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CONSUMER CAMPAIGNS

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Bund für
Umwelt und
Naturschutz
Deutschland



FRIENDS OF THE EARTH GERMANY

January 2021
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Agenda

- 1. Consumers want transparency on substances in products**
- 2. The Scan4Chem app provides information on substances**
- 3. Our campaigns for consumers**

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Consumers want transparency



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Consumers want transparency

Eurobarometer¹

- Europeans are worried about the impact substances present in everyday products can have on the environment (90 %)
- Consumers are concerned about the impact of chemicals in everyday products on their health (84 %)
- Most consumers are convinced of that they have a right to know about substances in products - without having heard of REACH²

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¹ www.europarl.europa.eu/at-your-service/en/be-heard/eurobarometer

² Hartmann et al. 2018, 4.

AskREACH Consumer Surveys (2018; 14.465 participants)³

Consumers are concerned with problematic substances in products

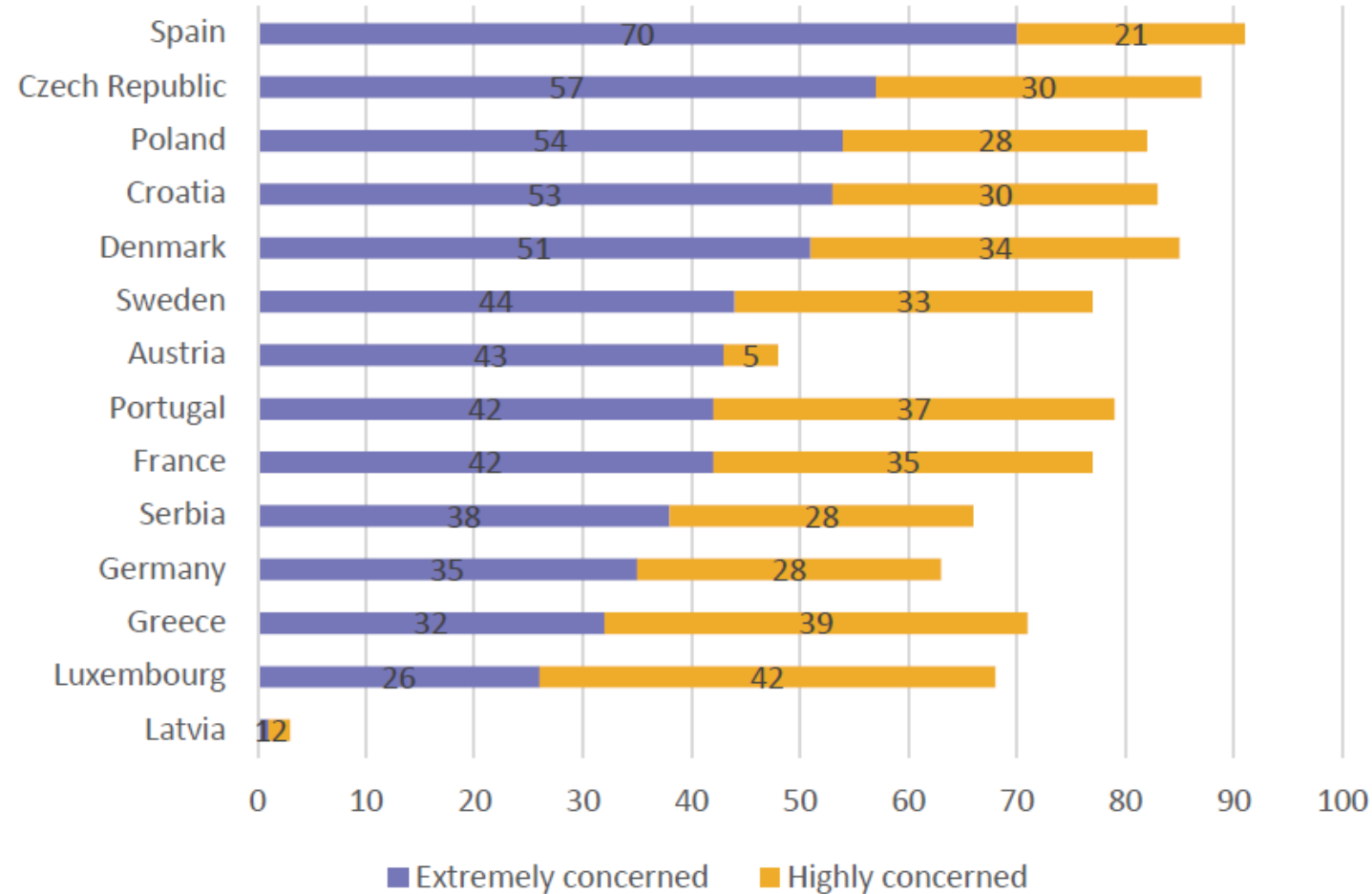


Figure 1: Level of concern about the possibility that everyday articles may have problematic substances that can be harmful to human health and the environment

³ www.askreach.eu/wp-content/uploads/2019/07/LIFEAskREACH_Baseline-publication_2019-07-10.pdf

