

Meeting note

ASO Communicators' Network

Time	Friday 08 May 2015, 11:00 – 13:00 (Helsinki time)
Place	WebEx online meeting
Participants	<i>Accredited Stakeholders:</i> Philippa Jones (EEB), Costanza Rovida (ECOPA), Francois Busquet (ECOPA), Gavin Whitmore (ECPA), Julia Baines (PISC), Irina Dimintrescu (CU), Rie Tsuchiya (AMFEP) and Pia Skaerbak (AMFEP) <i>ECHA:</i> Lindsay Jackson (Chair), Mira Banerjee, Tiiu Bräutigam, Virginia Mercouri, Irene Poza Latorre (minutes)

1. Improving the accredited stakeholder organisation section on ECHA's website

ECHA presented the section on accredited stakeholders on its [website](#) and asked for feedback. One proposal was to make the stakeholders pages more visible from the front page.

To further improve the "[Support by accredited stakeholders](#)" page, ECHA asked the participants to provide new or updated links to their tools, information and guidance to support the European Chemicals legislation.

ECHA noted that many of accredited stakeholders' own web sites do not seem to include information on REACH 2018 deadline yet. It was agreed that ECHA sends interested colleagues a banner, a link to the dedicated REACH 2018 webpage and a short text about the REACH 2018 deadline.

2. Communication to the general public and audio-visual products

2.1. Social Media

ECHA introduced its social media channels and examples of content for each channel. This included examples on how ECHA promotes its accredited stakeholders' projects through social media. The participants were invited to follow ECHA on social media and to promote ECHA's posts and tweets.

Suggestions for further improvement included using Vine and Pinterest and to extend the use of Twitter also for the general public.

2.2 Chemicals in our life

ECHA invited the attendees to share "[Chemicals in our life](#)" pages and welcomed suggestions for improvement. The purpose of this section is to provide user-friendly

information about chemicals management to citizens and to explain the benefits of the EU chemicals regulations.

2.3 Audio-visual products

ECHA presented its next audio-visual projects: Substitution video, the REACH 2018 video and the CLP video targeted to consumers.

- **Substitution.** The participants had a pre-view and expressed their appreciation for the video. The video will be published in Q2, and the participants were encouraged to promote it. The network was consulted during the production phase and provided valuable ideas and recommendations.
- **REACH 2018.** The script idea was presented to the network. ECHA will send the script for the network to comment in the coming weeks. The video will be released in Q3.
- **CLP** video to be released in Q4.

3. Update on substitution project

ECHA informed the network on the state of play of the project. Its aim is to improve awareness about substitution, share best practices and provide links to relevant support and tools.

ECHA showed the mock-up for the substitution pages and informed that the two substitution webinars are planned for Q2 and Q3. The substitution pages will be published in June 2015.

The substitution project is carried out in collaboration with some of ECHA's accredited stakeholder organisations. The pages and webinars will provide information on the steps to take into consideration when substituting a hazardous substance with a safer alternative. Case studies will illustrate different perspectives and drivers for substitution:

- Substance is being phased out,
- market benefit and
- consumer pressure.

4. AOB

4.1 REACH 2018 communicators' network

The kick-off meeting of the REACH 2018 communicators' network took place in March 2015 at ECHA. Its aim is to support the preparations for the REACH 2018 registration deadline via effective communication. So far, Member States authorities, EASME and Enterprise Europe Network national contact points participate in the network. The next activities of the network relate to a joint communication strategy, awareness raising leaflets, video and an infographic.

Accredited stakeholders were invited to join the activities. Several participants expressed their interest to join the project.

4.2 Downstream users and newcomer web pages

ECHA informed the participants about new products related to downstream users: a video tutorial and presentations were released.

ECHA introduced its plans on newcomer pages, providing a point of entry to EU chemicals legislation to users who are not familiar with it. The information is organised according to different roles, as manufacturer, user of chemicals or importer. These pages will be under the "support" section.

Participants suggested that ECHA could add videos and should avoid too much text on the pages. Also the translation practice to non-EU languages was shortly discussed and ECHA noted that it does not have the resources to translate to other than EU languages.

4.3 Animal testing

At the request of some participants, ECHA gave a short update on recent developments related to animal testing and some upcoming news items.

As a possible future initiative, ECHA mentioned an awareness raising project on alternatives to animal testing similar to the current substitution project. Several participants shared their willingness to join such initiative.

5. Next meeting

The next meeting will be organised in October in Brussels, back-to-back with the accredited stakeholders' workshop. Invitations will be sent out closer to the meeting.

Network members were encouraged to contact ECHA via stakeholder@echa.europa.eu if they have any questions or comments related to the work of the network.