

REACH2018 Communicators' Network – Terms of Reference

1. The purpose of the REACH2018 Communicators' Network is to support the implementation of ECHA's REACH 2018 Roadmap.¹ Specifically, its purpose is:
 - To help raise awareness about the REACH 2018 registration deadline throughout the EU, especially among SMEs; and
 - To provide a network of contact persons for relevant actors to support the REACH 2018 project in practical communication issues.
2. The REACH2018 Communicators' Network is a voluntary network of national competent authorities, helpdesks, enforcement authorities, relevant stakeholder organisations and other actors such as the European Commission, Enterprise Europe Network (EEN), and ECHA. The network is made up of:
 - Communication-oriented members of the organisations they represent. Representatives should have an access to their organisation's communications vehicles, networks and other channels to industry, national/local industry associations, Chambers of Commerce in their Member States, and/or media; and
 - Representatives of ECHA's REACH 2018 project.
3. The network's tasks are to:
 - Identify the different target audiences for REACH 2018 communication;
 - Plan and carry out joint awareness raising activities according to the national strategies and priorities;
 - Distribute the materials produced within the group through their own networks;
 - Help to produce material in official EU languages;
 - Share best practice;
 - Create new ways to raise awareness;
 - Collect feedback from target audiences within the reach of their organisations; and
 - Assess the impact of coordinated communication activities.
4. Method of working:
 - The network functions mainly virtually. Ad hoc meetings may be arranged once a year;
 - The information will be shared through a dedicated CircaBC site;
 - The network reports back to CARACAL and shares the progress report with relevant organisations, for example, with the Executive Agency for Small and Medium-sized Enterprises (EASME);
 - The network will share its activities through existing bodies such as HelpNet and the Directors' Contact Group to multiply the effects of awareness raising;
 - The network will be led by ECHA.
5. Period of operation:
 - The network will start its activities during the first half of 2015 and will be operational until the end of 2018.

¹ http://echa.europa.eu/documents/10162/13552/reach_roadmap_2018_web_final_en.pdf.