AskREACH Consumer Surveys (2018; 14.465 participants)³

Consumers do not feel well informed

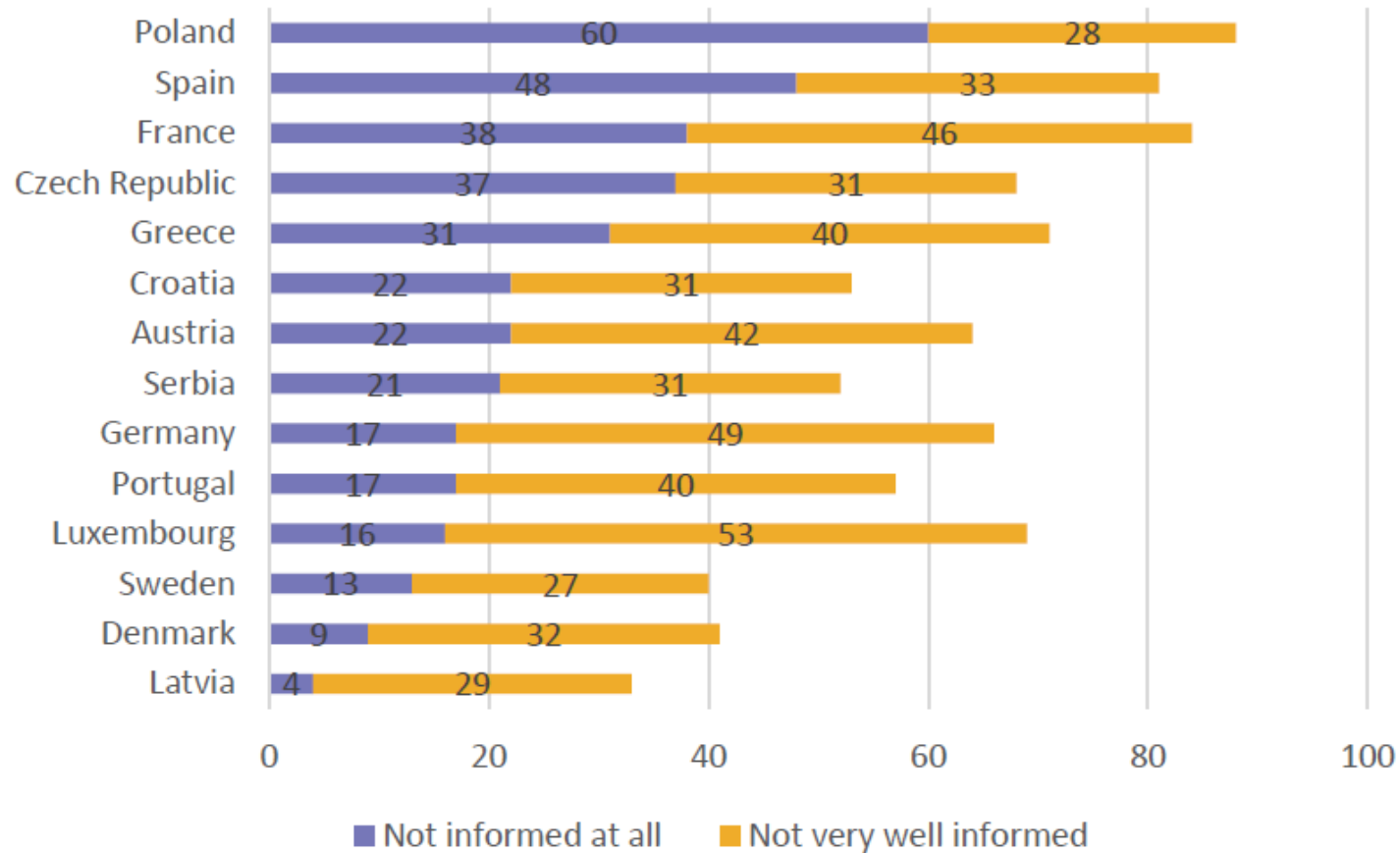


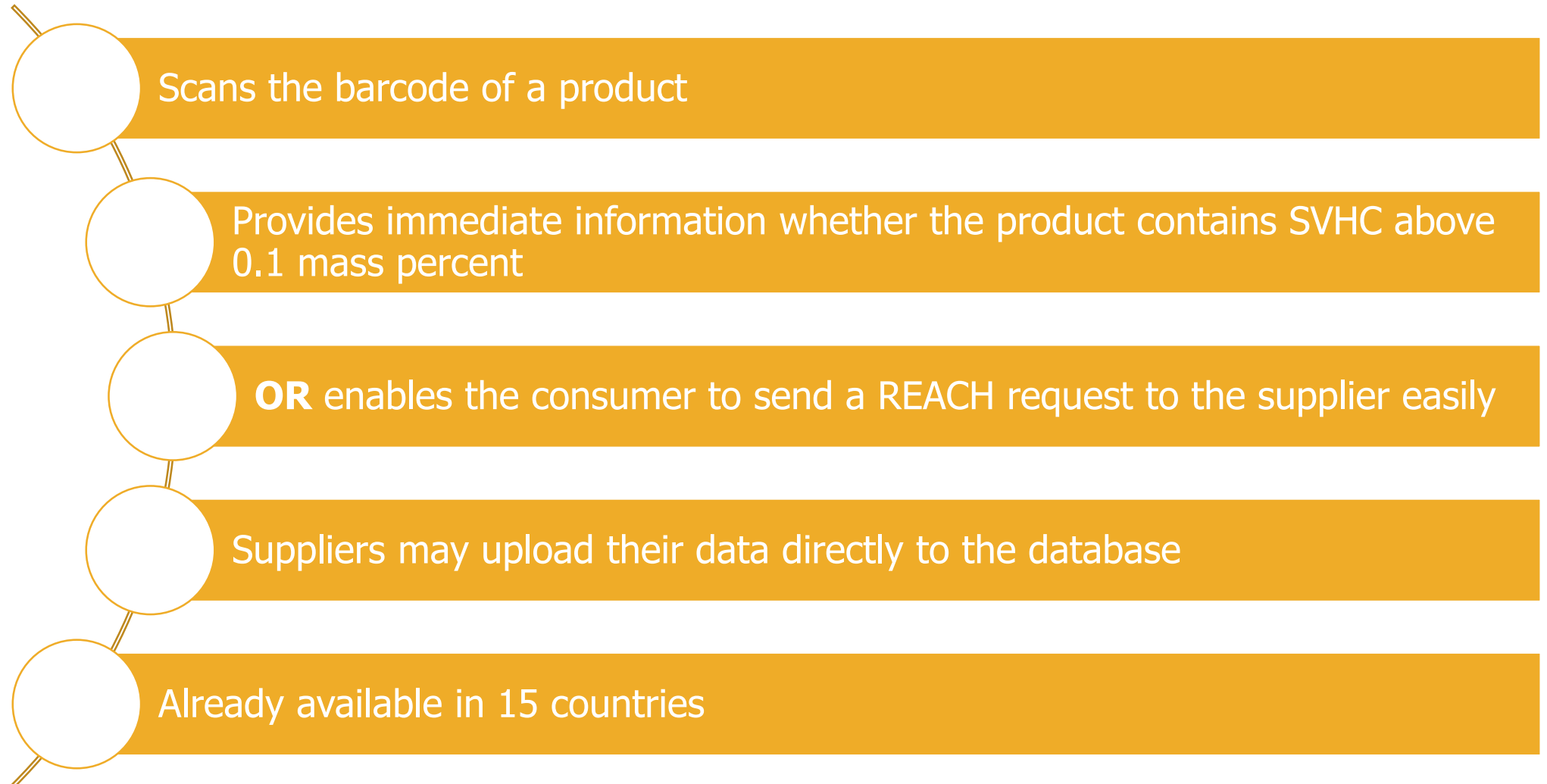
Figure 2: Level of information about the possibility that everyday articles may contain SVHCs that can be harmful to human health and the environment

