

27 October 2014

Meeting note

ASO Communicators' Network

Time	Friday 10 October 2014, 10:00 – 12:30 (Brussels time)
Place	DG Environment, Brussels
Participants	<p><i>Accredited Stakeholders:</i> Alison Abrahams (EEB), Veronique DeClercq-Laporte (CEPE), Elisa Setien (EFCC), Laurel Berzanskis (HCWH), Franco Bisegna (Cefic), Ian Cummings (ECETOC), Irina Dumitrescu (ECI), Johannes Kleis (BEUC), Sylvia Maurer (BEUC), Andrej Porovic (Nanotechia) (via telephone), Joséphine Reinaud (CEMBUREAU), Costanza Rovida (ECOPA), Bruno Vilela (EuCheMS), Stephen Weller (IFRA), Gavin Whitmore (ECPA) (via telephone)</p> <p><i>Commission and EFSA:</i> Jonath Blokker-Rowe (DG ENV), Lucia de Luca (EFSA)</p> <p><i>ECHA:</i> Lindsay Jackson (Chair), Mira Banerjee, Anca-Mirela Petrisor, Tiiu Bräutigam (minutes)</p>

This was the second face-to-face meeting of the network, which was established to share best practise on communications and to discuss joint communication activities. This time the network discussed topics related to communication with the general public, substitution and downstream users.

1. Communication with the general public

ECHA gave an overview of its 2014 communications activities towards the general public: Chemicals in our life web section, Facebook launch and its first consumer video "Price you pay".

Chemicals in our life section will be updated next year, and some new links will be added. ECHA's plan is to include a letter template or an online application to support consumers' requests. Other ideas to improve consumers' awareness included getting visibility in consumer magazines, making better use of already developed consumer applications and ensuring that ASOs distribute ECHA's news to their members.

The meeting participants reflected on ECHA's first video for consumers "Price you pay". Feedback was both positive and negative, and the participants expressed their interest to give feedback to ECHA's future videos already during the production phase.

Following communication priorities were raised for the coming years: CLP, worker safety and communication in the supply chain. Commission informed that they are planning a conference on raising awareness on the safety of chemicals for consumers next year.

Action points:

- ECHA to update the Chemicals in our life web with new links and content. The communicators' network will be involved in future updates.
- For future consumer videos, ECHA will consult the network.

2. Substitution

ECHA gave a short update on the planned activities on substitution: a webinar series, a web page for companies and a video. Stakeholders are invited to join in the production these activities.

European Environmental Bureau has prepared a proposal for a webinar series and a web section, which Alison Abrahams presented. The webinar series would present resources and tools that can help with the substitution process and case studies from successful companies. The participants recommended giving emphasis to case studies. The web page would underline the role of substitution in preventing chemical risks, explain the role of ECHA and give an overview of the EU legislative framework for substitution.

The draft storyboard for the video was given for the participants to comment. Some concerns were raised both for the tone and topic of the visual presentation and the content of the key messages. It was noted that the video should help consumers to understand what they can do to use chemicals safely and link to a web page with more information on what they can do.

Action points:

- ECHA will kick-off a project for producing a webinar series and a web page on substitution, working in close cooperation with interested stakeholders. The plan is to launch both products in 2015.
- ECHA will redraft the video storyboard and send for commenting to the network.

3. Downstream users

Elisa Setien from European Federation for Construction Chemicals presented her proposal of improving information targeted to downstream users on ECHA's website. The main aim would be to help companies, especially SMEs, to get started and make the existing information easier to find. Additionally, information about obligations under CLP and the Biocidal Products Regulation could be included and as well as sections for article producers and importers.

Action points:

- ECHA will look into the possibility to improve the information on downstream users on its website.

4. AOB

As a reference to video productions, the participants watched a video about REACH impact and competitiveness, produced by RAI TV.

The next meeting of the network will take place in early 2015, via teleconference. Substances in articles was suggested as one of the discussion topics.