



LIFE ASKREACH

**AskREACH – Strengthening B2C
communication around SVHC**

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LE GOUVERNEMENT
DU GRAND-DUCHÉ DE LUXEMBOURG
Ministère de l'Environnement, du Climat
et du Développement durable



LE GOUVERNEMENT
DU GRAND-DUCHÉ DE LUXEMBOURG
Ministère de l'Économie

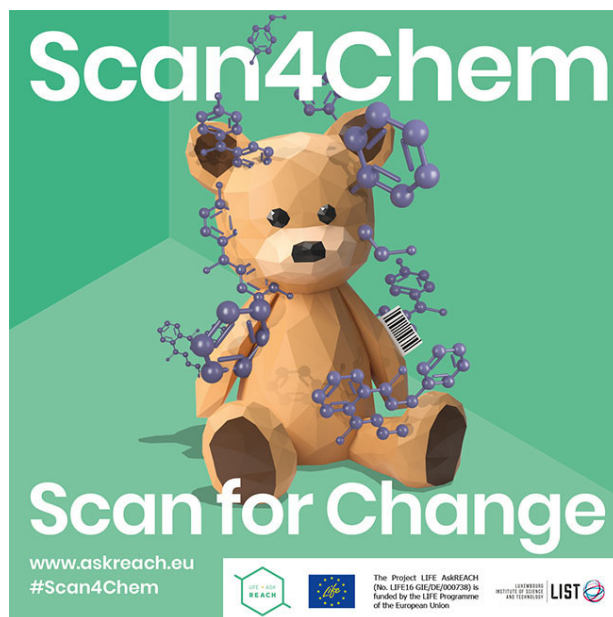
2018/05/13
No. LIFE16 GIE/DE/000738



Have you heard of Scan4Chem?



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



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

LIFE • ASK
REACH



The Project LIFE ASKREACH
(No. LIFE16-GIE-DE-0007280) is
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of the European Union



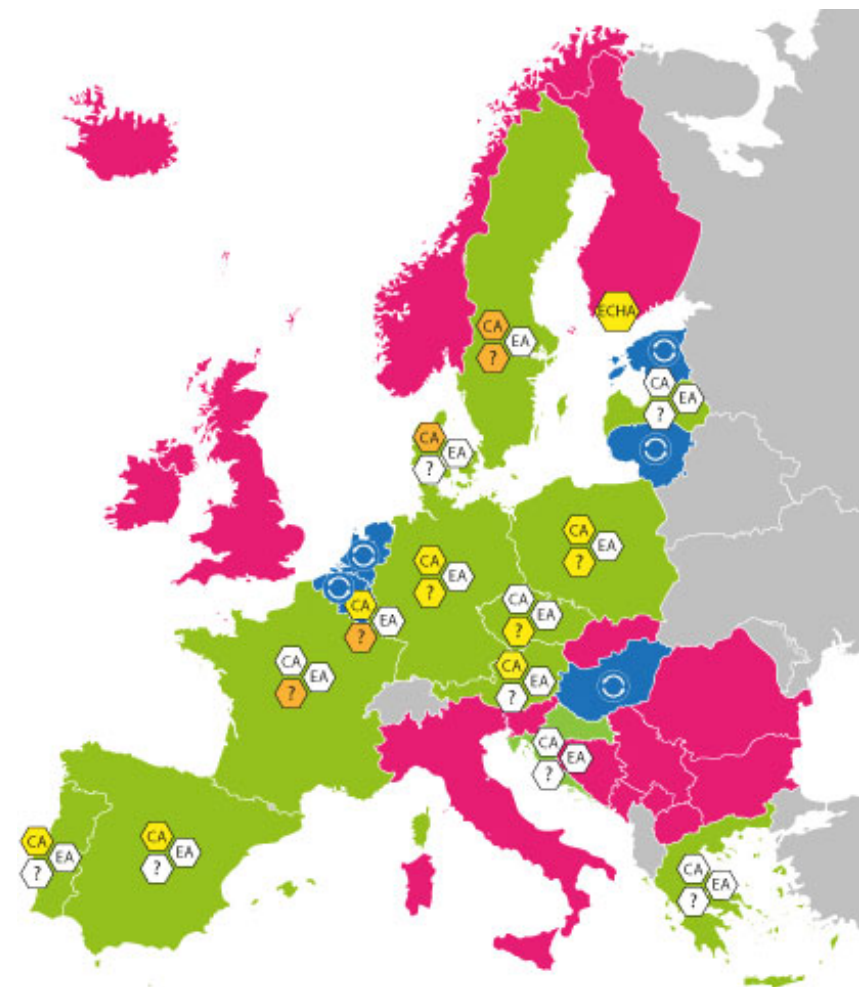


The Project LIFE
AskREACH (No. LIFE16
GIE/DE/000738) is
funded by the LIFE
Programme of the
European Union

