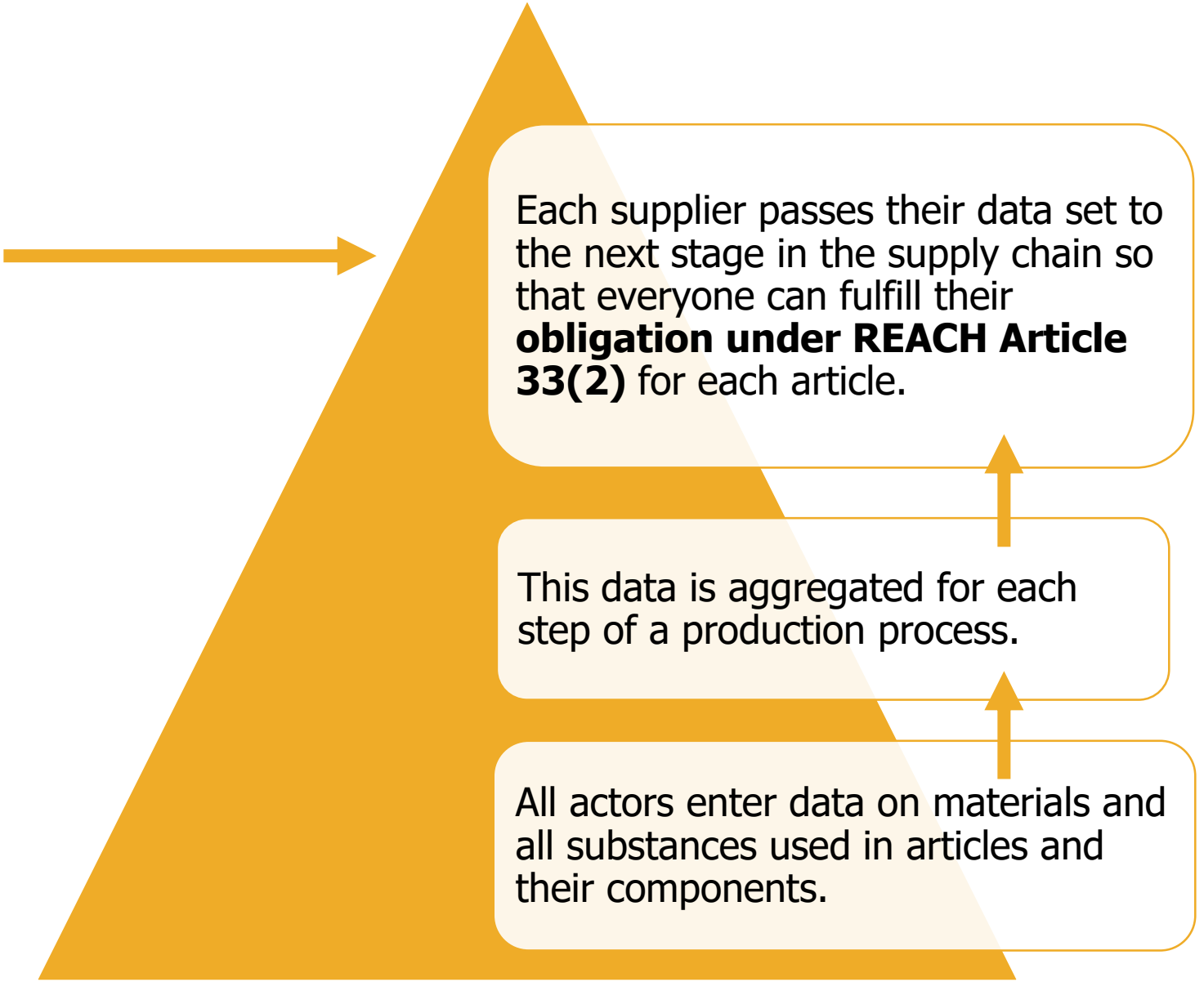
Positive effects database and app

- Easy, quick access to SVHC information for consumers at the point of sale
- You as a company do not have to answer each request individually and receive support
- Increase market opportunities through transparency