³ www.askreach.eu/wp-content/uploads/2019/07/LIFEAskREACH_Baseline-publication_2019-07-10.pdf

The Scan4Chem app provides information



The Scan4Chem app



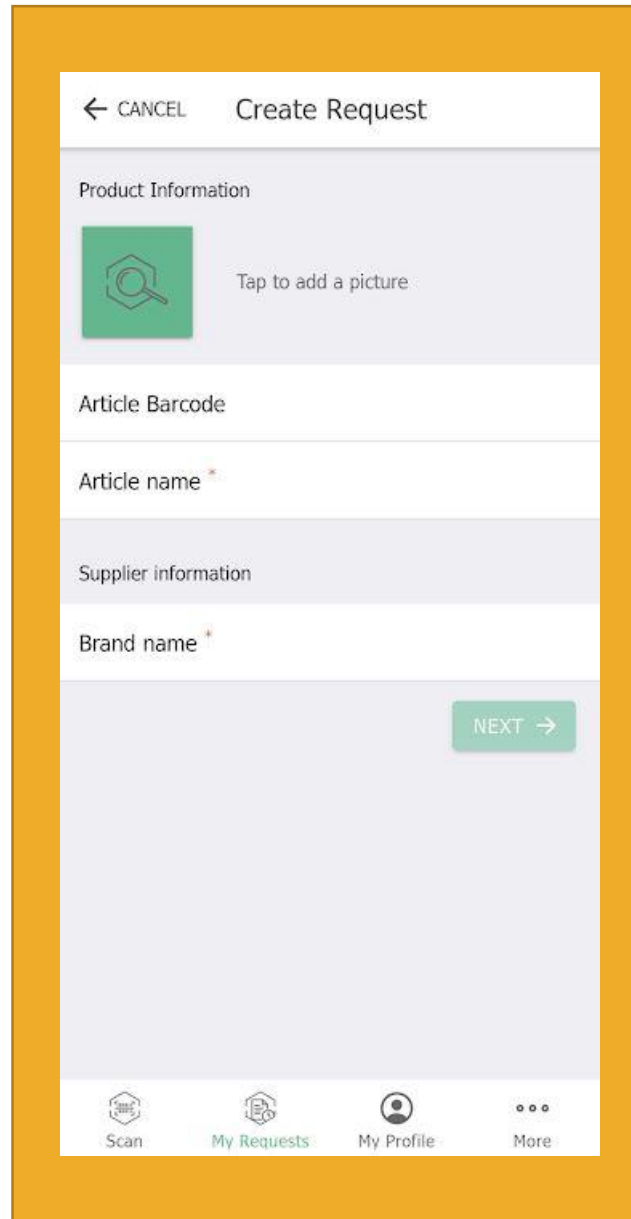
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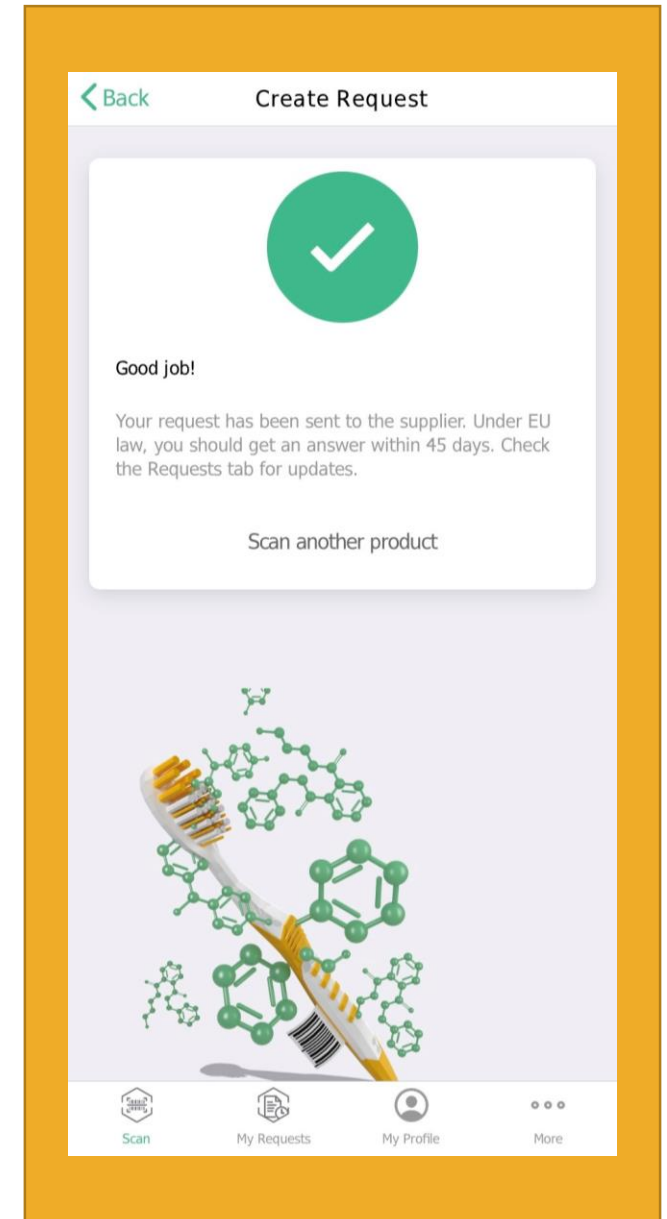
Scan4Chem