Context

Project overview

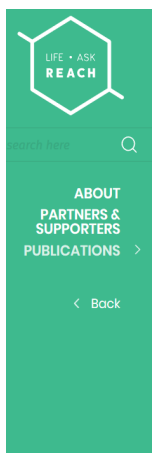
- The Project LIFE AskREACH (No. LIFE16 GIE/DE/000738) is funded by the [LIFE Programme](#) of the European Union
- Project duration from [September 2017](#) to [August 2022](#)
- [20 project partners](#) from [13 Member States](#)
- LIST is the leading partner of the campaign for companies and the developer of the IT infrastructure
- Dissemination activities
- Development of app and database



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AskREACH baseline report – companies 1



Awareness and communication on SVHCs in articles: Surveys among consumers and article suppliers

To inform its impact monitoring, the LIFE AskREACH project has recently conducted surveys of more than 14,000 citizens and of some 180 article suppliers. Documenting the results of the empirical work, the report gives insights into consumers' current awareness related to substances in articles and into companies' current situation in terms of awareness, implementation and related challenges concerning Art. 33 of REACH.

July 2019

[Read more >](#)

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

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

Sector(s) of activity of the surveyed companies

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

Countries and amount of company survey responses per country

Total: **183** companies participated

2018/05/13

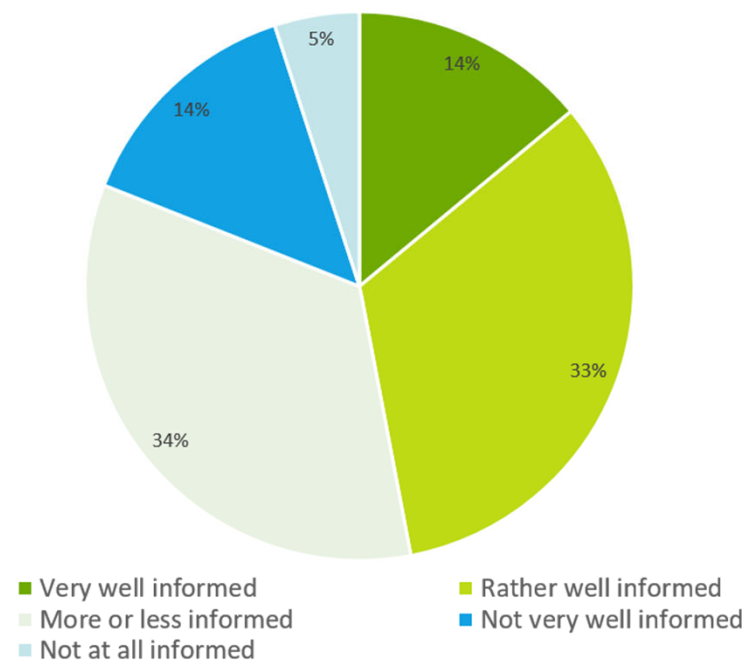
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AskREACH baseline report – companies 2

- 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 answer consumer SVHC requests
- Forum enforcement pilot project (ECHA, 2019): **88%** of suppliers of articles containing SVHC above 0,1% failing 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

SVHC tests of sports articles

- **13 organisations** from **13 European countries**
- Each organisation purchased **3-8 random sports and leisure articles** on their market area (balls, skipping ropes, bottles, weighs, mats etc.) -> total of **82 samples**
- **SVHC requests were sent** via the Scan4Chem app

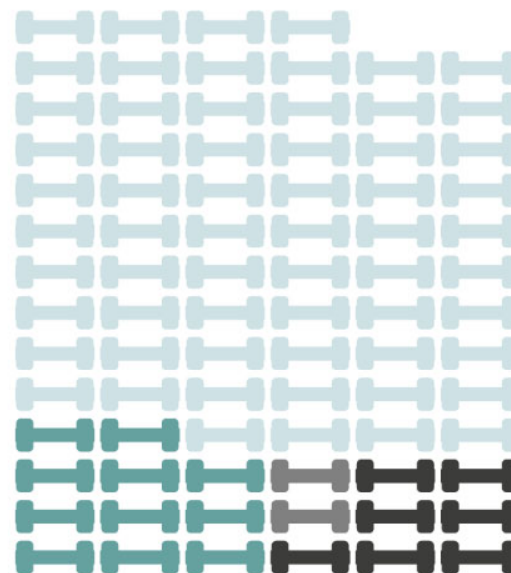
Tested substances:

Substance group	Individual substances
Phthalates	DEHP, BBP, DHNUP, DIHP, DMEP, DBP, DIBP, DPENP, DiPP, PiPP, DPP, DnHP, DCHP, DNOP, DIDP, DINP, DHxP, DIHxP ¹
Chlorinated paraffins	SCCPs (short-chain chlorinated paraffins) MCCPs (medium-chain chlorinated paraffins) (not SVHCs)
Alkylphenols	Octylphenol, nonylphenol, tris(nonylphenyl)phosphite
Flame retardants	Deca-BDE, HBCDD, TXP, TCEP ²
Heavy metals	lead, cadmium
Others	ADCA (azodicarbonamide)

Country	Number of samples
Czech Republic	8
Latvia	6
Germany	6
Poland	6
Austria	7
France	7
Luxembourg	6
Hungary	3
Greece	8
Serbia	6
Sweden	7
Croatia	7
Portugal	5
	82

Results

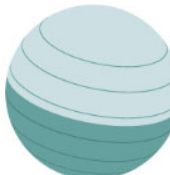
- For **56% of the articles**, we received **no answer** at all, even after one or more e-mail reminders.
- **24%** of the tested articles **contained SVHCs**
- **SVHCs > 0,1% (m/m) in 11%** of the samples.
- In 7 samples, the plasticisers DEHP, DIBP or DBP were found
- Should not be placed on the market after July 2020 at a concentration higher than 0.1% (m/m).
- The plasticiser DEHP was detected with a concentration of 24% in a skipping rope, and DIBP was found at concentrations up to 35 and 41% in two types of gymnastic balls.




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

© GLOBAL2000

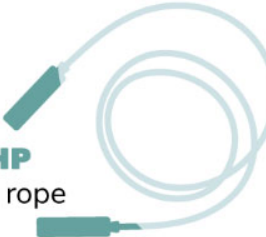
41 % DIBP
in a gymnastic ball



35 % DIBP
in another gymnastic ball



24 % DEHP
in a skipping rope



DIBP = Diisobutylphthalat
 DEHP = Diethylhexylphthalat

Read more on
www.askreach.eu/publications

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Our aim and solution

AskREACH - Aim

Raising **supplier** awareness on (communication) of SVHC in articles



Facilitate communication on SVHC in articles

- between **consumers** and **companies**
- Within the **supply chain**



Ensure **compliance**.
Reduce **human** and **environmental** exposure.
Promote **substitution** of SVHCs.



Dissemination methods, channels, stakeholders

Material

- Flyers
- Posters
- Guides
- Presentations
- Videos
- Social media posts
- Photos

Multipliers

- Industry associations
- Chambers of commerce/crafts
- National REACH Helpdesks
- Competent authorities
- Consulting companies
- Ministries

Strategies

- Stakeholder mapping
- Coordination of dissemination activities:
- Social media strategy

Channels

- Websites
- Newsletters
- Press articles
- Industry journals
- Radio
- Webinars
- Television
- Podcasts
- Events/fairs
- Schools
- Social media
- Conferences/trainings



