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LIFE ASKREACH PROJECT

Campaigns for companies and consumers, the App
Scan4Chem and the AskREACH database

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2022/09/07

The Project AskREACH
(LIFE16 GIE/DE/738) is
funded by the LIFE
Programme of the
European Union





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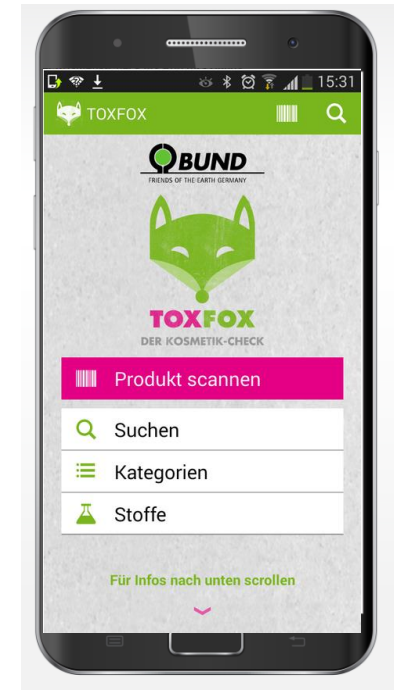
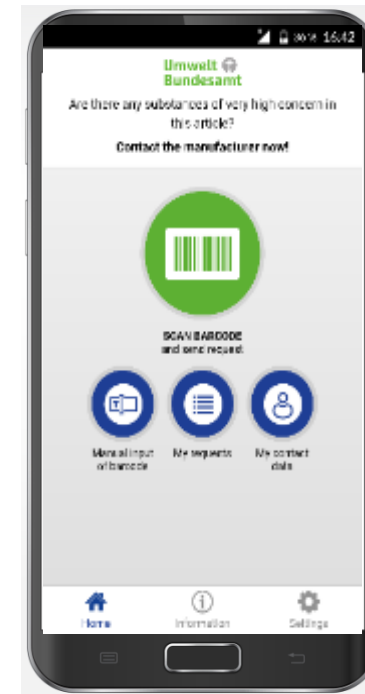
- The AskREACH project
- Consumer campaign & the Scan4Chem App
- Company campaign & the AskREACH database

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

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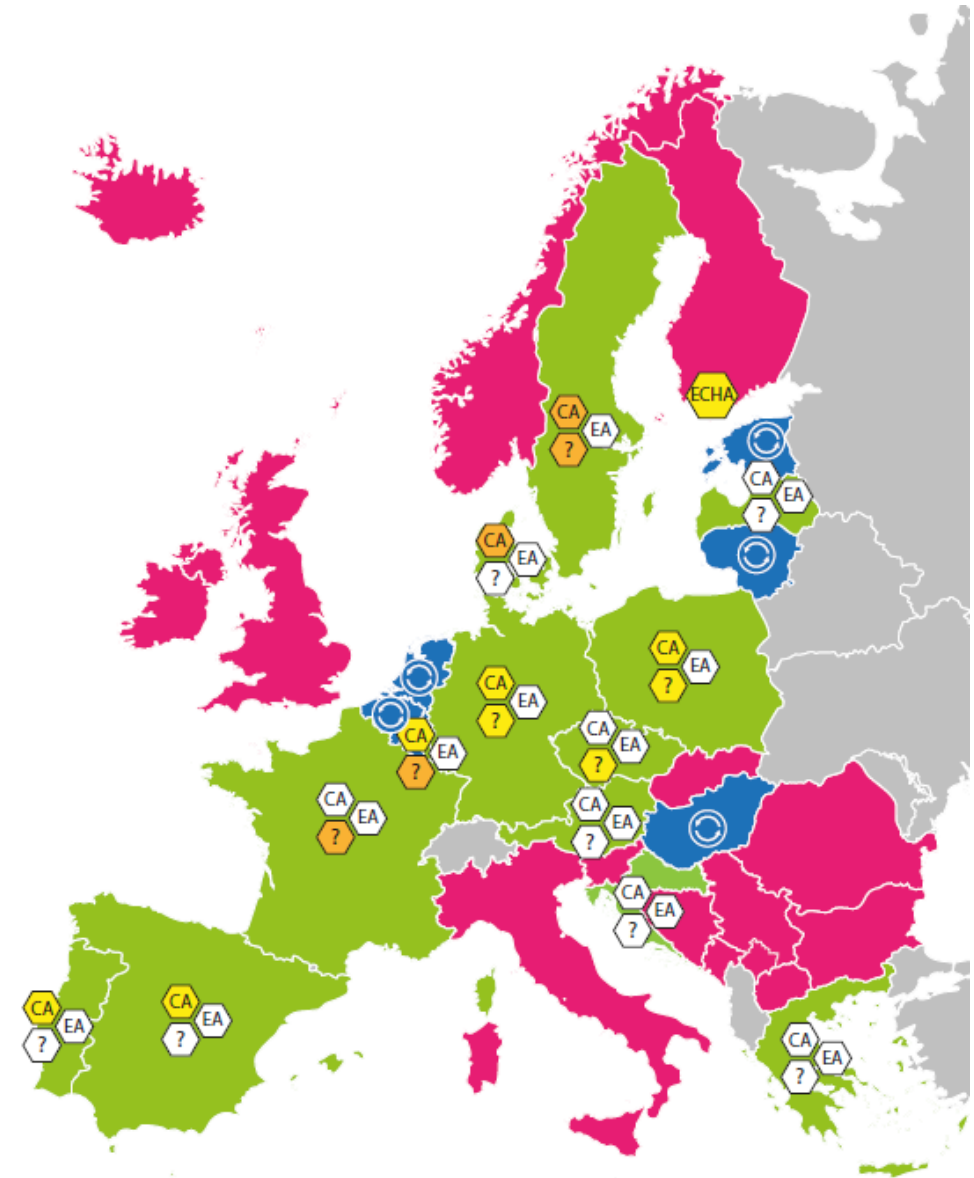
Project data



- Project coordinator UBA
- Project duration: Sep. 2017 – March 2023
- Funding: EU LIFE Programme, partners and national environmental funds
- 24 partners – authorities, NGOs, scientific institutions
- Wide range of influence: 650,000 Facebook followers, NGOs with 4.7 Mio members
- App transfer to Serbia, Lithuania, Estonia, Hungary, Spain and Belgium