1



2



3

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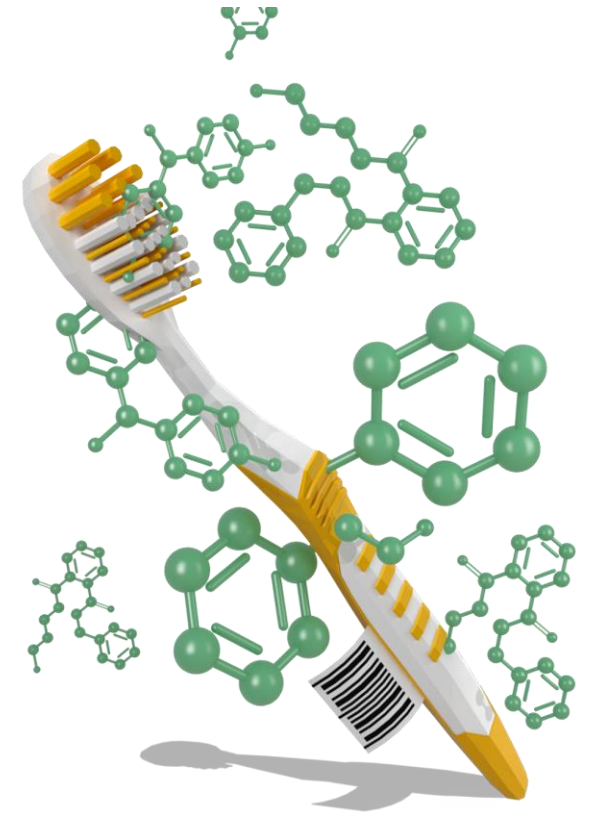
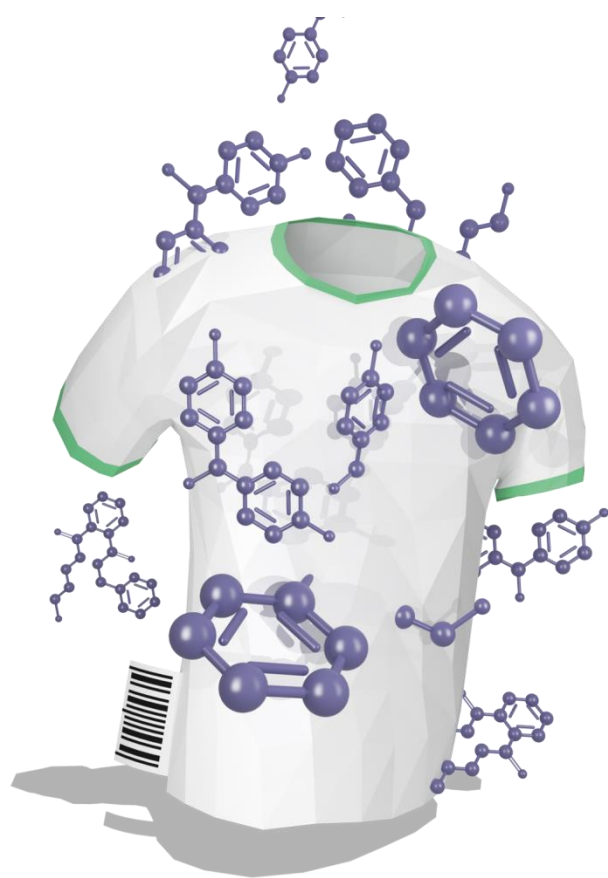


