

The Consumer Voice in Europe

Empowering consumers to drive the toxic-free transition

Pelle Moos, PhD Helsinki Chemicals Forum, 28 April 2021 PANEL 3 – Transparency & risk communication



BEUC The European Consumer Consumer Organisation BEUC IS PROUD OF ITS MEMBERS























Neytendasamtökin 🗐









citizens



























THE SWEDISH CONSUMERS' ASSOCIATION

































BEUC The European 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



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



BEUC The European Consumer Consumer Organisation EMPOWERING CONSUMERS

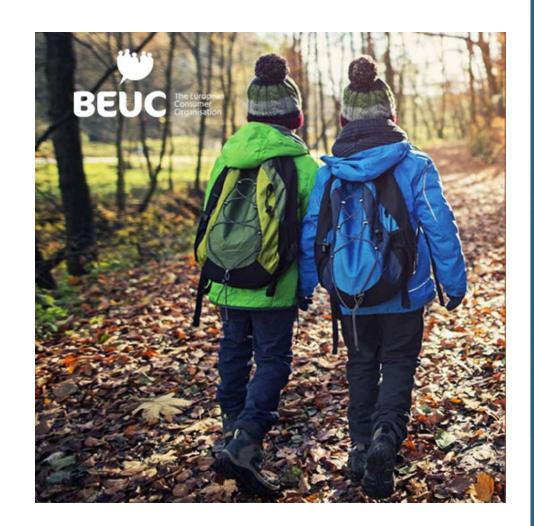
- The Green Deal promise: empowered and informed consumers, key to the green and digital transition
- CSS premise: transparency and consumer demands – will drive innovation in safer alternatives and greener technologies
- BEUC caveat: improved transparency is urgent but must not shift responsibility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





BEUC The European Consumer Consumer Organisation 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





BEUC The European Consumer Con

- 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



BEUC The European Consumer Organisation DIGITAL POTENTIAL



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

www.beuc.eu safety@beuc.eu



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