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Legend

competent
authority
helpdesk



enforcement or
other authority

issued support letter
project partner

country in which the
project takes place

countries in which the project
campaign is replicated

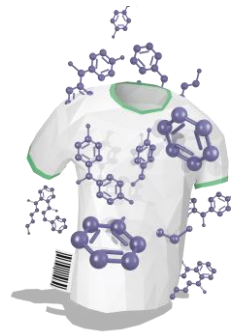
countries to which the
app is transferred

Partner organisations and replicators

24 organisations – Scan4Chem app available in 19 countries



Objectives



Substitution of SVHCs by increasing the demand for "SVHC-free" articles

- **Raising awareness** among consumers and companies on SVHCs in articles and REACH Art. 33
- Facilitating **communication between customers and companies**, easy and quick access to information at the point of sale.
- **Support** for companies
- Improving **communication in the supply chain**

AskREACH digital solutions

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European Scan4Chem
app for consumers



European Central
Database for companies



Supply Chain tool
for companies



The background of the slide is a vertical marbled pattern in shades of teal, green, and brown. On the left side, there is a white hexagonal logo with a stylized chemical structure. Inside the hexagon, the text "LIFE • ASK" is in a smaller font, and "REACH" is in a larger, bold font.

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Consumer Campaign & Scan4Chem App

Consumers want transparency

Eurobarometer¹

- Europeans are worried about the impact substances present in everyday products can have on the **environment (90 %)**
- Consumers are concerned about the impact of chemicals in everyday products **on their health (84 %)**
- Most consumers are convinced that they have a **right to know** about substances in products - without having heard of REACH²

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¹ www.europarl.europa.eu/at-your-service/en/be-heard/eurobarometer

² Hartmann et al. 2018, 4.

AskREACH Consumer Surveys (2018; 14.465 participants)³

Consumers are concerned with problematic substances in products

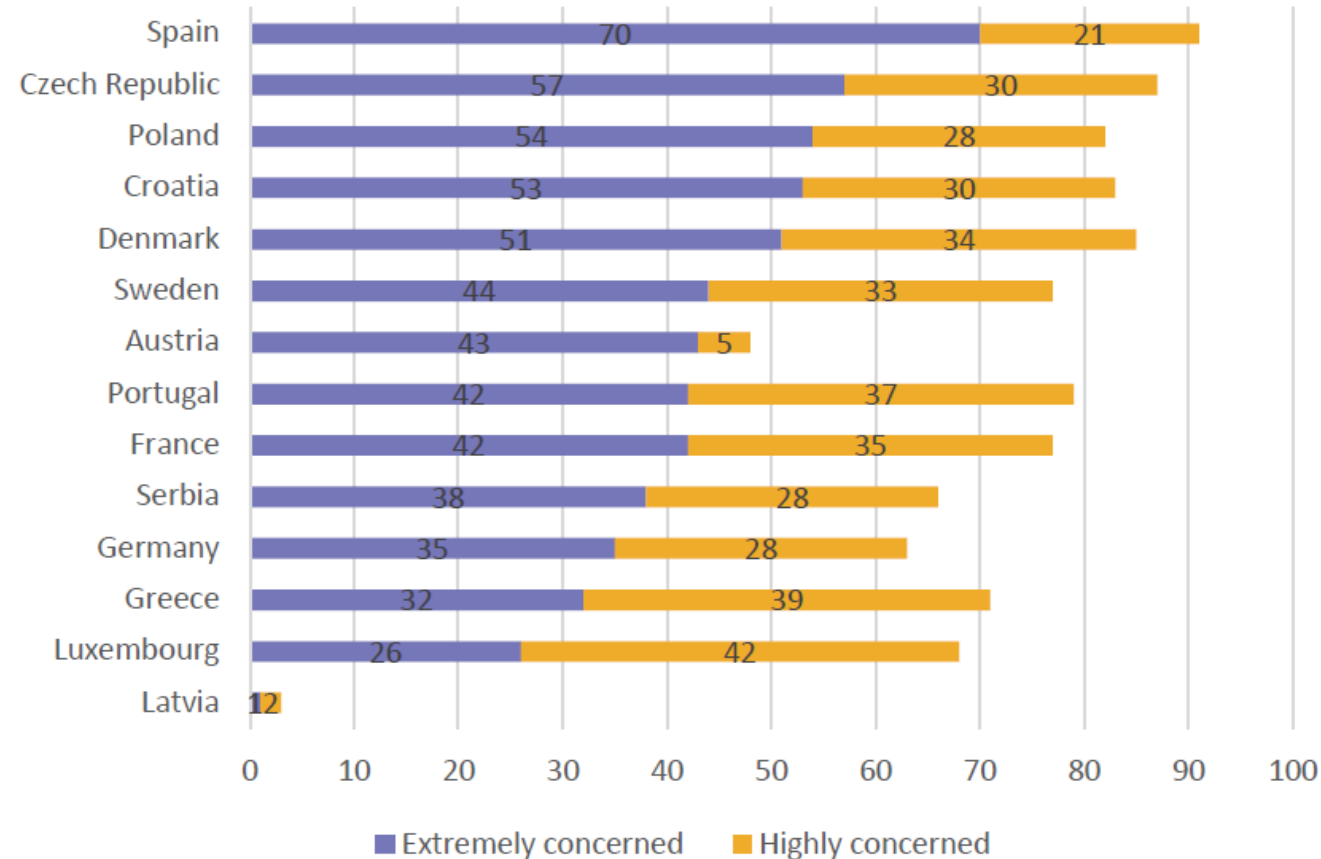


Figure 1: Level of concern about the possibility that everyday articles may have problematic substances that can be harmful to human health and the environment

➤ <https://www.askreach.eu/publications/>

AWARENESS AND COMMUNICATION ON SVHCs IN ARTICLES - Surveys among consumers and article suppliers

³ https://www.askreach.eu/wp-content/uploads/2019/07/LIFEAskREACH_Baseline-publication_2019--07-10.pdf