AskREACH consortium

23 organisations in 15 countries with 4.7 Mio members



Consumer Campaigns



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Print materials

- Flyer
- Consumer guide
- Info boards
- ...and much more

*Explain SVHC in products
and provide useful tips*

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Scan4Chem



Scan for Change

You have the right to know: Ask suppliers if a consumer product contains harmful chemicals. The Scan4Chem app helps you to find out about substances of very high concern (SVHCs) in a wide range of consumer products including toys, clothing, sports shoes, furniture, carpets, and electronic devices.

Download it now for free:  

www.askreach.eu #Scan4Chem



Logo

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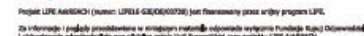
Faça o download gratuitamente

Procure os Químicos

Por produtos mais seguros

Scan4Chem

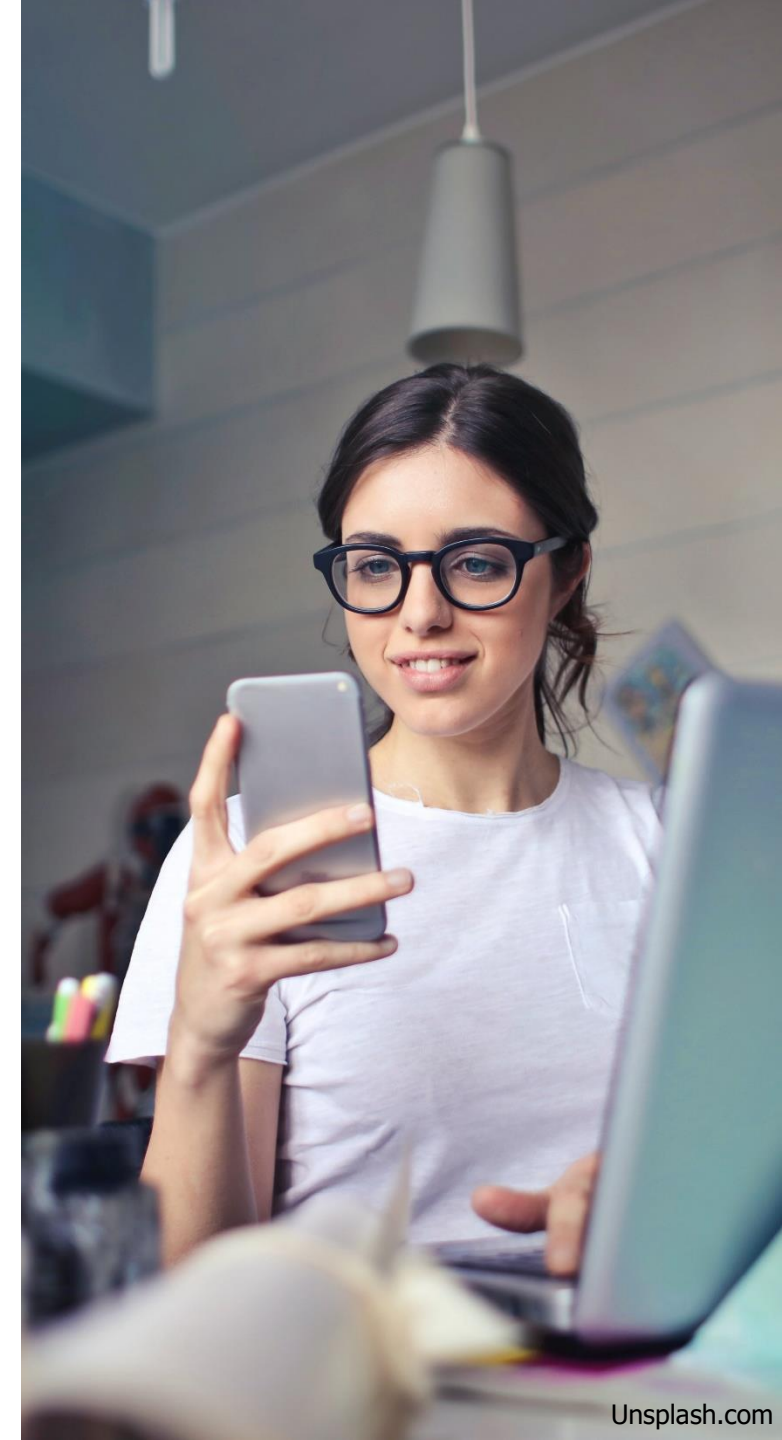
Skeniraj za promjenu!