Retailers – dedicated support

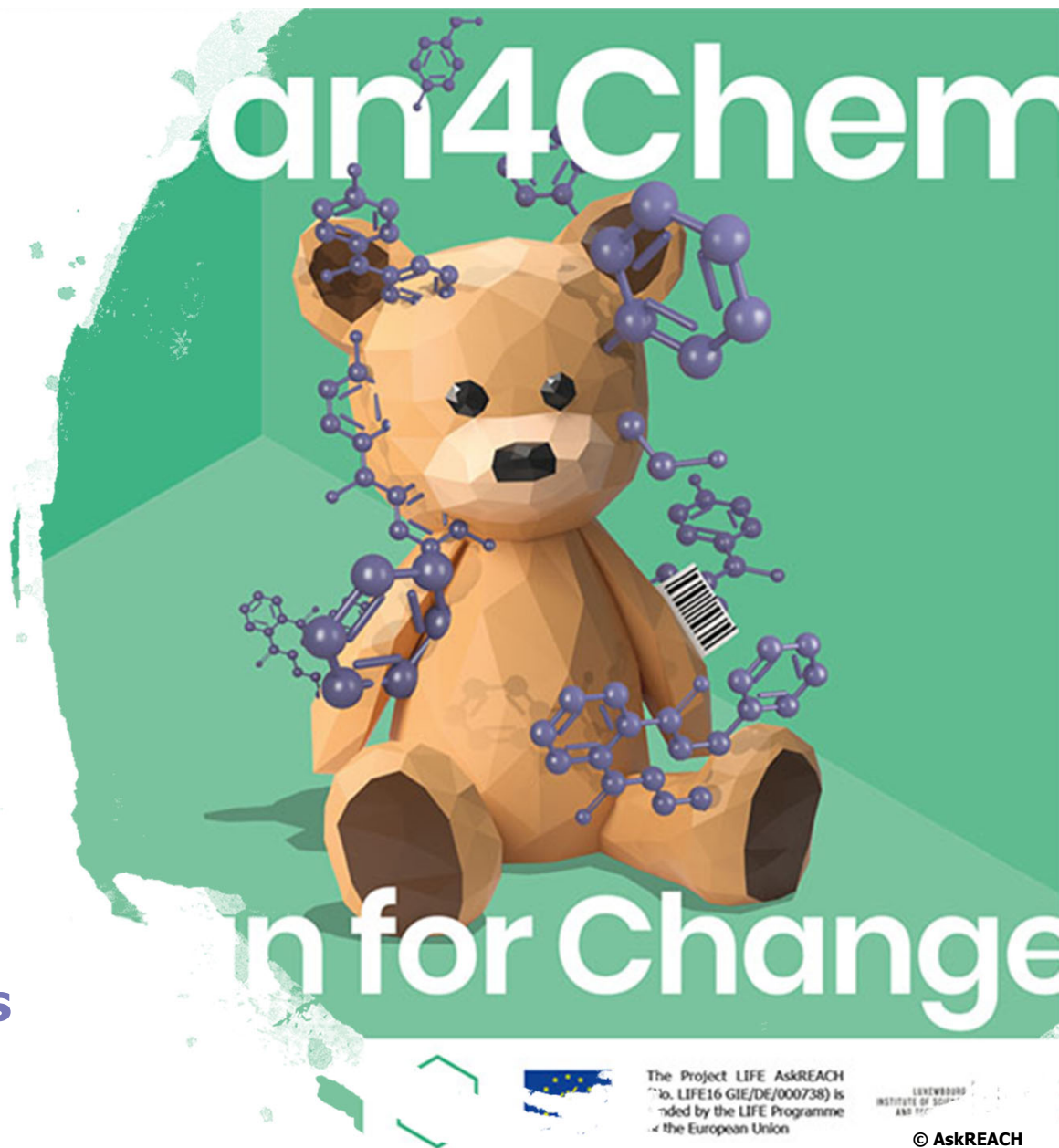


Covid-19: Need to take some retailer activities online!

How can your company get involved?

- Make sure to “**whitelist**” the **askreach.eu domain** to receive consumer requests
- You can answer consumer requests either via the AskREACH supplier frontend or directly replying to the request e-mail.
- **Request SVHC information from your suppliers** now
- **Register** to the AskREACH supplier frontend (www.askreach.eu/app-database)
- Participate in the specific **retailer activities** of the project (article SVHC assessment, shop assistant training, etc.)

AskREACH welcomes all articles with or without SVHCs!



