



**Safer Chemicals –
Importance of Communication**

*European Responsible Care
Conference
22 September 2011*

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ECHA – Communications Unit*

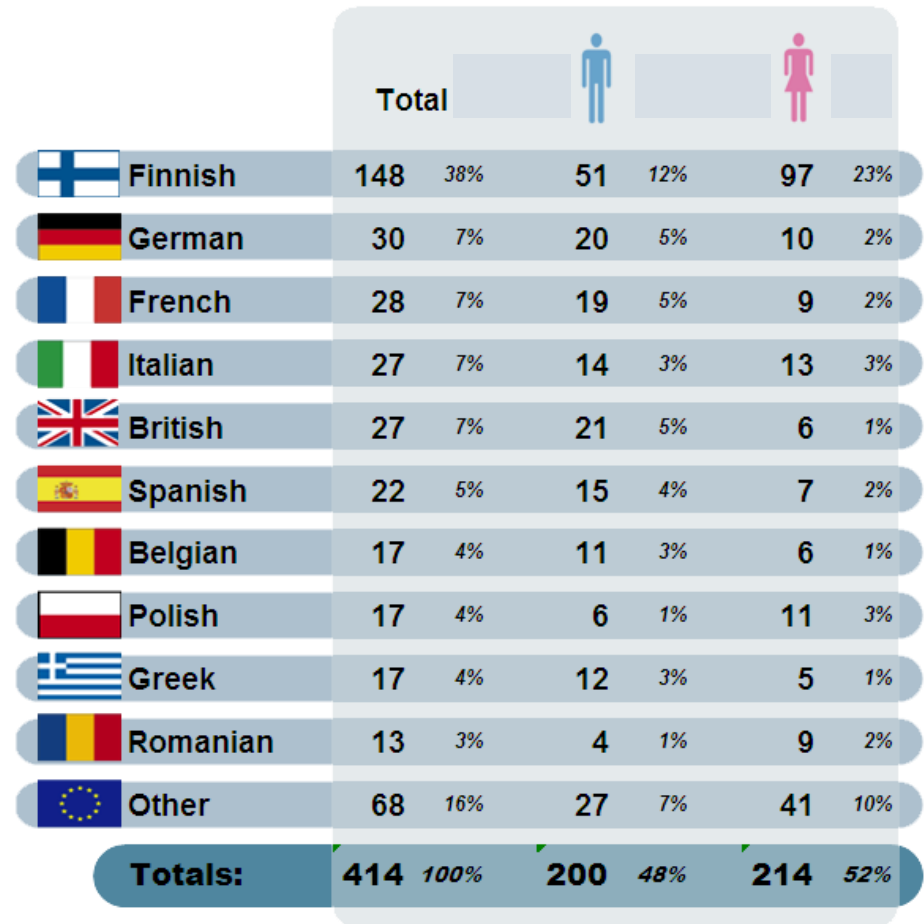
ECHA - four years old and growing

- Founded on 1 June 2007
- Operational from 1 June 2008
- Originally REACH
- Now also Classification and Labelling (CLP)
- Biocides and PIC in the near future



ECHA Staff

- 461 (31 Aug 2011)
- From 25 EU countries (no Cypriots or Luxembourgers yet), + Iceland & Norway



ECHA's tasks



To improve the quality of life by ensuring the safe use of chemicals
and by fostering innovation.

Help compliance
with the chemicals
legislation



Advance the safe
use of chemicals



Provide
information on
chemicals



Address chemicals
of concern



Communication an inherent element of the legislation

WORDS	REACH Count	CLP Count
Chemical/substance	1,704	2,348
Information/inform	716	644
Communicate/notify	47	9
Internet/website	23	2
Help/helpdesk	10	28
Guidance	34	48