Online campaigning

We make frequent use of social media

- The focus is on Facebook
- Instagram, Twitter, YouTube and LinkedIn reach additional target audiences
- Organisations in our networks share our posts to increase reach
- News portals and blogs populate our content
- Online workshops provide space for exchange within the interested communities
- More online activities in planning



Online campaigning

Together we have already reached 7.3 million people online



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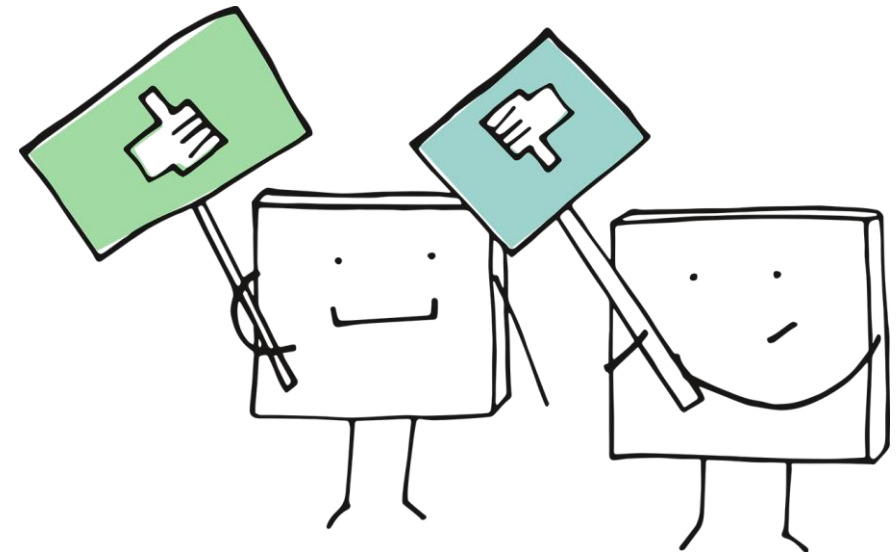
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Online campaigning

Consumer feedback in social media and app stores

- Consumers feel taken seriously when they receive a response from the company
- A direct response directly with the product scan can influence the purchase decision (esp. for articles without SVHC / with SVHC in concentrations below 0.1 mass percent)
- The company's email address in the database makes it easier for consumers to contact the company



Download Scan4Chem now!



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

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



Thank you!

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