→ Substitution

IT tool supply chain communication

- Identification of user requirements and available IT tools, „good practices“
- **Material data systems** (MDS) with full material declaration were considered.
- Free testing of the tools and training/support during the project period



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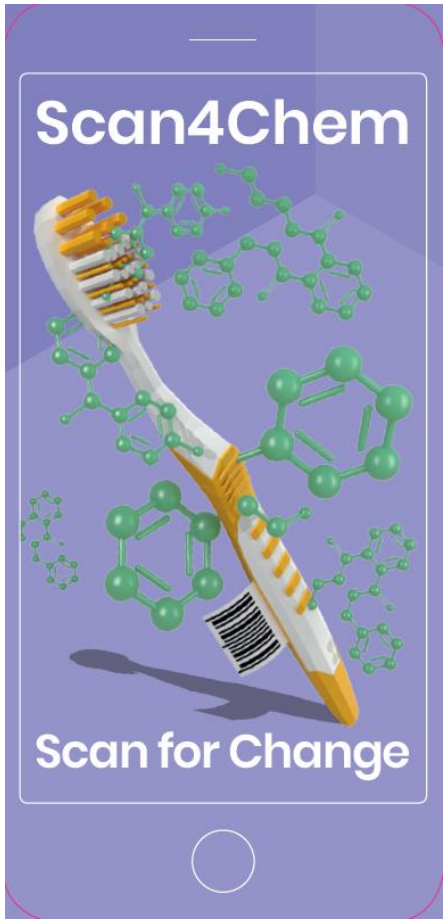
Consumer campaign (Oct. 2019-Feb. 2022)

- "Your right to know"
- Raise awareness, motivation



Company campaign (Feb. 2018-Feb. 2022)

- „Your obligation to tell"
- Raise awareness, motivation, support
- producer
- retailer
- supply chain

Project results

Europe-wide

- Ca. 60,000 app downloads
- Ca. 14,000 SVHC requests sent to ca. 11,500 companies
- < 50% companies respond, some send inadaquate responses
- Ca. 250 companies registered in the database, ca. 30,000 data sets were uploaded