Communication tasks

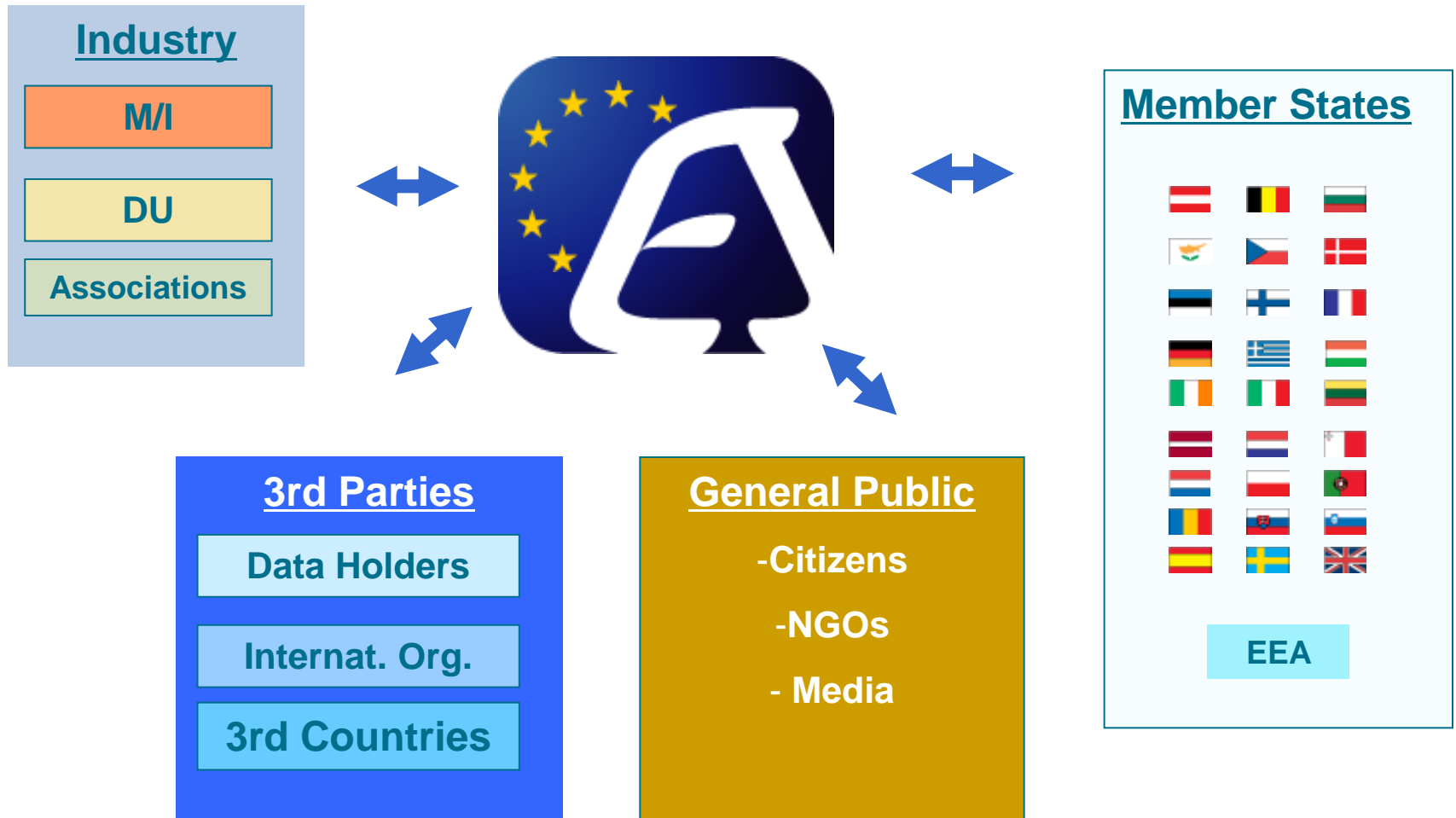
ECHA

- Helpdesk & guidance
- Website
- Translations
- Public consultations
- Risk communication
- Stakeholder engagement
- Studies and reporting

INDUSTRY

- 2-way communication in the supply chain
 - Communication in SIEFs
 - Submission of data to ECHA
 - Authorisation applications
-

