

29 October 2015

## Meeting note

### ASO Communicators' Network

<b>Time</b>	Thursday 8 October 2015, 14:00 – 16:00 (Brussels time)
<b>Place</b>	MCE conference centre, Brussels
<b>Participants</b>	<i>Accredited Stakeholders:</i> Daphne Charleton (FORATOM), Elisa Setien (EFCC), Irina Dumitrescu (ECI), Bruno Vilela (EuCheMS), Julia Baines (PISC), Katy Taylor (ECEAE), Marianne Rosborg (EDANA), Ana-Christina Gaeta (HCWH), Guy Thiran (Eurometaux), Peter Pierrou (Chemsec, over Webex), Constanza Rovida (ECOPA, over Webex)  <i>Commission:</i> Eva-Patricia Hualde-Graza, DG GROW  <i>ECHA:</i> Lindsay Jackson (Chair), Tiiu Bräutigam (minutes), Adam Elwan

This was the third face-to-face meeting of the network, which was established to share best practice on communications and to discuss joint communication activities. This time the network discussed topics related e.g. to REACH benefits, alternatives to animal testing, info cards and the stakeholder update news bulletin.

#### 1. Alternatives to animal testing

ECHA gave a short overview of its communication on alternatives to animal testing both for registrants and the general public and asked the participants for feedback.

The stakeholders noted that ECHA has useful information on its website, but that it is hard to find. Especially the OECD test methods page, practical guide on avoiding animal testing and information requirements were considered to be too "hidden" on the page. The participants highlighted that when advice on new OECD test guidelines is published, ECHA should promote it more than previously. One further proposal concerned providing endpoints and links to relevant OECD test guidelines in a simple overview table. ECHA could also consider infographs. SMEs should be reminded about the legal requirement to use alternatives and that ECHA informs national enforcement authorities about non-compliance.

Some participants noted that they could send suggestions for useful third party links related to animal testing to ECHA.

#### Action points:

- ECHA to consider ways of making the existing information about alternatives on its website easier to find (e.g. overview table, links, infographs) and to promote new OECD test guidelines more.
- ECHA to explore possibilities to inform associations and SMEs directly and to send direct information on alternatives to registrants using REACH-IT.
- Stakeholders to send ECHA suggestions for relevant third party links.

## 2. REACH benefits

ECHA has started a project to collect case studies which demonstrate the benefits of REACH and CLP and asked stakeholders whether they are interested in the project.

Participants welcomed the work and recognised the tendency for the positive aspects of REACH to be forgotten. Several participants indicated that they would have further cases to share or that other organisations could be good cooperation partners in this project. Participants suggested that aspects such as the improved competitiveness of the chemicals industry and the use of all collected REACH data could also be presented in the cases.

### Action points:

- ECHA will contact stakeholders bilaterally about further case studies.
- ECHA needs to make a concerted effort to encourage authorities to use the REACH data for other legislative purposes.

## 3. Info cards

ECHA informed the stakeholders about the planned launch of the registered substances web page and info cards, giving an easier access to the information on chemicals. The launch is planned either for November 2015 or January 2016.

The stakeholder welcomed the project and felt that this would represent a big step forward in making the data more useful to a wider group of stakeholders. Some stakeholders noted that they would be interested in joining the launch breakfast meetings in Brussels and receiving the pdf copy of the info card for their communications activities. Others recommended that stakeholders could be part of the presentations themselves, to enable them to make the important point about the value to industry and civil society of this data being more widely used.

### Action points:

- ECHA to inform stakeholders about the participation in launch activities in Brussels.
- ECHA to send the pdf of the info card to interested stakeholders.

## 4. AOB

### Stakeholder update

ECHA asked the participants for feedback about the ASO update, the bi-monthly news bulletin for accredited stakeholders.

The stakeholders noted that advance notice about ECHA's activities is very useful for them and that e-mail is still a good distribution channel for the information. However, some saw overlaps between ECHA's different information vehicles and asked for a more corporate approach. They noted that it is not unusual to receive a number of updates/Newsletters on the same day, many of them containing the same information.

### Action point:

- ECHA to rationalise the number of communication vehicles and remove the content overlap.

### CLP video

ECHA is planning a video about the CLP pictograms for consumers and asked the participants for their feedback. Some highlighted that personal stories in every day situations would be a good starting point.

#### **Action point:**

- ECHA to circulate the script when it reaches a stage suitable for consultation.

### Other

Some participants pointed out that ECHA's "getting started" pages are useful but not easy to find. They asked for further links on the website and possibly highlighting the content more on the home page.

A few stakeholders mentioned new infographs on their pages (HCWC, EDANA) which could be useful also for others.

The next face-to-face meeting of the network would be back-to-back with the next accredited stakeholders workshop in 2016. A Webex meeting can be organised in Q1 or Q2 2016, according to needs.

#### **Action point:**

- ECHA to consider further linking of the "getting started" pages.
- Stakeholders to send links to their infographs to ECHA.