AskREACH Consumer Surveys (2018; 14.465 participants)³

Consumers do not feel well informed

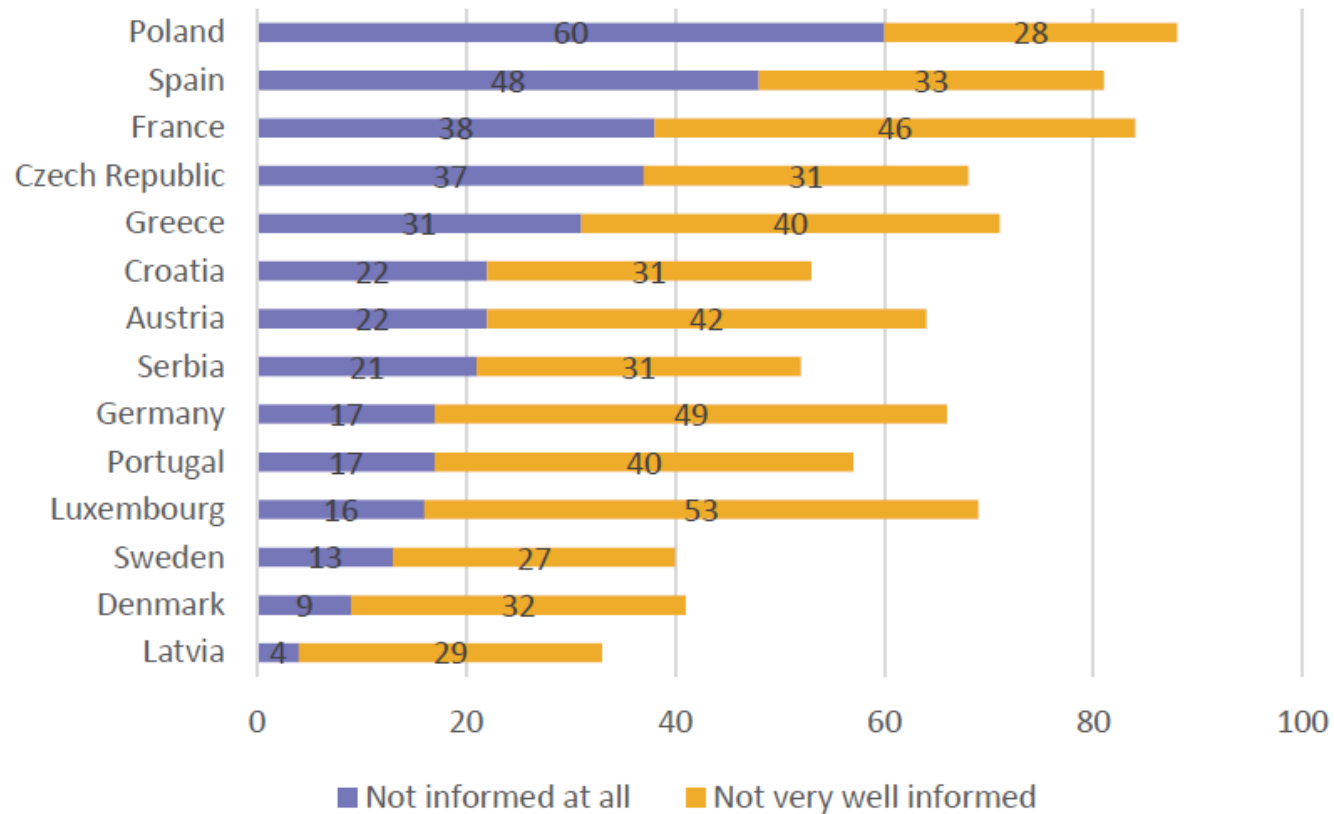


Figure 2: Level of information about the possibility that everyday articles may contain SVHCs that can be harmful to human health and the environment

➤ <https://www.askreach.eu/publications/>

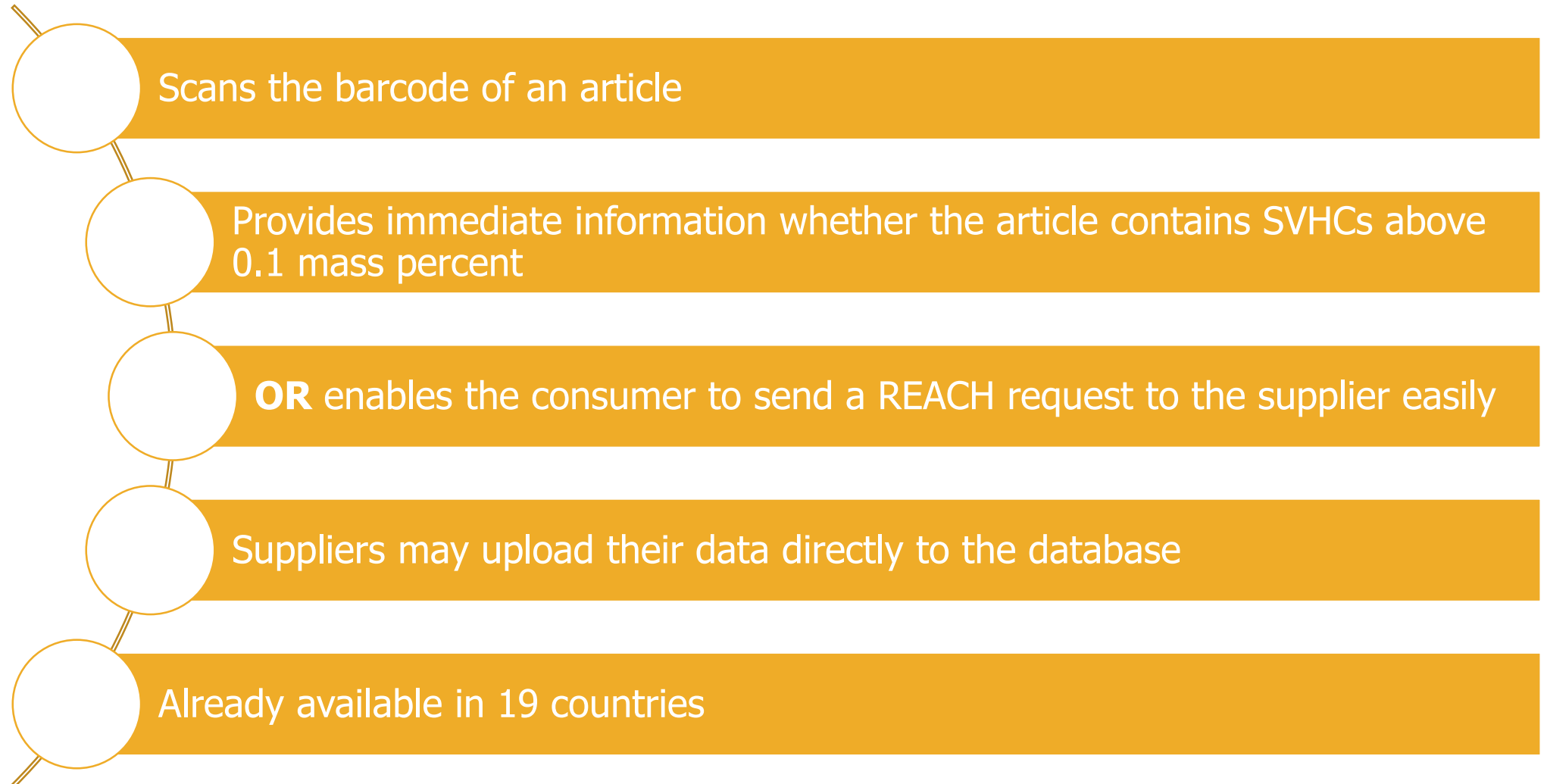
AWARENESS AND COMMUNICATION ON SVHCs IN ARTICLES - Surveys among consumers and article suppliers

