

24 March 2014

Meeting minutes

ASO Communicators' Network

Time	Monday 24 March 2014, 15:00 – 16:00 (Helsinki time)
Place	WebEx online meeting
Participants	<i>Accredited Stakeholders:</i> Alison Abrahams (EEB), Veronique DeClercq (CEPE), Ann Jessica Johnson (Cembureau), Elisa Setien (EFCC) <i>ECHA:</i> Lindsay Jackson (Chair), Mira Banerjee, Tiiu Bräutigam, Adam Elwan, Virginia Mercouri, Päivi Jokiniemi (minutes)

The Chair opened the meeting and welcomed all participants to the online meeting.

1. Upcoming communications priorities

ECHA gave an overview of the upcoming communications priorities.

CLP

ECHA and the Commission are preparing communication activities to raise awareness about the CLP deadline in June 2015 concerning the classification and labelling of mixtures. The main target groups are suppliers of mixtures and SMEs. Awareness raising for consumers will kick off after the deadline. A communication tool kit, including a video, banner, poster, leaflet and a PowerPoint presentation, will be prepared by ECHA and the Commission. Accredited stakeholder organisations are welcome to use the tool kit in their communications activities. They are also welcome to attend the workshop on the safe use of chemicals by SMEs on 16 September 2014 in Brussels. The workshop is organised by the Commission in partnership with ECHA.

Applications for authorisation

ECHA has now established the necessary processes for companies to be able to apply for authorisation. To support companies, ECHA has updated the authorisation web pages and arranges a series of events during the spring.

It was noted that identifying candidate list substances which do not have a CAS or EINECS number is difficult. ECHA will follow up on this issue.

2. Communicating through social media

Update on ECHA's use of social media

ECHA has included social media in its communication toolkit. Twitter has been used since January 2013. It is mainly used as an extended eNews, covering news, events, webinars, vacancies and traineeships, campaigns and publications.

ECHA's Facebook page was launched on the World Consumer Rights' Day on 15 March

2014. This channel is targeted for the general public with messages related to e.g. safe use of chemicals, CLP pictograms and traineeship opportunities.

LinkedIn will be updated and in active use in summer 2014.

All accredited stakeholders were encouraged to visit ECHA's Facebook page and follow ECHA on Twitter.

EEB's social media use

EEB gave a brief overview of their use of social media. EEB considers Twitter as an important channel to reach audiences who are interested in environmental policies but also e.g. institutional partners and other NGOs. It is used to encourage people to participate in consultations, raise awareness on different environmental topics and contact people who are interested in these questions. Since EEB's content is mainly scientific, they consider Twitter as their most relevant social media channel.

3. Wash-up of the "Chemicals in our life" web page project

ECHA presented the outcome of the project. The web pages were published on 14 March 2014 and they are available in 23 languages. During the first week, there were more than 10 000 page views. Around 70 % of the views were on the English pages. Most visited pages were CLP pictograms, chemicals of concern and safe use of chemicals.

ECHA thanked all the participants for their feedback and cooperation during the project and explained how the feedback was used for the final outcome of the pages. All accredited stakeholders were encouraged to promote the pages through their channels.

4. Next steps of the network

Time and place of the next meeting

ECHA suggested that the next meeting would be held in Brussels either on 8 or 10 October, back-to-back with the annual strategic workshop taking place on 9 October.

ECHA was requested to confirm the date before summer.

Topics

The following topics were suggested for the next meeting:

- Reaching out to SMEs – working together towards 2018
- Downstream user communication
- General public communication, e.g. related to CLP

5. AOB

ECHA is looking for practical examples from small and medium-sized enterprises that have been successful in turning REACH legal obligations into business opportunities. These examples are appreciated in ECHA's Newsletter. Now there is also an opportunity to feature good examples in EuroNews. Accredited stakeholders were encouraged to send their suggestions preferably before the end of March to stakeholder@echa.europa.eu.

The Chair thanked all the participants for their attendance and closed the meeting.