



tukes

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Challenges and steps towards a more sustainable and safe everyday life

Finnish Safety and Chemicals Agency (Tukes)

Background:

Finland, trust and me

- Finnish people traditionally have a **strong trust in authorities**, also according to Consumer conditions scoreboard 2019.
- Tukes was ranked as the 9th most reliable public organisation in Finland in 2020.
- Shortly about me:
 - Currently working as a Director of Communications in Finnish Safety and Chemicals Agency Tukes
 - Previous work history in communications in various public sector organisations, and as a journalist in several Finnish newspapers

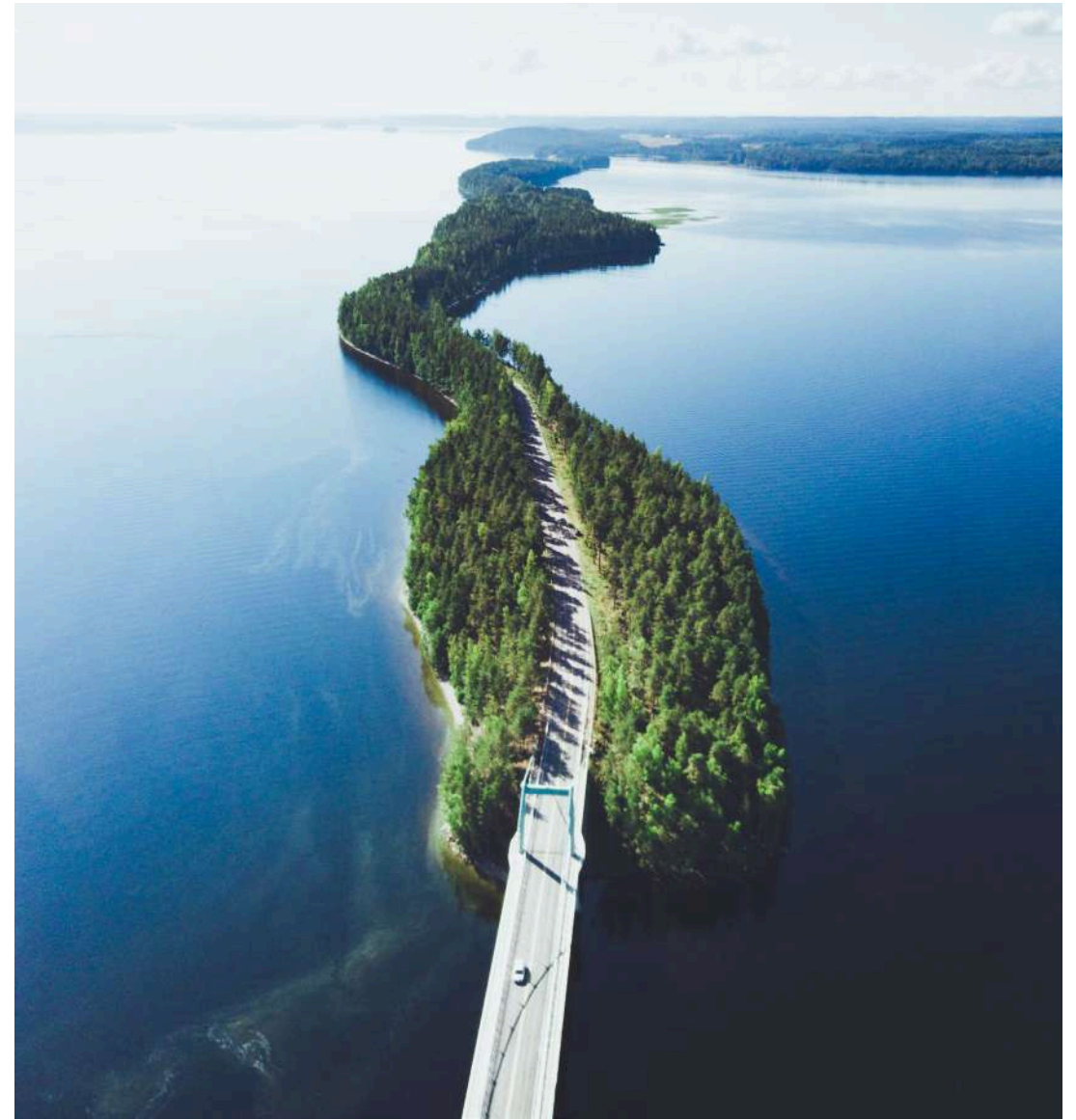


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Challenge 1: What is a chemical and how to communicate clearly about them?



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Challenges 2 and 3: Action by knowledge

- How do we **describe the risks** of chemicals? Do we **know** all the risks?
- How can we communicate the risks in **layman's language** so that people **take action** instead of only becoming nervous? How do we **reach and interact** with the people?



