

13 May 2013

## Meeting minutes

### ASO Communicators' Network

**Time** Monday 13 May 2013, 11:30 – 13:00 (Helsinki time)

**Place** WebEx online meeting

**Participants** *Accredited Stakeholders:* Alison Abrahams (EEB), Ian Cummings (ECETOC), Ann Jessica Johnson (Cembureau), Gavin Whitmore (ECPA), Mathieu Vinken (ESTIV), Guy Thiran (Eurometaux)

*ECHA:* Lindsay Jackson (Chair), Mira Banerjee, Adam Elwan, Virginia Mercouri, Maurizio Roncaccia, Mikko Väänänen, Päivi Jokiniemi (minutes)

#### 1. Objectives of the network

After a discussion on the shared objectives of the network, the following were agreed:

- 1) sharing good practice to improve communication;
- 2) helping each other in terms of outreach and transmitting news of mutual interest;
- 3) bringing the expertise of the network members together to develop joint communications targeted at particularly challenging audiences like SMEs and the general public.

#### 2. Sharing information of upcoming ECHA communications activities

##### 2.1. Development of web pages for the general public

ECHA has started a project to improve its web pages targeted at the general public. The purpose of the project is to provide user-friendly information about chemicals management to citizens and to explain the benefits of the EU chemicals regulations. The objective is to keep the language simple and understandable.

As background information for the discussion, ECHA had sent a concept paper "Restructuring the Chemicals in Our Life section of the ECHA website" to all network members. The participants discussed e.g. the headings and content of the different sections and how to make it easy for different target audiences to find the information they need. ECHA updated the background document based on the discussion and sent it to all network members on the next day (14 May 2013). The participants were asked to send their comments on the paper to ECHA ([stakeholder@echa.europa.eu](mailto:stakeholder@echa.europa.eu)) by 31 May. ECHA will then start drafting the webpages with a view to a further discussion at the next meeting.

The launch day of the restructured website section will be decided at a later date. Linking the launch with the Consumers' Day event taking place during the first half of 2014 was mentioned as one alternative and other ideas were invited.

## 2.2. REACH registration deadline

ECHA informed that the next REACH registration deadline is at the end of May. Registrations are expected until the last day of May and REACH-IT will be open until 02:00 Helsinki time. On Monday 3 June, a lot of statistics will be available on ECHA's website and a press conference will be organised on the same morning in Brussels. A press release and press memo will also be published.

The stakeholder participants were not planning any specific communications activities related to the REACH registration deadline.

## 2.3. Promotion of upcoming events

ECHA asked if all the participants have already received the bi-monthly bulletin "Stakeholder update". The list of recipients will be updated so that the next issue will also be sent to the newly nominated communications contacts. The Stakeholder update is the main vehicle that ECHA uses to inform ASOs about upcoming events and issues - it works as an early warning.

ECHA informed the participants of the upcoming Biocides Stakeholders' Day taking place on 25 June in Helsinki. The presentations can also be followed via webstream.

ECHA also told that the REACH, CLP and Biocides related events organised by the network members can be promoted in the Stakeholder update. Information on these events can be sent to [stakeholder@echa.europa.eu](mailto:stakeholder@echa.europa.eu).

## 2.4. Exhibition of the benefits of REACH

ECHA is preparing a simple exhibition to illustrate the impact of REACH on the safer use of chemicals in Europe. The exhibition will visualise the implementation and benefits of REACH with 10 roll-ups. It will be ready in June. ECHA has cooperated with some ASOs who showed their interest to contribute to the exhibition. The exhibition will be displayed in the premises of DG Environment in Brussels in September. After this, the entire exhibition or parts of it can be borrowed by organisations who are interested in displaying it at their events.

## 3. Sharing information of upcoming stakeholder communications activities

Participants did not have any activities to discuss at this stage.

## 4. Next meeting

### 4.1. Practical arrangements

Since the WebEx worked well, it was decided that the same method to convene will also be used in the future.

### 4.2. Time and topics

The next meeting will be organised in September. Invitations will be sent out closer to the meeting.

Topics for the next meeting would cover e.g. further discussion on ECHA's website section for the general public and communications actions targeted to SMEs.

Network members were encouraged to contact ECHA using the email address [stakeholder@echa.europa.eu](mailto:stakeholder@echa.europa.eu) if they have any questions or comments related to the work of the network.

## **5. Closing of the meeting**

The Chair thanked all the participants for their attendance and closed the meeting.