³ https://www.askreach.eu/wp-content/uploads/2019/07/LIFEAskREACH_Baseline-publication_2019--_07-10.pdf

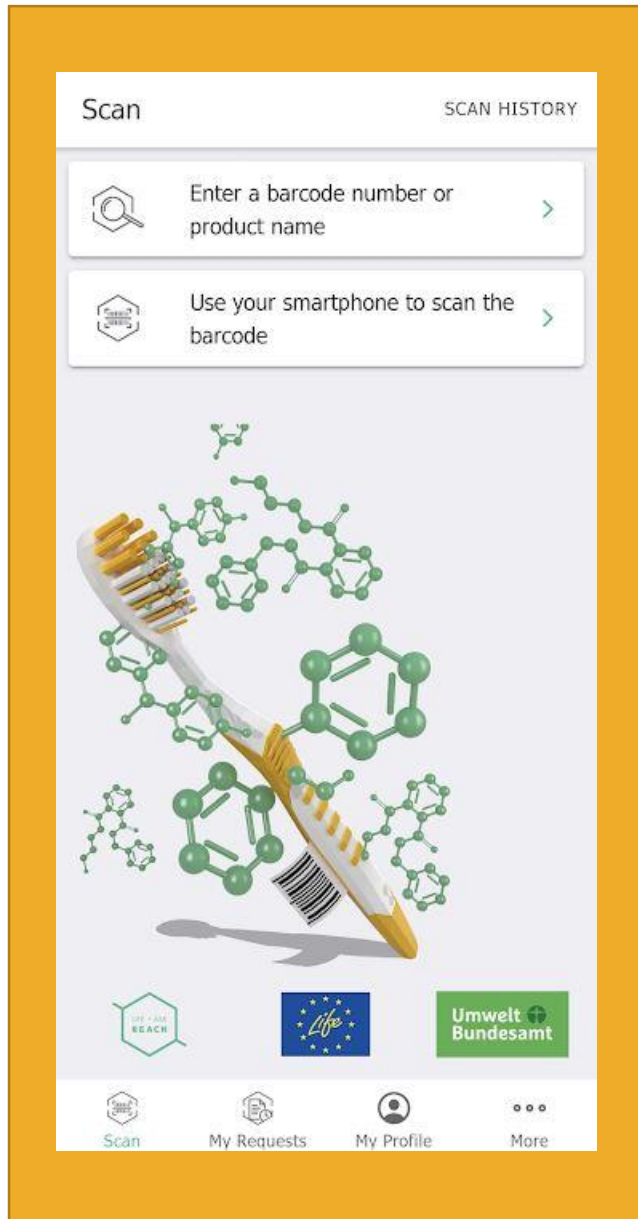
The Scan4Chem app provides information



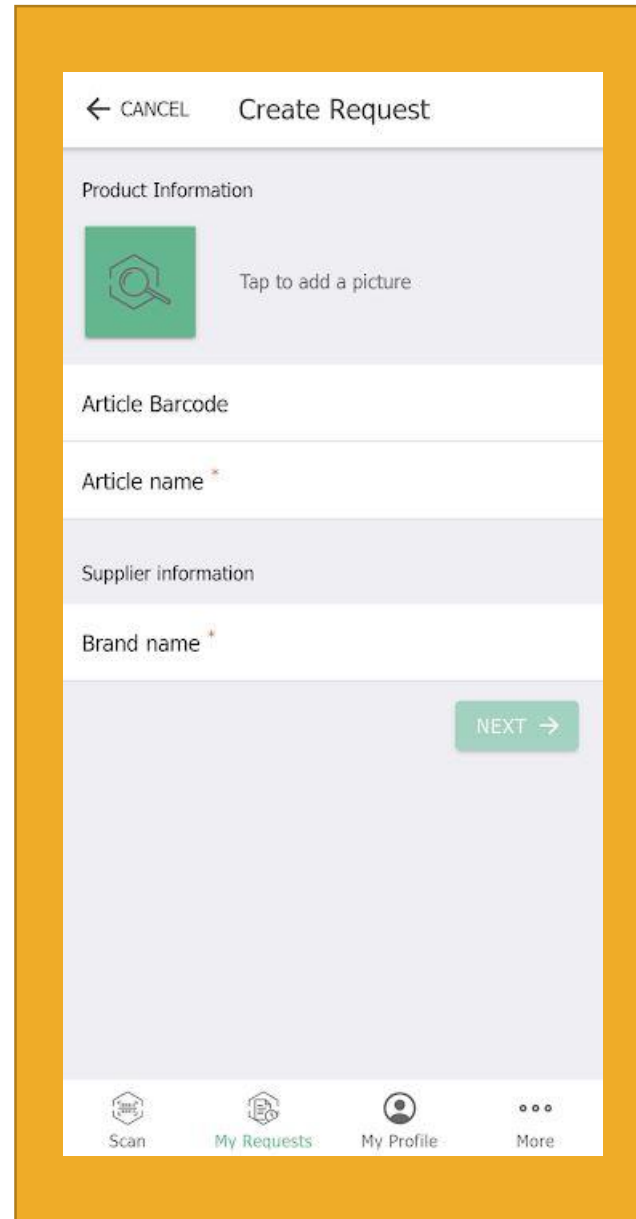
The Scan4Chem app



