



BEUC The European
Consumer
Organisation

The Consumer Voice in Europe

Empowering consumers to drive the toxic-free transition

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PANEL 3 – Transparency & risk communication



BEUC IS PROUD OF ITS MEMBERS



CONSUMERS ARE CONCERNED

- **4 in 5 Europeans** report concerns about chemicals in everyday products¹ (up from 43 percent in 2014²)
- And with reason, e.g. 500+ toys and children's products tested since 2015: **21% contain one or more chemicals of concern**, incl. CMRs and endocrine disruptors³
- **9 in 10 surveyed consumers** want more information about chemicals in products⁴



CHEMICALS,
COMPANIES
&
CONSUMERS



How much are we told?

¹ Special Eurobarometer 468 'Attitudes of European citizens towards the environment' (2017)

² Special Eurobarometer 416 'Attitudes of European citizens towards the environment' (2014)

³ Details @ Sveriges Konsumenter <http://bit.ly/2Y7f1oo>

⁴ Details @ Forbrugerrådet TÆNK Kemi <http://bit.ly/39amE3F>

EMPOWERING CONSUMERS

- The Green Deal promise: empowered and informed consumers, key to the green and digital transition
- CSS premise: transparency – and consumer demands – will drive innovation in safer alternatives and greener technologies
- BEUC caveat: improved transparency is urgent but must not shift responsibility for avoiding exposure to consumers



IMPROVING TRANSPARENCY

- CSS: Consumers are not afforded an informed choice
- New requirements will ensure consumers have access to information on chemical content and safe use
- Promising – but easy access for all consumers is a must; hiding this information away in digital product passports is a consumer no-go¹

¹ Details @ BEUC <https://bit.ly/3g2DFQW>



IMPROVING TRANSPARENCY, CONT'D

- Strengthening REACH art. 33.2?
 - Improve compliance, yes: **70% of companies provide incorrect answers to consumer enquiries** – or fail to reply altogether¹
 - But: all consumer requests deserve a reply – within a shorter timeframe (45 days is way too long)
 - Cover all substances of concern in products and in mixtures
 - Clarify which information must be provided, to consumers, to ECHA

* Details @ UFC-Que Choisir <https://bit.ly/32b6xhG>



Kemiluppen, an instructive example

- ✓ 10.000+ products
- ✓ 400.000+ downloads
- ✓ 10.000.000+ product scans
(there are 5.8m Danes)



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Thank you for your attention

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