ECHA's audiences

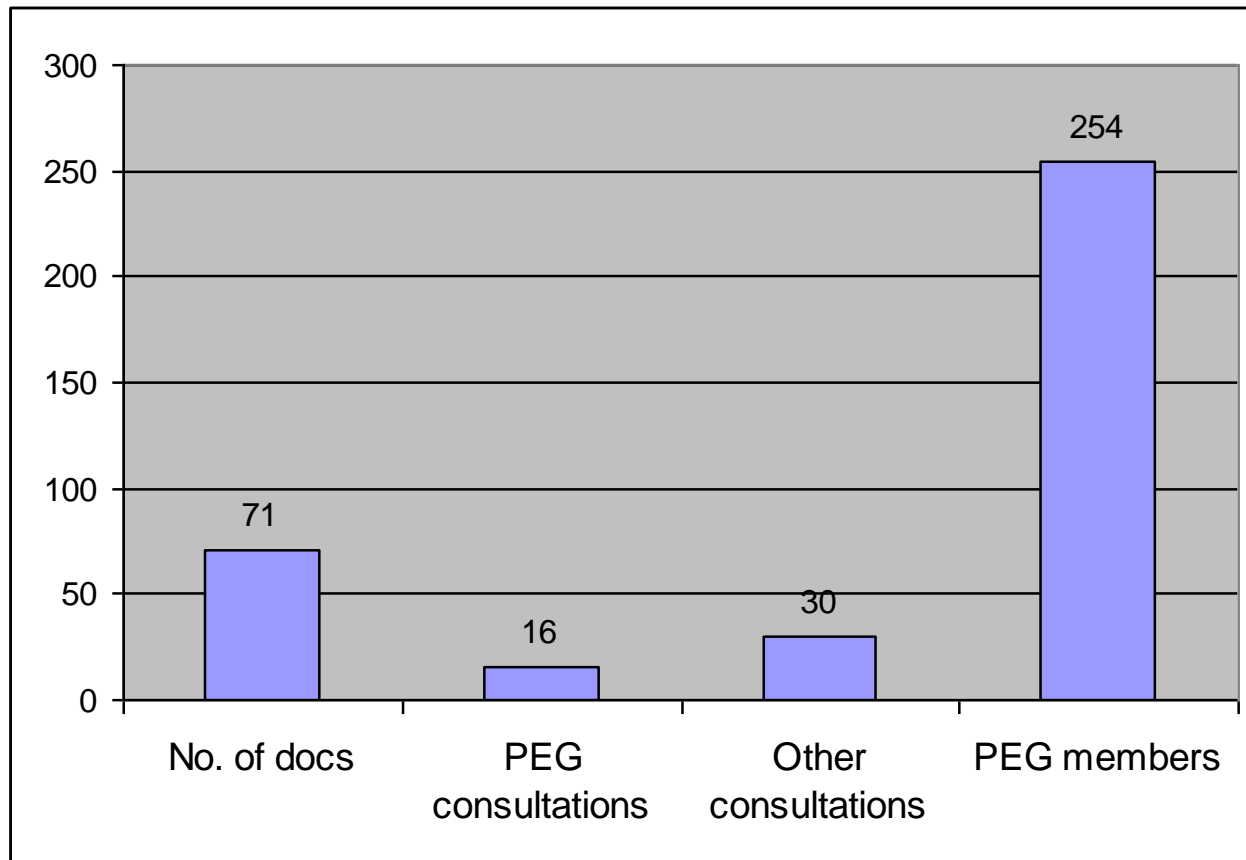


ECHA Helpdesk

- Assists companies
 - Registration & IT tools
- Coordinates HelpNet
 - Network of national REACH & CLP helpdesks
- Identifies FAQs in consultation with HelpNet
- Supports revision of guidance documents and IT manuals
- 3,500 questions in Q1 – Q2
 - 2007 – 2011 > 30,000



Guidance 2007-2011



Translations



- ECHA - one of the few EU bodies working in 22 EU languages
 - More than 4,000 pages published in each language
 - A challenge to publish timely in all languages
-