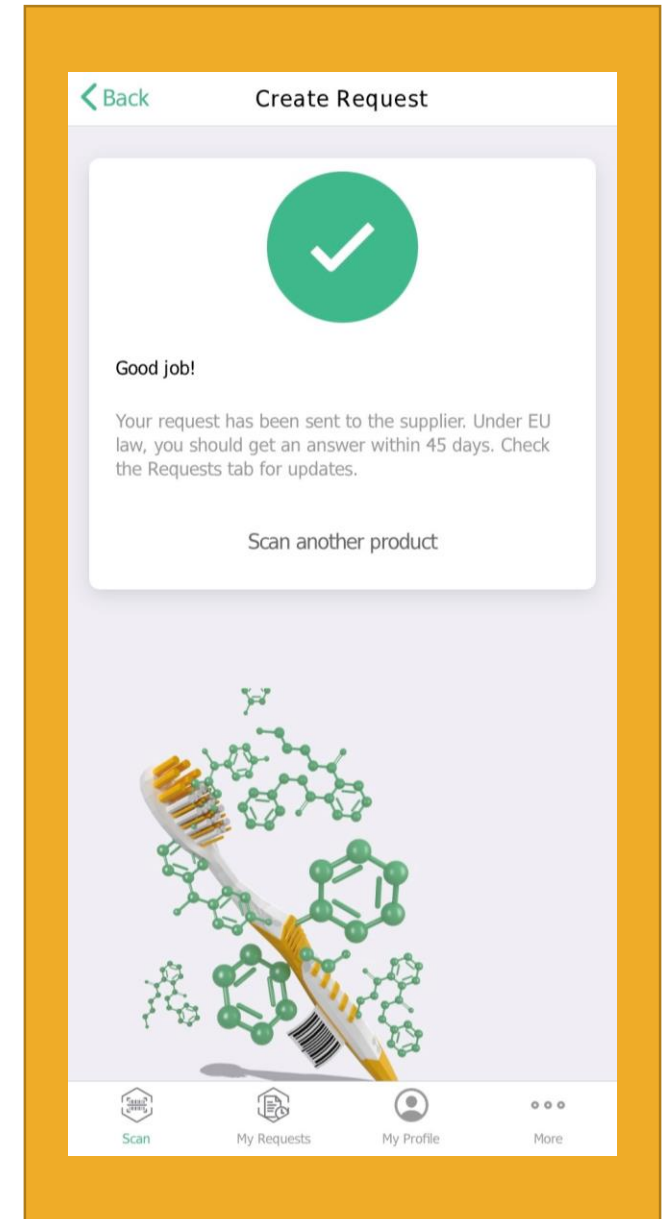
Scan4Chem



1



2



3

15

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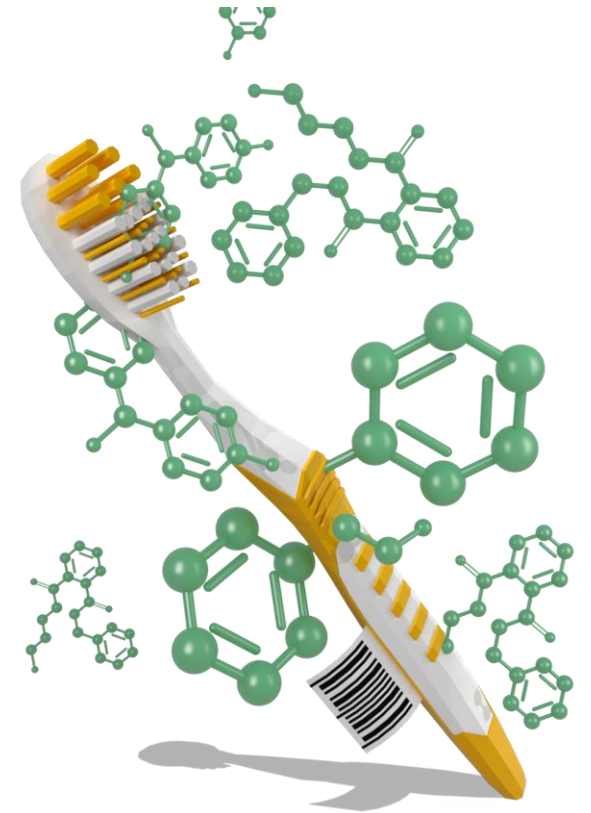
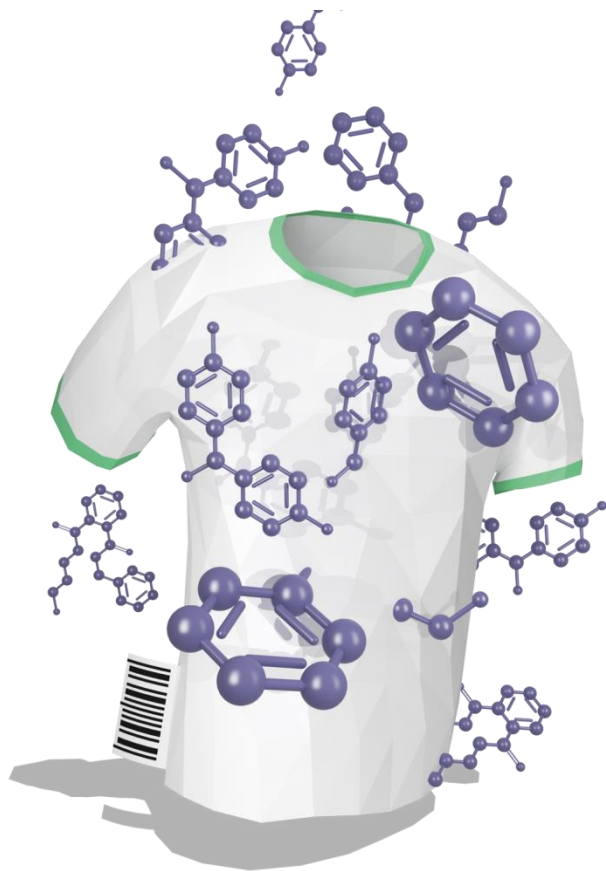
BUND
FREIENDS OF THE EARTH GERMANY