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Timeline

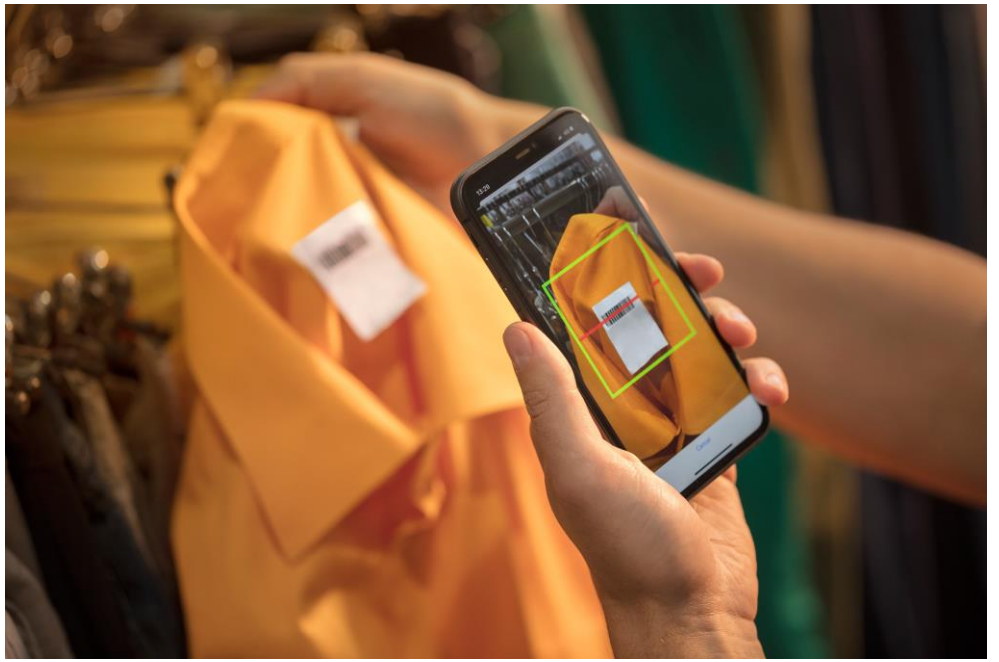

Image source: AskREACH

- April 2019: Compliance digital I
- October 2019: App-Launch
- March 2020: Corona Lockdown
- August 2020: Update App
- October 2020: Compliance digital II
- November 2020: 15 national app versions in Europe
- 2021: Campaigning, replication, connection to SCIP database

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Are you interested in uploading your data to the European database? Do you need more information?

- English project website: www.askreach.eu (English)
- Contact us:
  - Oona Freudenthal 00352/275 888 5063
  - Eva Becker 0049/340 2103 3170
  - Ioannis Dosis 0049/340 2103 2808
  - companies@askreach.eu
  - askreach@uba.de

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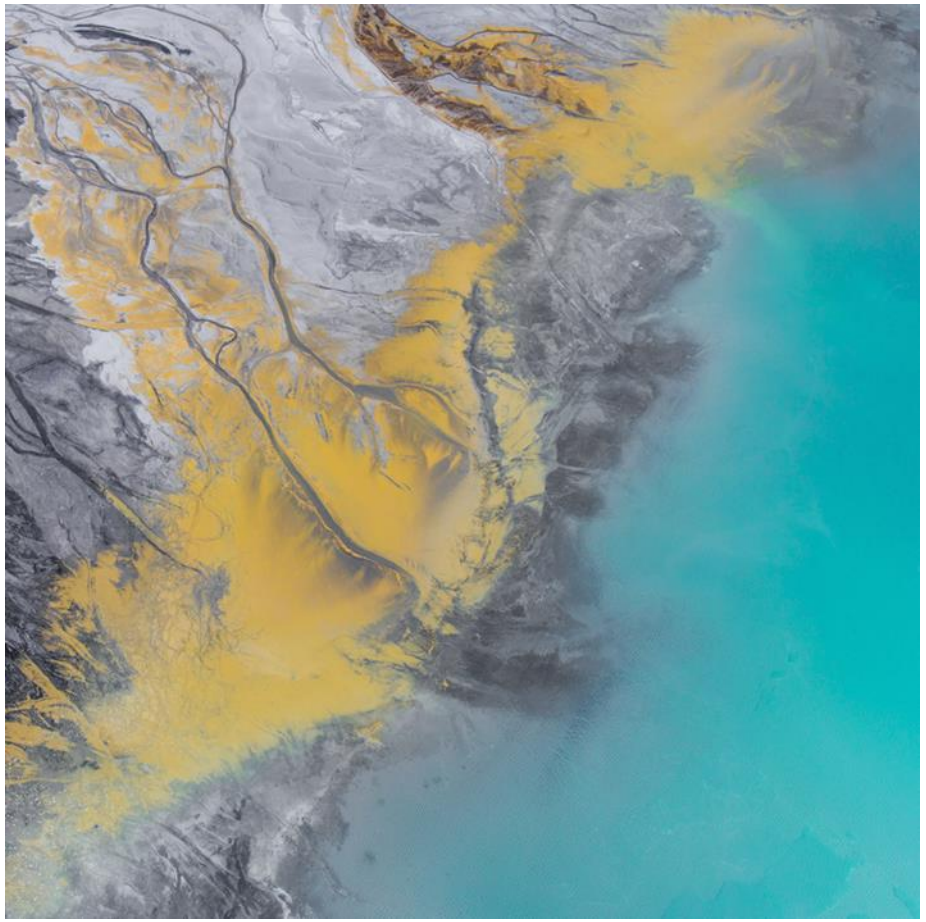
Thank you for your attention!