Search criteria

BG - Bulgarian ▾

Define

Translate to

BG - Bulgarian ▾

A|
Z ▾ Show alphabetical list

Your last 10 queries: ▾

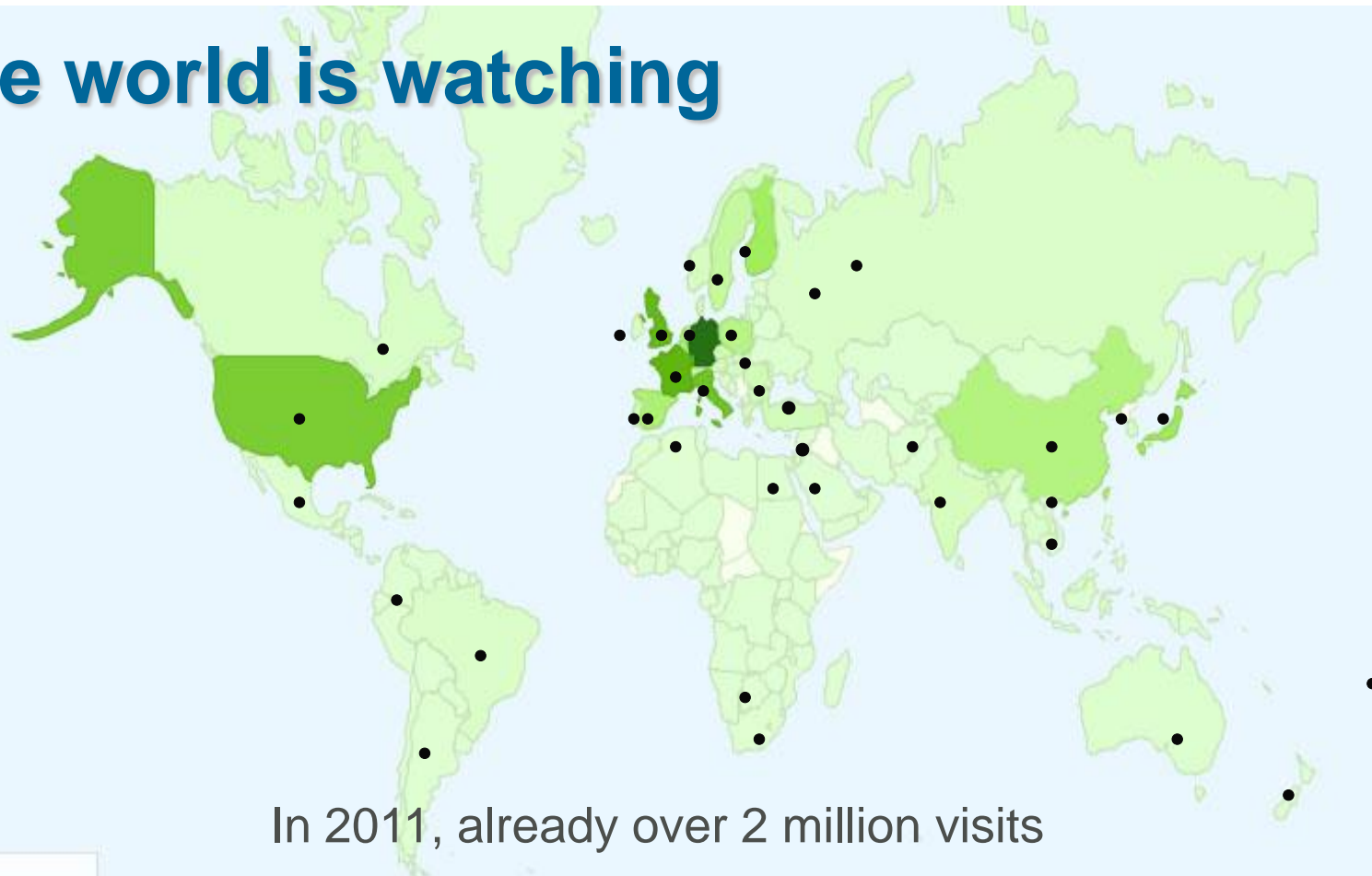
- REACH and CLP
 - terms and definitions
 - 22 languages
- Search & consultation
- Data export possible
- Users in 60 countries around the globe
- Typically 350 queries/day
- > 600 registered users

ECHA website

- One-stop-shop
- In 22 languages since June 2007
- Grown from 40 to over 400 pages
- Will be relaunched in 2011

BG	Европейска агенция по химикали
CS	Evropská agentura pro chemické látky
DA	Det Europæiske Kemikalieagentur
DE	Europäische Chemikalienagentur
EL	Ευρωπαϊκός Οργανισμός Χημικών Προϊόντων
EN	European Chemicals Agency
ES	Agencia Europea de Sustancias y Mezclas Químicas
ET	Euroopa Kemikaaliamet
FI	Euroopan kemikaalivirasto
FR	Agence européenne des produits chimiques
HU	Európai Vegyianyag-ügynökség
IT	Agenzia europea per le sostanze chimiche
LT	Europos cheminių medžiagų agentūra
LV	Eiropas Ķīmikāliju aģentūra
MT	L-Aġenzja Ewropea għas-Sustanzi Kimiċi
NL	Europees Agentschap voor chemische stoffen
PL	Europejska Agencja Chemikaliów
PT	Agência Europeia dos Produtos Químicos
RO	Agenția Europeană pentru Produse Chimice
SK	Európska chemická agentúra
SL	Evropska agencija za kemikalije
SV	Europeiska kemikaliemyndigheten

