



LIFE ASKREACH

Enabling REACH communication on chemicals in articles with IT-tools

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No. LIFE16 GIE/DE/000738



About

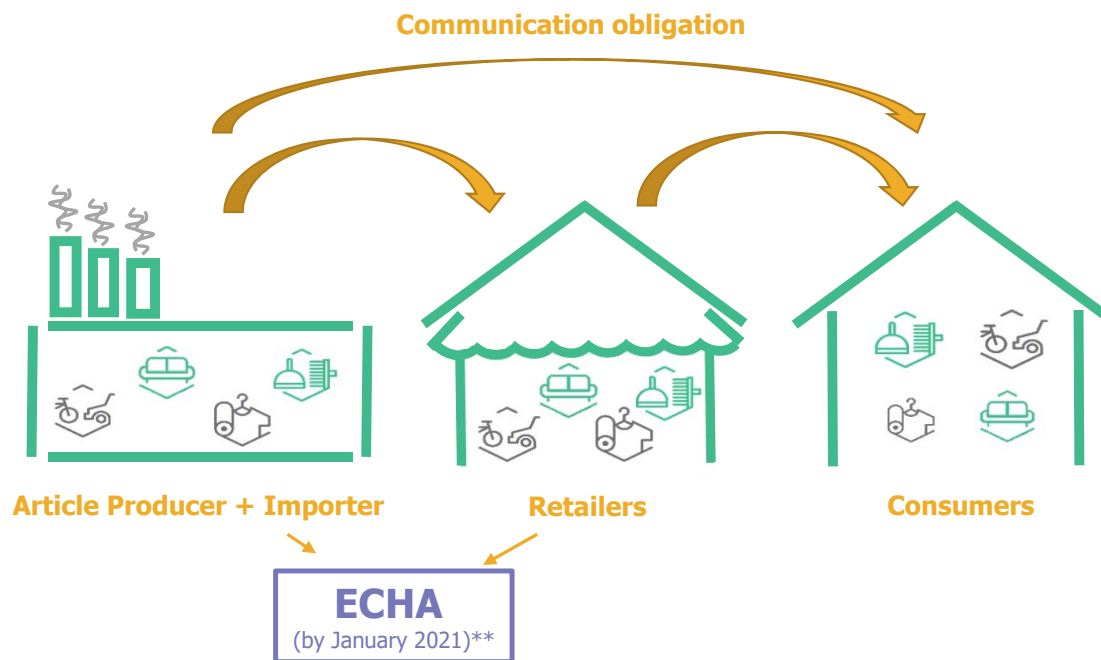
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Motivation

REACH*

Article 33 on substances of very high concern (SVHC) in articles



Lack of communication on SVHC in articles

- along the **supply chain**
- between **consumers and article suppliers**



May cause risks to human health and the environment



* Article 33 REACH, Regulation (EC) 1907/2006 ** Directive (EU) 2018/851

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

Aim

Raising **supplier** and **retailer** awareness on communication of SVHC information in articles



Facilitate communication on SVHC in articles

- Between **consumers** and **companies**
- **Along the supply chain**



Ensure **compliance**.
Reduce risk of **human** and **environmental** exposure



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What?

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Solution

European consumer
smartphone app



Supply Chain tool
for companies

European Central
Database for companies



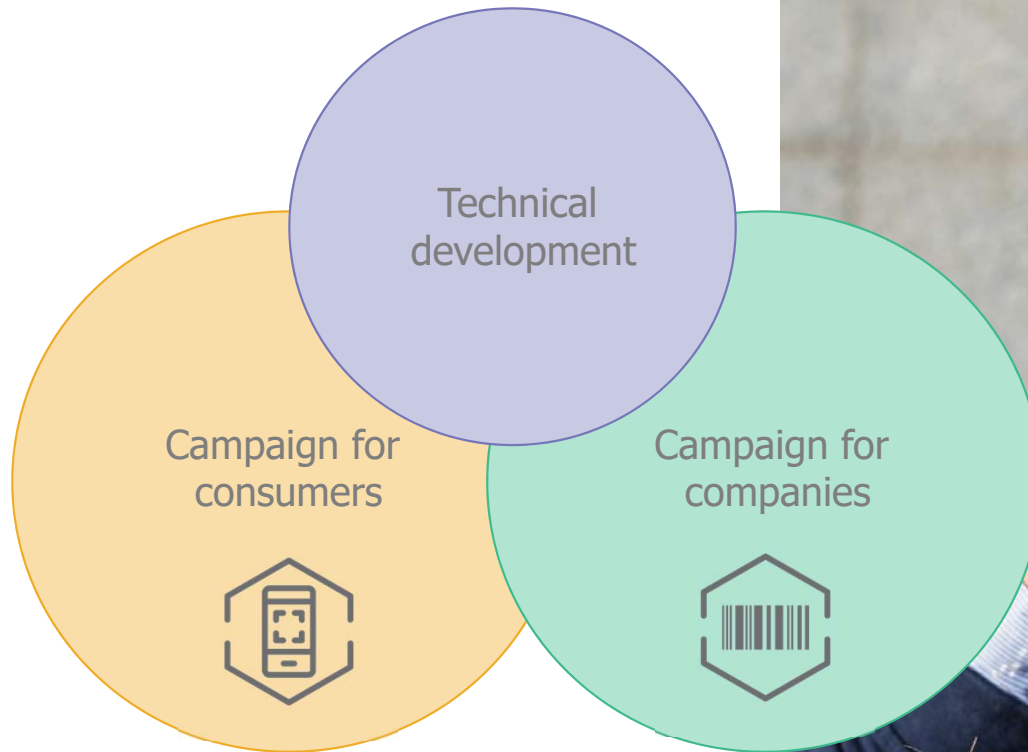
**Facilitation of SVHC
communication leading to REACH
Article 33 compliance!**



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Core project actions



Advantages of database and app for companies

- Upload your SVHC information for all your articles in **just one step** (bulk upload possible).
- No need for you to handle all consumer requests by yourself **individually**.
- Provide your customers with **instant information** on your articles, without them having to wait for 45 days for an answer.
- Receive **statistics** on customer requests.
- Get a **reminder** for information update every time new substances are identified as SVHC.
- **Promote** also SVHC free articles via the app.