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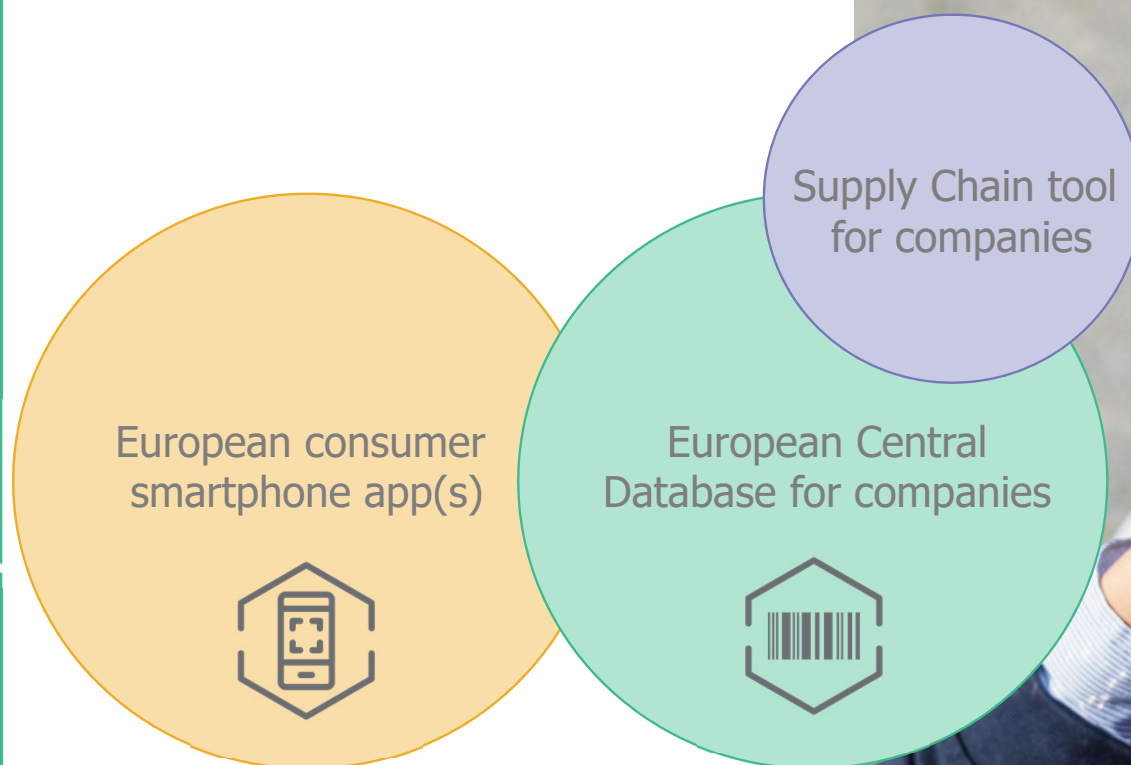
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AskREACH IT solutions

AskREACH - Solutions



AskREACH supplier frontend

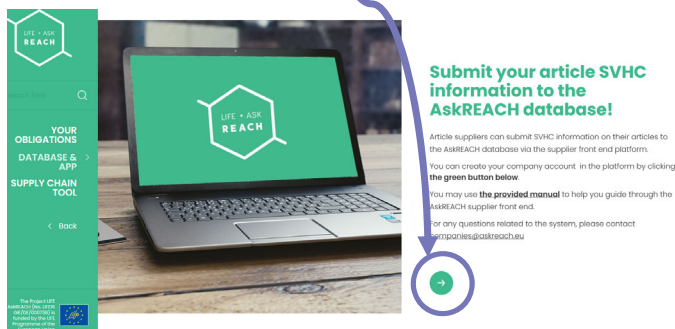
1
Register at
[www.askreach.eu](http://www.askreach.eu/app-database)
[/app-database](http://www.askreach.eu/app-database)

2
Add your company
information

3
Upload your
articles

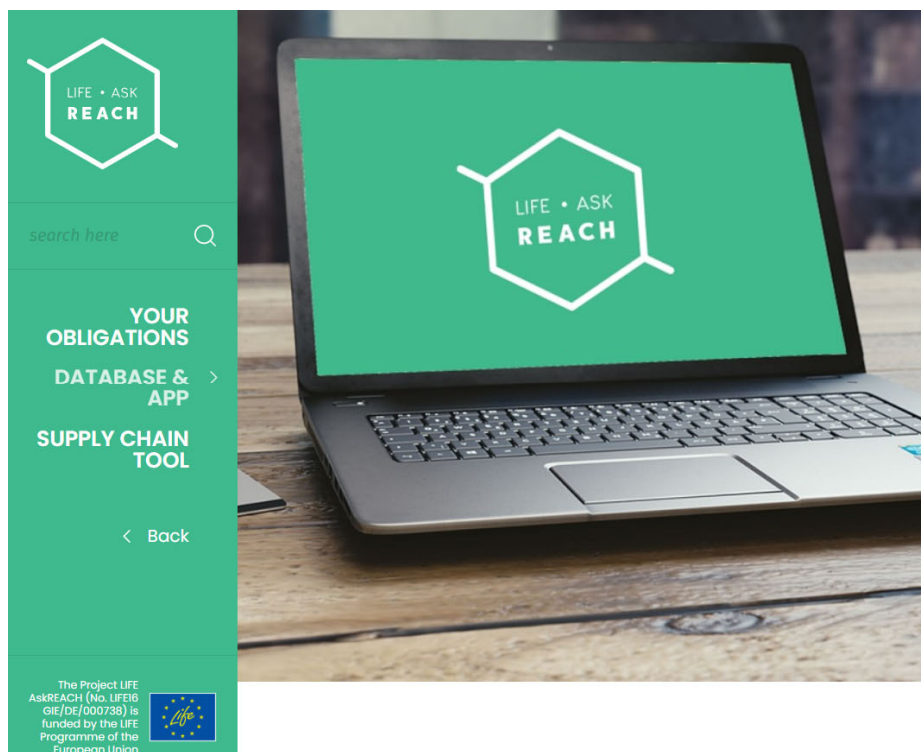
- **Name**
- **Address**
- **Generic e-mail address** for consumer SVHC requests
- Your **GCPs**