The world is watching



In 2011, already over 2 million visits

Over 13,000 news subscribers

● **Subscribers**

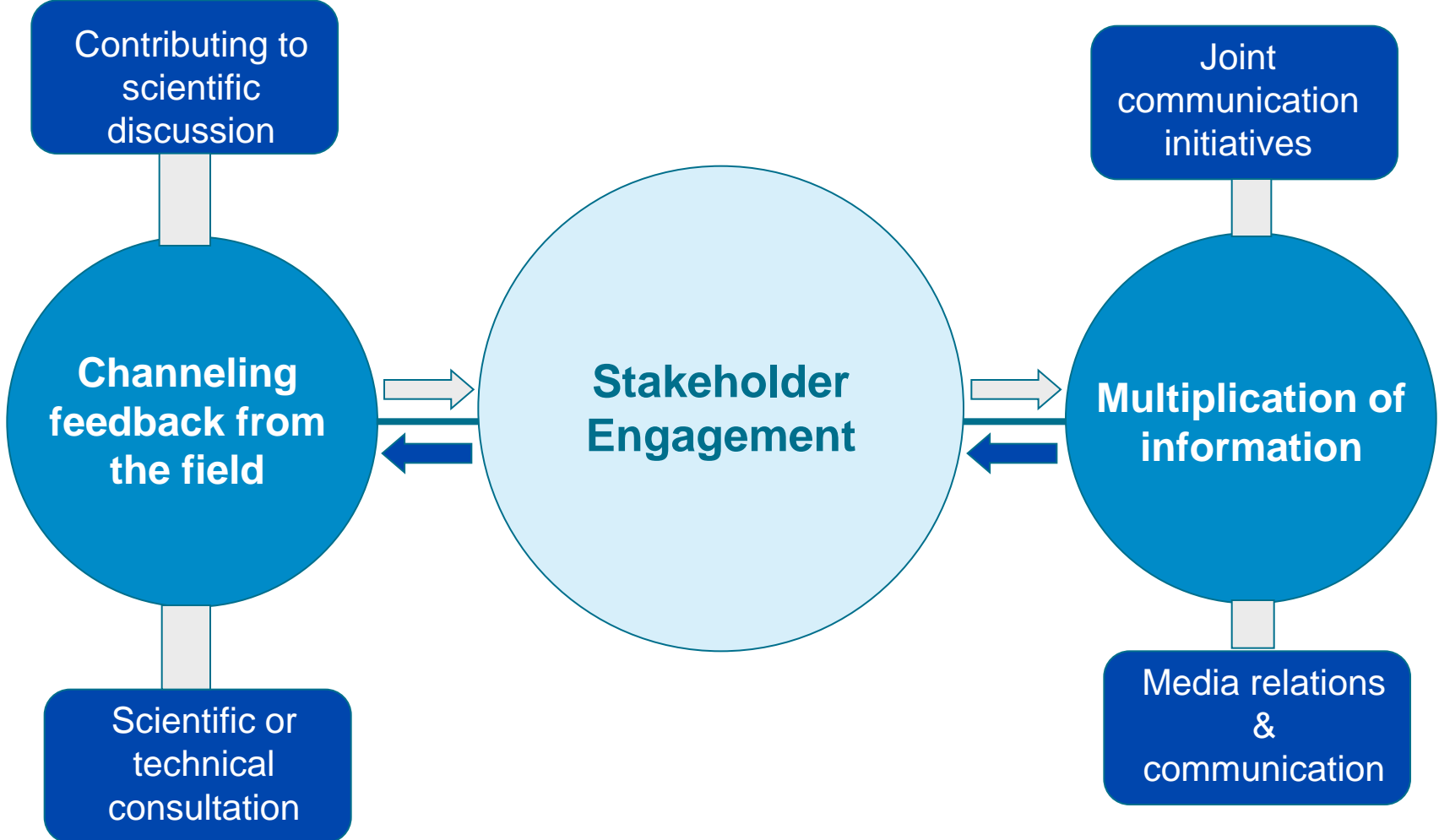


Risk Communication

- **Coherence** among Member States
 - Guidance
 - Risk Communication Network
- **Gap** between science and the consumer
 - Make the message understandable
- Understand **consumer perception**
 - Study