Bund für
Umwelt und
Naturschutz
Deutschland

Consumer campaigns

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Consumer campaigns

- **Goal:** Information for consumers on SVHCs and consumers' 'right to know'
- Print material: flyer, poster, sticker, pocket Guide
- Media: newspaper, radio, TV
- Short clips:
<https://youtu.be/CHMnFtgV39E>
<https://youtu.be/H4VgWuuDjKo>
- Social media & internet advertising
- Stakeholder events, e.g. fairs



Online campaigning

Project partners reach millions of people online (#scan4chem)

Umweltbundesamt  August 31 at 4:48 PM · 

Hersteller und Händler müssen Verbraucherinnen und Verbraucher auf Anfrage über „besonders besorgniserregende Stoffe“ in Produkten informieren. Die Smartphone-App Scan4Chem des Umweltbundesamtes wurde im Rahmen des EU-LIFE-Projektes AskREACH überarbeitet und erleichtert Anfragen an Unternehmen.



bund_bundesverband · Abonnieren · 

bund_bundesverband Unseren ToxFox-Einkaufsratgeber gibt es jetzt auch im handlichen Pocket-Format. Er ist randvoll mit nützlichen Tipps, damit ihr schon beim Einkauf Schadstoffe vermeiden könnt – und passt garantiert in jede Hosentasche. www.bund.net/hosentasche

Was ist das Problem? Weichmacher in Tapeten, Flammenschutzmittel in Küchengeräten oder Stofftieren. Wir sind umgeben von Produkten mit Chemikalien. Oft sind es Zusatzstoffe in Kunststoffprodukten. Sie gelangen in die Umwelt und über die Nahrung, die Atemluft oder die Haut auch in unseren Körper. Einige dieser Stoffe können krebserregend sein, also

Gefällt 181 Mal

1. SEPTEMBER

Melde dich an, um mit „Gefällt mir“ zu markieren oder zu kommentieren.

Scan4Chem  5 June · 

Παγκόσμια Ημέρα Περιβάλλοντος **#WorldEnvironmentDay** σήμερα και ας έχουμε όλοι στο μυαλό μας πως με τη συμπεριφορά μας, με μικρά ή μεγαλύτερα βήματα, μπορούμε να επιτύχουμε ο πλανήτης και οι ανθρώπινες κοινωνίες να ευημερούν και να αναπτύσσονται ταυτόχρονα και σε αρμονία. Οι καταναλωτικές μας συνήθειες είναι από τα πρώτα που μπορούμε να μεταβάλλουμε και να πετύχουμε τη μετάβαση σε μια πιο “πράσινη” και ασφαλή παραγωγή. Τα πλαστικά και ειδικά τα μαλακά πλαστικά αντικείμενα α... [See more](#)



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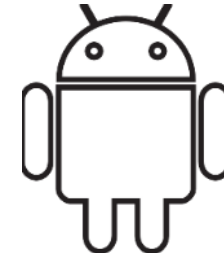
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Download Scan4Chem now!



<https://apps.apple.com/de/app/scan4chem/id1205416098>

<https://play.google.com/store/apps/details?id=de.uba.scan4chem>



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Company Campaign & the AskREACH database

AskREACH baseline report – companies 1

Total: **183** companies participated

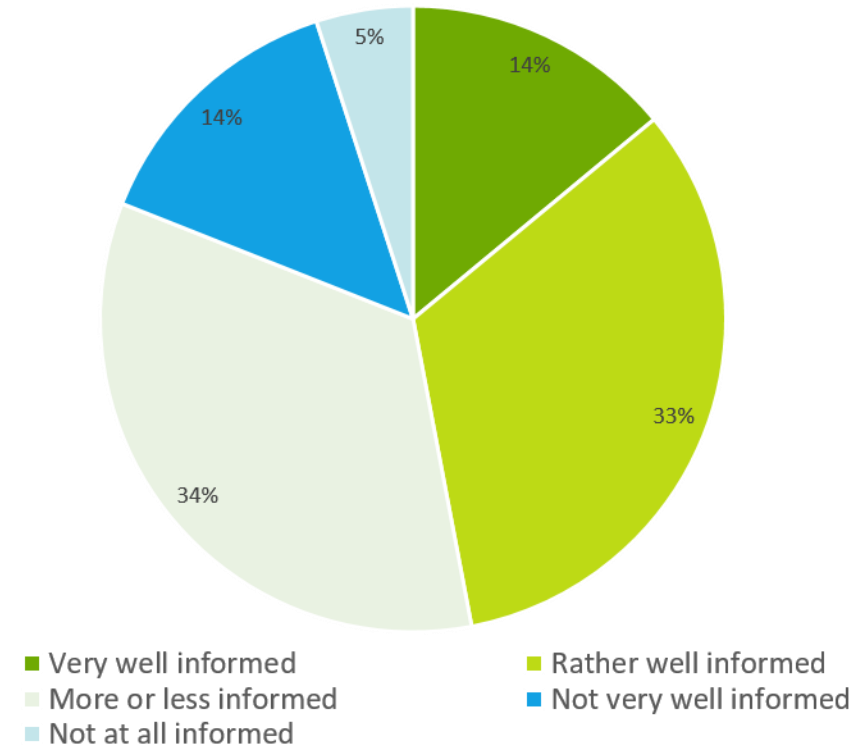
Country	No
France	67
Germany	50
Sweden	15
Czech Republic	12
Serbia	9
Croatia	8
Poland	5
Austria	4
Greece	4
Spain	4
Latvia	3
Luxembourg	1
Portugal	1

Sectors	Absolute
Textiles	44
Electronics	36
Household articles	31
Sporting goods and outdoor	23
Do it yourself	25
Furniture	20
Toys	16

AskREACH baseline report – companies 2

- Of 183 participating companies, 42% had already received 'right to know' information requests from consumers.
- Of the companies that have received requests, nearly half did not usually have the information required to provide an immediate response.
- Only 47% of the participating companies felt well informed or quite well informed about the presence of SVHCs in their articles.
- 43% of the surveyed companies had no IT-solution in place to collect and manage information on SVHCs in their articles. Of the companies that do employ IT tools (57%), a quarter use MS Excel.