- **Single** articles
- **Bulk** with excel file
- **Barcode range** declaration for SVHC-free articles



DEMO TIME!

Go to <https://www.askreach.eu/app-database/>



Submit your article SVHC information to the AskREACH database!

Article suppliers can submit SVHC information on their articles to the AskREACH database via the supplier front end platform.

You can create your company account in the platform by clicking **the green button below** or [register here](#).

You may use [the provided manual](#) to help you guide through the AskREACH supplier front end.

For any questions related to the system, please contact companies@askreach.eu

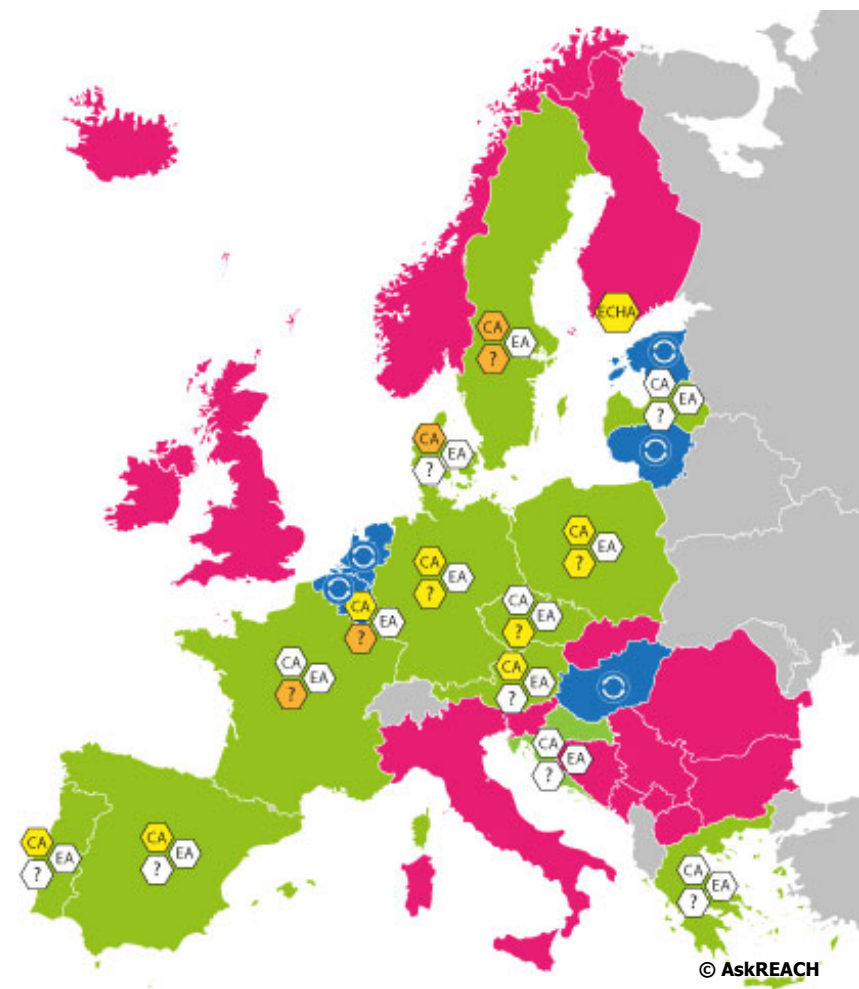


Contact us!

We are here to help you!

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