Picture: The Finnish Institute for Health and Welfare (THL)

Communication on chemicals safety and Tukes's campaign in 2019: Bust the myths about chemicals



- Tukes has been communicating on chemicals safety issues since 2011 and in a more strategic way since 2013
- Campaign:
 - Focus on the most common false beliefs based on ignorance
 - Multi-channel approach



Situation in Finland in 2018, before Tukes's communications campaign Bust the myths about chemicals

2/3

2/3 of Finnish consumers estimated their knowledge about chemicals safety was at least quite good.



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Yet 45 % of Finnish consumers didn't know ecological detergents contain chemicals, 35 % electronic devices.



Finnish consumers found some of the words difficult: REACH, CLP, biocides...

Survey in 2020, after the campaign

58%

58 % remembered to have seen Tukes's chemicals safety related communications



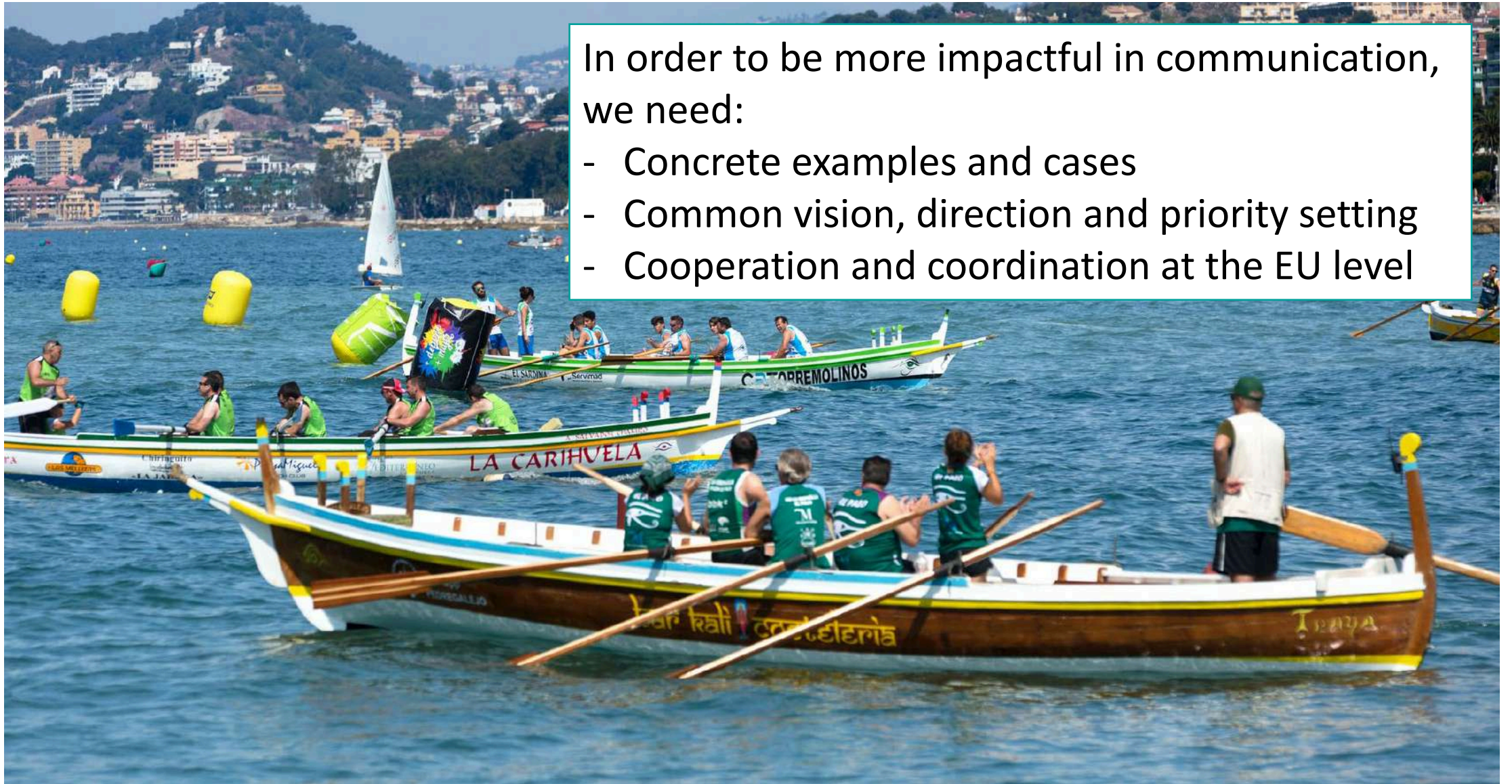
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Finnish consumers knew more ways than in 2018 how to reduce use of chemicals in their everyday lives



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89 % more consumers than 2018 answered that they should read the label in order to know the risks and what the package contains



In order to be more impactful in communication, we need:

- Concrete examples and cases
- Common vision, direction and priority setting
- Cooperation and coordination at the EU level

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