How informed do you (your company) feel about the presence of problematic chemical substances (such as SVHCs) in the articles you produce/sell?



AskREACH baseline report – companies conclusions

- Supply chain communication – room for improvement
- Ability to respond to consumer SVHC requests varies
- Forum enforcement pilot project (ECHA, 2019): **88%** of suppliers of articles containing SVHCs above 0.1% fail to communicate sufficient information according to REACH Article 33(1) and **56%** of duty holders fail to communicate sufficiently according to REACH Article 33(2).*

The survey findings confirm concerns that a large proportion of companies are not well prepared to respond to consumer's 'right to know' requests in compliance with REACH Art. 33(2).

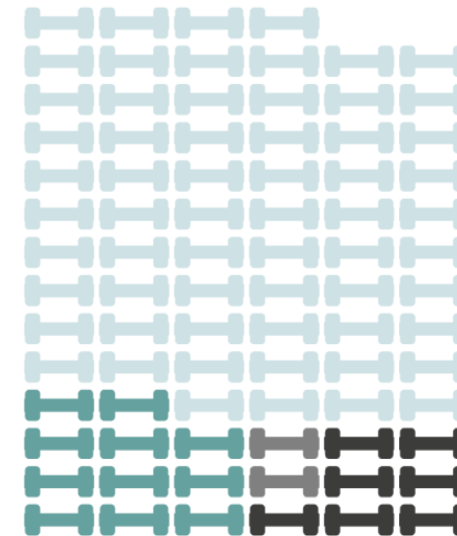
Random article SVHC tests 1

1. Christmas articles (n=33)

- **SVHCs > 0.1% (m/m) in ~50%** of tested articles

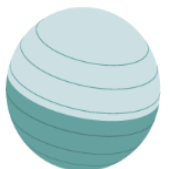
2. Sports and leisure articles (n=82)

- **24%** of the tested articles **contained SVHCs**; **SVHCs > 0.1% (m/m) in 11%** of the samples.

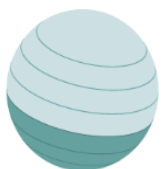


24 % of the samples contain SVHCs
9 articles contain SVHCs over 0,1 %
7 articles are not marketable

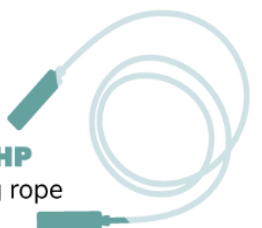
41 % DIBP
in a
gymnastic ball



35 % DIBP
in another
gymnastic ball



24 % DEHP
in a skipping rope



Random article SVHC tests 2

3. Test of articles in database (n=49)

- **None of the SVHCs analyzed** by the laboratory could be detected at a concentration above 0.1%, which means that the submitted information in the AskREACH database was indeed correct.
- However, one article exceeded a limit value under the provisions of the **RoHS Directive**


4. Swimming, gardening and DIY articles (n=106)

- **SVHCs > 0.1% (m/m) in 9%** of tested articles
- **7 articles** contained plasticizers toxic to reproduction which **are restricted**
- Four carcinogenic and persistent **polycyclic hydrocarbons > 0.1% (m/m)** were detected in a rubber seal; also restricted substances, i.e. the article is not marketable in the EU.



Winners of the AskREACH company awards 2022

- **Criteria**
 - Management of chemicals and respective information
 - Implementation of environmental and sustainability policies with regard to chemicals
 - Allocation of funds and human resources to address SVHCs in articles or to meet REACH communication obligations
- **Jury**
 - German Environment Agency, Luxembourg Institute of Science and Technology, Danish Environmental Protection Agency, Baltic Environmental Forum Latvia and ARNIKA (Czech Republic)

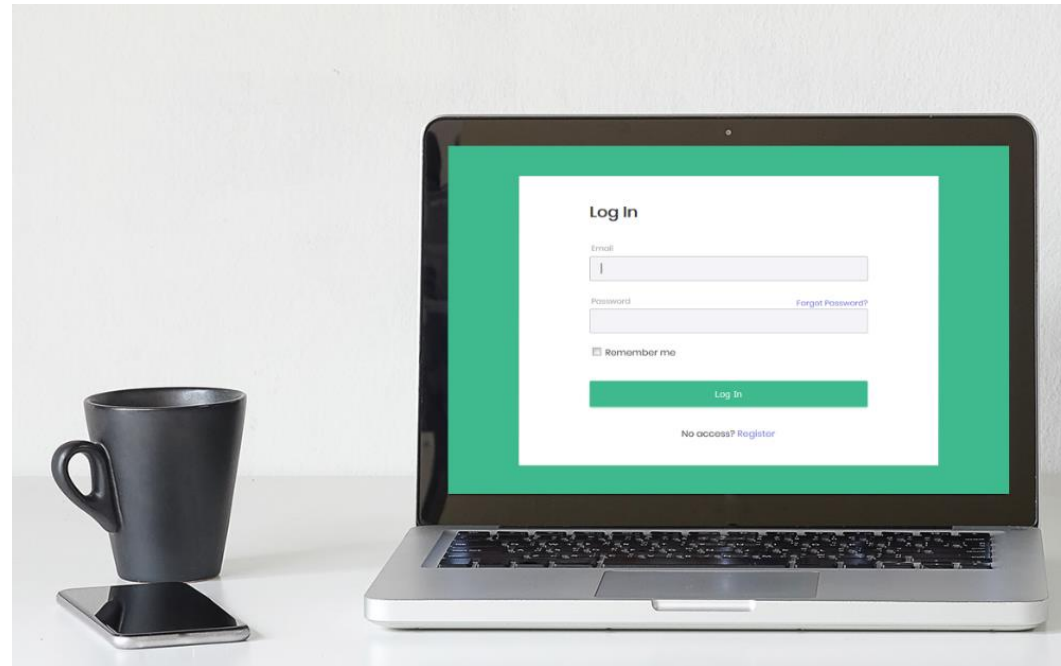
 Best supply chain communicator	AskREACH company awards 2022 1 st Place Abena A/S
	AskREACH company awards 2022 2 nd Place VAUDE Sport GmbH & Co. KG