Stakeholder engagement



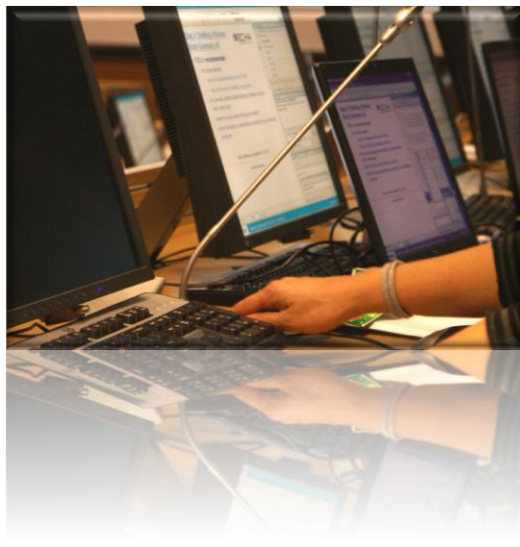
Events for stakeholders

Stakeholders' Days



The most important annual event

Webinars



More than 10,000 participants in 2010

External Events



Increasingly diverse

Awareness raising

- Compelling task to reach the 'unreachables'
 - Across Europe
 - In all sectors
 - SME
- Joint projects
 - Partnering with stakeholders & partners
 - Promoting benefits also

Call to action 

by all workers' reps
in companies manufacturing, using
or placing chemicals on the market

**Is your employer ready
to take up his duties
under the new legislation?**

The EU has recently introduced two major changes to its chemicals legislation – the REACH regulation in 2007 and the CLP regulation last year:

- REACH requires the registration of all chemical substances that are manufactured or imported into the EU in quantities of 1 tonne or more per year. If data on hazardous properties is lacking, such data should be generated and safety data sheets updated.



ACT NOW!

**REACH
2013**



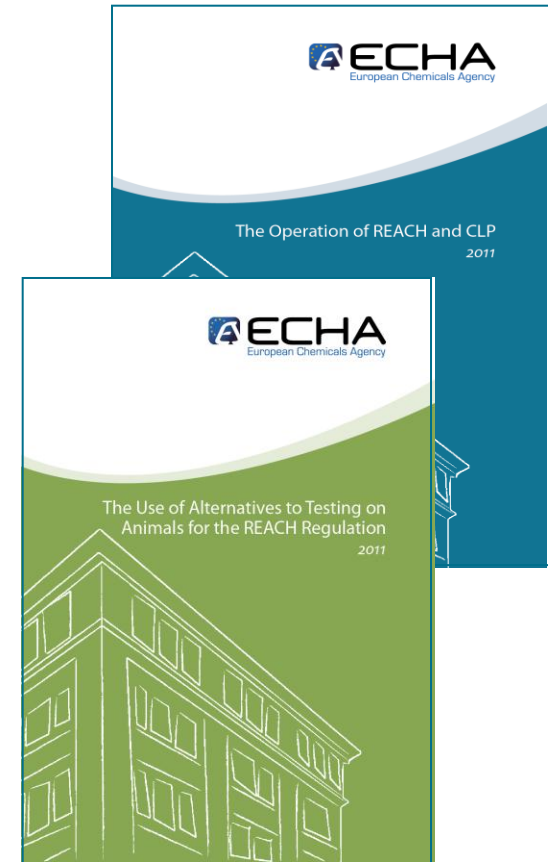
Public consultations (19 SEP '11)

- Use the right channel
 - Web form
- Submit by deadline
- Do not mass mail
- Pay attention to the topic of the consultation

Testing proposals	> 400
Harmonised C&L	> 70
Authorisation	> 90
Restrictions	9
Multiannual work programme	3

Studies and reporting

- Regulatory reports
 - Operations of REACH
 - Alternatives to animal testing
- Study on communication of information to general public
 - CLP: consumer perception
- Stakeholder surveys, Web customer surveys ...



ECHA news

- Weekly e-News
- Bimonthly Newsletter
- > 1,000 press enquiries/year
- Ca. 50 interviews /year
- Media visits

ECHA | Newsletter

Nº3
June
2011



14 September 2011

Survey on the impact of the REACH Regulation on the innovativeness of the EU chemical industry.

The European Commission is carrying out an extensive review of the REACH Regulation that will report on the first lessons learnt from the implementation of REACH.

The Centre for Strategy and Evaluation Services (CSES) has been commissioned by the European Commission Directorate-General for Enterprise and Industry to conduct a study on the impact of the REACH Regulation on the innovativeness of the EU chemical industry.

The study includes an online survey of businesses across the European Union to receive feedback on key issues related to the implementation of the REACH Regulation. It is available in 22 EU languages.

You are invited to contribute to this important review by completing the survey.

Importance of communication

- REACH and CLP generate lots of information
 - All actors need to communicate
 - ECHA takes communication seriously
 - We work to serve all audiences
 - We work to do it timely and effectively
 - We listen to our stakeholders
 - We invest in new technology
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