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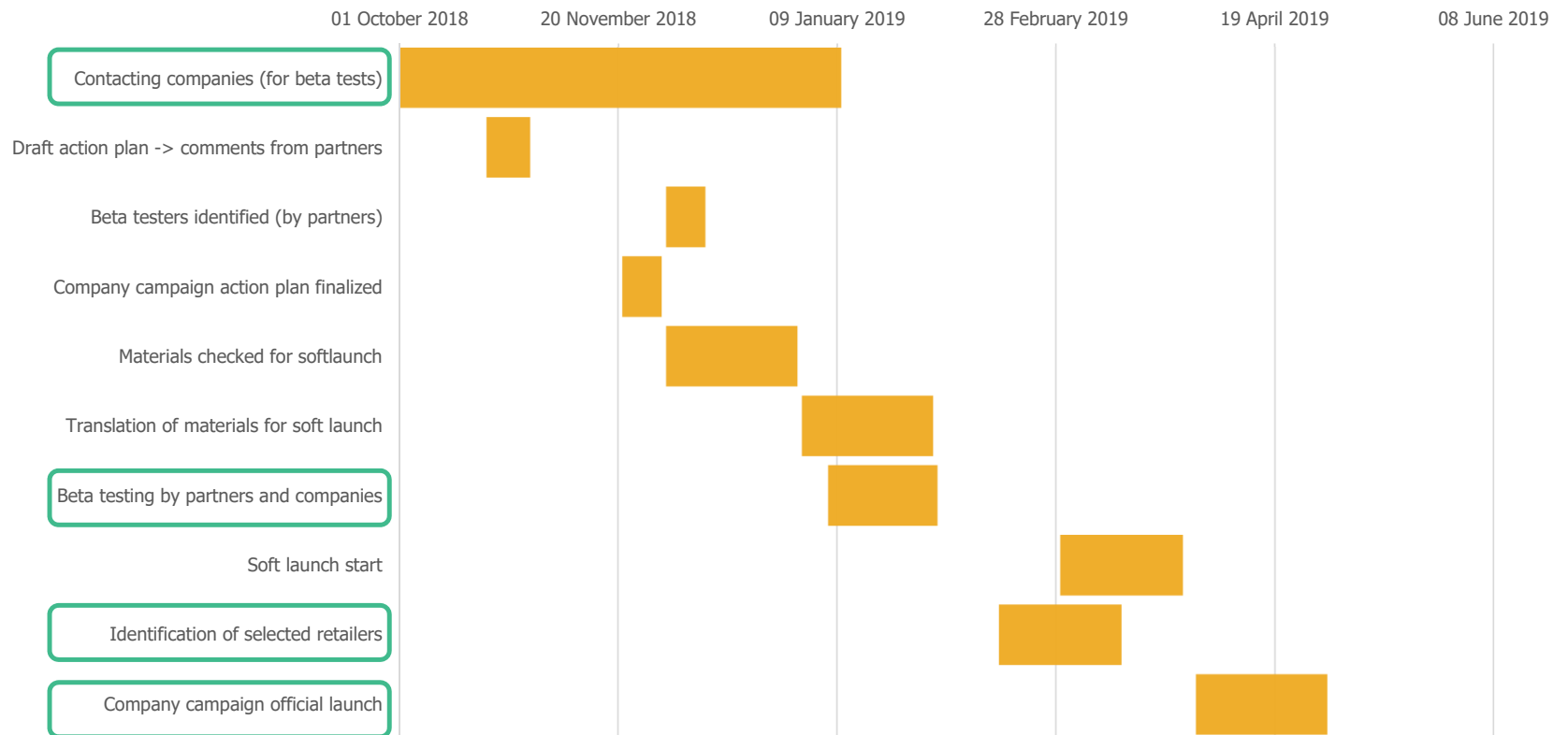


When?

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Project actions 2019



Project actions 2019

- **Beta testing** with selected companies in January 2019 -> we are looking for beta testers!
- **Soft launch** end of February/March:
 - Database access for all companies;
 - App testing by selected group of consumers.
- Campaign **official launch** in spring/early summer 2019
- Extended campaign for **retailers** later in 2019:
 - Article assortment assessment
 - Customer information
 - Training of shop assistants

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Get involved

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How to get involved

Become a **beta tester**

Get involved in the development of the system
and be ready before anyone else!

Feed the database

Facilitate the answering to requests!

Provide an **address**

Channelize the requests to a correct e-mail address!

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General information

- Project duration from September 2017 to August 2022
- Project coordinator: German Environmental Agency (UBA)
- 20 project partners from 13 Member States; support from ECHA
- The Project LIFE AskREACH (No. LIFE16 GIE/DE/000738) is funded by the LIFE Programme of the European Union
- LIST is the leading partner of the company campaign
- Project is looking for pioneer companies to prepopulate the database.



Contact us!

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