 Most SVHC aware retailer	AskREACH company awards 2022 1 st Place Cervera AB
	AskREACH company awards 2022 2 nd Place Tchibo GmbH

AskREACH database – Functionalities and benefits

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AskREACH database

- Companies (suppliers of articles) register and upload information in database: **Contact, GCP/Barcodes owned, information about SVHCs in articles**
- Consumers receive the requested information **automatically and immediately at point of sale**
- Suppliers **do not have to answer requests** individually! AskREACH provides support.
- SVHC article information can be **bulk uploaded** and **updated easily**
- **Barcode Range Declaration** for articles with SVHCs < 0.1%
- Possibility to provide **additional information** about articles and their **safe use**
- Suppliers can **manage and follow up** on their requests. **Statistics** are also available
- **Marketing opportunity** through transparency towards consumers/being proactive

→ **Short clip:** <https://youtu.be/2S2m4W1wtxU>



Comparing the AskREACH and the SCIP Databases – similarities and differences

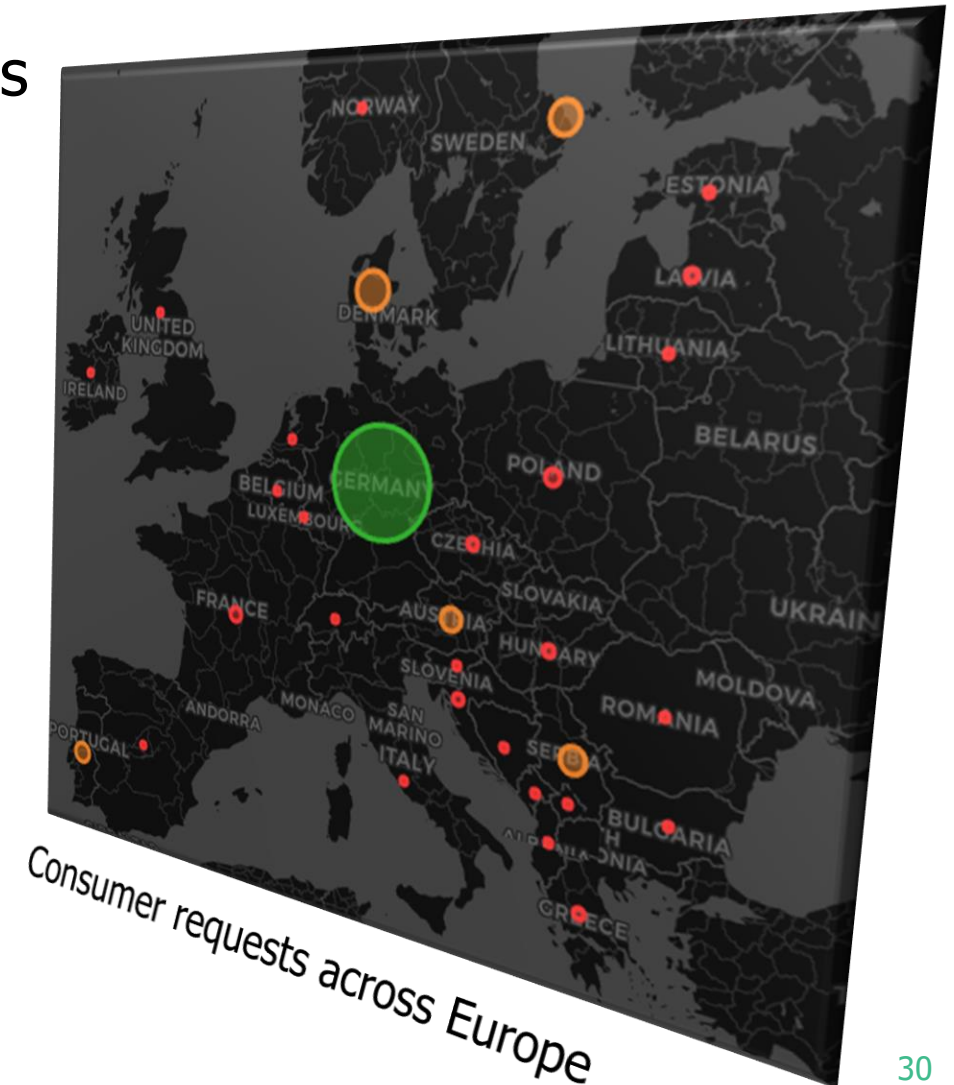
	AskREACH Database	
Focus	SVHC substitution Art. 33 implementation/compliance	SVHC substitution, prevention of hazardous waste generation, support circular economy
Content	Products with/without SVHCs >0.1%	Products with SVHCs >0.1%
Target groups	Consumers and suppliers (incl. retailers)	Waste handlers, recyclers, consumers and suppliers (excl. retailers)
Data submission	Voluntary, e.g. via bulk upload barcode range declaration	Mandatory, bulk as well as system-to-system upload (IUCLID)
Dissemination of information	Scan4Chem smartphone & web app	Platform within the ECHA website
Identifiers	Barcode (GTIN, proprietary), article name, brand	ECHA UID (voluntary). Identifiers already in use (EAN, UPC, catalogue nr., etc.)
Data responsibility	The information is publicly accessible. The responsibility for the correctness and updating of the data lies with the provider	



Interim results

- ~ 115,000 Scan4Chem app downloads
- ~ 32,000 SVHC requests sent to ~ 26,000 companies
- 50 % of companies respond, some send inadequate responses
- ~ 320 companies registered in the database, ca. 43,000 data sets were uploaded
- 14 companies declared for whole barcode ranges that SVHCs < 0.1%

Europe-wide, 31.07.2022



Thank you for your attention!

Do you need more information?

Visit www.askreach.eu

Or contact us:



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